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AI analysis

From Overwhelmed to Empowered: Practical Frameworks for Event Teams in a Changing World

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Summary

The session 'From Overwhelmed to Empowered: Practical Frameworks for Event Teams in a Changing World' explored the challenges faced by event teams in today's fast-paced and technologically advancing environment. The speaker, Adam Lewis, opened by addressing the overwhelming pressures felt by many professionals, citing high expectations and rapid changes as primary stressors. He shared his personal experiences of feeling overwhelmed, including managing a business and dealing with family challenges, to highlight the reality of these struggles and set the stage for discussing practical solutions.

Adam Lewis introduced various frameworks and tools aimed at helping event teams manage these pressures more effectively. One key framework was the go-to-market priority matrix, which assists teams in prioritising tasks based on impact and effort. This matrix helps organisations focus on initiatives that are likely to generate significant revenue with minimal effort, while also considering more complex, high-impact projects that require careful testing and gradual implementation. He emphasised the need to balance commercial goals with employee well-being and organisational growth.

The session also delved into the role of AI in streamlining event management processes. Lewis highlighted HubSpot's AI data tools that address common issues such as duplicate records, formatting errors, and data enrichment gaps. These tools automate tedious tasks, freeing up time for more strategic activities. He discussed dynamic personalisation in email marketing, where AI enables the creation of highly personalised emails at scale, significantly improving engagement rates. Additionally, AI-driven chatbots and prospecting agents were presented as valuable assets for enhancing customer interaction and lead generation.





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Event teams are increasingly expected to understand and leverage advanced technologies like AI, often without additional resources. Lewis pointed out that multitasking, while often seen as a badge of honour, can lead to cognitive fatigue and reduced productivity. He cited studies showing that multitasking decreases memory retention and increases errors, advocating for focused, single-tasking approaches. He also introduced tools like Fathom for meeting transcription and summarisation, which can significantly reduce the time spent on administrative tasks.

Lewis recommended a practical testing framework for adopting new technologies, using a 'test, invest, scale' approach. This involves starting with small-scale tests, investing further in successful initiatives, and scaling these solutions across the organisation. He shared examples from his own business, such as the development of a proposal builder using AI, which evolved from simple drafting tasks to a comprehensive automated system. He stressed the importance of continuous improvement and innovation, encouraging teams to embrace new technologies while maintaining accountability for their work.

The session concluded with advice on managing the feeling of overwhelm, using tools like the Eisenhower Matrix to prioritise tasks based on urgency and importance. Lewis emphasised that while feeling overwhelmed is common, how individuals respond to it is optional. He advocated for a proactive mindset towards continuous improvement and innovation, suggesting the use of calming techniques like specific Spotify playlists to manage stress. Overall, the session provided actionable insights and practical tools for event teams to navigate the complexities of modern event management.

Takeaways

Prioritise tasks using the go-to-market priority matrix

Adam Lewis introduced the go-to-market priority matrix, a framework that helps event teams prioritise tasks based on their impact and effort. This approach allows organisations to focus on initiatives that are likely to generate significant revenue with minimal effort, while also considering complex projects that require careful testing and gradual implementation.

Leverage AI tools to streamline processes

AI tools in platforms like HubSpot can automate tedious tasks, such as correcting data errors and enriching records, freeing up time for more strategic activities. These tools also enable dynamic personalisation in email marketing and enhance customer interaction through AI-driven chatbots and prospecting agents.

Adopt a 'test, invest, scale' approach for new technologies

Lewis recommended starting with small-scale tests to explore new technologies, investing further in successful initiatives, and scaling these solutions across the organisation. This approach helps teams manage the adoption of new tools effectively while maintaining accountability and continuous improvement.



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