



*Training Course:
Using Artificial Intelligence in Event and
Exhibition Management*

*1 - 5 December 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Using Artificial Intelligence in Event and Exhibition Management

Training Course code: MA236220 From: 1 - 5 December 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

As the event and exhibition industry undergoes digital transformation, artificial intelligence AI is revolutionizing how events are planned, executed, and evaluated. From personalized attendee experiences and intelligent matchmaking to predictive analytics and automated logistics, AI empowers event professionals to deliver more efficient, engaging, and data-driven outcomes.

This 5-day training program is designed to provide participants with practical knowledge and hands-on strategies to integrate AI technologies into every stage of event and exhibition management—enhancing operations, marketing, engagement, and return on investment ROI.

Objectives

By the end of this training, participants will be able to:

- Understand the fundamentals of AI and its applications in the event industry.
- Use AI tools to automate and enhance event planning, logistics, and attendee engagement.
- Leverage data analytics and machine learning to improve event decision-making.
- Integrate AI chatbots, recommendation engines, and personalization features into event experiences.
- Apply AI in event marketing, registration, crowd control, and post-event analysis.

Target Audience

- Event planners and exhibition managers
- Marketing and communications professionals
- Digital transformation and innovation teams
- Venue operators and service providers
- Anyone involved in organizing or managing events and exhibitions

Methodology

- Interactive lectures with real-world examples
- Group exercises and planning workshops
- Live demonstrations of AI tools and platforms
- Case studies of AI-powered events and exhibitions
- Strategic planning activities for AI integration

Outline

Day 1: Introduction to AI and Its Role in the Events Industry

- What is AI? Key concepts and terminology
- Emerging trends in AI and event tech
- Benefits and challenges of using AI in events and exhibitions
- Overview of AI-powered tools chatbots, facial recognition, NLP, etc.
- Global case studies of AI in action at major events

Day 2: AI in Event Planning and Logistics

- Using AI for automated scheduling and venue selection
- Smart resource allocation and inventory tracking
- AI-driven project management platforms
- Voice assistants and task automation for event coordination
- Integrating AI into event management software EMS

Day 3: Enhancing Attendee Experience through AI

- Personalized recommendations using machine learning algorithms
- AI-powered registration and ticketing systems

- Chatbots and virtual assistants for real-time attendee support
- Facial recognition for secure and fast check-in
- AR/VR and immersive tech integrated with AI for exhibits and booths

Day 4: AI in Event Marketing and Audience Engagement

- Predictive analytics to target the right audience
- Generative AI tools for creating promotional content
- Social media listening and sentiment analysis
- Email and digital campaign optimization using AI
- AI for matchmaking and networking between attendees and exhibitors

Day 5: AI for Monitoring, Evaluation, and Continuous Improvement

- Real-time data tracking and performance dashboards
- Analyzing attendee behavior and engagement patterns
- Post-event reporting using AI analytics
- Event ROI calculation and feedback loop automation
- Developing an AI adoption roadmap for your events

Registration form on the Training Course: Using Artificial Intelligence in Event and Exhibition Management

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