



#ETLLondon25



event  
tech  
live

Choose  Rent

**LONDON**

AI analysis

## The Death of Imagination: Creative Apocalypse, or Renaissance?

Anton Christodoulou  
Co-Founder at allpoints AI

Max Fellows  
Co-Founder at allpoints AI

**VOXO**

## Summary

The session explored the evolving role of AI in creativity, particularly within the event industry, highlighting its potential to enhance rather than replace human creative processes. The speakers argued that AI acts as an enabler, allowing creative professionals to achieve more in less time. They presented examples demonstrating how AI can reduce the time needed for tasks, such as creating a video in seconds instead of hours, showcasing AI's capacity to support efficiency and innovation in creative workflows.

The discussion emphasized the current state of AI adoption in the events industry, noting that only a small percentage of businesses are actively using AI tools comprehensively. While many businesses are experimenting with AI, the uniform adoption remains low. The speakers underscored the need for companies to integrate AI into their workflows to stay competitive, highlighting the disparity between early adopters and the majority.

The future of event planning was envisioned as being more human-centric, with technology facilitating smoother and more personalized experiences. The speakers suggested that AI and other technologies might operate in the background, enhancing the human aspects of events without being overtly visible. They discussed the potential for adaptive experiences, where AI could personalize content and interactions based on individual preferences and real-time feedback.





## The Death of Imagination: Creative Apocalypse, or Renaissance?

Wednesday, 12 November 2025

The concept of vibe coding was introduced as a transformative approach to creative processes. This method allows non-technical users to create applications through conversational prompts, significantly reducing barriers to entry in tech-driven creativity. The speakers shared their experiences with vibe coding, illustrating how it can democratize creative production and enable more people to bring their ideas to life.

The session also covered the implications of AI on business models, particularly in event planning and agency operations. The speakers noted that AI could shift commercial models from hourly rates to outcome-based pricing, driven by the efficiencies AI brings. They discussed the challenges and opportunities this shift presents, including the need for businesses to adapt to new client expectations and the potential for AI to disrupt traditional agency structures.

Finally, the speakers addressed ethical considerations surrounding AI, particularly regarding data privacy. They highlighted the importance of protecting client data and ensuring that AI tools are used responsibly. They advocated for businesses to establish clear AI principles and policies to navigate the complexities of AI integration, emphasizing the need for transparency and accountability in AI practices.

## Takeaways

### **AI as an enabler in creativity**

The session highlighted AI's role in enhancing creative processes by reducing the time needed for tasks and enabling professionals to achieve more efficiently. Examples were provided, such as creating videos in seconds, demonstrating AI's capacity to support innovation in creative workflows.

### **Disparity in AI adoption**

Speakers noted that while many businesses are experimenting with AI, uniform adoption remains low. They emphasized the need for companies to integrate AI comprehensively to stay competitive, highlighting the gap between early adopters and the majority.

### **Ethical considerations in AI**

The session addressed the importance of data privacy and responsible AI use. Speakers advocated for businesses to establish clear AI principles and policies to protect client data and ensure transparency and accountability in AI practices.



Powered by

**VOXO**

[voxoevent.ai](https://voxoevent.ai)