

Welcome to the CIO Hour!

September 2024

How Generative AI Can Impact Your Events

Today's Panel



CHRISTOPHER BONIFATI

Senior Director, Trade Show Development
American Pet Products
cbonifati@americanpetproducts.org

Chris Bonifati, CEM, boasts an extensive career within the Pet Industry, notably serving as a key Trade Show organizer for APPA/Global Pet Expo. Renowned for his adeptness in data-driven decision-making, Chris leverages his skills to craft compelling narratives that resonate with his audience, ensuring optimal experiences at events.



JOE COLANGELO

Chief Executive Officer & Co-Founder, Bear Analytics
joe@bearanalytics.com

Joe Colangelo Co-Founder and CEO of Bear Analytics, a data analytics firm focused on delivering solutions to event professionals that help them derive more insights from the data they're collecting. Formerly the principal strategist behind the strategic development of BIO's One-on-One Partnering System, a web-based, SaaS platform, focused on providing biotech and pharma companies an efficient system for engaging in face-to-face interactions at an international portfolio of events.



JAMES C. MARQUIS

Chief Information Officer, 501Works
marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: How Generative AI Can Impact Your Events

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. 7 warning signs your computer has been hacked

<https://www.pcworld.com/article/2364323/warning-signs-your-computer-hacked.html>

2. Been hacked? Here's how to regain control of your personal data

<https://www.fastcompany.com/91177510/been-hacked-heres-how-to-regain-control-of-your-personal-data>

3. NaNoWriMo Organizers Said It Was Classist and Ableist to Condemn AI. All Hell Broke Loose

<https://www.wired.com/story/nanowrimo-organizers-classist-and-ableist-to-condemn-ai/>

4. How Do You Know When AI Is Powerful Enough to Be Dangerous? Regulators Try to Do the Math

<https://www.usnews.com/news/politics/articles/2024-09-04/how-do-you-know-when-ai-is-powerful-enough-to-be-dangerous-regulators-try-to-do-the-math>

Today's Topic: How Generative AI Can Impact Your Events

10 Mind-Blowing Generative AI Stats Everyone Should Know About...

- **75% of professionals** expect that generative AI will cause “significant or disruptive change in the nature of their industry’s competition” over the next three years. - McKinsey research.
- **70% of Generation Z** use the technology and **52%** of them trust it to help them make decisions. - Salesforce.
- **100 million people** use ChatGPT on a weekly basis, says OpenAI CEO Sam Altman.
- **86% of IT leaders** expect generative AI to soon play a prominent role in their organizations, says Salesforce.
- **Two million** developers are working on apps built on OpenAI’s platform

SOURCE: Forbes – January 2024 <https://www.forbes.com/sites/bernardmarr/2024/01/29/10-mind-blowing-generative-ai-stats-everyone-should-know-about/>

10 Mind-Blowing Generative AI Stats Everyone Should Know About...

- The value of the generative AI market will increase by **\$180 billion** in the next eight years. – Research by Brainy Insights
- **80% of women** are employed in fields vulnerable to automation by generative AI. – Kenan Institute
- **89.2% of artists** believe that current copyright laws are inadequate in the age of generative AI – Research by Book An Artist
- Marketers believe generative AI will **save them an average of five hours of work per week.** - Salesforce survey Generative AI Snapshot
- **90% of online content** could be generated by AI by the end of next year - report by the European Union Law Enforcement Agency

SOURCE: Forbes – January 2024 <https://www.forbes.com/sites/bernardmarr/2024/01/29/10-mind-blowing-generative-ai-stats-everyone-should-know-about/>

On to Your Questions...

Help set the baseline, what is “Generative AI?”

Help set the baseline, what is “Generative AI?”

Generative AI (Artificial Intelligence) refers to a subset of artificial intelligence that involves algorithms designed to create new content, data, or solutions by learning patterns from existing data. Unlike traditional AI, which typically identifies patterns or makes decisions based on input data, generative AI can produce novel outputs that resemble the input data it was trained on.

-source Chat GPT



A Sampling of the Leading Tools in A.I....Today.

AI 50 2024

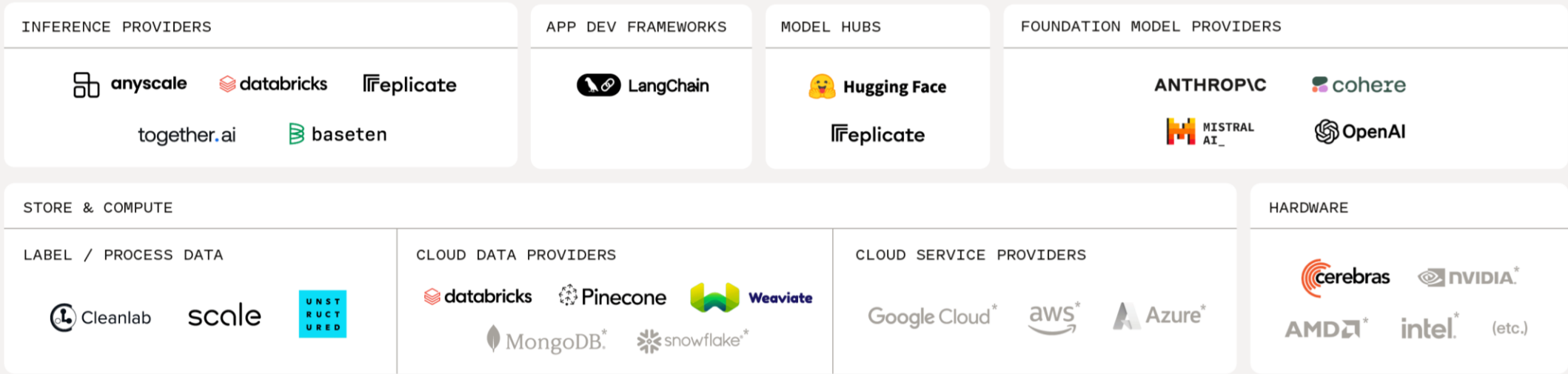
VISUALIZED

Forbes

SEQUOIA

MERITECH

Infrastructure



Source: <https://www.sequoiacap.com/article/ai-50-2024/>

A Sampling of the Leading Tools in A.I....Today.

AI 50 2024

VISUALIZED

Forbes

SEQUOIA

MERITECH

CONSUMER USES

ENTERTAINMENT

character.ai
MidJourney
Pika

PRODUCTIVITY

ChatGPT
Claude
DeepL
perplexity
Notion
tome

ENTERPRISE STACK

GENERAL PRODUCTIVITY

ChatGPT
DeepL
glean
tome
ADEPT
Claude
Notion
WRITER

LEARNING & DEVELOPMENT

Sana
synthesia

CUSTOMER EXPERIENCE

CRESTA
SIERRA

DEVELOPER & DATA TEAMS

AssemblyAI
codeium
kumo
GitHub*

INDUSTRY VERTICALS

CREATIVE

MidJourney
Photoroom
runway
Rosebud AI
Pika
IIElevenLabs
Leonardo.Ai

DEFENSE

ANDURIL
VANNEVAR Labs

HEALTH & BIO

ABRIDGE
Cradle
insitro
OWKIN

INDUSTRIAL

FIGURE
TRACTIAN
waobi

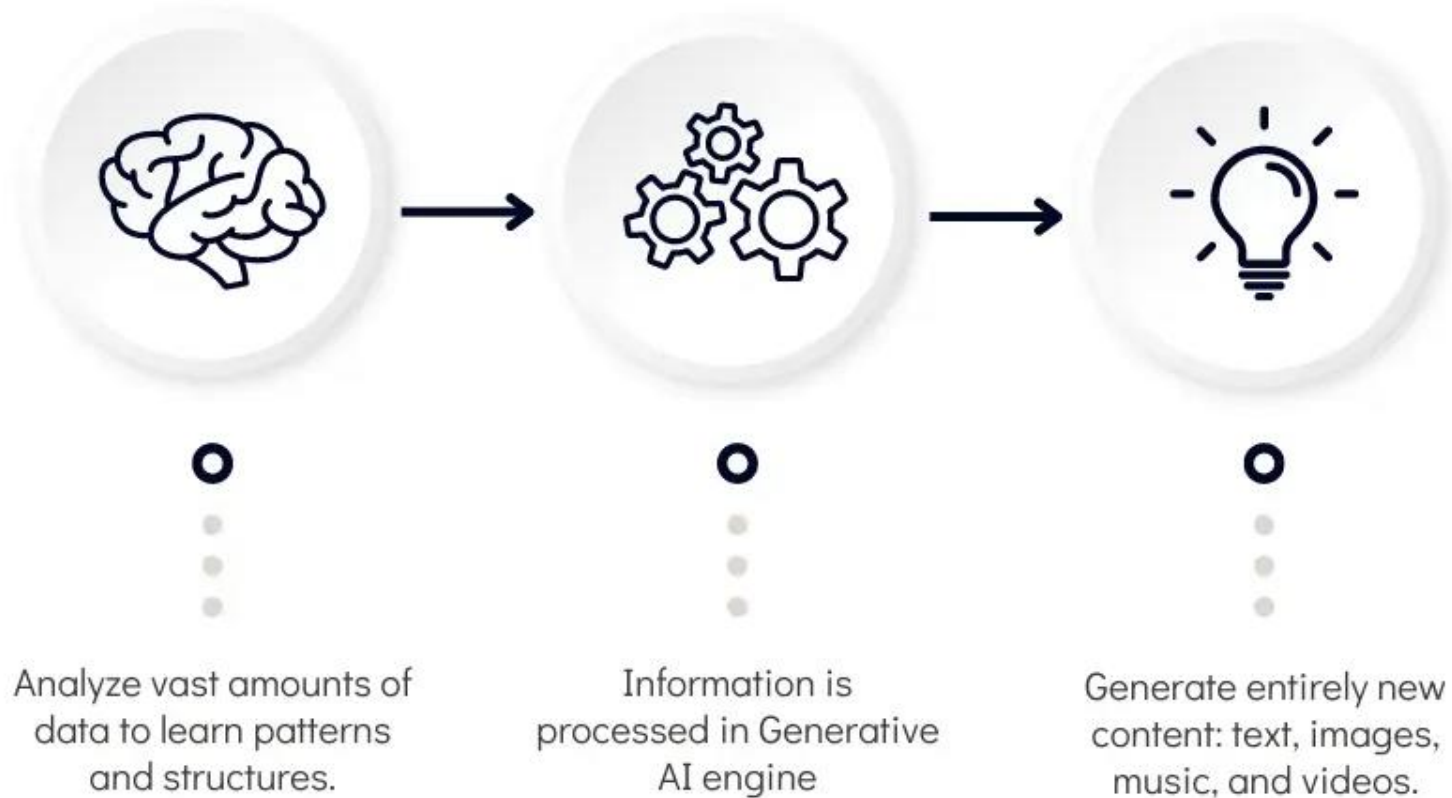
PROFESSIONAL SERVICES

Harvey.
Hebbia

Apps

Source: <https://www.sequoiacap.com/article/ai-50-2024/>

Simple Terms – How Does It Work?



Source: <https://ajelix.com/bi/generative-ai-for-data-analytics/>

What are some ways AI tools have been used to improve the experience of attendees at in-person events?



- Tenanted AI chat bot
- Designed to answer attendee and prospect questions
- Ex: 50 simple emails questions are now pushed to AI

RESULT

- Now answered at a **95%** efficacy rate
- 3.5k total questions that Chris and his team **DID NOT** have to answered

What sort of discussions did your association have about how to start making use of AI?

Level 1
Tenanted AI

- Tenanted Environment AI – discrete access to data sources and knowledge sources
- *Limit the hallucinations*
- *Limits of risks of things like talk about competitive shows*

Level 2
Personal Research

- Ex: rebranding or marketing content
- *Chris's example: Creative team and AI can't create a better name = We have a great name!*
- *Human interaction – the team circling ideas and then short cutting brainstorming*

Level 3
Customer Delight

- Customer enablement
- *AI driven matchmaking – actionable lists for the buyers to “shrink the show”*
- *AI generated sponsorships to target leads*

For your organization it may feel like....

Level 1 Tenanted AI

- ChatGPT for business
- Co-pilot in your Office 365 environment
- Zoom AI Companion

Level 2 Personal Research

- Perplexity.AI
- Chat GPT
- Airtable AI

Level 3 Customer Delight

- **Who is doing something cool here?**
- **What does the audience see in the marketplace?**

How are you seeing AI start to impact the meeting and event space?

Ideation/ Content

- Variety of tasks across operations, content, marketing, and sales
- Example(s) include Scheduling building, message building
- Platforms such as PCMA's Spark

Engagement Tracking

- Computer vision tracking such as Zenus.AI
- Meeting engagement platforms such as Backtrack App
- Grip AI match making

Analytics


- Data cleaning & standardization
- Pattern recognition
- Microbots

What are some of the key use cases where you see associations using AI?

Kapil Kher , PMP, CEM (He/Him) · 1st
 Senior Vice President, Information Technology // Empowering En...
 3mo · 🌐

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My Spark Event ⚙️
Share access 🔒

- Home
- Content
- Repurpose
- Legal
- Brainstorm
- Analysis
- Labs

Content Generation

- 📅

Build Agenda

Craft an event agenda that keeps your audience engaged →
- ✍️

Create Event Description

Generate event descriptions that attract attendees. →
- ✍️

Craft Session Description

Develop session descriptions that encourage attendance. →
- 👤

Create Speaker Bio

Develop compelling bios for your event speakers. →
- ✉️

Compose Email

Craft compelling emails that engage audiences and drive conversions. →
- 🌐

Create LinkedIn Post

Craft engaging and professional LinkedIn posts effortlessly. →



How are micro-bots being used?

Bear IQ AI Analyst
✕

Step 1: Select Focus Area

Audience

Sales

Content/Sessions Coming Soon

Onsite Engagement Coming Soon

Marketing Coming Soon

Membership Coming Soon

Publications Coming Soon

Include Charts

Include Tables

Custom Tones

Co-Pilot

Step 2: Select Report to be Generated by AI Analyst

Audience Profile

Company Insights

Demo Report

Forecast

International Geo

Marketing Code

Pacing Report

US Geography

Current Situation

With the 2024 National Movie Makers Convention currently **28** weeks out, we are seeing shifts in attendee demographics that indicate significant trends compared to previous years. Below is a summarized analysis of the rapidly growing demographic segments, which shed light on evolving audience profiles and offer strategic insights into the potential impact on this year's event.

Age Range Analysis

Notable trends in age demographics reveal significant growth areas:

- 31 to 40 Age Range:** This group has grown to represent **26.02%** of the total registrations for 2024, a substantial increase from **24.72%** in 2023. This indicates a growing interest from mid-career professionals.
- 21 to 30 Age Range:** After a decrease to **18.82%** in 2023, this demographic rebounded to **22.93%** in 2024, highlighting renewed interest among younger professionals transitioning into their careers.

How Did You Hear Analysis

Key changes in how attendees discovered the convention:

Subscribe
Send
Save
Copy

- Taking advantage of the “focus” and deliberateness of agents designed for ONE purpose
- Ex: An agent who solely looks at the geographic registration patterns of attendees*

Results:

- Near ZERO hallucinations
- Ability to have AI agents that bring together results from multiple AI agents
- Secure, untrained models delivering value from day 1

Have you encountered any hallucinations as you have worked more deeply with AI?

YES!

- Super hard to get AI to figure out events – *because context matters*
 - *Ex: Registrants, Attendees, exhibiting vs. buying attendees or are they called “buyers”*
- Jargon is not ubiquitous in the events industry
 - *Ex: ticketing events vs. b2b events*
 - *Ex: weeks out*
 - *Talking about it in closed forums Ex: closed forums – IAEE and ASAE*

Any last parting advice,
especially for smaller organizations...

Chris:

- **DO NOT be risk adverse**
- Focus on areas where you can be risky and non-essential tech
- *Ex: mobile app, chat system, AI buddy – low bar on expectations*
- **Use it yourself** – get an account and use it yourself. Use it personally.
 - Then think about your customer and think about the challenges they're having...

Joe:

- Get familiar with the “Application layer of AI”
 - Perplexity.AI
 - Pika.art
- *Ensure you have a tight use case for what you want to get out of an AI tool*
- Learn the fundamentals
 - [Amazon – what is AI?](#)
 - [MSFT Learn](#)

Other Questions?



Thank you to our panel of experts!



Christopher Bonifati

American Pet Products

cbonifati@americanpetproducts.org



Joe Colangelo

Bear Analytics

joe@bearanalytics.com



Delivering technology that **WORKS** for your association.

CONSULTING

501 WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

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Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



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703-459-9779



marquis@501works.com
theCIOHour@501works.com



501works.com
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Final Thoughts

- Join us October 3rd for **Transforming Finance – A Real-Life Case Study**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.