



## MESA Monthly Member Meeting (4M)

Tuesday 18<sup>th</sup> February 2025

### AI in Events: Practical Uses & Pitfalls

Thank you for the E-Book Express Showcase (provided by **Richard John**, COO of **Realise**, MESA Member). View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / February 2025) or click on the direct links below:

1. **Event Sector Benchmarking (Collingwood)** - <https://mesa.wall.idloom.com/#/filelastversion/2875>
2. **Event Referral Networking (Snöball)** - <https://mesa.wall.idloom.com/#/filelastversion/2874>
3. **Event Tech Guide 2025** - <https://mesa.wall.idloom.com/#/filelastversion/2873>
4. **Future Skills (MPI)** - <https://mesa.wall.idloom.com/#/filelastversion/2872>
5. **10 Steps to Sustainable Event** - <https://mesa.wall.idloom.com/#/filelastversion/2871>

Overview – <https://mesa.wall.idloom.com/#/filelastversion/2876>

**Main Topic: AI in Events – Practical Uses & Pitfalls** - Our discussion focused on enhancing attendee experiences at B2B events through AI, including personalisation, data aggregation, content creation, marketing, and event planning. Emphasis was placed on responsible AI use, continuous adaptation, cost savings, job creation, and ongoing community engagement.

### AI in B2B Event Personalisation

- **Enhancement Potential:** AI can aggregate and connect data to improve attendee experiences
- **Challenges:** Managing information overload and guiding attendees to relevant content
- **Success Story:** AI-led recommendations helped attendees discover new exhibitors
- **Feedback Importance:** Negative feedback is valuable for continuous improvement
- **Implementation Tip:** Start small and focus on personalised visitor experiences

### AI Implementation in Business and Client Interactions

- **Needs Assessment:** Understand sector-specific challenges before implementing AI
- **Gradual Adoption:** Start small to evaluate AI's added value
- **Adoption Strategy:** Debate on early adoption vs. learning from others' mistakes

### AI in Content Creation and Marketing

- **Post-Event Repurposing:** Utilise large language models for real-time summaries and key takeaways
- **Monetisation Potential:** Opportunities to monetise repurposed content
- **Trust & Accuracy:** Link content to specific speakers to maintain credibility

### AI Hackathon for Association Leaders (Case Study)



- **Cost Efficiency:** AI can reduce costs
- **Workforce Impact:** Potential job losses but also new roles like “prompt engineers”
- **Prompt Creation:** Using the CREATE formula for effective AI prompts

### AI in Events: Potential and Challenges

- **Operational Benefits:** Automation, enhanced workflows, and improved data analysis
- **Responsible Use:** Essential for sensitive data management
- **Continuous Evolution:** On-going experimentation and adaptation needed to keep up with AI advancements

### 1. How are you currently using AI in your business and client interactions? (Single choice)

27/27 (100%) answered

Enhancing client engagement (e.g., personalised experiences, chatbots, matchmaking) (4/27) 15%

Streamlining operations (e.g., scheduling, data insights, registration) (3/27) 11%

Content creation & marketing (e.g., campaigns, agendas, social media) (18/27) 67%

Not using AI yet, but exploring possibilities (2/27) 7%

### 2. What has been your biggest challenge in using AI? (Single choice)

27/27 (100%) answered

Integration with existing systems (5/27) 19%

Understanding client needs and expectations (9/27) 33%

Cost and resource allocation (3/27) 11%

Lack of knowledge or expertise (10/27) 37%

### Further Information:

Gordon Glenister

[DataWhisper](#)

[AI Mercurio](#)

[Backtrack](#)

- [AI Tools for Associations & Event Profs](#)
- [Safe, Responsible, And Compliant Ai Governance In Regulated Industries](#)
- [Is Artificial Intelligence Transforming the Event Industry?](#)
- [Automate your Event Meeting Notes](#)

**If you haven't completed the survey about our 4M's for 2025 - we would love to hear from you!**

### Thank you to our speakers:

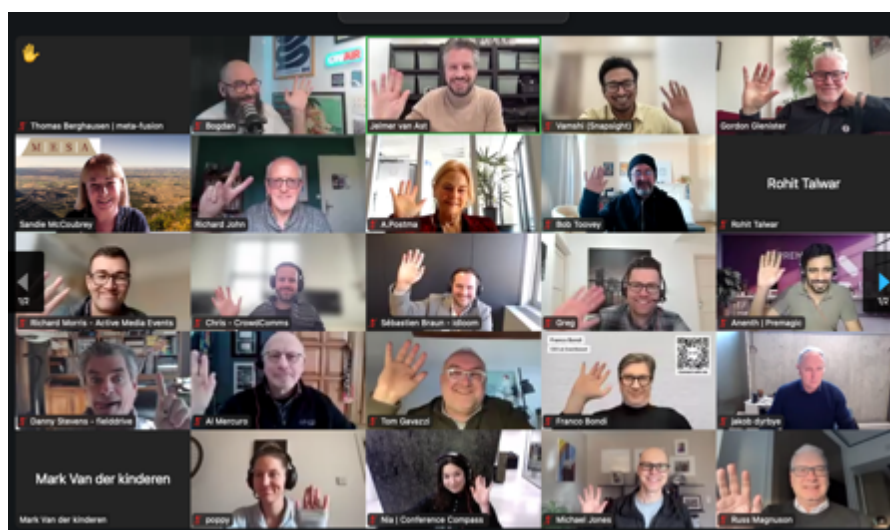
Richard John, COO of Realise, MESA Member

Gordon Glenister, Influencer Marketing & Membership Consultancy, MESA Founding Member

Bogdan Maran, Event Technologist - Consultant of Realise, MESA Member

Vamshi Velmajala, Head of Product of [Snapsight](#), MESA Member

Moderated by Jelmer van Ast, Founder & CEO of [Conference Compass](#), MESA Patron Member.



### NEXT MEETING:

**MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:**  
**Thursday 27<sup>th</sup> March Transforming Organisations Through Coaching with guest industry Keynote Speaker Robert Garcia, Vice President of the International Coaching Federation.**

Moderated by [Sebastien Braun](#), CEO and Founder of [idloom](#), MESA Patron Member. We look forward to seeing you there!

[MESA Events page](#)

**MESA MONTHLY MEMBER MEETINGS (4M's)**

**Please connect to our LinkedIn page**

Thank you, MESA MEMBERS!

**Remember: You are in the MESA Community Platform (Intranet wall)**

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

**Please post content and connect with each other**