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AI analysis

## How Salesforce Is Harnessing AI to Redefine the Event Experience

**Rodney Hart**  
VP, Events at RainFocus

**Scott Allan**  
Director, Strategy & Operations, Event Technology at Salesforce

**VOXO**

## How Salesforce Is Harnessing AI to Redefine the Event Experience

Wednesday, 12 November 2025

# Summary

The session focused on how Salesforce is leveraging AI to transform the event experience, particularly at its flagship event, Dreamforce. AI's role in enhancing attendee experiences through personalised recommendations, efficient check-ins, and live session translations was discussed. The speakers emphasised AI's ability to tailor experiences and improve event outcomes through data-driven insights.

AI was used to create a more personalised and efficient pre-event experience by generating tailored 'Convince Your Boss' letters and making session recommendations based on demographic and behavioural data. This approach resulted in a 30% increase in session attendance and higher attendee satisfaction, demonstrating AI's effectiveness in enhancing engagement and driving business results.

During the event, AI-powered tools like digital pass for express check-in, interactive maps for navigation, and Mixhalo for live session audio translation were highlighted. These technologies aimed at reducing friction points, improving accessibility, and providing real-time content consumption, even for attendees who were not physically present in the session rooms.





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The session also explored the use of Agentforce, Salesforce's AI assistant, which helps attendees manage their schedules, find alternative sessions, and receive recommendations during the event. The AI assistant's integration with various data sources, including Rainfocus and Salesforce Data 360, ensures that attendees receive accurate and actionable information throughout the event lifecycle.

Post-event, AI-driven session summaries and analytics were discussed as tools to provide attendees with valuable insights and help organisers improve future events. The use of AI to generate session summaries and recap the event experience was shown to help attendees justify their participation and communicate the event's value to their organisations.

Overall, the session demonstrated how AI is reshaping the event experience by making it more personalised, efficient, and data-driven. The speakers shared insights into the practical applications of AI in event management and highlighted the positive impact on attendee engagement, satisfaction, and business outcomes.

# Takeaways

### AI enhances personalised event experiences

Salesforce uses AI to tailor pre-event communications and session recommendations based on attendee demographics and behaviour. This approach leads to increased attendance and satisfaction, demonstrating AI's effectiveness in enhancing engagement and driving business results.

### Efficient event management through AI-powered tools

Tools like digital pass for express check-in and interactive maps for navigation reduce friction points and improve accessibility. These technologies provide real-time content consumption and seamless event experience, even for attendees not physically present in the session rooms.

### Post-event insights through AI-driven analytics

AI generates session summaries and analyses attendee data to provide valuable insights for future event improvements. These summaries help attendees justify their participation and communicate the event's value to their organisations, showcasing AI's role in making events more data-driven and impactful.



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