

ACTIONABLE AI:

Leveraging AI for Better Event Sessions

Hey again, event pros!

In the dynamic field of event management, efficiency, and innovation are critical to successful outcomes. This guidebook is a part of our year-long 'Actionable AI' series, designed explicitly for event professionals to help utilize artificial intelligence as a helpful companion. In the third installment in our series, "Actionable AI for Event Sessions," we explore the practical application of AI for event professionals eager to maximize time and create the best event sessions possible. We offer a step-by-step approach for organizers to help leverage the robust power of AI to help enhance their sessions from the initial planning stages to post-event analysis.

The guide has three main sections reflecting varying levels of difficulty: Easy, Medium, and Advanced. Each section presents realistic scenarios encountered by event professionals and follows with a step-by-step guide to effectively using AI in handling those situations

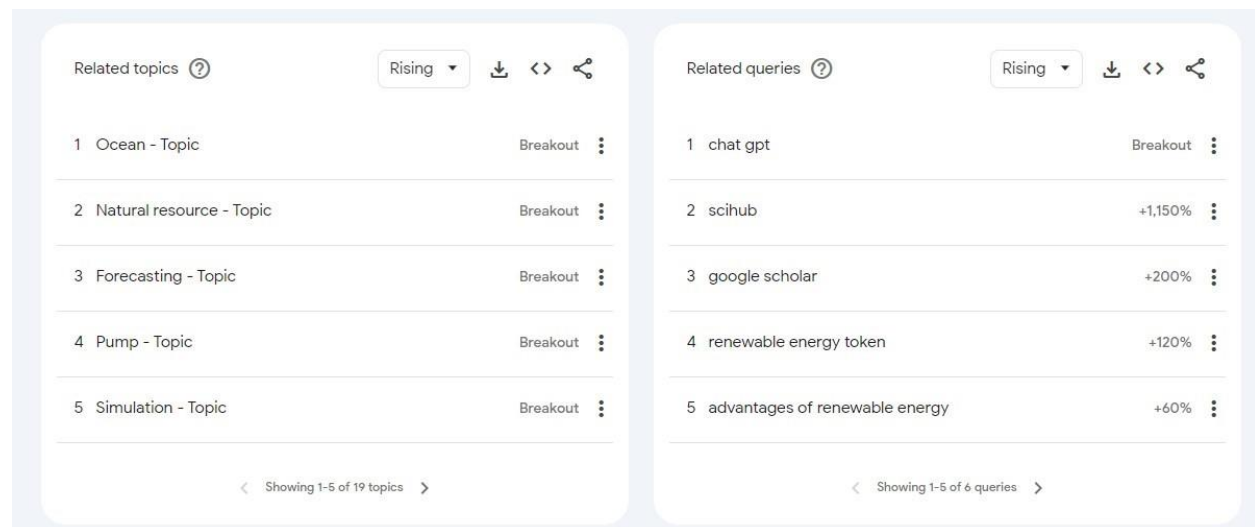
Analyzing Industry Trends

Trendspotting with AI

Scenario: Imagine you're planning a massive international tradeshow in the renewable energy sector, "EcoPower Expo: Unleashing Tomorrow's Energy Today." To stay ahead of the curve, you must identify what cutting-edge topics will captivate your audience.

Easy Level:

Use the FREE [Google Trends](#) to discover real-time searches related to renewable energy and determine what's catching public interest as potential themes for your event sessions. You can immediately enter your search term, and it generates interest over time, related queries, and related topics that can help spark content ideas.



Medium Level:

[Brandwatch](#) can provide intricate sentiment analysis on social media, indicating which renewable energy innovations spark the most debate and interest. This AI platform is the #1 consumer intelligence platform that monitors billions of conversations. Brandwatch has a free trial you can test out, but for continuous monitoring of your topics, pricing starts at \$800.

Advanced Level:

Try out [Pecan AI](#) for predictive analytics to anticipate upcoming shifts in the renewable energy market. You may sign up for a free seven-day trial with a business email address, and then plans start at \$950 a month. This platform is ideal for someone in your organization skilled in business data intelligence, but it can provide a compelling data forecasting model for future event topics.



Great! So, we're predicting on a weekly basis whether a new wind farm will be built in the United States in the next year.

Here is your initial time-based Predictive Question:

Predict weekly, whether a new wind farm will be built in the United States in the next year

Exciting! You made it! You can use this question as is, or we can refine it further by adding additional filters. Would you like to refine your predictive question further?

Looks good! Continue building my ML model

Refine Predictive Question

Identifying Expert Panelists

Curating a Panel of Thought Leaders using AI




Scenario: You require a panel of prominent figures in renewable energy who can draw crowds and engage them in meaningful discussion.

Easy Level:

[LinkedIn Premium](#) becomes your AI-enabled tool to pinpoint leading minds in renewable energy. You can start with a free one-month trial, and the core plans start at \$79.99 per month. Its relationship navigator allows you to identify applicable accounts of people suited for a particular topic. Its AI functionalities work like LinkedIn, but Premium offers many more matchmaking features.

Medium Level:

Perhaps you have a few speakers in mind but can't decide which one or don't even know where to start? By leveraging [BuzzSumo's](#) capabilities, you can evaluate the social influence of potential speakers, ensuring that those you choose can generate excitement on social media and provide valuable insights during their presentations. Sign up for a 30-day free trial; pricing starts at \$159 monthly. You can begin immediately; click "Influencers" and enter your keyword criteria.

<input type="checkbox"/>	 <p>Mark Z. Jacobson X mzzacobson /renewable energy; cofounder-solutions project/100% movement View Journalist details Influencer</p>	-	-	45.5K	30%	61%	52.3	View Links Shared Save to Project ... More Options
<input type="checkbox"/>	 <p>AukeHoekstra X aukehoekstra debunking scare stories about electric vehicles and renewable energy systems. director https://t.co/xl5y2hfoxu @tueindhoven. founder https://t.co/2cyr8kvjby Company</p>	-	-	49.4K	31%	60%	35.7	View Links Shared Save to Project ... More Options
<input type="checkbox"/>	 <p>Prof Ray Wills X profraywills futurist disruption ag, biz, cities, climate, ecology, economy, energy, renewables, robots, tech, transport world top100 sustainability md @fss_au prof uwa Influencer</p>	-	-	18.5K	27%	51%	14.0	View Links Shared Save to Project ... More Options

Advanced Level:

You want to identify your keynote speaker and have a few people in mind. [MonkeyLearn's](#) technology can sift through vast amounts of data and pinpoint the rising stars and industry experts destined to make your event a success. You may upload past publications, social media posts, sections of books, etc., to get an in-depth analysis of the speaker's approach. MonkeyLearn is costly, and plans start at \$299 a month.

Crafting Invitation Letters

Personalizing Speaker Invitations with AI

Scenario: You're competing with numerous other tradeshows to attract the big names in energy, so your invitations need to stand out.

Easy Level:

Utilize [JasperAI](#) to craft your initial outreach letter to be compelling and convincing. JasperAI has a free seven-day trial; monthly plans begin at \$29. When you tell it what you want to do, it walks you through prompts for all your information. Reviewing your letter closely to ensure it aligns with your tone is essential. If you purchase one of the plans, you can even share your writing so it learns your voice.

< **Panelist Invitation**
Panelist Outreach Letter

Select a voice Language: English (American)

✓ Event details

Can you provide details about the event, such as the date, time, and topic?

EcoPower Expo: Unleashing Tomorrow's Energy
Today is on May 25, 2025 in Miami, Florida

87/5000

Next

Panelist benefits

Add more information +

Medium Level:

If you want to step it up a notch, you can enhance your invitation above even more. [Phrasee](#) uses natural language processing to enhance personalization, making each invitee feel uniquely considered. Phrasee doesn't offer a free trial, but many customized options are available at very reasonable prices.

Advanced Level:

[Persado](#) applies AI to analyze successful past invitations, generating new content likely to persuade highly sought-after speakers to choose your event. Many companies utilize this option to curate the right messaging to the right people. The AI software will help craft the perfect outreach message. There is no free trial, and pricing varies dramatically based on your custom needs.

Writing Session Descriptions

Composing Captivating Session Teasers with AI

Scenario: Each session at your "EcoPower Expo: Unleashing Tomorrow's Energy Today" must be informative and unmissable. Dull descriptions just won't cut it.

Easy Level:

You can use [JasperAI](#) again and its basic chat functionality to generate sessions and copy ideas. As mentioned, JasperAI has a free seven-day trial; plans begin at \$29 monthly. We asked it to develop a session title, suggestions, and descriptions for our show.

Medium Level:

[Grammarly](#) provides intelligent grammar and style suggestions, ensuring all session descriptions are clear and error-free. It is free, but premium upgrades for more functionality cost \$12 monthly. We intentionally made a few mistakes to showcase how Grammarly identifies the issues.

Untitled document


Session Description: "Solar Symphony: Harmonizing Solar Solutions for a Sustainable Tomorrow"

Enter the world of the solar innovation at the EcoPower Expo's captivating session, "Solar Symphony: Harmonizing Solar Solutions for a Sustainable Tomorrow." Immerse yourself in an orchestra of insights and ideas centered around the transformative power of solar energy in shaping a greener future.

In this immersive session, solar the industry leaders and experts will conduct a symphony of discussions on the latest advancements in solar technology, trends in photovoltaics, and strategies for maximizing solar energy efficiency. From rooftop solar installations to utility-scale projects, participants will gain valuable perspectives on leveraging solar solutions for sustainable energy transitions.e=

Advanced Level:

[Hemingway Editor](#) assesses readability, empowering you to refine text for maximum impact before your audience arrives. You can start a free 14-day trial for up to 200 words at a time and then opt to gain lifetime access for a mere \$20.

Readability 

Post-graduate
Poor. Aim for 9.

Letters: 665
Characters: 786
Words: 106
Sentences: 5
Paragraphs: 4
Reading time: 0h 0m 25s

Show fewer stats ^

0 adverbs. Well done.

0 uses of passive voice. Nice work.

0 phrases have simpler alternatives.

0 of 5 sentences are hard to read.

4 of 5 sentences are very hard to read.

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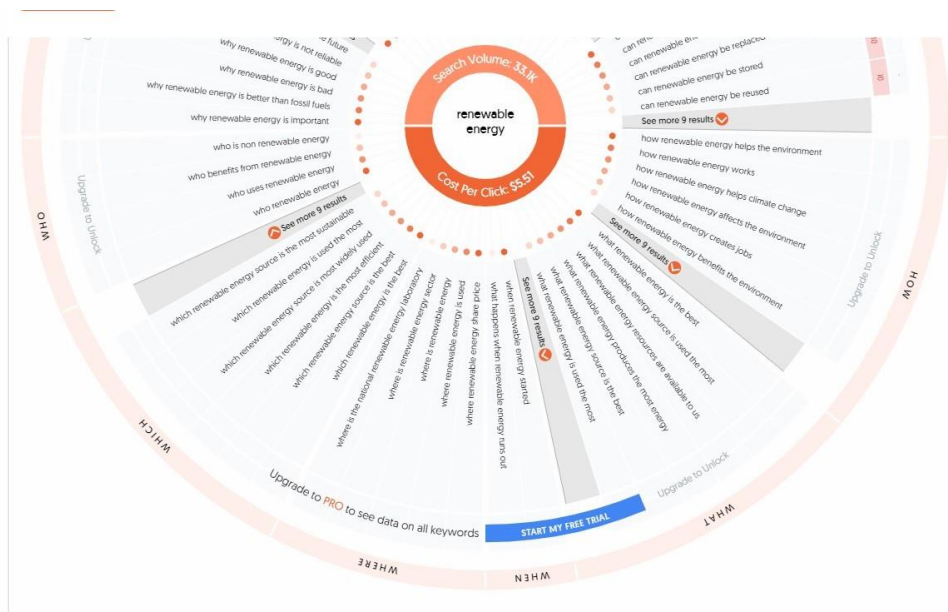
Generating Panel Questions

Formulating Insightful Panel Queries via AI

Scenario: Beyond outlining sessions, you need provocative questions to kindle dynamic discussions among your expert panelists.

Easy Level:

[AnswerThePublic](#) and [Quora's](#) Keyword tools generate common, yet relevant questions linked to your tradeshow's key themes. Both are FREE to use, and you can immediately enter your keywords. You can upgrade on both sites for more expansive data. Plans begin at \$11 per month.



Medium Level:

[BuzzSumo](#), which we mentioned earlier, uncovers the driving questions within your industry, ensuring your panel faces queries that unearth groundbreaking insights. You may sign up for a 30-day trial, and then monthly plans begin at \$159. Once you start your free trial, you can explore and try out all the functionalities of the questions.

View Questions View Related Themes

Visualisation Sorted by date 10,000+ Results Export

renewable energy

- are (187)
- can (213)
- how (1,235)
- what (2,589)
- when (33)
- where (28)
- which (133)
- who (17)
- why (394)
- will (76)

Most recent questions

- Are there any disadvantages to using **renewable energy** resources such as solar panels, water power stations
- Are you surprised that 87% of Brazil's electric power comes from **renewable** sources?
- Are you surprised that Gentari is not deterred by Australia's challenges of getting new **renewables** from
- Are there any legal or regulatory changes needed to prevent situations like the one faced by Kamuthi **renewable**
- Are **renewables** profitable?
- Are there any mutual funds (Indian/global) targeting **renewable energy** companies?
- Are there any solar panel recycling facilities in India?
- Are there any alternatives to the option of tripling **renewable energy** capacity globally by 2030 as a

Advanced Level:

[IBM Watson Discovery](#) conducts a deep analysis of industry content to produce questions that cut to the heart of the subject matter, inspiring unprecedented debate. You may start with a free trial, and pricing greatly varies based on your needs and outputs.

Summarizing Data From Event Sessions

Gain Insights Easily & Quickly

Easy Level:

[Otter.ai](#) is an intelligent notetaking and transcription service that can automatically transcribe audio from real-time event sessions. A free plan with 600 minutes of transcription per month is available. Pro plans start at \$8.33 per user/month when billed annually. The platform will transcribe the audio to text, highlighting key points and separating dialogue by the speaker. Once you create a free account, you can immediately hit record, and you are off to the races. You can also upload recordings of your event sessions directly to Otter.ai.

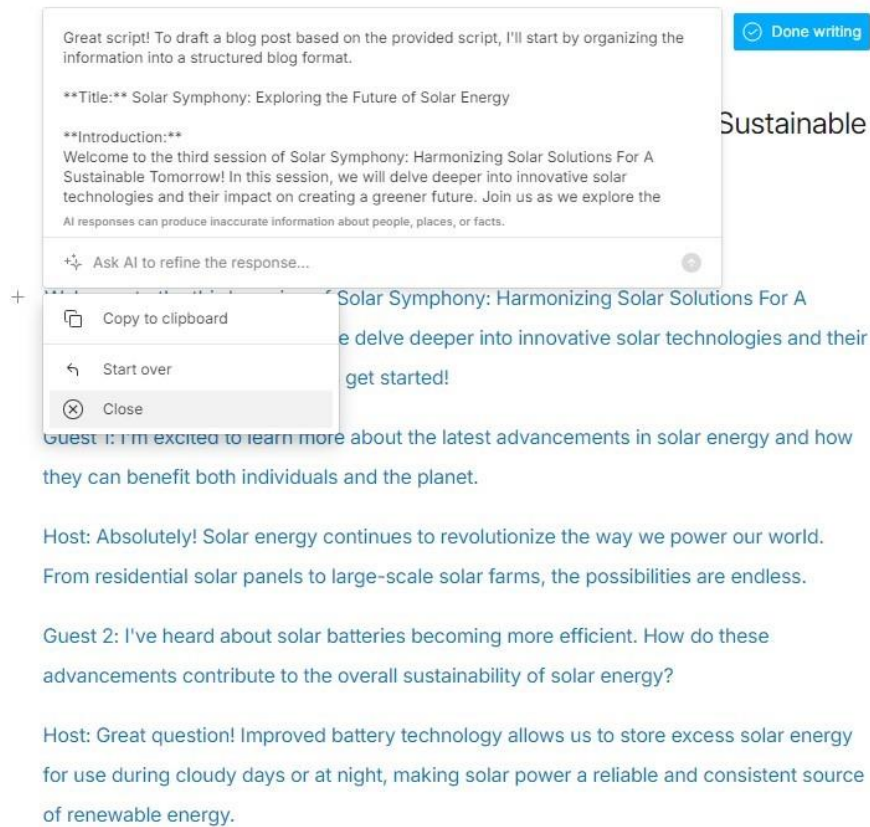
Medium Level:

[Rev.ai](#) goes a step further by offering accurate transcription services powered by advanced speech recognition AI. Beyond transcriptions, it analyzes sentiment and identifies key topics discussed during your event sessions. Submit audio or video files from your sessions to Rev.ai via their web interface. Receive transcriptions that include speaker identification, timestamps, and the option to customize vocabulary used in your event. Analyze the sentiment and topics in the transcript to understand the overall attendee engagement and areas of interest. Pay-as-you-go pricing starts at \$1.50 per audio/video minute.

Advanced Level:

[Describe](#) goes beyond simple transcription services by offering an all-in-one audio/video editing, transcription, and summarization platform. It is beneficial for event organizers who want to edit and

share highlight reels alongside detailed transcripts. You can upload recordings or directly record them to Descript for transcription. You can then edit the content directly in the platform, cutting out irrelevant parts. Descript offers a free plan with limited features. Pro plans offer more comprehensive features starting from \$12/month per user. One remarkable feature of Descript is also one click; you can have a publication-ready article for your blog on the session's content.



Great script! To draft a blog post based on the provided script, I'll start by organizing the information into a structured blog format.

Title: Solar Symphony: Exploring the Future of Solar Energy

Introduction:
Welcome to the third session of Solar Symphony: Harmonizing Solar Solutions For A Sustainable Tomorrow! In this session, we will delve deeper into innovative solar technologies and their impact on creating a greener future. Join us as we explore the

AI responses can produce inaccurate information about people, places, or facts.

Ask AI to refine the response...

Done writing

Sustainable

Solar Symphony: Harmonizing Solar Solutions For A

we delve deeper into innovative solar technologies and their

get started!

Guest 1: I'm excited to learn more about the latest advancements in solar energy and how they can benefit both individuals and the planet.

Host: Absolutely! Solar energy continues to revolutionize the way we power our world. From residential solar panels to large-scale solar farms, the possibilities are endless.

Guest 2: I've heard about solar batteries becoming more efficient. How do these advancements contribute to the overall sustainability of solar energy?

Host: Great question! Improved battery technology allows us to store excess solar energy for use during cloudy days or at night, making solar power a reliable and consistent source of renewable energy.

Generating Attendee Surveys & Analyzing the Data

Designing Engaging Post-Session Surveys with AI

Scenario: After each panel, you seek constructive feedback to measure the session's success and guide future improvements. Many AI survey platforms also provide detailed analysis of your responses.

Easy Level:

[SurveyMonkey's AI](#) assists in crafting surveys, gathering data that AI then examines for actionable insights. The platform can help generate questions quickly and give you a high-quality feedback assessment within minutes. There is a free version, but your responses are limited. Paid plans are \$25 per month. SurveyMonkey facilitates the creation of detailed surveys and facilitates the creation of detailed surveys but backs it up with a powerful AI-driven analysis tool. Its text analysis functionality can automatically categorize open-ended responses, identify themes, and assess sentiments without switching between tools.

Medium Level:

[Typeform](#) takes survey interaction to the next level with logic jumps that adapt based on attendee responses, all informed by AI analysis. Typeform is free for up to 10 responses; after that, plans begin at \$25 per month. Typeform also allows you to sync your response data to Google Sheets and other add-ons to create beautiful dashboards. Within Google Sheets, you can use its AI functionality to analyze your survey data.

Advanced Level:

[Qualtrics XM](#) uses complex AI-based analytics to digest survey data, providing granular insights into attendee perceptions and experiences. This powerful AI would be especially beneficial for more extensive sessions and survey responses. They do offer a free account, but to truly leverage the power of AI analytics, it is advisable to contact them for custom pricing based on your needs. Qualtrics iQ can also dissect large volumes of data to highlight actionable insights, making it ideal for those needing granular analysis of lengthy or complex event surveys.

Conclusion

For event pros looking to infuse AI magic into their workflow and take event session management to the next level, here's a friendly tip: start by dipping your toes into user-friendly, easy tools before diving into more advanced solutions. Progress at your own pace, based on what feels suitable for you and what resources you have on hand.

By pairing the right AI tools with a strategic mindset tailored to your event's unique vibe, you can transform heaps of session data into practical insights, crafting events that are engaging and ahead of the curve in trends. Whether you're brainstorming the panel speaker list or analyzing feedback after the curtain closes, AI is like having a trusty sidekick by your side.

In today's tech-savvy world, finding the sweet spot between human imagination and AI prowess is vital to staying sharp. Consider this guidebook your compass to more competent and seamless event management, ensuring your events leave a lasting impression and thrive on data-backed strategies. So, let's blend creativity with tech smarts and keep setting the stage for unforgettable events!