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AI analysis

# 10 Smart AI Hacks to Supercharge Your Event Management Processes

**Thorben Grosser**

Head of AI & Automation at EventMobi

**Moderator: Ian Webb**

Director of Sales (UK) at EventMobi

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# Summary

The session delved into practical ways AI can enhance event management processes, focusing on actionable hacks rather than broad, theoretical discussions. It began by categorising AI tools into three types: generalist chat tools, specialised tools, and workflow builders. Generalist tools, such as ChatGPT, are useful for ideation and content creation, while specialised tools are designed for specific tasks like transcription. Workflow builders combine these tools to automate complex tasks, significantly boosting productivity and efficiency in event planning.

One of the initial hacks discussed was using AI to generate targeted content for different audience segments. By slightly modifying a well-written invitation email using tools like ChatGPT, event planners can improve engagement and conversion rates. This method allows for personalised communication without the need for extensive manual effort. The speakers highlighted the significance of personalised outreach in boosting attendee numbers and overall event success.

Another key area of focus was the registration process. AI-powered chatbots can streamline attendee interactions and answer frequently asked questions, thereby reducing the workload on event staff and enhancing the attendee experience. Tools like EventMobi's Mobi AI, which utilises existing event data, were showcased as effective solutions for handling attendee queries and managing registrations seamlessly. This approach not only saves time but also ensures consistent communication with attendees.





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The session also explored the role of AI in abstract management and speaker sourcing. While AI can assist in filtering and scoring abstracts based on predefined criteria, the final selection should involve human input to ensure quality and relevance. AI can also help identify new and diverse speakers by leveraging tools like LinkedIn AI and academic research engines, thereby enriching the event program and attracting a wider audience.

On-site engagement was another critical topic, with the speakers demonstrating how AI can enhance exhibitor interactions and follow-ups. Tools like Plort, which record and transcribe conversations, enable exhibitors to capture details accurately and follow up promptly. This method ensures that valuable leads are not lost and helps maintain the momentum post-event. Additionally, AI-driven CRMs and workflow builders can automate follow-up processes, ensuring timely and personalised communication with attendees.

Finally, the speakers discussed the importance of leveraging event data to improve future events. AI tools like chat GPT and Power BI can analyse data to uncover patterns and insights, enabling event planners to make informed decisions. Sentiment analysis tools like Assembly AI can further enhance understanding by gauging attendee satisfaction. This data-driven approach helps refine event strategies and deliver better experiences year after year.

# Takeaways

### Use AI for personalised content

Event planners can leverage AI tools like ChatGPT to slightly modify invitation emails for different audience segments. This personalised approach can significantly improve engagement and conversion rates, enhancing overall event success without requiring extensive manual effort.

### Streamline registration with AI chatbots

AI-powered chatbots, such as EventMobi's Mobi AI, can efficiently handle attendee queries and manage registrations. By utilising existing event data, these tools reduce the workload on event staff and ensure consistent and timely communication with attendees.

### Leverage event data for continuous improvement

AI tools like chat GPT and Power BI can analyse event data to uncover patterns and insights, helping event planners make informed decisions. Sentiment analysis tools like Assembly AI further enhance understanding by gauging attendee satisfaction, leading to better event strategies and experiences.



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