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# AI analysis Practical applications for AI in events: What's noise and what's worth the hype?

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VOXO

## Summary

The session delved into the practical applications of AI in the event management sector, focusing on what is genuinely beneficial versus what is mere hype. Muhammad Younas, CEO of vFairs, discussed how AI is transforming various aspects of event management, from pre-event planning to post-event follow-ups. He emphasised that the industry has shifted from questioning whether to use AI to figuring out the best ways to integrate it effectively. Younas shared that a significant proportion of event organisers are already utilising AI to enhance productivity, reduce costs, and personalise attendee experiences, demonstrating AI's growing influence in the field.

During the pre-event planning phase, AI can streamline complex tasks like setting up registration forms and creating detailed agendas. Younas highlighted emerging tools that can build registration forms and agendas quickly based on simple prompts, saving considerable time for event planners. He also recommended using AI-driven platforms like Clay and Gamma to build targeted lists and create presentations efficiently. These tools enable event professionals to reach prospective sponsors and buyers at scale and prepare presentations in minutes, significantly enhancing productivity.

AI's role in enhancing attendee experience was another key focus. Younas described how AI can offer personalised recommendations for attendees, suggesting who they should meet and which sessions they might find interesting. He mentioned tools like Relay that help create workflows for such personalised experiences. Moreover, AI chatbots can answer attendees' questions in real-time, reducing the burden on human staff and improving overall attendee satisfaction. Facial recognition technology was also noted for its potential to streamline processes like badge printing and photo distribution.





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Post-event, AI continues to play a crucial role. Younas discussed how AI tools can automate content creation, such as generating clips for social media and personalised video messages for attendees. These capabilities allow event organisers to maintain engagement with attendees long after the event has concluded. Additionally, AI can analyse event reports, providing insights into what worked well and what didn't, helping organisers to improve future events. The automation of follow-up emails with personalised content was also highlighted as a significant benefit.

Younas stressed the importance of having a human in the loop when using AI. He cautioned against blindly trusting AI tools, advocating for a balanced approach where AI increases productivity but is still monitored and managed by humans. This ensures the quality and accuracy of AI-generated content and decisions. He also emphasised the importance of clean training data, which is crucial for the effectiveness of AI models.

In summary, Younas provided a comprehensive overview of how AI is revolutionising event management. He shared practical examples and tools that event professionals can use to leverage AI, from planning and execution to post-event analysis. His insights highlighted AI's potential to significantly enhance productivity, reduce costs, and personalise attendee experiences, while also underscoring the need for human oversight to ensure optimal results.

# Takeaways

## AI's transformative impact on event planning

AI is revolutionising event management by streamlining complex tasks like registration form setup and agenda creation. Tools such as Clay and Gamma enable event professionals to efficiently build targeted lists and prepare presentations, significantly enhancing productivity. This allows organisers to focus on more strategic aspects of event planning.

## Enhanced attendee experience through AI

AI tools like Relay and chatbots offer personalised recommendations and real-time answers to attendee questions, improving overall satisfaction. Facial recognition technology further streamlines processes like badge printing and photo distribution. These innovations help create a more engaging and efficient attendee experience, ensuring participants derive maximum value from the event.

## Post-event benefits of AI

AI continues to add value after events by automating content creation and analysing event reports. This capability allows organisers to maintain engagement with attendees through personalised follow-up emails and social media clips. AI-driven insights into event performance help organisers refine future events, making continuous improvement easier and more data-driven.



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