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AI analysis

MESA (Meetings & Events Support Association) Session: Real-Time AI: Instant Impact for Events

Ananth Mullapudi
Co-Founder at Snapsight AI

Anup Mohan
Co-Founder at Premagic

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Summary

The session at EventTech Live focused on the impact of real-time AI on event planning and execution, featuring insights from Anup Mohan and Anant Mullapudi. The discussion began with an emphasis on the importance of personalisation in event planning. Anup Mohan highlighted that AI can enhance attendee engagement by providing personalised content during and after events, turning attendees into event marketers. For instance, Pre-Magic uses AI to deliver event photos instantly, tagged with personalised content that attendees can share on social media, thus amplifying the event's organic reach. This approach not only boosts engagement but also increases brand advocacy and sponsor visibility.

Anant Mullapudi contributed by explaining how Snapsight AI utilises real-time content summarisation to keep attendees engaged and informed. Snapsight AI delivers instant summaries and key takeaways from sessions, which can be accessed via QR codes, ensuring attendees receive the most relevant information without the need for extensive note-taking. This technology is particularly beneficial for large-scale events with multiple sessions, as it helps attendees manage their time and focus on the most pertinent content. Furthermore, SnapSight AI supports accessibility by offering translations, making events more inclusive.

Both speakers underscored the ease of integrating their AI solutions into existing event workflows. Pre-Magic provides APIs for seamless integration with popular registration platforms, simplifying the process for event organisers. SnapSight AI is designed to be plug-and-play, requiring minimal hardware and offering configurable features based on event needs. This flexibility ensures that AI tools can be adapted for events of various sizes and types without overwhelming organisers with complex systems.





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The discussion also covered the monetisation potential of AI tools in events. Anup Mohan shared a case study from the Middle East Event Show, where AI-driven photo distribution was introduced as a sponsorship deliverable, generating significant revenue. Anant Mullanpudi highlighted how Snapsight AI's content summaries can be monetised by selling them as valuable post-event materials, such as white papers and executive summaries. These additional revenue streams demonstrate the commercial viability of integrating AI into event planning.

Questions from the audience addressed concerns about data privacy and the scalability of AI solutions. Anup Mohan reassured attendees that Pre-Magic complies with GDPR and other data protection regulations, offering opt-in options and secure data handling practices. Anant Mullanpudi added that Snapsight AI is SOC 2 certified, ensuring high standards of data security and privacy. Both speakers highlighted that their AI tools are designed to handle large-scale events efficiently, providing real-time updates without latency issues.

In conclusion, the session showcased how real-time AI can transform event planning by enhancing personalisation, engagement, and monetisation. Both Pre-Magic and Snapsight AI offer practical solutions that are easy to integrate and can significantly boost the value and impact of events. The speakers provided compelling arguments and real-world examples to illustrate the benefits of AI in the event industry, addressing key concerns and demonstrating the technology's potential to revolutionise event management.

Takeaways

Personalisation enhances engagement and advocacy

AI tools like Pre-Magic can deliver personalised content in real-time, turning attendees into event marketers. Instant event photos tagged with personalised messages increase social media sharing, boosting organic reach and sponsor visibility. This creates a strong emotional connection and enhances brand advocacy.

Real-time content summaries improve attendee experience

SnapSight AI provides instant summaries and key takeaways from sessions, accessible via QR codes. This technology helps attendees focus on the most relevant content without extensive note-taking, making it particularly useful for large-scale events. It also supports accessibility through translations, ensuring inclusivity.

AI tools offer significant monetisation potential

Introducing AI-driven solutions as sponsorship deliverables can generate substantial revenue. Pre-Magic's photo distribution and SnapSight AI's content summaries can be monetised by selling them as valuable post-event materials, such as white papers and executive summaries. These additional revenue streams demonstrate the commercial viability of integrating AI into event planning.



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