

MESA Members on AI: Real Efficiency Hacks for Sales, Service, and Marketing

Thank you for the **E-Book Express Showcase** by **Richard John**, COO of **Realise**, MESA Member. View in the Community Platform – **Trends, Reports, Videos & E-Books** (Files / E-Books / 4M's / May 2026) or click on the direct links below:

1. **Freeman Trends Report** - <https://mesa.wall.idloom.com/#/filelastversion/3705>
2. **MESA Conference Design Checklist** <https://mesa.wall.idloom.com/#/filelastversion/3706>
3. **The AI & Event Impact Playbook** - <https://mesa.wall.idloom.com/#/filelastversion/3707>
4. **Audience Playbook – For Fun’s Sake** - <https://mesa.wall.idloom.com/#/filelastversion/3703>
5. **Event Tech Key Players Q2 2026** - <https://mesa.wall.idloom.com/#/filelastversion/3702>

Overview: <https://mesa.wall.idloom.com/#/filelastversion/3704>

Additional – Adam Parry: [Event Tech Insights Report – How the Event Technology Buyer is Changing](#)

Thank you for: **The Five-Minute Window** from [Maarten Vanneste](#), President/Senior Consultant of [Meeting Design Institute](#), MESA Member.

1. What do participants need? The holy triangle of needs
2. What do gatherings need? A new VERB!
3. Q&A is bad! STOP Q&A!
4. One simple, zero cost, scalable technique replaces Q&A
5. Jump from ZERO to 100%! Double the value of every gathering
6. When we meet, we change the world, when we use CAT, we improve the world

Why attend MESA’s Perfect Strangers Networking Masterclass – [Watch Video](#) / [Register to attend](#)

Main session: MESA Members on AI: Real Efficiency Hacks for Sales, Service, and Marketing – Our panellists gave an overview of how AI has helped in their companies:

- **Massive Efficiency Gains:** AI-powered event management platform can reduce manual event set-up time by up to **20 times**
- **Flexible AI Compliance:** To address data privacy and compliance concerns, you can feature a "**bring your own model**" option, allowing clients to use their own AI models
- **Sales Automation Success:** Traditional B2B sales can be transformed into an automated lead generation machine using tools like [Claude](#), [Lemlist](#), and [LinkedIn Sales Navigator](#)
- **Mindset over Tech:** While technical set-up can take just a few months, the full transition can take **over six months** with changing development ideas to get it right
- **Proven ROI with Gong:** A case study of implementing [Gong](#) as a sales coaching tool successfully boosted conversion rates from **20% to 33%**, providing real-time feedback and analytics
- **Cost & Tool Limitations:** Implementing Gong costs roughly **€10,000 annually** for three active users; however, there are limitations when trying to use it for outreach and customer success
- **Exploring Diverse Toolkits:** We discussed experimenting with a wide range of specialised tools, including [Whispr Flow](#) (for email responses), [Granola](#), and [Lemkin](#) to automate repetitive tasks
- **Key Implementation Advice:** The panel agreed that successful AI adoption relies on **starting small**, solving specific problems rather than overplanning, and actively fostering a culture of learning to combat team resistance or job security fears
- **Other suggested tools from chat:** [Meetric](#) / [There’s an AI for That](#) (website with different AI) / Genesis Exhibits launched custom GBT for the tradeshow industry - Trade Show Maestro – no fee - designed as a tool to help with timelines, budgets, RFP's <https://www.exhibitsbygenesis.com/trade-show-maestro/>

View AI Mercure LinkedIn post point 4 about Snapsight AI-powered content intelligence platform - [VIEW](#)

This list of top tips was generated using AI

Top AI Efficiency Hacks for Sales Teams

- Use AI meeting assistants to record calls, summarise discussions, and generate action items
- Personalise outreach emails and LinkedIn messages faster with AI writing tools
- Create first-pass RFP and proposal responses using reusable AI-supported workflows

Recommended Tools:

Gong, Otter.ai, Fireflies.ai, ChatGPT, Claude, HubSpot AI

Top AI Efficiency Hacks for Service & Operations

- Build an internal AI-powered knowledge base for SOPs and on-boarding
- Automate post-meeting notes and client summaries
- Use AI to speed up customer support response drafting and ticket routing

Recommended Tools: Notion AI, Guru, Zendesk AI, Intercom Fin, Fathom

Top AI Efficiency Hacks for Marketing

- Repurpose webinars and event content into blogs, emails, and social posts
- Generate captions, content calendars, and campaign drafts quickly
- Create presentation visuals and graphics using AI design tools

Recommended Tools: Canva Magic Studio, Adobe Firefly, Descript, Opus Clip, Jasper

Everyday AI Tools Members Are Using

- Writing & brainstorming
- Meeting transcription
- Presentation support
- CRM & sales support
- Task automation

Recommended Tools: ChatGPT, Claude, Gemini, Salesforce Einstein, Zapier AI

AI Prompt Tip Framework

- Use: ROLE + TASK + CONTEXT + OUTPUT
- Ask AI to improve its own output with follow-up prompts
- Build a shared internal prompt library

Recommended Tools: Example Prompt: Act as a tradeshow marketing specialist and write a concise post-event follow-up email

Common AI Mistakes to Avoid

- Do not paste confidential client data into public AI tools
- Always review AI-generated content before publishing
- Avoid over-automating relationship-driven communication

Recommended Tools: Best Practice: Use AI for speed and efficiency - not final judgment

Best AI Use Cases in the Meetings & Events Industry

- Faster event sales proposals
- AI-generated run-of-show and speaker summaries
- Attendee FAQ chatbots and personalised agendas
- Multi-channel event marketing campaigns

Key Takeaways

- Start with repetitive tasks
- Measure time savings and quality improvements
- Keep human oversight in customer-facing communication
- Treat AI as a productivity partner

Suggested Discussion Question: “What is one repetitive task your team could reduce by 50% using AI in the next 30 days

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<https://themesa.community/mesa-perfect-strangers-networking-masterclass-2026>

Open to all Industry Colleagues

REGISTER FOR THE MESA Meeting Planner Forum in September

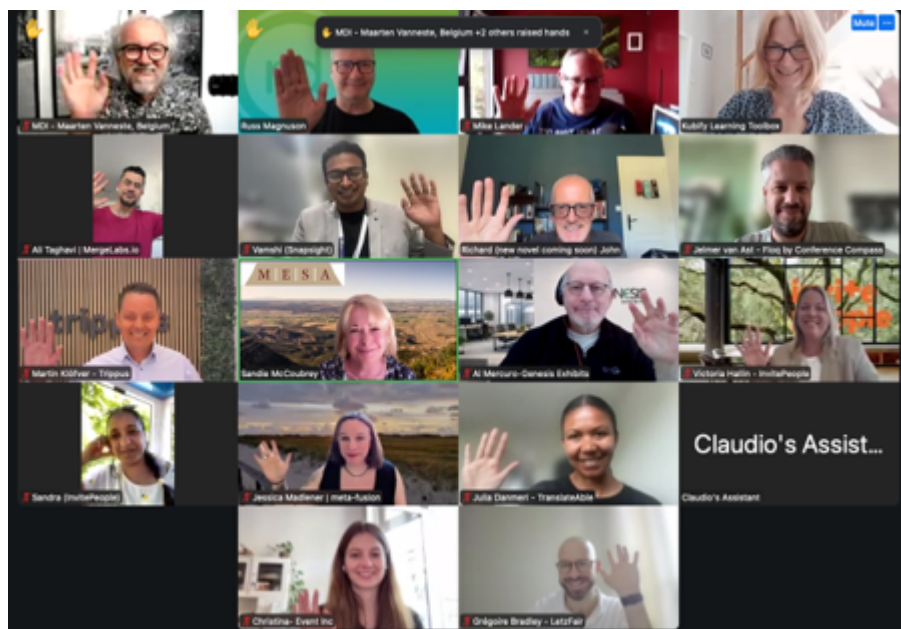
<https://themesa.community/meeting-planner-forum-september-2026>

Meeting Planners and MESA Supplier Members

Thank you to our moderator: [Tamsin Treasure-Jones](#), Co-Founder of [Kubify](#), MESA Member

Thank you to our panel:

[Jelmer van Ast](#), Founder & CEO of [Conference Compass](#), MESA Patron Member / [Martin Klöfver](#), Founder & Head of New Markets of [Trippus Event Solutions](#), MESA Member and [Vamshi Velmajala](#), Managing Director of [Snapsight](#), MESA Member.



NEXT MEETING:

**MESA MONTHLY MEMBER MEETING (4M)
1400 GMT / 1500 CET:**

Tuesday 30th June - Transformative Experiences & Event Trends
Panel session moderated by [Richard John](#), COO of [Realise](#), MESA Member.

[MESA Events page](#)

[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

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Thank you, MESA MEMBERS!

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- For general access and content
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- To get to know MESA and the community

Please post content and connect with each other