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AI analysis

Personal at Scale: The Art and Science of AI-Driven Event Experiences

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Summary

The session examined the use of AI in enhancing event experiences by creating personalised engagements at scale. The discussion primarily revolved around 'Super Adam,' an AI assistant designed to emulate the intuitive matchmaking abilities of Adam Parry, a notable figure in the EventTech industry. Super Adam leverages extensive data, including historical trends, to drive relevant conversations and facilitate precise matchmaking between exhibitors and attendees. This AI assistant can understand individual needs and contexts, thereby tailoring recommendations to enhance engagement and satisfaction at events.

The speakers highlighted the technological framework underpinning Super Adam, distinguishing it from traditional chatbots. Unlike chatbots that provide general information, Super Adam employs an agentic AI framework, comprising multiple specialised agents. These agents are experts in various domains such as historical data, floor plans, pre-sales, and registration. This sophisticated structure ensures that users are directed to the right agent for their specific needs, thereby enhancing the relevance and accuracy of the assistance provided.

A significant part of the discussion focused on the technical challenges and lessons learned from implementing AI-driven event experiences. The speakers pointed out the initial difficulties in data formatting and ingestion, noting that poor data quality led to inaccurate recommendations. They also mentioned over-engineering prompts and policies, which resulted in overly cautious responses from the AI. These challenges underscored the importance of refining data processes and simplifying the AI's tasks to improve performance and reliability.





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Another key theme was the importance of outbound recommendations in driving engagement. By analysing pre-event interactions and declared interests, the AI could personalise communication, such as emails, to increase open rates and engagement. This approach proved highly effective, as evidenced by significantly higher open rates compared to traditional marketing campaigns. The multi-channel strategy was also emphasised, allowing the AI to interact with users through various platforms, including websites, emails, WhatsApp, and SMS.

The speakers stressed the need for continuous improvement and testing of AI systems to ensure accurate and relevant responses. They noted that each event is unique, requiring customised AI setups to match specific attendee behaviours and preferences. The discussion also touched on the importance of security and data privacy, particularly when integrating multiple sources of data. Ensuring the AI provides accurate information and appropriately escalates issues was highlighted as crucial for maintaining trust and reliability.

Looking ahead, the speakers discussed the future of event intelligence, predicting that AI will become more stable and sophisticated, enhancing the overall event experience. They emphasised that AI should complement, not replace, human expertise and industry knowledge. The combination of AI, data, and product design will enable event organisers to better understand and meet the needs of their attendees, driving engagement and satisfaction while also potentially generating new revenue streams through personalised experiences.

Takeaways

Personalisation at scale through AI

AI can significantly enhance event experiences by leveraging extensive data to drive relevant conversations and facilitate precise matchmaking. This approach allows for personalised recommendations tailored to individual needs and contexts, improving engagement and satisfaction.

Challenges in implementing AI-driven experiences

Initial difficulties in data formatting and over-engineering prompts highlighted the importance of refining processes and simplifying AI tasks. Accurate data ingestion and continuous improvement are crucial for ensuring reliable and relevant AI responses.

Effective multi-channel strategy

Utilising multiple communication platforms like websites, emails, WhatsApp, and SMS can increase engagement and user satisfaction. Outbound recommendations based on pre-event interactions proved highly effective in driving engagement, as evidenced by significantly higher open rates compared to traditional marketing campaigns.



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