DEGREE PROJECT

Fig. 1 *AI in event* (2023)

EBSC6021 DEGREE PROJECT

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COMPONENT 2

Year of Study: 3rd

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Submission Date: 19th April 2024

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EXECUTIVE SUMMARY

As discussions surrounding artificial intelligence (AI) in the event industry proliferate, the emergence of generative AI stands out as a prominent trend. The latest McKinsey (2023) Global Survey confirms the exponential growth of generative AI tools, indicating a transformative shift within various industry sectors, including the event industry.

In this article, the different aspects of AI application in the event industry are represented through secondary and primary research, and an EventAI Integrator Pyramid and a checklist designed for the industry practitioners will be visually represented to guide the AI adoption for the event industry practitioners.

**DOES AI HELP
EVENT PLANNING?**

Fig. 2 *AI in event managerment* (2023)

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AI MARKET RESEARCH

As Interviewee E suggested, "AI primarily aids in backend operations, enhancing overall business efficiency rather than directly impacting the product". Expanding on this idea, Neves (2022) has experimented with AI's performance in event planning and pointed out that AI's impact on backend operations can have a ripple effect throughout the entire organisation. By automating repetitive tasks, analysing large datasets, and optimising resource allocation, AI enables businesses to operate more smoothly and effectively, which frees up valuable time and resources that can be redirected towards strategy, product development, and customer engagement.

A comprehensive PESTELE model (see more on project proposal) is presented encompassing political, economic, social, technological, environmental, legal, and ethical factors, and provides a comprehensive analysis of AI's impact on the event industry.

Politically, the government released a series of policy papers and a regulatory framework to assess AI's pros and cons critically.

Economically, AI has a positive influence on global GDP and the economy, including the tertiary sector and employment.

Socially, most event organisers and industry practitioners are looking forward to the AI revolution in this industry with various business opportunities like website chatbots.

Technologically, the potential of AI in enhancing audience engagement and experience is widely discussed and approved, and AI will also play the role of event manager assistant.

Environmentally, AI is capable of maximising using the given resources like heating and lighting, and accelerating the digitalisation of the event industry which contributes to decreasing the carbon footprint.

Legally, governments have recognised the huge potential of AI and also the hazards, with new policies and a "safe by design" approach to balance.

Ethically, data privacy and ethical use are generally acknowledged issues, with AI-generated fake pictures, fake videos, etc.

In conclusion, this PESTELE analysis draws a comprehensive view of how AI is impacting various aspects of the world and event industry, outlining its potential and risk of AI adoption.

SAMPLING STRATEGY

The growth of AI in the rapidly evolving event industry landscape brings both opportunities and challenges. By applying the sampling strategy framework from McCombe (2022) (see Appendix F), five interviewees are selected by the "Purposive sampling" strategy, a type of non-probability sampling where the researcher recruits interviewee based on their expertise to target respondents most beneficial to the research. However, one limitation of purposive sampling is that it relies heavily on the researcher's subjective judgment, which can introduce bias into the sample selection process, so it limits the generalisability of the findings.
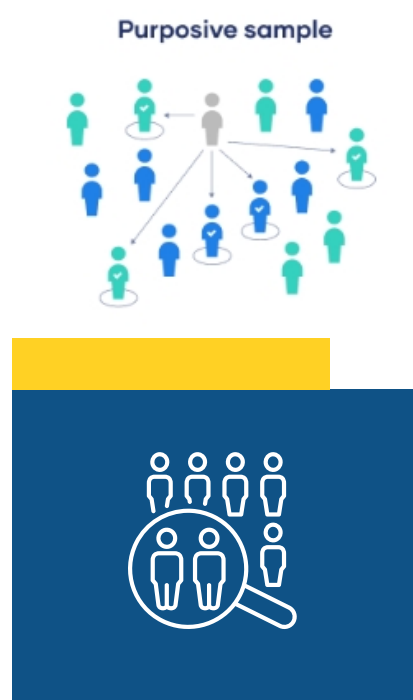

Fig. 3 *Purposive sample* (2022)

The practitioners are selected by their backgrounds, experience, and interest in AI in the event industry. In order to ensure the interview data is relevant and related to AI, only those who have used AI in this industry are recruited for this interview. Among all the interviewees, some people have knowledge of AI and would like to be engaged with this project; the others usually clarified that they are not well versed in the area of AI within the event industry and suggested that they are not the best people to discuss with. Therefore, throughout the research, I found that approximately 23% of interviewees have used or were interested in AI applications in this industry, and 77% of event managers interviewed did not have any experience using AI for event management. Therefore, the five most relevant event industry practitioners have been recruited for an online interview as qualitative primary research to investigate the latest news and applications of AI in the event industry.

INTERVIEWEE A
Choosing A as an interviewee was motivated by her job changes from a traditional events company to an event tech company that uses AI in daily work, it piqued my interest because of her motivation for these job changes is especially valuable to my research as an example. Through our discussion, I am aware of her unique point of view in terms of AI in the event industry as an event manager, and her perspective and advice are very practical and realistic.

INTERVIEWEE B
The decision to recruit interviewee B was based on her professional background and her unique opinion. As a transformational leadership expert, her expertise in leadership and her experience of being an event manager will offer a different perspective as a company executive and organiser, which is one aspect that my research is lacking.

INTERVIEWEE C
C was chosen as an interviewee due to her extensive experience as an event manager, which provides critical and practical insights into the demands and expectations of AI from event managers. Her practical experience and industry insights will offer suggestions for my model and article.

INTERVIEWEE D
Selecting D as an interviewee was based on her job, which is a member of an event consultancy company, ensuring access to the latest industrial trends and perspectives from event managers as she discussed with them every day in the consultancy conference. Moreover, her capacity to catch the latest industry news will make further suggestions for my research methodology.

INTERVIEWEE E
Eventually, choosing E as an interviewee because they were part of the organiser of an edge-cutting event industry trend and technology conference that I tried to attend. Through our focus group, I hoped to learn more about the event and their perspectives and expectations regarding AI technology in event planning. Their insights will offer a deeper understanding of the industry's trends regarding AI technology, assisting me in crafting a comprehensive article on the step-by-step process of integrating AI into event planning.

EVENT MANAGER INSIGHTS

AFFINITY DIAGRAMS

Affinity diagrams (Fig. 4) methodology is adopted to structurally represent the loose and unstructured ideas and data extracted from the interview. Roosen (2020) elaborated that, "the affinity diagram was originally developed by a Japanese anthropologist Kawakita Jiro in the 1960s, so it is also as known as the K-J Method or the affinity chart", Dam and Siang (2023) further explored that "employ affinity diagrams for organising, connecting, and synthesising varied information efficiently".
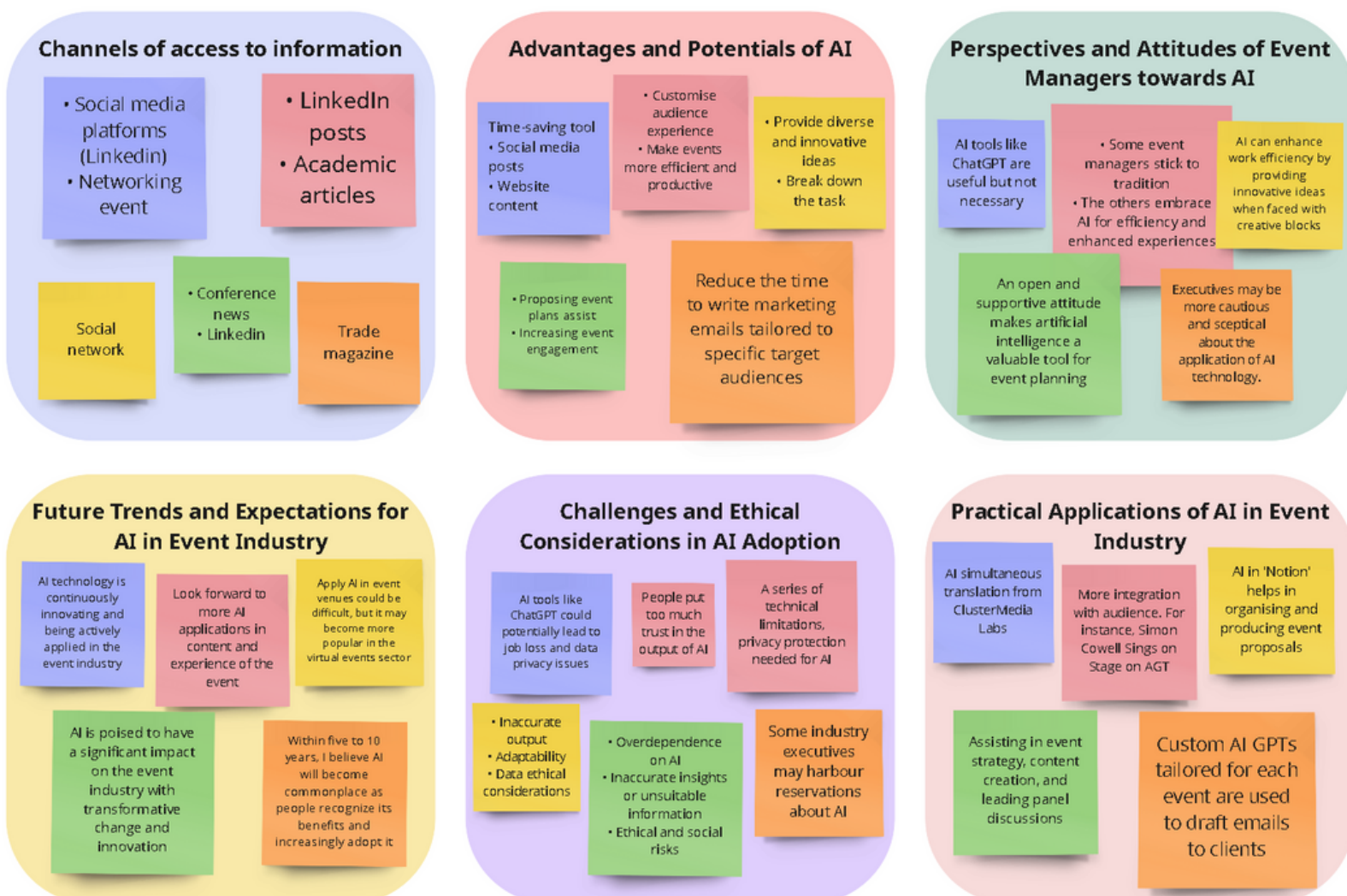

Fig. 4 *Affinity Diagram* (2024)

ADVANTAGES AND POTENTIALS

In the interview, the greatest advantage that interviewees have seen from the AI application in the event industry is in marketing, including AI writing social media posts, customised emails to the specific target client and AI website chatbot. However, Interviewee C proposed expanding AI's role in event production, suggesting AI could break down the tasks for easier execution or swiftly draft event proposals to kickstart projects with innovative ideas. Additionally, Interviewees B and D recognised AI's potential to enhance audience engagement within event venues. For example, AI-powered photo booths (see Fig. 6) capture attendee profiles and generate themed images, encouraging event promotion through social sharing.

Advantages and Potentials of AI

Time-saving tool
• Social media posts
• Website content

• Customise audience experience
• Make events more efficient and productive

• Provide diverse and innovative ideas
• Break down the task

• Proposing event plans assist
• Increasing event engagement

Reduce the time to write marketing emails tailored to specific target audiences
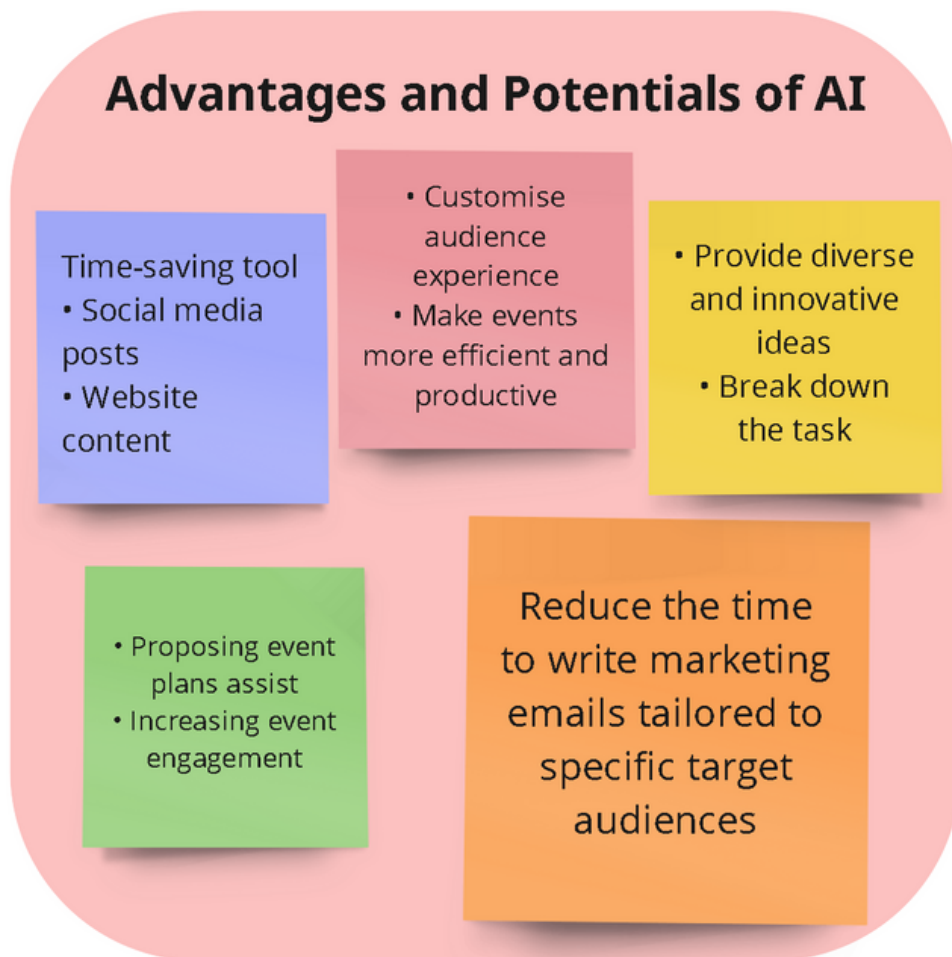
Fig. 5 *Advantages and Potentials* (2024)

CAPTURE   CRAFT   RESULT   SHARE
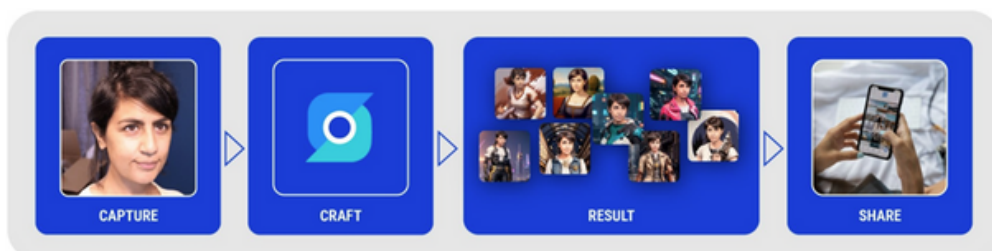
Fig. 6 *Snapmatic* (2024)

PERSPECTIVES AND ATTITUDES

The perspectives and attitudes of interviewees seem to be varied. Interviewee A emphasises that although the AI tool may not be necessary, it is a valuable tool that saves time on daily work. Instead, interviewee C emphasised that AI not only saves time but also serves as an innovative tool for overcoming creative barriers. Nevertheless, interviewee E warned that executives may show hesitation and scepticism towards AI applications. As Interviewee D notes, "it is a common stance towards new technologies that being both eager to utilise their potential and worried of the negative impacts", so it is therefore crucial to be aware of its hazards while using the new technology.
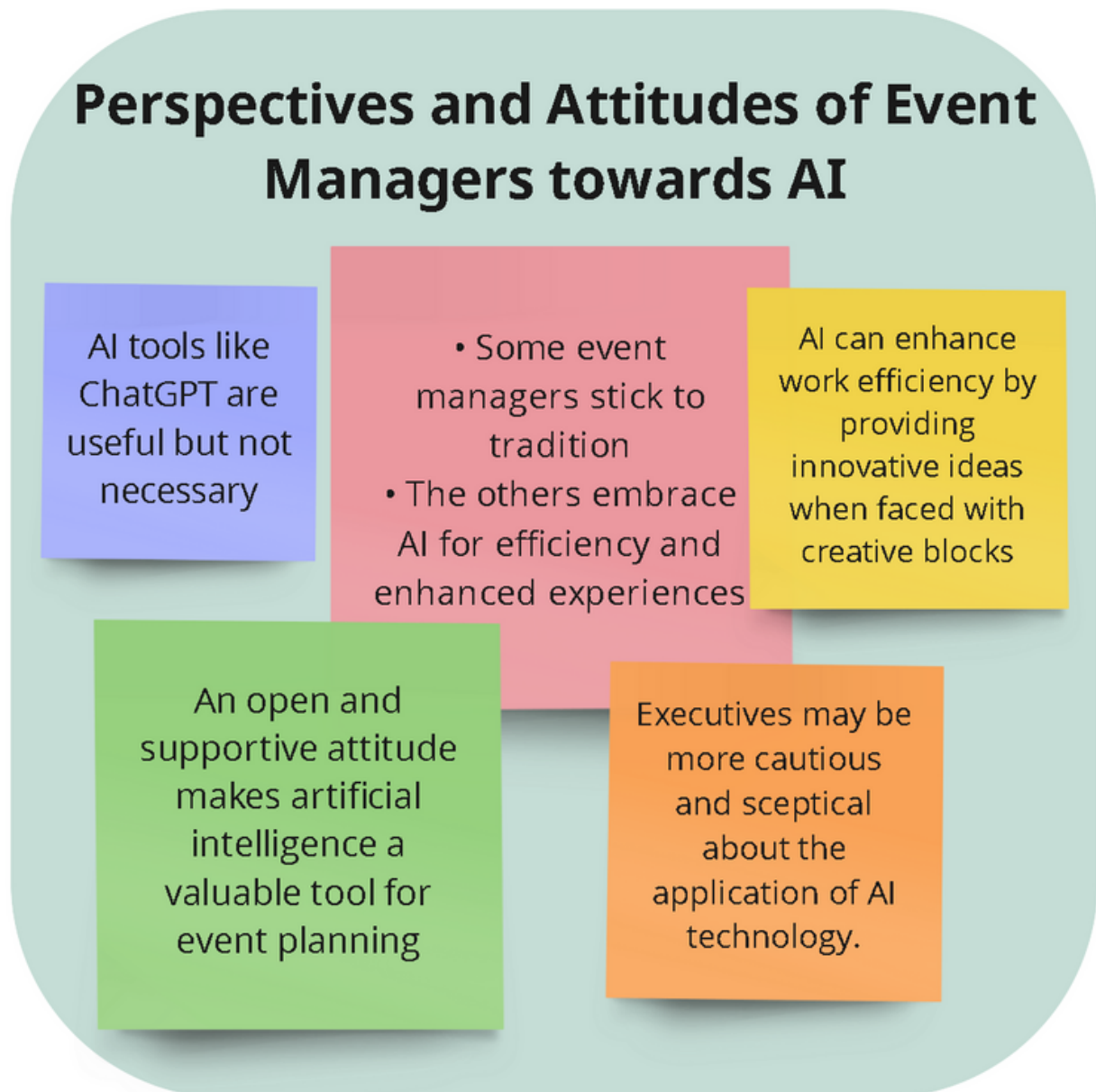
Fig. 7 *Perspectives and Attitudes of AI* (2024)

FUTURE TRENDS AND EXPECTATIONS

There seems to be a consensus among industry practitioners that AI is moderately reshaping the landscape of the event industry. From improving audience experience to optimising daily operations, the expectations and demands for AI are gradually increasing. Although interviewee C pointed out the obstacles to implementing AI in the event venue, interviewee E argued that "within five to ten years, I believe AI will be common in this industry as people realise the benefits of applying it".

Fig. 8 *Future Trends and Expectations* (2024)

CHALLENGES AND ETHICAL CONSIDERATIONS

From the interviews with industry practitioners, there are rising concerns about AI's negative impact on the event industry. Interviewee A worried about the unemployment led by AI because tools like ChatGPT are so efficient compared to staff, especially the roles such as copywriter, editor, and social media marketer are possible to be replaced by AI.
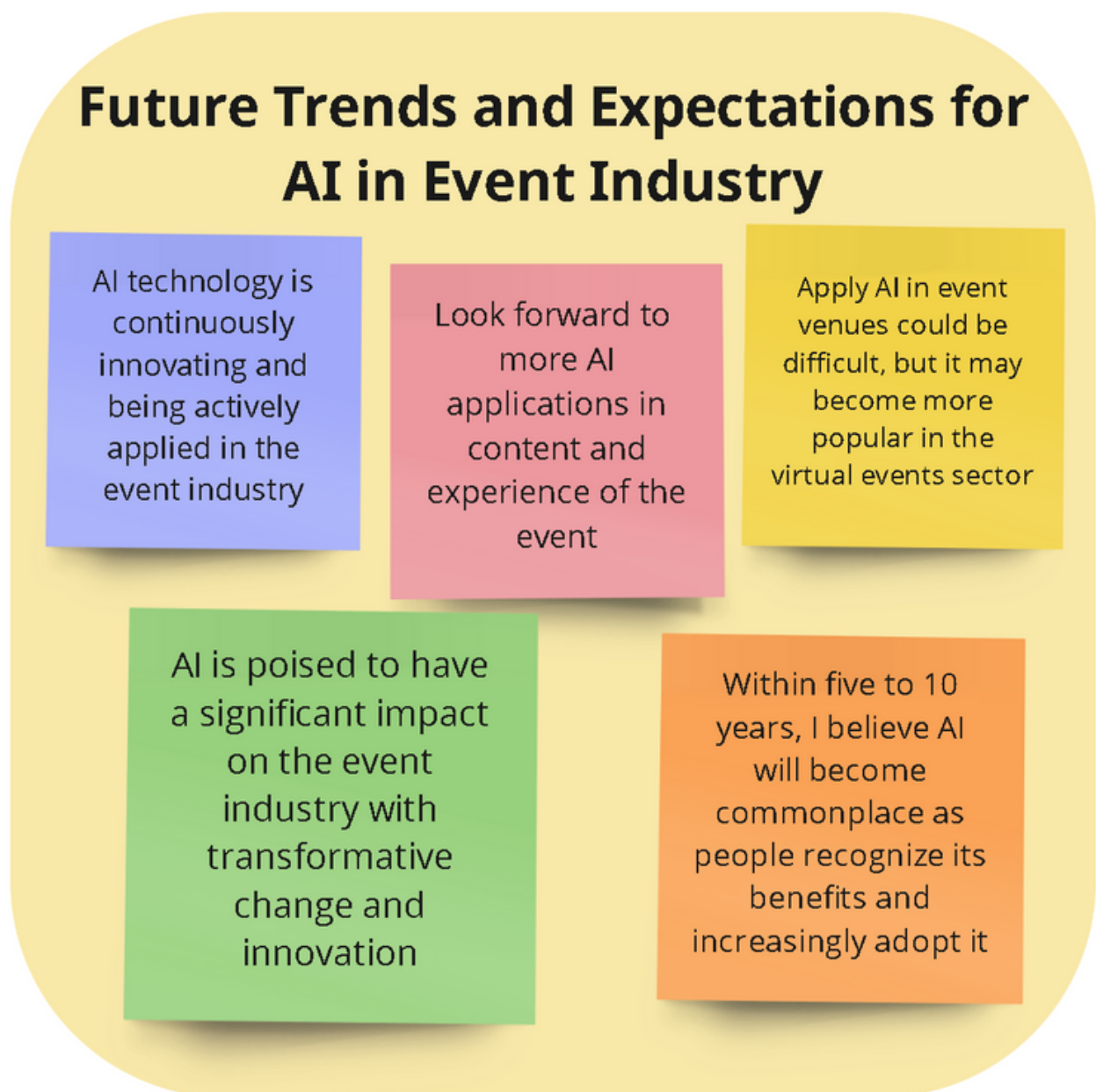
Moreover, interviewee D indicated that over-reliance on AI output may lead to inaccurate conclusions, and bring ethical and social risks. As Radford and Kleinman (2023) highlight the unpaid version of ChatGPT 3.5 was trained only using data up to September 2021, so the research or marketing data on Chat GPT is usually out-of-date and incorrect.

As a solution to overcome the barrier of industry executives' scepticism about AI applications, education is critically important to advocate widespread acceptance in the industry. As Interviewee E supported the importance of education as a way to alleviate hesitation about AI and enhance the industry benefits.

Challenges and Ethical Considerations in AI Adoption

AI tools like ChatGPT could potentially lead to job loss and data privacy issues

People put too much trust in the output of AI

A series of technical limitations, privacy protection needed for AI

• Inaccurate output
• Adaptability
• Data ethical considerations

• Overdependence on AI
• Inaccurate insights or unsuitable information
• Ethical and social risks

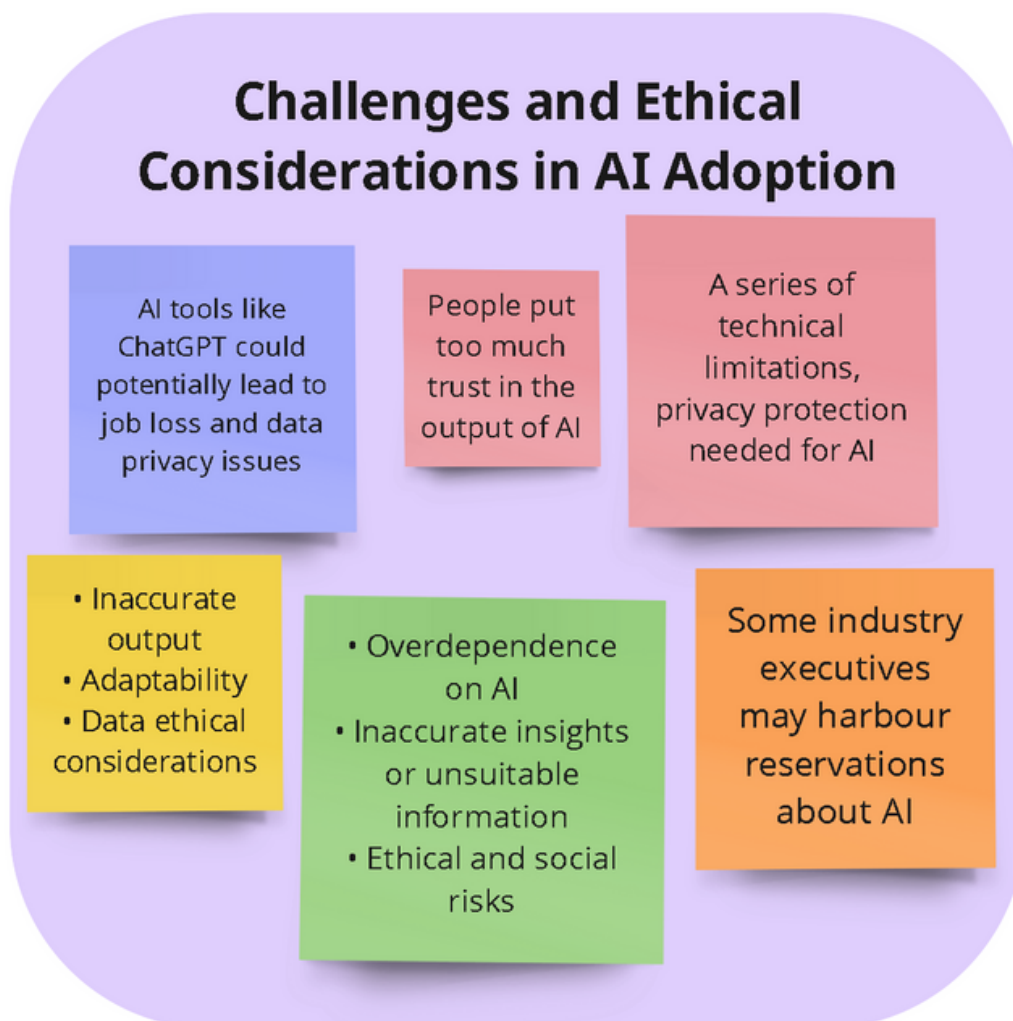Some industry executives may harbour reservations about AI

Fig. 9 *Challenges and Ethical Considerations* (2024)

📈 PRACTICAL APPLICATIONS

When it comes to education, industry leaders often find successful industry cases to be the most instructive. For instance, interviewee A recently left her position at an event company after five years to join another firm well-versed in ChatGPT. Her decision stems from the belief that AI will empower various roles, prompting her to embrace this trend as early as possible. She shared a business decision made by her company, which is bringing an AI technology from "ClusterMedia Labs" to their event that is a live transcript on a side screen that helps hearing-impaired or audience members struggling to keep up with speakers, and she elaborated that "it is a simultaneous translation based on artificial intelligence with the reliability of 98%".

Fig. 10 *Practical Applications* (2024)

In contrast, interviewee E emphasised that their company has an AI networking app supported by a platform called Grip (2024) that people could book meetings with each other, so they harness AI by using a matchmaking algorithm to pick out people that it thinks would be the most relevant for them to meet with at the event, so it helps with the event itself and in making the matchmaking and the networking element better. Moreover, the company also built a customised GPT, this AI is trained by all the information about the past event and all of the emails sent in the past, so it allows AI to imitate the style of writing and generate personalised marketing emails in a short period of time, as interviewee E found that "it actually means that marketing team can be more efficient because now they can spend more time focusing on strategy, focusing on trying to grow the event in areas that we have not done before".

Considering their investment in the customised GPT, maximising AI utilisation is paramount. Access is not restricted to the marketing team, but extends to individuals across the company. Editors now leverage it to create stories, while the proofreading service offers spelling checks and paraphrasing assistance. From their perspective, investing more upfront brings long-term gains, reflecting a strategic move to secure future value in the business.

Last but not least, interviewee C recommended the AI in "Notion" which provides an online space to manage vendors, venues, and all the relevant stakeholders and suppliers. As Asad (2024) stated, "Notion serves as a project management tool, facilitating the organisation of event tasks, tracking progress, and precisely delegating responsibilities for every individual in the team". Moreover, the Notion (2024) AI breaks down the tasks for the event manager with various event management templates that are usually free to customise, and it's also possible to create a database for guests, vendors, and other stakeholders to manage the relationship by monitoring invites lists, and smartly compare the quotes from different vendor and venue.

EVENTAI INTEGRATOR PYRAMID

Based on the AI market overview and the event manager insights, a model (Fig. 11) for guiding the implementation of AI in the event industry has been developed. The model is presented as a pyramid chart with 5 layers, these layers are created based on the PESTELE model and the experience of industry practitioners, then arrive ultimately at this pyramid chart.

From Objective Determination at the base to Monitoring and Evaluation at the pinnacle, this pyramid chart outlines the process of integrating AI into the event company.
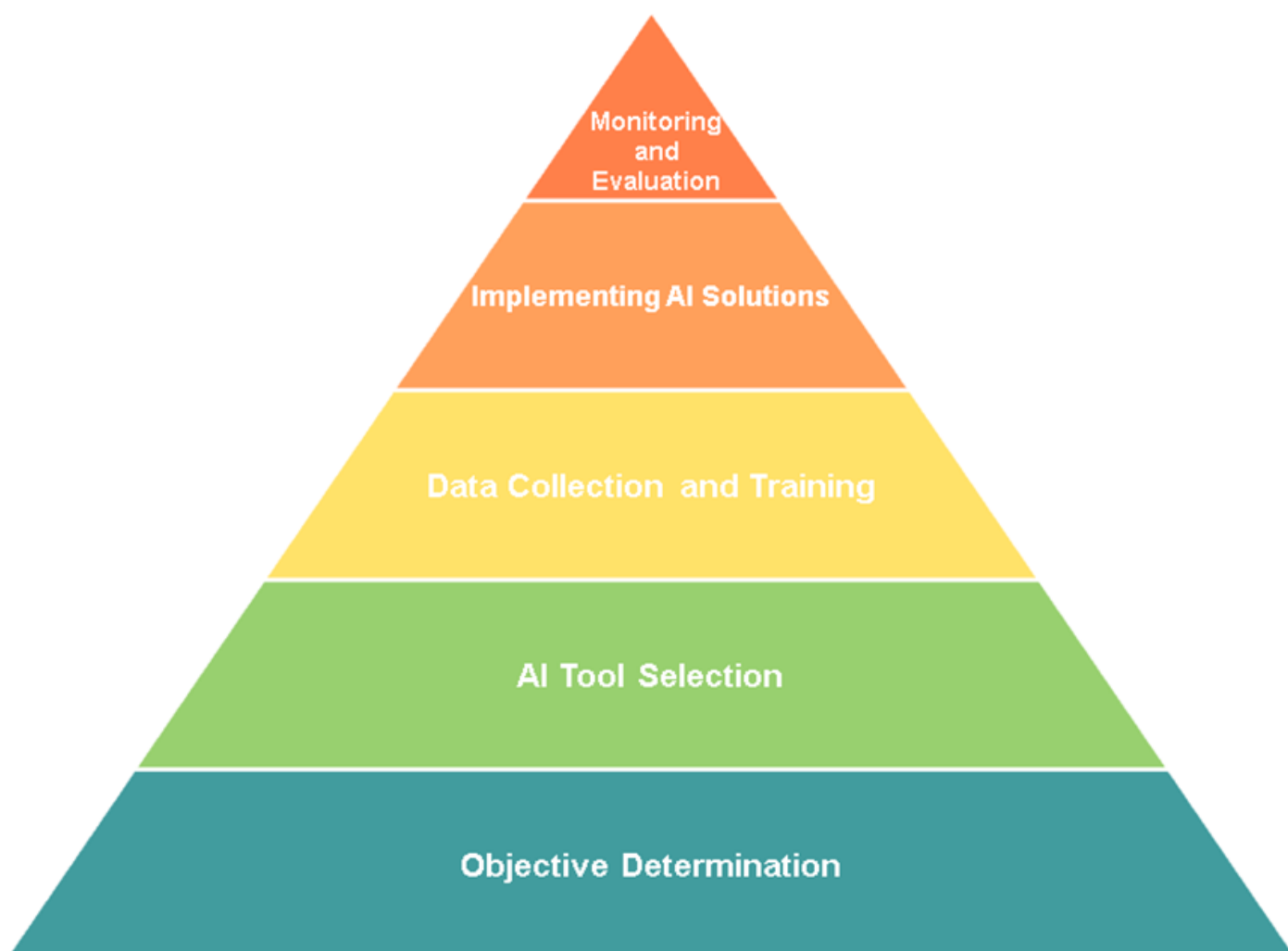

Fig. 11 *EventAI Integrator Pyramid* (2024)

·LAYER 1: OBJECTIVE DETERMINATION

Whether it involves data-driven decision-making, creating content, managing projects and logistics, or encompasses all of these aspects, clearly outlining your specific goals for your business is the first step.

If you're unsure how AI can assist in your chosen field, seek industry insights and expert opinions to gain a deeper understanding of trends and critical issues. This will refine your objectives more accurately.

·LAYER 2: AI TOOL SELECTION

When selecting AI tools for your event company, it is crucial to ensure they align with industry standards and your specific objectives. Comprehensive research helps compile a tailored list of AI solutions (Fig. 12) specific to the event industry market, and this process deepens your understanding of how each tool addresses your objectives. Critical examination is key to pinpointing the right AI solutions that seamlessly align with your goals, factors like scalability, compatibility with current systems, and ease of integration must be carefully evaluated to ensure optimal performance.

AI Tool Recommendation

Front-end：	Name of Company or Platform
AI Photo Booth	Boothco, Snapbar, Snapmatic
Augmented Reality Experience	Vossle
Chatbot	LiveChat
Graphic Design	DALL-E, Looka, Midjourney, Namelix, Picsart, StarryAI, Stockimg AI
Music Creation	Beatoven, Lumen5, Melobytes, Podcastle, Soundraw
PowerPoint Generator	Beautiful.ai
Simultaneous Interpretation on Venue	ClusterMedia Labs

Back-end：	Name of Company or Platform
Conference Management	Firefly AI, Otter.ai
Event Planning Assistance	ChatGPT, Chatsonic, Claude, Cvent, Microsoft Bing Chat, Notion, Timely
Financing	Yooz
Marketing	Flick, Jasper, Marketing Copilot
Networking Opportunities	Grip, vFairs AI
Project Management	ClickUp AI, Motion, Notion, Reclaim, Schedule CC, Taskade

Fig. 12 *AI Tool Recommendation* (2024)

·LAYER 3: DATA COLLECTION AND TRAINING

As Almeida (2023) suggested, "High-quality data is the lifeblood of AI", high-quality data, in this case, refers to the relevant data from various sources such as past events, participant profiles, and prior marketing pieces of information. As an example, interviewee E has clear expectations from AI, which is to help them write marketing emails, so they have trained their AI through the previous marketing email and event information, and just like what interviewee E mentioned, "using our marketers to write an email for the events, marketing email would take 2 hours before, whereas now it takes about five minutes". Moreover, the comprehensiveness and accuracy of your dataset significantly impact AI's ability to generate meaningful insights. By harnessing AI analytics tools, you can delve into the data intricacies, identifying patterns and gaining profound insights into attendee preferences and behaviours.

·LAYER 4: IMPLEMENTING AI SOLUTIONS

During the implementation of the AI tool, the focus moves to the company's operations as one of AI's practical potentials is to personalise experiences for every individual, including attendees and event managers. In terms of audience experience, gathering insights from analytics of AI, event managers can customise marketing strategies to match attendees' personalised interests and preferences to encourage engagement and satisfaction. On the other hand, automatic tasking can be applied to tasks like registration, ticketing, and post-event emails, so it not only saves time and budget for the event organiser but also advocates a seamless event experience for the audience. Additionally, the website chatbot is also a part of the seamless audience experience that AI can be responsible for, as the chatbot offers valuable information and assistance to attendees 24/7.

·LAYER 5: MONITORING AND EVALUATION

Once AI has been applied in your company, it progresses with regular monitoring and examination to achieve long-term success and stability. This stage requires consistently tracking key performance indicators (KPIs) to measure the influence AI has on your company, encompassing ethical aspects such as data privacy, transparency in decision-making, and algorithmic bias. With the ability of swift adjustments, the company is capable of maximising the advantages of AI and avoiding the disadvantages.

CONCLUSION AND THE CHECKLIST

By following the EventAI Integrator Pyramid, you have a comprehensive picture of how to catch the trend of AI by integrating AI into your company and the factors that will influence it. Moreover, a step-by-step guide to the pyramid chat is created as a checklist infographic that serves to remind event managers of additional factors and risks to consider.

On the path of AI-powered event management, it is inevitable to encounter barriers like early-stage investment, ramp-up period to adjust to the old system, etc. but AI's effectiveness, data analysis, and innovative content will emerge as the cornerstones of long-term success and achievement.

BRINGING IDEAS & INNOVATION
TO LIFE THROUGH TECHNOLOGY

CHECKLIST
GUILD FOR THE MODEL

STEP 1

Find a clear objective and consider the following questions:

·How can AI help you or your company, in which aspect?
·Have you done some secondary research online?
·Have you tried to book a free event consultancy conference online?
·What potential applications of AI align with your business goals, such as data-driven decision-making, content creation, or project management?
·Do you have a budget for this investment in AI?

STEP 2

Choose an AI tool that fits your goal, and consider the following questions:

·Is the tool capable of seamlessly scaling to meet the demands of more events?
·Will the tool be able to handle larger volumes of data and more complex event schedules?
·What systems and software are currently being used by your company to manage events?
·Is the tool compatible with your existing systems?
·How long does it take to introduce the new AI tools?
·Will company employees need additional training to use this new tool?

Fig. 13 *Checklist Guide Part 1* (2024)

STEP 3

Get your data prepared, and ready to personalise your AI. Consider the following questions:

·Can you train this AI tool by feeding data?
·Do you record the data of past event records, participant profiles, and previous relevant materials?
·Is the data comprehensive and accurate enough to support AI in generating meaningful insights?
·Have you considered potential issues that may arise during data collection and training, such as data quality concerns or the time cost of training?

STEP 4

Integrating AI solutions into your company's operations requires careful planning and execution. Consider the following questions:

·How will your company integrate AI tools into its existing operations effectively?
·What steps will be taken to ensure a seamless transition and integration process?
·How can AI be leveraged to personalise experiences for event attendees and your company?
·What tasks within your company's event management processes can be automated using AI solutions?

STEP 5

Continuously monitor the performance of AI, and be careful with the data ethical aspect. Consider the following questions:

·What KPIs will be tracked to evaluate the impact of AI on your company?
·How will AI algorithms handle sensitive attendee information, such as personal preferences and contact details?
·What steps will be taken to build trust and confidence in the use of AI technologies among stakeholders?
·Will there be regular audits or reviews of AI algorithms or AI output to identify and address any biases or inaccuracies?
·What strategies will be implemented to ensure fairness and inclusivity in AI-driven decision-making processes?

Fig. 14 *Checklist Guide Part 2* (2024)

ILLUSTRATION LIST

Fig. 1 Midjourney (2023) *AI in event.* [AI generated image] At: https://www.midjourney.com/home (Accessed 12/04/2024).

Fig. 2 Savas, L. P. (2023) *AI in event managerment*. [Illustrations] At: https://www.corporateeventnews.com/news/mpi-academy-teams-reposite-launch-ai-certificate-event-professionals (Accessed 12/04/2024).

Fig. 3 McCombes, S. (2022) *Purposive sample*. [Chart] At: https://www.scribbr.co.uk/research-methods/sampling/ (Accessed 10/04/2024).

Fig. 4 Tan, S. (2024) *Affinity Diagram*. [Diagram]
In possession of: the author: Epsom.

Fig. 5 Tan, S. (2024) *Advantages and Potentials*. [Diagram]
In possession of: the author: Epsom.

Fig. 6 *Snapmatic* (2024) [Edge, screenshot] At:
https://www.snapmatic.me/?
gad_source=1&gclid=Cj0KCQjw5cOwBhCiARIsAJ5njubMqkyBnp2CtEpsnEdmkd9VlMaIiYZQI_jP7OqP5XWZwT48yeyV3U8aAiC5EAL
w_wcB (Accessed 02/04/2024).

Fig. 7 Tan, S. (2024) *Perspectives and Attitudes*. [Diagram]
In possession of: the author: Epsom.

Fig. 8 Tan, S. (2024) *Future Trends and Expectations*. [Diagram]
In possession of: the author: Epsom.

Fig. 9 Tan, S. (2024) *Challenges and Ethical Considerations*. [Diagram]
In possession of: the author: Epsom.

Fig. 10 Tan, S. (2024) *Practical Applications*. [Diagram]
In possession of: the author: Epsom.

Fig. 11 Tan, S. (2024) *EventAI Integrator Pyramid*. [Chart]
In possession of: the author: Epsom.

Fig. 12 Tan, S. (2024) *AI Tool Recommendation*. [Chart]
In possession of: the author: Epsom.

Fig. 13 Tan, S. (2024) *Checklist Guide Part 1*. [Infographic]
In possession of: the author: Epsom.

Fig. 14 Tan, S. (2024) *Checklist Guide Part 2*. [Infographic]
In possession of: the author: Epsom.

Fig. 15 McCombes, S. (2022) *Probability sample*. [Chart] At:
https://www.scribbr.co.uk/research-methods/sampling/ (Accessed 12/04/2024).

Fig. 16 McCombes, S. (2022) *Non-probability sampling*. [Chart] At:
https://www.scribbr.co.uk/research-methods/sampling/ (Accessed 12/04/2024).

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Roosen, C. (2020) *What Came Before the Affinity Map - Reconsidering Professor Jiro Kawakita and The KJ Method*. At: https://www.christopherroosen.com/blog/2020/7/17/what-came-before-the-affinity-map-reconsidering-professor-jiro-kawakita-and-the-kj-method (Accessed 05/04/2024).

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APPENDICES FOR DELIVERABLES

Appendix A

Interviewee A interview transcript and video link

Video URL:

https://ucreative-my.sharepoint.com/:v:/g/personal/2023490_students_ucreative_ac_uk/EZsf2lOhm9xJqSOEDCIc6mkBIbrZClSeRyMrSYJXqYQDVg?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=l6qFjm

Backup URL:

https://1drv.ms/v/s!Atqytq08563MhVa_ct8wEsxRqQEi?e=xpTKgX

|22min 3s

Transcript:

Speaker 1 00:01

That's fine. Thank you very much. And as you have agree the participant
consent form, so shall we start the interviews as it's a short interview, only 20
minutes.

Speaker 2 00:14

Yes, sure. So.

Speaker 1 00:15

For it, yeah, thank you very much. So in your live, like your daily life would do you read any like trade articles or magazines to about the event industries or you.

Speaker 2 00:30

Probably not probably don't really read trailer articles and stuff. I mean, I'm quite active on LinkedIn. And if I see something as like an interesting blog
post or something like that about the event industry, I'm, I might click into us and, but yeah, I don't I generally would get any information kind of from LinkedIn and then going you and networking events and stuff like that as well.

I would get my information.

Speaker 1 00:59

Yeah, sounds very interesting. Yes, I thought most of environment managers would like to looking at some proper papers or magazines, but I found that most of them actually are very interested in the social media posters. Yeah, and the article actually.

Speaker 2 01:18

Yes, definitely. I think, yeah, I think it's more kind of, yeah, articles and blog posts and stuff on social media that will catch people's attention to read.

Speaker 1 01:28

Awesome. Yes. So in this case, have you ever use AI in the event sectors for the like event purpose?

Speaker 2 01:39

Yeah, so I don't know if you've seen from my profile, but I'm I recently changed job. So I used to work in a company called 70 events, and I now work for the Dublin Tech Summit and I've only joined two weeks. But using, would this company actually use is chat GBT and I they've done some training on it and I'm actually currently doing training on it and through an online course. Cool. On and on using it for the event industry. So for using it for our benefit, using it for our, for, you know, I, if we have a question about something or trying to rephrase a certain content and social media post or something on the website, it's a really great tool for that. And that's something that my old company, they hadn't, they didn't do anything with AI or ChatGPT or anything like that. And, but this, the new company I'm in, they do and I'm doing training on it. So that's why I think when you messaged me and I was happy to speak to you because it is something I'm using at the moment in this job.

Speaker 1 02:54

Yeah, sounds very interesting. So the end companies does not really using AI, but the company now they're training you, right? If I'm not understanding. Yeah, they're training you to start using chat, GBT or something else.

Speaker 2 03:10

And yeah, the training I'm doing isn't just and chat GBT, it's, you know, she's kind of showing other platforms like Bing I am and there's a Google one and then this one on Canva. So I have I still have lots of training to do on it, but she, they hired somebody to train all the staff and it's about four hours of training on it. So yeah, I think more companies are, I would say as well, more event companies, I think, maybe aren't using it as well as they could. Cuz my old, like I said, in my old company, it wasn't a thing. And, but I mean, it's really, it seems to be really beneficial. And in the team I made at the moment.

Speaker 1 03:56

So have you like put Chat GBT in practice after you come to these new companies?

Speaker 2 04:05

So I've been using it daily. I'm for different events and just kind of ask, you know, you have to give this what I've Learned, you have to give it lots of prompts and you have to give it content. You have to say, be really clear about what you want from it and you have to, you know, ask for different kinds of things. So it's not just as easy as, you know, write an article for me. Okay, so it's not gonna give you, yeah, it's not gonna give you what you want. And also it's not gonna be, come out quite authentic and real and it's gonna sound like a, yes, like a robot. So giving it lots of information and being really clear about what you want from it, and it turns out some good content. Now it doesn't always turn out good stuff, but sometimes it gives you a sentence or a line or makes you think, rethink about something that you wrote and maybe to change it in a certain way or a different tone. And I think that's what it's great for.

Speaker 1 05:07

Yeah, that's yeah, quite true. I agree with you. S. And I heard that some like in some people are hiring the prompt engineers. It's like a new job for chat GBT.

Speaker 2 05:21

Really.

Speaker 1 05:23

And they're just hiring someone that is like specialist in prom and machine

learning. And it's actually a very high pay job. Yeah, as far as.

Speaker 2 05:34

I know. Well, yeah. So machine learning engineers, I know I would be, you know, on big books. So yeah, I guess that's what they do.

Speaker 1 05:46

Requires professional manager. Yeah, skills. I mean, yes.

Speaker 2 05:51

Secondly.

Speaker 1 05:52

And to your understanding, so what kind of AI, I mean, tools do you think are most potential for event industry managers or pro practitioners?

Speaker 2 06:03

So the only tools I actually know as of now, cuz as I said, it's, I've only been in this new role for the last two weeks and it's been chat GBT and is the one I've used and ch, ch, ch, ch. I think that's really been it. She's mentioned other ones which I have to do on the training, but I know there is lots of other tools. And, but yeah, that's been the way main one for me is chat GBT using that. I don't really know much about the other kind of AI tools. But yeah, personally it's just that one for me.

Speaker 1 06:44

Yeah, but I mean, chat, GBTs, I mean, it's very useful then.

Speaker 2 06:51

And we use, and you know, there's the paid for version, which is the four point, yeah, version. And then they still non pay. So the, yeah, my company are using the paying version. So it's even better.

Speaker 1 07:05

Than yes.

Speaker 2 07:06

If we're creative.

Speaker 1 07:08

I heard that the Ch s ChatGPT 3.5 only have the data until 2021. Yeah, but the 4 versions, it has the updated data. Yeah, yes, which is like a very helpful tools to like data search or something. Do you think so?

Speaker 2 07:31

And the pain one is a lot better.

Speaker 1 07:34

So do you think like learning and know how to use chat GBT is necessary for the future event managers?

Speaker 2 07:43

And necessary maybe not because if you if you have if you're making lots of content, a lot that takes a lot of time. And if you know, if you're building websites, you're making social media posts, you're doing email, you're doing all of that kind of thing, it's more of a time saving tool, I think. And it's not necessary. I like, as in my previous job as an event manager, I didn't use any tools like chat, GBT, and all content was created just like from my head. And yes, and you know, and proofreading was all just done through me, whereas in this, I guess it, yeah, it's a great proofreading tool. You could just get it to suggest better sentences for you. And, but is it necessary? No, you can still do it by yourself, I think. And is it a time saver? Yes.

Speaker 1 08:44

Okay. So you think it's not necessary to have this skill set, but do you suggest to, like, you still suggest to learn?

Speaker 2 08:54

Yeah, I think it's not necessary. But let's say to my other friends in the event

industry, I would say, are you guys, are you using chat GBT? Like if I was talking to a friend or, you know, networking, and if they said no, I would recommend it. I would say, well, you know, it's gonna say it you so much time on your content and suggesting and proofreading of things. So yeah, I would suggest it for that, but I don't know. I don't, I would say it's probably, it's, you don't have to do use it.

Speaker 1 09:29

Yes, helpful too. It's just a optional tool. Yeah, yes, I got it. So in this term, what is your opinions on the pace of innovation and development of AI in the event industry? Do you think AI is like growing very fast or you think it's normally?

Speaker 2 09:55

I think so. I had a call yesterday with two people. Who are you going to be bringing in this technology into our event, the Dublin Tech Summit, where basically it's like a transcript and for on the side of the stage on a screen for people who have like hearing impairments or people who, let's say they just can't really keep up to speed with what their speakers are saying and they need to be able to read it. So it's like a live transcript.

Speaker 1 10:29

Yeah, so.

Speaker 2 10:30

What they're saying, and I got it, the name, I can get the name of it for you just if you want for your notes. They're called Cluster Media Labs.

Speaker 1 10:42

Oh, Cluster Media Labs.

Speaker 2 10:45

Cluster Media Labs. Basically, yeah, they're like an AI tool. Like, I guess it's, yeah, they say that they're and simultaneous translation based on artificial tele artificial intelligence with reliability of 98%. So yes, I guess can read the live transcript, but they can also have it up on their phone and it can directly translate what the speakers are saying into whatever language they want. And

so that's a really cool tool and that's something I had a call with, got the founders yesterday, and we're going to probably use it at this event in the Double Text Summit event in may. So I think that's amazing. And I was at an event in London a few weeks ago that was the first time I'd actually seen it. I was at an event, sitting at and watching a panel discussion. And on the side of the stage, they had a screen with live transcript of what the panelists were saying. And people loved it. People thought it was brilliant. And you know, another way, there's some individuals who like subtitles when they're watching movies, they're watching TV shows. It was just kind of like that. And so some people just, yeah, they do. They feel like it. I think it goes into their brain more if they're also listening and they're also reading. So yeah, yeah, that's a really great, a new thing for the event industry.

Speaker 1 12:15

Definitely. Yeah, I haven't thought of that actually.

Speaker 2 12:19

Yeah, yes.

Speaker 1 12:21

First I'm hearing this that very interesting. Yeah, like, so in this case, do in your opinions, what types of event are best suitable for AIS?

Speaker 2 12:39

I mean, tech events, I'd say. So this, when I'm running the Dublin tax on it is all the biggest tech companies out there and, you know, big names and like Samsung, Spotify, Apple, all of that. The biggest names in tech, they're all gonna be speaking out. Ish. So, I mean, it's a tech event is even in the title. So I mean, AI is great for all of that. And yeah, the biggest topic at the event is going to be on artificial intelligence. So, and yeah, tech events, I mean, yeah, I guess it's for tech events. And yeah, but other events can have section have, you know, bits on it and how it's affecting, it's affecting all industries. I know, like I did a lot of events in the automotive industry as well. And you know, even how it's trickling into that is tough discussions in different panels. So I think it's a topic pretty much on all events now, but how it is in fact affect each industry. So yeah, I think if you look on, if you were to look at an agenda for a lot of events these days, there's probably gonna be something on the topic.

Speaker 1 13:53

So yeah, yeah. Yo. So as you're like using tragedy, do you use, do you think it meets your, I mean, expectations and requirements?

Speaker 2 14:06

Yes, I think it does meet my expectations when you give it the right prompts and you kind of give it lots of information about what you want and who you're, and what you're looking to get out of this. It doesn't give you what you want if you're quite vague and not clear and yeah, kind of not maybe giving it a the back story about what you're looking for. And so yeah, when I do that, it gives me what I want.

Speaker 1 14:38

So I, I just, it reminds me of a video I saw on social medias and it's based on s academic articles at the most useful prompt for chat GBT that is applicable for all the answers is, which is a sentence at the end of the end of your questions, which is please think step by step and make sure the answer is correct. That yeah. Do you think it's like useful prompt?

Speaker 2 15:11

Yeah, definitely giving it prompts and I say stuff like use UK English and don't use too many adjectives. Don't use the emojis, like stuff like that. Yeah, and I wanted to, and then, you know, you just make it clear, but what you want and what you. You don't want.

Speaker 1 15:31

Got it. Yeah, sounds interesting. So in this case, when do you mind chat GBT using your conversations? We charge BT to like, I mean, your datas to improve their machine learning.

Speaker 2 15:52

I don't mind that kind of thing. Doesn't bother me.

Speaker 1 15:56

That's fine. So you may 100% allow it. Just, oh, sounds interesting. Yes. Well, I have like interview some like 3 or 4 event managers and some of them are like quite reject to it because everyone have the data privacy rights, right?

Speaker 2 16:20

I guess I'm not giving it or saying too much to it. I'm just kind of getting prompts and help with maybe like make this social media post, send more interesting, something like that. So, you know, I'm not giving it information that is quite like private or that I wouldn't want anyone else to know. So that kind of thing other, it doesn't bother me or at the company, I may not moment.

Speaker 1 16:46

Got it. So in this case, what in your opinions, what challenges or do you think s AI facing in the event industry?

Speaker 2 17:00

Yeah, so as amazing as these tools are, it's scary to think that, you know, oh, you could potentially have a job lost. If they're thinking, why are we hiring a content specialist or an editorial person or, you know, Ju maybe like a social social media manager is something quite essential. But if this if there's social media managers who providing content and stuff like that. And if if they can say, if they say, well, we can just use AI tools to get all the information and get the content written. That's kind of scary. Yes. But I, when you think about you, you could have a kind of t debate on that, whether, yeah, you can get the chat GBT to drive it for you, but you still need that person with the information in their own head and the information and the prompts and who knows the company. And so you still kind of need the person to do it, but you might need less people to do it. I mean, you know, we don't do, we need, I don't know, do, how many people do we need on this team to turn around this content if we can use tools like Chat, GBT to write it. So I don't like that and it is scary. And I guess they should just be an extension of your knowledge. They shouldn't be the hull your all of your knowledge. So yeah, it's scary to take that.

Speaker 1 18:34

Do you think it worries you? I mean, these challenges?

Speaker 2 18:38

Yeah, of course. Yeah, yeah, got.

Speaker 1 18:43

It. But it could be like, well, I just interviewed event manager this morning and she is quite really worried about these concerns and she is like a wedding planners for the Ma event manager Alpha, Alpha event menus.

Speaker 2 19:07

I mean, I think with weddings or something like that, there's always gonna be weddings. People I think, are always gonna get married. And yeah, and you're always, and they probably need another event manager where, well, maybe for those and for certain companies kind of bigger com, I think it that's the it'll affect the bigger companies, the ones that have specialized teams in creating content or let's say on marketing teams and editorial teams and stuff like that, maybe social media and that kind of job description. If you have someone who so is solely just creating, writing content and stuff like that, and those jobs could be affected, but you still are always gonna need the event manager who physically is at the event and physically is managing. Yeah, event. Cuz AI can't do that definitely. But I think what, yeah, AI can do is the, the, yeah, the, like I said, the writing of the content and.

Speaker 1 20:19

Like the event production things and operation.

Speaker 2 20:23

Production. Merchant operations is still gonna need that real person. The robot can't do that. What the robot can, there was there, I guess, yeah, all the interface stuff that you see online, that's what I can do. So yeah, that's where, yeah, and I think, yeah.

Speaker 1 20:41

And I think I just finish my questions and I think, I don't think I should keep you long because it's like 25 minutes.

Speaker 2 20:50

No worries. So good. And I hope that gives you what you need.

Speaker 1 20:55

Yeah, that's so much useful. Yeah, the interviews.

Speaker 2 21:00

Right. And what you're you doing your thesis on artificial intelligence and the event industry?

Speaker 1 21:06

Yeah, I'm just doing like a final major projects on like helping event managers to using AI. Cool. So do so I'm just kind of thinking of a way to verify my ideas because when once I did my, the what I call as model, like the guidance and how can I yeah, verify them. Yeah, cool. Yes.

Speaker 2 21:36

Hopefully it goes well for you. Massive luck.

Speaker 1 21:39

And if you're interested, I can keep updated for about my progress.

Speaker 2 21:46

Too. Send me a message.

Speaker 1 21:49

Great. Thank you very much for the interviews.

Speaker 2 21:52

No worries, I'm gonna help.

Speaker 1 21:54

Thank you. Have a nice day.

Speaker 2 21:56

Please have a nice day. Bye bye.

Appendix B

Interviewee B interview transcript and video link

Video URL:

https://ucreative-my.sharepoint.com/:v:/g/personal/2023490_students_ucreative_ac_uk/EVBQajOcmdlImU6wPCvjWigBSrgMh3tj8qzo072oiFcd3w?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=eBgrmk

Backup URL:

https://1drv.ms/v/s!Atqytq08563MhVf6sE2pwxlIYnRJ?e=grjldb

|38min 41s

Transcript:

Speaker 1 00:00

Remember that events were about. Okay, so I think that's the first thing. So you know, my master's research goes back to 2,012 where I looked at how do we engage in online coaching. Alright, and even back then I was asking myself to question, how do we really engage when the, when we, and sometimes when we don't necessarily have to be in the room at this same time. So could it be that at some point in time, we'll be able to connect with the vents basically on our own timeframes, on our own. So it's really looking at that synchronous, in that asynchronous space.

Speaker 1 00:41

And then the other big thing that I looked at was the continuum from reality, which is full reality, to where we are now, which is basically as close to real life as we can get on a virtual platform with whatever period, going all the way to voice and text. So I keep taking away elements. And then the last elements I was able to take away was the actual sound. Alright? And the next thing was text. And we saw text become a very good part of our world. Alright? But then at the other extent of the continuum was virtual reality. And I think what's been very interesting for me to see in the last year, the whole race for AI has moved to generative AI. Whereas if you were thinking about a year ago, even 18 months ago, it was a big push towards the main surface.

Speaker 2 01:39

Yes.

Speaker 1 01:41

And I was, I have actually been on a couple of metaverse events platforms that were there. In fact, I can probably give you a referral to somebody who's actually gotten events metaphor metaverse platform, if you'd like to speak to them. And I'm interested to see whether or not the mess of this part is going to grow again because it really lost traction the minute check. I mean, if you think about it at last attraction, it was actually starting to build part naturally. And from, you know, given the fact that your project is around trade per trade publications, the one thing that readers of trade publications are going to be asking themselves is what is the impact on my business? And interestingly enough, I was working with a top financial services customer at the time, and she was very keen to play with the meta verse cuz it was such a big subject at the time. This was about 18 months ago. And unfortunately, because of just timing, we didn't actually manage to get there because as we were moving towards the events, ChatGPT happened and then the whole conversation changed. So I think that's probably one of the trends that we going to see in AI is that what's current is gonna change very quickly.

Speaker 2 03:10

Yes. Do you think AI is like developing a very fast speed in event industry?

Speaker 1 03:17

I said I no, I don't actually think it is interestingly that you say that. Alright. Yeah, and I think AI is developing very fast. Alright, I think that the events world is quite slow in taking it up. And I think one of the contributing factors towards that was that I, post Covid, there was a real hanger to get away from technology back into the room, you know, back to the heart. Yeah, people had such experience, that kind of thing. And I think that's probably one of the mitigating factors that perhaps has slowed down the adoption of AI. Everybody's talking about it, it's a very popular ask for speakers. So I think AI speakers are very high in demand, especially if you've got something. I, you know, look, I've been involved with speakers for quite a few years. And a few years ago, everybody was talking about Uber and a B&B. So anybody who was a tech speaker would speak. That's correct. And in the last couple of years, you had to have ChatGPT in your keynote. If you didn't, then it will be dangerous.

Speaker 1 04:26

But I think now we're starting to move at speed. We starting to see applications and, you know, AI driven applications coming in. And that's probably your extreme is to be able to say what's gonna happen to conferencing apps, you know, what impact will it have on that? So I think there's another big trend that, I don't know if you've seen it this year, if last year was about text, this year is about visuals. Now was ticks to image. Most of my fellow speakers and presenters and that kind of thing are using AR generated imagery, which not only has its own just unique, very graphic implications. It's also going to have implications on people who traditionally provide those services. So if you think about it, you know, the people who are doing design work, are they using AI? Because if they're not, then, you know, are they going to get, you know, are they going to get this behind? It's still fairly rudimentary. You really have to find 5%. But, and I'm having lots of fun. The other thing that I used a lot of last year, which was also I think, change the game. You know, I'm ever mania the show using the avatars.

Speaker 2 05:52

Yes.

Speaker 1 05:54

Okay. That has probably been one of the most extraordinary technological on stage successes. Alright, yeah. Cuz who thought a bunch of, let's face it, old, almost over the hill musicians would be the people who were going to lead such a, I mean, that we're really ahead of the time. I mean, now you've got other people starting to do that. The other element, which I think is what was fascinating, and I also used it in one of my keynotes last year, was, do you follow America's Got Talent?

Speaker 2 06:30

And, sorry.

Speaker 1 06:32

A America's Got Talent, you know, the show, the singing show.

Speaker 2 06:35

I'm not quite sure.

Speaker 1 06:38

Okay, so Simon Cow has the big America's Got Talent and they had a company. I'm just trying to think it's mega topic, tronics. What's the name of the meta physics? Google meets meta physics. Okay, they brought a technology on stage where first of all, they had somebody singing behind the CA, this fancy camera and Simon Kyle came on stage and was singing. Alright, so what they would do, it's happy realism. So it was that happy realism during the finals. They had Elvis singing on stage and then they had the judges coming in and, and coming in as part of the show. So have some realism and video. And what's gonna change with video? If you think about it, video used to be the one thing that you can trust. But now you have to ask the question, can.

Speaker 2 07:31

You? Yeah, that's fine. Okay.

Speaker 1 07:35

So where is visual used to have a very hard trust status. I think that's gonna be diminishing with AI because now you never sure whether or not somebody has made those changes. So I think that's quite a big elements as well. But I think in the work that I do well, which is being quite interesting. So the biggest thing that I do in the events will is that I have conversations in the audience using interactive technology and from the stage to the audience. Now, have you ever heard of meeting? It's one of the polling platforms.

Speaker 2 08:18

Is like the wealth meeting platform.

Speaker 1 08:20

Right? Yeah, I know it's not slider. You're just slada and aha slides. You know, you can build word cards and hurling results and all of that kind of thing. Okay. So means meter was the platform that I decided to use. And as a facilitator, this is where I've really started playing AI in a deeper way. And centimeter is a lovely, in fact, that's another in fact, the person who's got the meter verse platform I was telling you about works for mechanical as well.

Speaker 1 08:52

Okay, millimeta is really now starting to look at data in the events field. And so to give you an example, so what I do instead of just polling, cuz to me, all events organizers use polling, but they're not actually accessing the data that's in the audience. And to me, if you think about it, you can you come to my conference with your experience, your worldview, your thinking, the current studies that you're doing? You could probably contribute so much value to the conversation.

Speaker 1 09:31

But the only person is being heard is listen on the stage. Does that make sense? Okay. So now what I do is that I try to get at, we're the audience questions, we bring their inputs on stage. We then on stage say to the people who respond to that. So there is, you know, there's a lot of deeper inputs and you're not just asking fan questions, you know, like, you know, who likes hamburgers, you know, you know, that for me is a mass task breakability. And now what they're doing with AI is it they on screen so you could have 2,000 people in an audience and I could say to them, everybody add the one thing that you think we could do in the events industry, alright? And it comes up as a comment, which are generally quite difficult to process on stage with the push of a button made to me to group them into the top five themes. And we can say in the audience, this is what the audience says is important. Okay, now panel discussion. What do you think?

Speaker 2 10:31

So yeah.

Speaker 1 10:32

That's the kind of thing that I'm seeing at the moment. So that's, so that's kind of like highly, I'm sure you've got some questions. So we do wanna take it from here.

Speaker 2 10:42

Well, about like panel discussions, because my article need to connect to the industry, right? So in this case, I'm thinking of a way to verify my articles. And so I'm like planning to bring my articles to a panel discussion in event industry or it could be a collaboration with event menus or like this kind of ways to verify my ideas.

Speaker 1 11:12

So panel discussions are interesting. Injure here is a really interesting place cuz I think they generally done quite badly. Yeah, generally what you have is that you have your panelists coming and they're obviously all experts in their own field. So they're normally given a little bit of time to give a little bit of a, a, you know, a presentation on the particular area of the expertise. Then the moderator will ask them questions and they answer those question. And I'm not saying that audience don't get value. They do. Cuz, you know, especially if there's questions, if you've got a good moderator. But imagine what would happen if you had on your panel discussion an empty seat and that MTC represented the audience who's also a member of the panel. Okay. And the audience can do one of two things. The traditional way of bringing the audience in is on asking questions. So are there any audience questions? And generally one person puts up their hand and they actually want to give a speech. They don't want to ask question and you know, you not necessary. It's often the quiet people in the room. You've got the best questions you never hear. Alright, so part of the mini meter platform is ahead as well is that they can send questions to the moderator on a device. Okay, and so these are the reconnection. So instead of being a moderator client driven panel discussion, you actually turn it into an audience discussion cuz you've now presented your paper, you've given an opportunity to say this is what it's about is to allow the audience to start asking you those questions. The data that you gonna get into validate your for thesis is gonna be amazing. Then what you also do is that you ask the audience question as if they were a panel member. The response comes up on screen, alright, and then the panel discusses. And I think this is where for me, panels are not nearly as effective as there should be. It generally is a moderator answer rather than somebody saying, oh, no, I don't agree with it. I think that if you add this, alright, let's take it to the audience. What do you think? And start having more robust discussions. Now the AI potential around that is how the data is coming in, which is through the questions and the answers of the audience. But it's what you do with that data afterwards. And I think that is way, for me, AR's biggest potential is to make sense of data and turn it into stores.

Speaker 2 13:59

Yeah, I see. I got you. So in your opinion, do you think the greatest advantage of AI is in event industry is in about data.

Speaker 1 14:12

I purse. I think it's two things. You know, in any event, experience is always a big component. Alright, so can you create a ad driven lack? For instance, the Elvis singing on stage? Alright, I mean, that is an experience using AI, which is just so powerful. It really is. You know, it gives you the wow factor that everybody is looking for, and they talk about that for years. So I think as

there's the experience element and the, and it's not only one factor. It's also, this is where I think your registration, you know, I know that's, you know, their privacy issues and all of that sort of thing. But I think we guide to start seeing more facial recognition. We guide to start seeing more fingerprinting, we guide to start seeing more I. AI is there to make your your to take the pain out of long registration systems and manual systems and registration system. So I think we're gonna see it a lot there.

Speaker 1 15:12

I think, during the event is to be able to say, how can we create that experience both through vision, you know, so, so the visual and people kind of feeling that it's personalized. So if you've got data about me for me to come on to your stand and for you to be able to and scan my QR code and I know it, you know, for a lot of conferences that's now the norm. Alright, is that I don't have to now give you my details and type in my details and all of that sort of thing. And then base. So who I am, depending on what docs is in the system, is there a way that you can personalize the experience for me? That's another big trained. Yeah, that is coming through an event. So I think that those are probably the experience. So it's the wow factor, the personalization and the, the just the efficiency of the event to take the friction out.

Speaker 1 16:07

Then I think on the back end, and this is where I believe there's massive promise, is because companies are paying a lot of money to put on events. And I was asked, Christian, so what, why you doing it?

Speaker 2 16:21

Yes, alright.

Speaker 1 16:23

What value are you going to extract from the event so that your business strategy, your customer experience, your employee experience, your sales targets or whatever business imperative it is. And this is another thing to me ties into the trade journal, you know, the trade article thing is that so a lot of people talk about the process that I talk about the in ultimately, if you want to see your CEO to buy into AI, they've got to see the impact in terms of how it is gonna serve the business, not only now but rainfall. So I think that's where the data, the data part, the AI beforehand is communication and smoothness, activates his experience. And then afterwards, from pulling out instead of only putting out data from teen speakers, you can now pull data out from 2

thousand custom.

Speaker 2 17:20

Yeah, it should be like more valuables and making more sense.

Speaker 1 17:25

And turn it into stories. Cuz I think that's something that AI does a whole lot faster. Everybody's been talking about the big data for years, but nobody really knew what to do about it until check GPT camera. Yes. So, and now everybody is an expert.

Speaker 2 17:45

So in this case, what kind of AI applications do you think have the most potential in event industry?

Speaker 1 17:56

Alright, so what I'm finding very interesting is, you know, do I think chat GBT is a big one? Because it's huge. Okay, I think your apps and your events platforms, okay, to be huge. And yes, I think your entertainment systems for producing high in content. I think the expectation for high in content is gonna get more and more. So, you know, you having a bad video, full dance filmed on somebody's iPhone is not gonna catch it anymore. You know, people are expecting more than that. And then I think you would, you, I mean, I know we can, you know, Excel is has always been at, you know, place which that you have data, but I think it's gonna go beyond that.

Speaker 1 18:46

I think now if I look at one of the Chrome and add ons and that kind of thing that are being incorporated, it's those people who are now incorporating those AR platforms into these systems. I think that's the next big wave that we gonna see. And we've seen text, we busy experiencing visual. I would expect to now start moving to the music. I think the CRE and I think there's a huge threat to people in the creative industry, then they're feeling it. I mean, you saw the and distract in the American writers, in the American actors. But I do believe that basically all what are the creativity which results in the event experience is something that AI is gonna target, whether or not just will get it right, but it's certainly gonna be doing it cheaper in there. A lot of people are gonna be able to say, do I want to go and get the really good talents person

on stage or can I have the Avatar that kind of does a good job? We going to have some bad decisions around those kind of things.

Speaker 2 19:52

Yes. And so do you think learning AI technology is necessary for the future event industry managers or practitioners?

Speaker 1 20:05

In terms of learning, this is an interesting one because you have to be very agile in your learning. Yeah, you know, going on a three year master's degree to learn AR. By the time you finish your degree, it's moved on so fast that, you know, you have to go and do another degree. And so you have to become very comfortable with agile learning. I think that's one thing.

Speaker 1 20:26

But I think your biggest element is the mindset element. I think generally my experience of events people is that they're very people focused. They tend to find technology sometimes a little overwhelming, so they'd rather not have it and go back to the systems that they know. So I think it's a mindset and an app scaling. There's also a speed and agility that you have to learn so that, you know, when you, you and, and you have, you know, no longer will somebody be able to be sending you an update. So have a look at this. You've got to be on top of trains, top of learning all the time. And I think a lot of people don't have that skill set, especially those who come from a very traditional education background.

Speaker 2 21:17

So in your like daily working like environment, do you frequently use any AIS.

Speaker 1 21:25

All the time? And probably the drivers have been time saving. It's been a big one. Alright, the other big one I the other big thing that I use it for is writing. So a lot of P people go to check GPT and say, give me the top 5 events trends. Okay, I would rather go to AI and say, these are the trains that I have observed in the events field. Alright, what impact are they having? I think too many people are using AI as an Oracle or an expert when actually I think I found that it has a much. Once I know the, the, the, I've researched the principles of what I watch and this is where AI moving out of check GPT,

which doesn't have reference to the live web. I think the platforms that do have access to the lab web are going to become a lot more valuable so that you can make sure that you're literally getting to days information rather 2,010 or 2,021 where whenever the.

Speaker 2 22:36

Automated.

Speaker 1 22:37

So, you know, I think that's gonna be important, but I use it for my visuals, I use it for my writing, I use it my time saving. I particularly found it useful. And this is quite mundane. I had to, and this is something that the big takes, you gonna have to be careful of. You have to choose a big take and stick with it. Alright?

Speaker 1 22:56

Because Google doesn't talk to apple, which doesn't talk to Microsoft, but they make it as difficult as possible for these platform comes to each other. I had to choose one such as Microsoft. And what I've been doing is using AI to integrate and to manage time and, you know, to highlight issues that need to be highlighted. So I think that if that at a basic work level, we're going to see a lot of that. And event organizers need to say, how can I utilize that to manage my work more effectively? That's the other place that I used.

Speaker 2 23:30

Yeah, I see. So in your opinion, which type of event are best suited for AI? As you mentioned, like the live concert or avatars?

Speaker 1 23:44

You know, you know, it's an interesting one because, you know, you tend to think young people take conferences secret citra. I think, however, if when they started the metaverse, they started with old people, believe it or not. Okay. So I think it needs to be when you're having a look at the top of event, it need, it's not AI or not AI, it's how you going to Cooper incorporate IAI appropriately for the.

Speaker 2 24:15

Audience. Yes.

Speaker 1 24:19

Agree. I think we're getting to a point where unless it is a very deep conference that doesn't want any technology at all, I think AI is gonna play a role at some like.

Speaker 2 24:34

No, got you. So have you seen any successful applications around you or heard of any news?

Speaker 1 24:46

Well, I think that, you know, the main teammate one has been very successful. And that's one that I've worked with quite deeply. So that, and that's a good one. I think the Mesophysics one has been one of the most successful that I've seen on a stage. I wasn't there personally, but it's just seeing that I have seen events registration systems becoming a lot more intuitive. I don't know to what stint they're using AI, but I found them, they're becoming smoother and smoother. I haven't seen on a conference stage or heard of advertise on account conference stage being overly successful. I've seen some videos of a CEO who has had a sort of an Avatar presenting in a different country, for instance. Okay, but I don't think it's in, it's been a big part of any kind of conferencing planning at this point in time.

Speaker 1 25:44

I think now, I think now that it's being put into applications, you're gonna be seeing it more and more. I also think you going to be seeing it in, there are a lot of AI applications that are putting together bad par Powerpoint presentations for you. Okay? And I think you'll see a lot more bad Powerpoint presentations from.

Speaker 1 26:05

But having said that, one of my very close colleagues who is a global speaker, he use, I mean, his AR graphics are beautiful, right? But then he tells us he spends hours on them. He doesn't usually, it's not one of these. Put in a few points and then AR writes your presentation for you. You're gonna see a lot of that. And yeah.

Speaker 2 26:28

Well, I've seen like a few like tools to making AI presentations, but it really requires a lot of time and across our standard of learning to type in the prompt words. Yes.

Speaker 1 26:41

No, it is. And ultimately it's not. You gotta be careful to make sure that your voice doesn't get lost in AR. And I tried an AI platform that respond to LinkedIn comments. And after 3 comments, I can tell when it's AR on string. And so my voice still very big. And so I, yeah, yeah. So I use, so I, I look, I'll refer to it.

Speaker 1 27:17

Yes.

Speaker 2 27:20

So like from your opinion, what your, what is your expectation of AI in event industry, like time saving.

Speaker 1 27:32

Okay, so yeah, certainly. And I actually I initially know, alright, I think that I think a smoother experience is first aim. Alright, I think, you know, we've been promised time saving ever since household answers come in and we still not saving time. So I thinks take time savings a bit of a myth, but I do think that the experience is going to change. I think that's, so to me, the experience is the heart of events. So you going to see the events and bringing in different components, having a different feel. There's the opportunity for a lot more engagement between delegates and stage. I think those elements you'll see. I'm expecting to see quite a bit of input.

Speaker 2 28:20

Oh, I see. So in terms of the challenges, do you think AI is facing any challenges in event industry?

Speaker 1 28:29

I, I think it's got a number of challenges when it's not as good as everybody thinks it is. So, you know, anybody who's anybody who thinks that AI can do

the job for them account, okay, it can help you do your job. And also I think people, but far too much trust in the output of.

Speaker 2 28:47

AI. Yes. And.

Speaker 1 28:49

And so as a result, it can make you done badly. And thirdly, it's not your voice. Okay, I think, you know, outsourcing your voices is not a good idea. Your event uses authenticity. So I think that does some of the challenges. I think that because they are now going to be so many different applications, and it's a challenge to, across technology, not necessarily AI. Everybody's charging a subscription for the particular version of whatever it is. And I think it's going to become a very cluttered Mark.

Speaker 1 29:27

Yes. And I mean, you've now got about. I, I've, I can probably keep getting lists of them on various platforms. There probably about 50 Ari platforms you can go and visit now to do just about everything. And if you have to subscribe to all of them.

Speaker 1 29:42

Yeah, you know, it's, you know, ultimately at the end of the day, will, you know, it's, it's, to me, it's just not economically sustainable, especially if you're a small player. And then of course, there's the security elements as well, which will always be a strict.

Speaker 2 29:58

So in terms of the security elements, what are your views on the ethical and issues on AI that may present in the event industry, for example, like privacy, this kind of thing.

Speaker 1 30:13

So I think prob, I think privacy is a big one, although I do believe privacy is a miss. You know, people have said to me, if you use TikTok, then China has your data. Everybody has your data, you know, it doesn't matter who it is. Your data's update this, you know it. If you have been on any platform, your data is

out there. So, you know, I think this whole thing of pointing fingers at different people who you don't, you know, who you don't just agree with, who you don't like having access to your data. I think you gotta take the, it's not responsibility to say my data. Exactly. Alright, privacy must become your responsibility, not somebody else's.

Speaker 1 30:50

But I do believe that how data gets used is going to be incredibly important. I think because there is so many creative people, there are so many creative people in the events industry, there is a very deep soon about the ethics of using people's voice, using people's talent, using people's music. You know, I mean, they're lawsuits at the moment from the New York, think the New York Times pursuing OpenAI for training and check GPT on the online content. Okay, so I think that it's also the threat is the world that we know it is changing. Are you going to adapt? Because if you don't debt adapt, the street becomes so much higher. But I think the ethical consideration is what is peep, what is people's inputs and tenant worth? And can AI simply just come in and take that and then give you a painting that looks like it's been painted by Leonardo da Vinci. Okay. And you know, so I think there's a massive concern around the creative space at the moment.

Speaker 2 32:03

Yes, and I think it's actually a big challenge for.

Speaker 1 32:07

A message change. I mean, my Sands a musician. And it's something that he's grappling with on a daily basis. Because it's, it hasn't hit music yet to any large to be, but it's coming.

Speaker 2 32:23

So do you mind AI using your data to train and to make them better?

Speaker 1 32:29

We gave our days away for free. So, you know, you know, I wrote an article many years ago, is it the cost of free? So what should we think that people going to do with all of this big data once we gave it to them? So, you know, I know a lot of people are, they're very resistant to it. And it's not that I like the idea of my data being used to train. I don't have a particular problem. But if

you're monetizing other P pulls data and they're not getting some kind of, of, of, so, you know, some kind of value for that, that's more of an ethical implication for me. What, although the data on that certainly available for free on the internet is available to everybody. Okay, certain people chose to go and learn from it. Everybody who taps in a Google question is learning from the internet. The only difference is AR is doing it to scale, and that's what technology does. Technology scales. Yes. So if there's racism in a conversation, racism scales. If there is beauty in the environment, beauty scales. It's, it doesn't, it's, it's not particularly, it doesn't really care what it is. It will scale it.

Speaker 2 33:56

For this. So do you, how much discussion do you feel there are I currently about AI in event industry?

Speaker 1 34:07

I look, I've certainly seen it in forums. I have seen a look in your. So I would divide the event industry into the tick focused industry way. Obviously this huge discussion, alright, to your traditional events industry, which is more your companies, your associations, all of that kind of thing. I think it's a topic of discussion rather than a conversation that they having amongst themselves. I think it's, at this point in time, it's more of an on stage discussion than an industry discussion. That would mean I would differentiate between 2 on net.

Speaker 2 34:46

Got it. So it's like still finding takes time to make it in practice for small companies. Yes. And so last question. So do you have ever read any trade articles in about event industry? You read like any brand, any names?

Speaker 1 35:07

I have item I must be honest, most of my reading is on LinkedIn and simple, simply cuz I don't have time. Okay, I would love to go and I love, I mean, I collect academic articles. I collect articles and they're kind of like sit in my library for one day when I've got time to read them. But I do tend to find that I will work through LinkedIn 2 links to article. So if there's a link on LinkedIn that somebody is recommended, you know, I think LinkedIn curates a lot of the content and says, this is a good one.

Speaker 1 35:43

Read this one. You know, I read, you know, I subscribe to services like Harvard Business Review and that kind of thing. So obviously these articles that those are not so much trade, those are most like business articles. Yeah, I don't really go into a lot of trade articles often because I've actually worked with the trade industry. And unfortunately, a lot of the trade industry publications are often very advertiser driven. So you don't necessarily find sort of like the more, the deeper articles os you'll have somebody who's advertising in the magazine and who gets space in the magazine to talk about their product, talk about their service. So I'm very aware of that as well. So yeah, so mainly curated content from somebody that I know. That's how I would to check.

Speaker 2 36:37

Yes, because I've heard like a lot of answers about like, they're both saying they prefer link in. So I'm not thinking to do this on link Indo, not rather than trade magazines. Yes.

Speaker 1 36:53

I think the intro, you know, I've got a lovely sing both end. Okay, so rather than other or both end, I can tell you probably get more exposure via LinkedIn, then you will find the trade public. Yes, and got it. And because all because ultimately LinkedIn allows you to become a sort leader.

Speaker 2 37:15

It's like a social media platform.

Speaker 1 37:19

And, but it's a more serious one and one that they're something that they're really merchant at the moment is the newsletter, correct? If you have a news data that the LinkedIn algorithms are promoting that the articles they're not. If you go and write an article, it'll be lucky if you get teen views. If you go publish a newsletter, you can actually get people subscribing, which means that they're now engaging with you more and more personally. So if you do, if you do go LinkedIn, consider using the newsletter approach will probably get a much bigger response.

Speaker 2 37:52

Yeah, thank you for your suggestions. And I just have like finish my questions

and seems like I've take too much of your time. Like it's like 40 minutes. Understand?

Speaker 1 38:04

No, it's fine. It's only a herbal tilt.

Speaker 2 38:07

Yeah, so I shouldn't keep you long really as you're busy because this Monday, right? Yes.

Speaker 1 38:15

Believe me, my, it's, it's I'm normally busy in spite of the fact that it's Mondays. It's fine. That's good. I love contributing, especially to young people who are, you know, who are broadening knowledge. And that's the think. So it's been a pleasure. And if you need anything for me to shut, just drop me. Enough.

Speaker 2 38:31

Yeah, thank you very much for your interviews.

Speaker 1 38:34

It's a new pleasure. Alright, I hope that was helpful. A kitten.

Speaker 2 38:38

That's very helpful. Thank you. Bye bye.

Appendix C

Interviewee C interview transcript and video link

Video URL:

https://ucreative-my.sharepoint.com/:v:/g/personal/2023490_students_ucreative_ac_uk/EQx45x-qEQtIsVq6YaZ0oyMBvOP5Q_ZEpJboDQiVMNeNnA?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=B4dDb0

Backup URL:

https://1drv.ms/v/s!Atqytq08563MhVjt_BZ4IwaZEs_9?e=uqB4lR

|23min 38s

Transcript:

Speaker 1 00:00

No, yeah, cool.

Speaker 2 00:01

Yeah, thank you for your permission. And have you agree with the participate consent for? Oh, okay. Thank you very much.

Speaker 1 00:12

Put it in writing.

Speaker 2 00:14

Yeah, don't really need to sign it like properly. Just, yeah, it's R form to have you have to look with.

Speaker 1 00:24

Alright.

Speaker 2 00:26

So, so yeah, actually event managers, right?

Speaker 1 00:30

Yeah, yeah, events planning and events management.

Speaker 2 00:34

So as I mentioned in the like previous message from LinkedIn, so in what opinion do you use AI in the event process of producing or anywhere?

Speaker 1 00:48

I think I got used to AI a little bit later than everyone else. I think I was just like, I didn't really pay attention to it. But now I realize I use it quite a lot for one, for content creation ideas because mature, if the time our clients do come from content I produce, so it has to really like hit people like in every kind of angle. So I like ideas on that. And also do you know notion?

Speaker 2 01:23

Yeah, it's like a notebook software, right?

Speaker 1 01:27

I, this new AI feature, which literally like it helps you to plan everything. And so I use from there more than like probably like a Google calendar or like my phone calendar only because like AI actually helps you to like, you could give it a task and it will literally like break it down for you. So yeah, so I'd say like content ideas and organization.

Speaker 2 01:52

Oh, I see. Yeah, so it's actually mainly in the invent producing part that you're using.

Speaker 1 02:03

In terms of during actual events, not so much, actually. I know there's probably a lot more that I could use it for. But yeah, I've got to it.

Speaker 2 02:22

So you're mainly using the notions and software, the AI inside. And you found it's most beneficial because it's breaking down the task for you.

Speaker 1 02:37

With that, it will help me to sort of to get a starting point so I can sort of work, I can work with that or like change things if I want, but it just like gives me a starting point for it.

Speaker 2 02:48

Yeah, I see. So do you think like AI could impact any cost from the event or anywhere.

Speaker 1 02:57

Costs, do you say? Yeah, yes, I do think that some, especially like, for example, like simple event, well, simpler events where, for example, someone's been at all like, please, could you help me plan this extravagant birthday party?

Speaker 1 03:17

I think that like cost wise, I feel like a lot of people who just, if they actually thought about it and they wanted to, they could just use AI, like go and check TTC and be like, help me plan. And then, but then they just said, okay, like, don't need you anymore. But I think that's the only kind of sense. I didn't cost wise, timing wise, it helps. So obviously it's less time spent on things. But cost wise, I would just say sort of allowing everyone to have access to sort of the knowledge that.

Speaker 2 03:57

I see. Wow, that's very interesting. And to ask from your percepts perspective as an event managers, so do you think, what kind of AI do you think that is

most potential for your, so to people like you, like a event manager.

Speaker 1 04:21

Would like something that we would that we could use a lot more.

Speaker 2 04:25

Or so it's like what you expect from AI.

Speaker 1 04:30

Oh, okay. I think, oh, and I expect from it.

Speaker 2 04:50

Well. So as you're like using notions to break up, breaking down the tasks, do you expect them to like do any a draft for you, like any idea come up with? And do you expect them to do some work for you?

Speaker 1 05:07

I think, yeah, so I think I like, I expect them to give me ideas, like out of the box ideas. So because events is so creative, sometimes you do get like creative blocks and you just, I can't think. So are they AI to give me different like ideas? Yeah, you know, things that I haven't sort of thought about or things I just can't think about at that time. But yeah, I think that's the only thing that I'd expect them to do. But oh.

Speaker 2 05:40

That's yes, figure out where. And so, so lastly, s, so in this case, what are your expectations for using AI to improve your event or you still prefer to have a like a, what's the word? Sorry, the s, how to improve your events. Do you think AI can improve your events or you still prefer it to support your works?

Speaker 1 06:13

I feel like there's a lot of things that I've like working events wise. And I've got a friend who's like a software engineer and I'm always saying like, if someone could make this thing, like if AI could do this, like I'll be so cool. Like that we, I'm trying to think of. So basically I didn't award show once and it was really

hard to keep a track of everyone that had come in and taken their seat. So I was like, if there was a way that we could sort of have everyone sit down and just be like, okay. Or if they had the app, that would be like, okay, this person's been stationary for however long, like this, they've sat down. I was just like, that would be really cool. And that would save so much time rather than like going and looking and being like, was that person there was like things like that.

Speaker 2 07:08

So yeah, I got it. So it's like kind of AI guiding systems, like guiding participant to their seat or where is the toilet, where is the entrance.

Speaker 1 07:21

Literally, that would be so good. Yeah, I would say.

Speaker 2 07:26

Yeah, that's definitely very cool. And, and so do you like, do you think AI is gonna to grow in event industry, like becoming more popular from your perspective?

Speaker 1 07:45

I think so, but I think because the event industry is so like, it's really like interactive, like it's very like.

Speaker 2 07:57

Face to face.

Speaker 1 07:58

Yeah, face to face. I mean, so much that it could do in the industry. Do you like just because it's so like in person, even though like obviously for virtual events and stuff, but in person events are never gonna, they're never gonna stop. And my God, yeah.

Speaker 2 08:18

Definitely my that's going to not gonna to be replace. Yeah, yeah, definitely. I

agree with you. Actually, I have try like some kind of VR chat having an eye goggles ones. Oh yeah, but it's like kind of interesting. But if still it's not, I would say it's not s, it's still not as good as the real person event. But you still cannot touch. Although you can see everything, but you cannot touch. That's the point, eh? And so do you think, like, what advice would you give to the event manager that have not like using AI to support them. Do you recommend them to using AI or start using AI?

Speaker 1 09:15

Yeah, I would say just start using AI for like little things. Don't rely on it, but save your time. Like little things like drafting an email or like when you're like, I need to make this sounds super professional. Get it to draft through an email and then you could do more and more fun lab. But like, just don't rely on it 100%. I could wait stuff like that, but I would just say like save some time and maybe like reaching more people, more clients, more, you know.

Speaker 2 09:52

Yeah, I see. So it's like mainly in draft supporting the works. And.

Speaker 1 09:58

Yeah, yeah, that's what I would say. I use it most.

Speaker 2 10:03

So in this case, have you ever seen or heard of any successful AI applications in around your friend or in the industries? So do you know anyone else is using AI frequently or this kind of so.

Speaker 1 10:19

Events wise or in any industry?

Speaker 2 10:22

No, in event wise, actually.

Speaker 1 10:26

No. There's only one, like one of a friend of mine. She it exactly the same

thing as me, but she does like more virtual events. So she will actually be like, she's obviously invested in certain softwares for her business and it sort of helps her, but she just do things a lot quicker, especially cuz it's virtual. It's a lot easy to like sort of make sure just put all this information and be like, oh, make this spreadsheet or, and I'm like, wow, like.

Speaker 2 11:03

Yeah, I know exactly. No, it could be like the software called Mid journey. It's, have you heard of this?

Speaker 1 11:12

No, I haven't actually.

Speaker 2 11:13

It's, I can type it in the chat if you can in, if you're interested.

Speaker 1 11:19

Please do.

Speaker 2 11:21

Hopefully the spelling is correct.

Speaker 1 11:25

Danny.

Speaker 2 11:25

Okay. Oh, it's a paid, it's not really expensive. It's like a £10 all I a month. It's a paid software that AI can generate image for you. And you can goes go through it by discord.

Speaker 1 11:46

I.

Speaker 2 11:47

So it's like you're but you it's requires you to enter the specific prompt and WHI, which is what do you want the image look like in what color, what style, and what typography, what is the text there? And it's actually even harder to learn to use it. Yeah, what could be difficult? Yeah, it could be difficult.

Speaker 1 12:11

Gary. So.

Speaker 2 12:13

Like, wow, yeah, this thing exist. Yeah, it's, I actually use some of them to generate image for my portfolios because I need some illustrations.

Speaker 1 12:27

Yeah, I can imagine. And then. They're not copyright and are they?

Speaker 2 12:33

No. Yeah, but you need to cite it's from AI. Yeah, yeah, because it's a work. It's not our work.

Speaker 1 12:41

Of course.

Speaker 2 12:43

Actually, I use it last time for like event proposal and I generate some live concert image for my event and just illustrations.

Speaker 1 12:55

Yeah, ask, have to take a look at it. Actually.

Speaker 2 12:58

Really, I can send it through email. Some of them, yeah.

Speaker 1 13:03

Send me the ones that you use. Like, it's interesting.

Speaker 2 13:07

I may send it later with email.

Speaker 1 13:12

It's so cool.

Speaker 2 13:13

And but the one point that sometimes the picture could be scary because the face is manipulated. So you need to choose it.

Speaker 1 13:25

I budget.

Speaker 2 13:26

And this they're finding very difficult to use to draw hands.

Speaker 1 13:32

Really.

Speaker 2 13:32

Yeah, sometimes they have three fingers, which is that and some of picture is very scary. Yeah, three fingers, like very strange faces. Yeah, so you cannot really looking very close. It just an idea.

Speaker 1 13:52

Oh my days. That's a new one. That's crazy.

Speaker 2 13:55

Yeah, that's really crazy.

Speaker 1 13:59

So what is your final degree? Like? Social.

Speaker 2 14:04

My de, yeah, my degree project is like making AI guidance models that for the event managers and I will verify it by, it could be one of event panels and it could be a collaboration with event venues and tried it out. And I'm just wondering to like post it to any trade articles. Do you have you ever watch reading any trade articles?

Speaker 1 14:36

I don't think so.

Speaker 2 14:37

It's like the articles that made for events. Yeah, managers.

Speaker 1 14:45

So I probably should a lot more. But.

Speaker 2 14:47

Yeah, not everyone reading these articles. Yeah, because it's like, could be, yes, a bit practical and academic combination things.

Speaker 1 15:01

No, it sounds interesting. Yeah, like, yeah, I know it does sound good actually. So you'll be done this year.

Speaker 2 15:09

No, I'm, I, I'm, it's my third year and it's my, yeah, it's my third year. Yeah, I'm planning to done it like this month and the deadline is like April things.

Speaker 1 15:22

Okay. Okay. And then are you gonna do like masters or you.

Speaker 2 15:27

Masters? Yeah, I was applying some masters from like anywhere in the UK.

Speaker 1 15:36

Nice. That's cool. Yeah, sorry. Here.

Speaker 2 15:43

And in this case, do you find AI using your data to train themself? Do you mind them, for example, do you, so you use notion nice and they sometimes radio datas to make them better and perform better to. So in this case, what is your attitude?

Speaker 1 16:06

I follow, I don't know, but I think it's just maybe the conspiracy theory kind of side of me. But I feel like everything we do is just, it's out there somewhere, like some, it's somewhere, it's stored somewhere. So it's like, I understand they have to take certain things that I like, right? And certain information and stuff to do it the best that it sort of can. No, I don't think I'm too bothered about.

Speaker 2 16:34

Oh, yeah, me too, actually, because it can make them perform better and they make the more jobs. Yeah, they can do better to support us. Do you have like have any worries about the AI is gonna to replace event managers or have never think of that?

Speaker 1 16:58

I have, I've, I have like a 100% like I said, because it's so easy to usually she like just go to chat GBT and be like, plan my wedding. I'm having a wedding here on day. Help me find entertainment in this. And then someone's just gonna be like, why am I paying thousands of pounds for someone to plan this when I could just.

Speaker 2 17:23

You know, type? So.

Speaker 1 17:24

Yeah, it's Gary. But then again, the only thing that I'm like is like, on the day you're not gonna have AI. So I think that's the one thing that people so think about it or like on the day things. But yeah, I do think about that quite a lot, you know, so it probably is a good idea to get sort of more into virtual and, you know, things like that. But, or like things that will never sort of things that will always need people. For example, like fashion shows. I don't mean AI could ever do that because it or you always need people to be looking at these. You need people to be modeling, you need people to be, yeah, it's, I so yeah, I do think about it. But.

Speaker 2 18:11

I mean, yeah, well, my opinion is it could be happen in like next 20 years or even longer, but not now. So it's not the things to worry about now.

Speaker 1 18:28

But I.

Speaker 2 18:29

So what is your opinions on like the current AI on the market like Chat, GBT and notion you use? Do you think they're bad? Helpful and improving your works? Yeah, definitely.

Speaker 1 18:48

And saving me a lot more time so I can put that time into something else. So yeah, it just, it doesn't improve. No, my work a lot more results, a lot more.

Speaker 2 19:03

So do you, are you like usually adjust the AI's answer or you just use them directly?

Speaker 1 19:13

Am I do I do what? Sorry.

Speaker 2 19:15

Do you like re address AI's answer from your opinions? I mean, change AI's answers when you're using them or you just using them directly?

Speaker 1 19:31

Oh, what's it like? Oh, I change them. I always try to, but I think it, it sometimes it just doesn't sound like me. For example, if it's an email doesn't sound like me or certain ideas, just things that I wouldn't, I recommend, I wouldn't go for, but always do double check. And especially if there's something where I'm gonna be giving backs. Oh, always like double check, like just to make sure. Yeah, I never just copy and paste and also straight away.

Speaker 2 20:02

Yeah, that's very reasonables. Yes. So sometimes AI giving the wrong datas. Yeah, the wrong numbers. Have you ever use Chat GBT sometime?

Speaker 1 20:16

Yeah, I have. I think the only time I used it for facts really is when I was sort of. It was like the sort of like a pitch and I just, I saw a number and I was like that surely that can't be right. And it was completely over. So I don't know where Asian from, but.

Speaker 2 20:41

So if you're not paying the like membership for chat GBT, so the chat GBT have the only have the data until 2021, which is like, what's a year, three years ago, four years ago, which means the data is definitely not right.

Speaker 1 21:01

I don't even that makes sense. Like.

Speaker 2 21:04

Yes. So it's better to like having them to do some logic works, like having draft an email for me and it could be a like give me some idea for my event weddings. But not like giving some figures of the local sales or any department there. Yes, it's like not possible. Hey.

Speaker 1 21:30

Of myself.

Speaker 2 21:32

Yeah, so I just like came in. I think I have finish my questions. Yeah, and it's about 20 minutes, right? I actually, I shouldn't keep you long, right? As you're quite busy. Yeah, yes, I just finish my questions.

Speaker 1 21:54

Hey, that's good.

Speaker 2 21:57

So these.

Speaker 1 21:58

Yeah, those message me on LinkedIn. So do you have my email?

Speaker 2 22:07

No, I don't think so.

Speaker 1 22:10

I'll send it to your LinkedIn. But yeah, if anything, if you need anything else, just message me.

Speaker 2 22:15

Okay? I can send you the scary pictures later. Heard? Yes, I will find them.
No, it's actually events I propose for like Royal Abbott Hall in London, but it's a proposal, but they haven't taken.

Speaker 1 22:42

Okay, it's alright. You can still use ideas like anywhere else as well. So, well, no, that's a big one. That's a good one.

Speaker 2 22:54

Yeah, sounds interesting, right?

Speaker 1 23:00

It really does.

Speaker 2 23:01

Yes. So in this case, I shouldn't keep you long. So shall we like may next time?

Speaker 1 23:10

I hope it goes well. Like, I mean, can't wait to sort of see the end result. You have to keep me updated.

Speaker 2 23:17

Yeah, definitely. When I finish my work.

Speaker 1 23:23

Oh, it's lovely speaking to you. Well.

Speaker 2 23:25

Yeah, you to you and have a nice day. Thank you. Thank you.

Speaker 1 23:32

Bye bye.

Appendix D

Interviewee D interview transcript and video link

Video URL:

https://ucreative-my.sharepoint.com/:v:/g/personal/2023490_students_ucreative_ac_uk/EXf3nhmMVTVBs7VCNaXXfSIBCYWs3gtJP5t2FHpS-iZZCA?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=80qaso

Backup URL:

https://1drv.ms/v/s!Atqytq08563MhVkxO-OrhnnxX8-F?e=zBs4MW

|22min 14s

Transcript:

Speaker 1 00:02

Thank you very much. And can I have the sub, like the transcript or anything?
Okay. And well, never mind. Yeah, just let's start it. So have you ever like heard of AI in Event Industries? Yes. So would you mind to like elaborate further about what you heard?

Speaker 2 00:34

So AI at the moment will be supporting the event industry in regards to supporting with creating an event strategy. I'm support creating event content, supporting with leading panel discussions, events. It will be implemented in technology and how we collect data based on attendees attending event, what they gain from event. So it'll be really helpful in regards to gathering feedback and collecting information for us to use to improve on our events. So those are some of things that we're commonly implementing in event industry.

Speaker 1 01:14

Wow, sounds interesting. So I just forgot to like send you a consent form,
which is like a form that allow me to use your data of this interview. Okay, can
I just send you in the chat? Yeah, yes, hearing it, would you mind to like take 1 minutes to look at it?
Because I, yeah, would, because I really need your

permission to use your data because for these interviews.

Speaker 2 02:02

Can you not send it to me and email?

Speaker 1 02:04

Yes, that's alright.

Speaker 2 02:06

If you can send it to me and email.

Speaker 1 02:09

Okay.

Speaker 2 02:09

Then that way, design, I'll give you my email address.

Speaker 1 02:13

Well, it's not really sign, but it just need to look at it and agree verbally.

Speaker 2 02:20

But Helen, cuz this is 20 minutes, so I rather read for it in my own time. And.

Speaker 1 02:24

Then, okay, thank you very much. So shall we continue the, yeah, interviews? Yeah, sure, very much. And shall I have my first questions is like, what is the greatest advantage of AI in event industry? What is your opinions?

Speaker 2 02:43

What would be the Grace advantage? I think for me is the, I think the speed of how much data we can collect from an event is the accuracy. AI can help really tune into what strategies we need in place, how can we make an event

more inclusive. They can be our eyes and ears while us event planners are managing event. We could really rely, I would say, not so much rely, but AI can support us within our role, help improve, like I said, an event, a strategy to help improve the engagement of event. So there, I would say there are next level of ears and eyes and helping us craft more innovation within events, more creativity and more growth, I would say.

Speaker 1 03:40

Sounds awesome. So w, in this case, what kind of AI application do you think are the most potential or most valuable for events industry Protection, industry manager or practitioners?

Speaker 2 03:57

I don't know the different types of AI tool. Yeah, the one I use is chat GBT. So that is putting us in a sense of if we need to think on the of a creative panel discussion, we can put that to chat GBT and that can support us generating ideas. It could help chat GBT could help during panel discussions so that our attendees can interact whilst an event is going on and they can talk to the chat GBT if they don't understand something that's been expressed in the event and that could be on site at events where it can be an interactive area where people can just put in a question and they will pop up as opposed to having us as event managers there all time. They will be able within the event where they can go to a bot or robot or a chat GBT area, they can type in a question and it will come up. If they have any think that they didn't understand base on it, then any feedback they can give it to us through chat GBT.

Speaker 1 05:02

I see sounds very interesting because I have never touch this area before. I was just doing the like serious things. And like, so in this case, do you think like chat GBT really helps the producing process of the events or like any feedback or anything?

Speaker 2 05:23

Does it really help what it does it really help? I think it, like I said, it's just more of the accuracy helping us really innovate our industry, helping us to think of ways that we can improve, we can develop and grow. So I think there's a level of greatness to AI and AI tools that we can implement, especially technology and how we can build on a stage or how we can do a floor plan for an event, how can we make it creative. So I think there's areas and ways that the event industry will be using AI to help us expand and grow within the industry, as

well as helping our clients.

Speaker 1 06:04

Sounds, yeah, sounds awesome. So in this case, do you think AI is necessary for the future event managers? Oh, do you see who is?

Speaker 2 06:14

Yeah, I see. Yeah, is a level of a need for AI, but I feel like AI will still not replace us as event managers because that level expertise and that in person, yeah, that in person kind of feel the human side of events. You, I don't think AI can completely wipe out in terms of yes, event planners, but they help give us added value to pitch to a client or added value to improve an event.

Speaker 1 06:45

See, so do you think AI development will be accelerated in the future in the event industries?

Speaker 2 06:54

I think it will accelerate to the next level, definitely. It may be a case where the bots may replace speakers on stage because we can just literally talk to the bot and say what so this and they will relay and all the information that they've had collected from other events. So that could be a thing where we might replace that or we might implement that in some way into the event where there's interactive areas where they can go up to a bot and say, what does this mean? What is the future event? So I think it is, I think, yeah, I think we should start thinking about AI now because I don't know this, that this is something that's gonna be implementing into the future, I believe, but it just kind of replace us as humans for events. Cuz events are events and kind of things. And we like the human interaction. We don't wanna speak to our bot or chat GBT. So there's a contrast between the AI and in person having an event planner.

Speaker 1 07:52

I see. So in your opinion, which type of event are like best suitable for AI or is there like all events?

Speaker 2 08:02

Yeah, just depends. I think maybe conferences and trade shows, cuz they're, I would say, large scale events. I think conferences and trade shows where there's multiple things going on that could really help leverage the engagement with attendees. So I would say, to answer your questions, I think personally, large conferences for about 3,000 people possibly and plus or trade shows where there's exhibitors at an event. Yeah, those are the two areas. And maybe like brand activation events, those large scale events that brand such as Nike and Adidas, they wanna use AI to help them with a new innovative product or service or get feedback from that. So those are the free events. I feel like AI will be used heavily and there could be others, but that's what I think.

Speaker 1 08:57

See, sounds very interesting. Yes. So as you are doing like event consultant for a living, right? If I not misunderstanding. So is there any event managers like asking for help of AI, your advice from AI application?

Speaker 2 09:16

Yeah, so I'm, it wouldn't, I wouldn't say event manager, so I would say my client. So your question is my client thoughts. And for AI at the moment, no, I think it's more of them having a clear understanding, well, how AI will help them in an event. So it's, it will be us as event planners to educate and guide our clients to see whether they want to use AR within the event strategy or the event. But at the moment, to answer your question, no, my client hasn't, they haven't really asked about it. But it's a thing where they may will or something that we as a red plan can say, sorry, we'll talk to him about it.

Speaker 1 09:53

Yeah, I see. So you would suggest them to like have a try on ChatGPT or other platform?

Speaker 2 10:00

If I s normally I go to industry events and if I see some like AI or something related to ARB implement into an event and it works really well, then I will recommend to say this work really well.

Speaker 2 10:10

What do you think of this? So I think cuz our clients rely on us to give them

advice and support on their events. So it's for us to educate ourselves to be like, hey, is this some of that? I, is it, is there demanding this? And will there be a demand in this in the future? And if so, how can we implement that to our clients? How can we pitch that to our clients that this is the way forward?

Speaker 1 10:32

I see. So do you use like any other platform other than ChatGPT in the event industry?

Speaker 2 10:40

I may personally know, but they may. This I would say maybe if you're talking to someone else or do you research there maybe others, other platforms or softwares that people use. But me personally, I'm just currently using Chat GBT. That's me personally as an event planner. But there might be other platforms that are used.

Speaker 1 11:03

I see. Oh, in the, in this case, did you buy the chat GBT for like a kind of investment.

Speaker 2 11:12

Setting? And sorry.

Speaker 1 11:13

Did you buy the like the membership of try GPT?

Speaker 2 11:20

No, it's free.

Speaker 1 11:21

Okay. So you still use the free one? Yeah, yeah, yeah, I see. Yes. So, so when you are applying AI in event industry, so what is your like expectations of what should I do? So what do you expect from them?

Speaker 2 11:39

What if they implement AI? It was in within event industry. What would I expect from AI?

Speaker 1 11:50

Yes.

Speaker 2 11:53

I think, yeah, just what I said before, I think I expect them to them or the AI to support with creating innovative ideas and suggestions. That's what I think the only thing is how accurate is AI account? Can we really rely on AI?

Speaker 1 12:12

I see.

Speaker 2 12:13

How, yeah, so is there a big emphasis to rely, don't wanna have me pass. I don't wanna have rely on technology because technology can fail. Technology can say things that are not that incorrect. Like when you go on Google. Yes, on Google, how do you know whether it's true or not?

Speaker 2 12:30

So for me personally, I don't really wanna rely heavily on AI. It'll be a prompt. It may be a prompt factor for me. Like, oh, this is quite good. They suggested that, but I'll put it in my own content. So yes, I mean, but for me, I don't really wanna heavily rely on technology cuz technology can fail at any point in time.

Speaker 1 12:49

So do you mean that you mainly use chat GBT for like generating like draft of a proposal for some.

Speaker 2 12:56

Ideas like a start, like a start task, starting point for me to, oh, it'll prompt me to, oh, that's a good idea. And then from there, I create my own strategy. So eh is a prompt to, it's like a marvel prompts at all. This is good. Let me take

this fault and expand it. That's how I use it.

Speaker 1 13:13

Sounds great. So you don't really use chat GBT to do any data research or?

Speaker 2 13:19

No, I don't. Yeah, cuz it could be wrong. It could be it's not up to date. Like I stay out and say what is the top trends for 2024? And they said top trends for 2023 because they have estimation. Yeah, so it's like, how can we know that it's true when.

Speaker 1 13:33

Yeah, that's so true.

Speaker 2 13:34

Information. Cuz AI is fed information, the most recent information. But if it's not most recent, they're gonna give us.

Speaker 1 13:43

And the wrong one. Yes.

Speaker 2 13:45

Relying, it says it should only be a prompt too. Like, okay, oh, this is interested. Let me do my own research and find out myself.

Speaker 1 13:53

I see. So in your opinion, what challenges do you think AI will face in the event industry?

Speaker 2 14:04

Yeah, so I think, yes, definitely that people might heavily rely on AI and you're gonna be fed them, you might be fed the wrong information or it doesn't really apply to the type of event you're planning. So for me is I thought AI should just be a prompt too, like this is and a suggestion that AI say offering, how can we

adapt to that suggestion or how can we make that suggestion? How can we enhance that suggestion? And I put that human aspect to it, our human thought process to it thing.

Speaker 1 14:35

So what are your views on like ethical or moral issues about AI that may present in the event industries? So for instance, would you allow them to like use your data to train the AIs?

Speaker 2 14:50

Oh, no, I don't like that. I think a robot kind of aspect. Now, I don't, I don't. Yeah, but at the same time, it's good because they can get a more for understanding and more.

Speaker 1 15:01

Spoke, make more datas, like.

Speaker 2 15:03

More data, like more, yeah, more up to date data based on a person. So I don't know how I feel about it. I don't know how feel cuz I'm thinking about robots now and how robots might take over and my personal, I don't know how feel about that. Yeah, I think, yeah.

Speaker 1 15:18

It's quite.

Speaker 2 15:19

Generic. So yeah, I don't want it. Yeah, I just, yeah, I don't know how feel about that. Yeah, it's.

Speaker 1 15:23

The same to me. Yeah, sometimes I want them to be better, but I don't want them to use my data.

Speaker 2 15:32

Yeah, that would not, to be honest.

Speaker 1 15:34

Yes, that's quite true. So do you think like the pace of innovation and development AI in the event industry is meeting your expectations?

Speaker 2 15:46

And I haven't, I didn't have, I didn't come over, eh, eh, I had, I didn't come in with an expectation, so I don't really have any views on that at the moment because we're still s trialing it out in the industry. Well, me personally, there might be other event planners who are heavily invested in AI and they're happy with using it. But for now, I don't really have any expectations apart from Lessie and Weber. This, it works for me as a per, as an event planner and for my clients. And so for me to do a research into how effective AI is and whether I wanna jump on a ban Morgan, jump on a trend or set my own trend.

Speaker 1 16:29

I see. So in this case, other than AI, do you like in the daily life, do you really read any like invent industry trade magazines or websites to catch the latest news?

Speaker 2 16:45

Yeah, so conference news is good. There's a magazine called m and it good association of Event Planners. And I'll go on LinkedIn as well because I've, I, my connection is mostly with I have my clients or event industry pairs. So they tend to do updates or attend events for event planners, giving us the latest trends, insights, updates into whether AI is effective and how we're using it in the industry, whether it's gonna affect us as event planners. So those are some areas that I, for ways that I increase my knowledge and understanding.

Speaker 1 17:26

Yes, see, interesting. So do you feel like there are a lot of discussion around AI in the event industries, according to your readings.

Speaker 2 17:38

Yeah, I think, yeah, I think the west spot where intrigue to find out a bit more. So there is that there's an event going on next week, which I think you should really attend, show you as a student, because there's gonna be thousands of event planners, professional there, and it's gonna be a talk all about AI. So I think you should register, attend.

Speaker 1 18:02

So very interesting.

Speaker 2 18:04

I'll just share with you the link so you can just register. See? So that will be good for you to just come to that talk specifically so you can hear a bit more information and maybe you can record it and add it to research that just fit in record it or you can voice record it and then just reference as cuz it's called international conflicts. I remember it as you went to attended event and this is primary research. Yes, cuz it's real life research or if you're happy to go up after the talk to one of the this panelists and see whether they wanna do interview view that quickly on the spot. But I put it in the chat there. It's a great way. And also there'll be other event production companies there. So you can go up to the stand and talk to them about AI. So there'll be different suppliers who do event production, so you can go deeper in discussion with them. Cuz I'm an event planner. They might that views as event production cuz they put on the production, they put on the screen, they do all the technology side of it. So it would be good for you to have two sides of the coin, one from Event planner and actually one from an event production company.

Speaker 1 19:20

I see. Sounds very interesting and thank you very much for sharing the link. And.

Speaker 2 19:26

There's a student registration form as well. So you. Oh, the student. And it's free.

Speaker 1 19:31

Is it like a online conference?

Speaker 2 19:34

No, it's in person London. And you know, London itself. Yes. So it's a big conference. It's a big trade show. Same person.

Speaker 1 19:43

Yeah, she, it could be more excited.

Speaker 2 19:47

So it'll be good for you to go and see and especially for that talk as well. That would be really good.

Speaker 1 19:56

Yeah, thank you very much. And do you like think AI can impact cost in some aspects in the event like planning process.

Speaker 2 20:08

Possibly could increase the costing of a production because there's more technology that needs to be involved. It could reduce it because there's less manpower to support the being on stage. It can just do itself. It can, it's a, is something that you don't need an additional person to be by side for chat GBT. That can just be left in the corner. So it's pros and cons. It could cost more depending on the production you want and how you wanna implement AI. We cost, it could cost less because you're reducing people on site at an event as opposed to if someone wants to talk to someone, they can go straight to the chat GBT instead of going to like a help desk, whether p there'll be people there, they'll be like chaos where they can just type in a question and if they will answer it through chat GBT.

Speaker 1 21:00

Yeah, sounds, yeah, fair enough. I mean, it's meeting my, like kind of meeting my expectations. So in case that it's like about 20 minutes, should I finish interviews now?

Speaker 2 21:13

Yeah, cuz I need book chief for 20.

Speaker 1 21:15

Yes, that's what I'm meaning is.

Speaker 2 21:18

That, yes.

Speaker 1 21:19

That's nearly all the questions. Yes, yeah, yes, definitely.

Speaker 2 21:24

Okay, perfect. Yeah, so I would say register for that event because that would really help your research, especially there's a panel talking about AI. So yeah, I see if you're able to come for just that panel is in London. Excel C, you can get Elizabeth line or d DLR straight there. It's free to attend. And it just, yeah, so that's what my.

Speaker 1 21:50

Yeah, thank you very much for this sharings.

Speaker 2 21:55

That's fine. I'll just give you email address, but just remind me to read it. But.

Speaker 1 22:00

Okay. Yeah, it just takes, it's only one page.

Speaker 2 22:05

That's one. Just give me a, oh, send me a message on Instagram, but I'll give you my email address. Cuz got enough call now, but I'll give you my email address. Thank you.

Appendix E

Interviewee E interview transcript and video link

Video URL:

https://ucreative-my.sharepoint.com/:v:/g/personal/2023490_students_ucreative_ac_uk/EeBAQWJDibVOm2vdrl3hur4BERQ2O6vpHntvYsOIAXZ-Ag?nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJPbmVEcml2ZUZvckJ1c2luZXNzIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXciLCJyZWZlcnJhbFZpZXciOiJNeUZpbGVzTGlua0NvcHkifX0&e=2In29c

Backup URL:

https://1drv.ms/v/s!Atqytq08563MhVqDQg9V5iLGMJIv?e=kgRbC1

|30min 8s

Transcript:

Speaker 1 09:23

Hello, Monaya.

Speaker 2 09:26

Hi. Yeah, morning. Good morning. Are you? Yeah, I'm just, I just finish my lecture in the uni and run up to home lecture. Yeah, the lecture is like about the degree project, like connect. It's like actually teaching us how to interview people and how to engage with the industry professionals.

Speaker 1 09:56

Okay, that's a good topic for this, I guess.

Speaker 2 09:59

Yeah, it's actually very useful though.

Speaker 1 10:04

Imagine so. So yeah, I'm Jack on the one you've been emailing and this is

Sammy. So I'm obviously the event director. Conflicts and Sammy's are ahead of data CRM. So he's obviously gonna be probably better place than me to answer a lot of the questions about AI. And definitely like that we've been using. So how do you wanna do this? Do you have a list of questions you want to run through? And.

Speaker 2 10:26

Then, yes. Okay. So like firstly, my degree project is like about making guidance for event managers to like guide them using AI, like to pick up their idea to using AIS. So it's literally an article that like could be persuading them or introducing them the AI tool and AI guidance. Yeah, that's like, that's my degree project content. So in this case, in your opinion, what is the greatest advantage of AI in an event industry?

Speaker 3 11:04

Hey, sorry, what? In the event industry.

Speaker 2 11:06

What is the greatest advantage of AI?

Speaker 3 11:10

In my opinion, the greatest advantage is the efficiency it brings and as a result, the resources that will save. But for instance, for us, for instance, you know, using our marketists, for instance, for the events for them to write an email, you know, marks an email would say 2 hours before, whereas now it takes about five minutes.

Speaker 2 11:37

Got it.

Speaker 1 11:38

Which part something I find as well. Yeah, so making people's jobs easier, which is can be a struggle because people then think that they're not as valuable. So someone like one of our marketing team who's and a long time in the past writing marketing emails to send out to people to try and get visitors to come to the event. Now they can get all of those done within a couple of minutes if they just use AI features and ChatGPT especially. So for them, it

can be a bit of a battle because they're therefore thinking, well, MI is useful anymore. But it actually means that they can be more efficient because now they can spend more time focusing on strategy, focusing on trying to grow the event in areas that we haven't done before. So essentially, the AI becomes a streamline process of their normal work, but opening up the opportunity to do and things that they wouldn't have had times do previously in a way. So that's funny.

Speaker 1 12:41

Another example, I'd say is that a lot of our industry apps start using AI. So yeah, that's the platform. So embedding AI into their features. So things like at complex, we had a networking app where people could book meetings with each other. And it uses matchmaking software and AI technology to pick out people that it thinks would be the most relevant for them to meet with at the event. So it helps with the event itself and in making the matchmaking and the networking element better. And so we're seeing it internally as well with all the things that we're doing. So like we said, the processes, but then we're also seeing it and externally as well, and how the events being put together.

Speaker 2 13:27

Oh, that's fabulous. Like it's mainly in like the sending emails. So does the AI sending emails for you or you still need to sending emails like manually?

Speaker 3 13:39

You'll still send the emails manually, but let's say it's a promotional email, you know, detailing everything that's going on. That's context. Sometimes it'll take someone X amount of time to write. And it just speeds up that process because it's been trained to, you know, it's been trained and past email. So it knows someone you write about. So then it's just up and you write me an email and then you get the copy and you can edit it.

Speaker 2 14:10

Yeah, got it. So.

Speaker 1 14:11

We've done how we've used it, particularly we've built and what you call them, something GBT, custom GBT for each of our events. So for each of one of the smaller events that we run throughout the year and our bigger ones, we build

a custom GPT where we feed it all the information about the event and we feed it all of the emails we've sent in the past and how we typically write to our clients. So it stores all that information. So then when we wanna write multi email would rather than sitting trying to think of a clever way to write multi email, you just right into the custom GPT saying write me an email targeting and exhibition organizers focusing around our content program. And then it would just spit out like a fully made email for us to then send rather than us having spend time writing and thinking about it. And then you can also say, well, I wanna write, I wanna send 10 of these in the next six weeks. So write me 10 different versions of it and it will reword it differently slightly 10 times. So it's doing all of the hard work for us because we built up this custom GPT, which knows the event so well and we then have to send it ourselves. But it saves all of that process of writing the email beforehand.

Speaker 2 15:26

Wow, that's like looks sounds like very way of using AI. So yeah, yes. So in this case, what kind of like AI applications do you think is like most potential in this industry? So you think it's like many email things or could be like the marketing things?

Speaker 1 15:50

I think it has the most useful marketing and copy. So particularly because we're also a news outlook for the events industry as well, a lot of our editors will now use it to help them write some of their stories. You can also use it for spell checking, Connie, for sure. So you could put through articles you've written and make sure that everything is correct in there, but if you're trying to get sort of quick fire copy, that isn't anything to in depth and it doesn't require interviews or anything like that. You can sort of mainly do myself through Chat GBC now. So you can ask it to write you the top 10 new, the new trends for the events industry next year and things like that. And it will give you that info. So it's quite a useful thing for marketing, but also for content.

Speaker 1 16:38

And also what we're starting to do with it as well, which isn't specific to the events industry particularly, is where we're trying to put proposals that we've written for when we're trying to sell things to clients, we write proposals to them, and we've entered a lot of those into the custom GPT. So we can now ask it to write a proposal for us in our style. So we're using it for marketing, sales, and for content across all of the aspects. But essentially what we're using it for is to save time on writing and marketing and emails and content, things like that. So it's a time saver piece to write things more efficiently.

Speaker 2 17:19

Got it. So do you think AI impact your cost somehow?

Speaker 1 17:26

Well, we, in a way, yes, cuz we've had to pay for all of the custom GPT aspects and weeks we've got licenses use that. So it is a cost, but you gotta see it. On the other side is the resource that we're saving is really important. So you gotta think of someone spending half of their day writing those things, and they can write them in a quarter of that time. And they've got more time to go and maybe find new sales opportunities or find new delegates to come to the event. So in the short term, yes, you're paying more for it. But the long term benefit will be eventually, hopefully more money coming into the business. So it would be worth doing. So it's a sort of suddenly you got way up in the short term to get the value in the long term.

Speaker 1 18:09

Yeah, and also seeing the side, I like the technology side, like I said, so a lot of the apps are now using AI as part of it and they're expensive to use. But again, if it's gonna make your events more efficient, make the delegates have a better experience, make all of the and exhibitors at complex and be able to meet with people that they wanna meet with better because the AI function is pre matching them, then they're gonna be happy. They're more likely to come back next year. So even though you're investing more in the future of the show, because the money is there for more likely to come back to you from the crimes.

Speaker 3 18:45

And I think like in, if you look at it in that 2,3 years time when AI will be from there to there, like, cuz it's still getting better and better and better, right? Yeah, I point, I think a lot of businesses will be deciding whether to have two people marked in a one person marketing. Because ultimately now we can do two people's job in the one person because AI can do a lot of the groundwork and which is a massive cost sale of businesses, right?

Speaker 2 19:18

Got it. So it's like mainly saving your cost actually.

Speaker 3 19:23

At the moment is, you know, it's cost, but in the future it'll be reducing the cost.

Speaker 2 19:28

Okay. Yes. Yeah, got it. So do you think like learning to use AI is necessary to this industry in the future?

Speaker 3 19:38

Yeah, 100%.

Speaker 1 19:40

I think people are nervous to start because I think a lot of what you gonna consider is a lot of the people at the top level in the industry or and more senior in age at the moment, just cuz that's natural. So a lot of the younger generation are obviously driving this forward a bit more, but the people that are still at the top and the decision maker, this maybe a little bit more skeptical about it. So there's gonna be this period of education for a while, but I think it's definitely where the industry is going. Most people we speak to are using it to some degree, some are using it more than others. And even at our events, cuz obviously, our events are all talking to the events industry and pretty much every event now, there's a topic around AI, whether people are using it. So I think the education piece is slowly coming into the industry and just over time, and there will be more and more people that adopt it, and they'll adopt it even more.

Speaker 1 20:36

And then I think within five to 10 years, it would just be commonplace because people will see, like Sammy just said, these benefits of potentially in the future you might not need as many people in your marketing team if you can streamline it using AI. So I think once people start to realize the benefits of it and they get used to using it, then it will become commonplace.

Speaker 2 20:57

Yeah, I see. So do you think AI is developing very fast in this industry or very low? Or what other common?

Speaker 1 21:09

I.

Speaker 3 21:11

Think AI itself is very fast, not necessarily for this industry, but that then is not just for this industry, right? You can apply it in any other industry really. So I think not specifically for this industry, but AI itself is doing at such faster rate that every industry has to some, you know, to some degree, I use.

Speaker 1 21:34

It. There's not that many technology providers that are basing their technology on it, some sort of, you gotta take a lot of the surprise in our industry is quite a standard thing. You hire. I am a TV for your standard. You hire furniture for your event or you hire someone to come and speak. And so a lot of that is difficult to see where AI will help. So I think a lot of AI, the help is on the back end itself, the self helping your business run more efficiently rather than your product. But your product, I have seen a few. So there's a photo based company. There's actually a couple of them now, which have a photo booth that's based on AI and it takes a photo of you, then it delivers a photo, which
is like you in the future or you in a movie setting it in uses AI to. What's the AI like Darley is at the place awhile. Yeah, I'm pretty sure.

Speaker 2 22:27

Yeah, darling too.

Speaker 1 22:28

Yeah, I'm pretty sure it takes a picture and it uses that to put you in a different location when it prints. So some actual products using AI quite a lot. And I think eventually, we'll see more and more of those coming to the forefront. But at the moment, it seems to be the main benefits of mainly in behind code stores use the company becoming more efficient.

Speaker 2 22:48

Yeah, so like when talking about AI applications in invent industry, does it like usually refer to like the event producing parts?

Speaker 1 23:01

What do you mean by that?

Speaker 2 23:03

So when we are talking about like AI in event industry, does it usually refers to the event producing part like to apply AI?

Speaker 1 23:14

Yeah, that's what I'd say the main minutes mainly. And companies that are starting to use it to make their systems more efficient, so they can produce the event better rather than there being AI products. So I think there's there are a few AI products that are starting to come out now, but they're not at the sort of forefront of the industry at the moment. Yeah, I see.

Speaker 2 23:38

So have you have heard of any successful applications of AIS around you? Like, because yeah, just to interested in.

Speaker 1 23:50

Yeah, so that company in particular, they're called what other code photo bots, p H 0 b OT. I think it is photo, but whether is they've been using it as their photo booth. Then grip is the app that we've, we're just talking about that uses AI to match you up with other and people your event and sort it. So basically suggests the right person for you to meet, why you're at the event. And so you can pick a meeting with them. So that's another successful use of it. But apart from those, I mean, I've heard people using it for obviously like chatbots on their websites. So that when people are coming through, they can filter through to an inquiry page or help them with information. And we've used chatbot on conflicts and used it for a little bit, say I'm so in terms of products that are driven actual event service products, and there's a few and then they're obviously doing it successfully, but there's not that many yet. I think we'll see more overtime as more on the back end and the efficiency part.

Speaker 2 25:00

Yeah, I see. So scr, like using the Event Chat GBT that you mentioned. And so is there any aspect that it didn't meet your requirements?

Speaker 1 25:15

Hum, well, it, they were a bit clunky at first, weren't there? A few of them?

Yeah, because we, obviously we're feeding the information. Sometimes when you'd ask a question, it would be wrong, the answer. So I think it's just more, and that's where you, we've got a project now that Sam is leading with our marketing team to try and get them to keep teaching it more and more about the show so that it becomes more act correct with its speech responses. Cuz at the moment there are still some errors.

Speaker 3 25:43

So yeah, what would you say? Yeah, I agree. I mean, as I said, like it's, it's improving. It's improving. It's such a faster rate where I remember when we first started using it like a year ago compared to now, the accuracy has improves. Yeah, sometimes you can get, it can be frustrating, you know, when you're rushing to do something and you ask it something and it gets it wrong. But I think it's just a case of retraining it, keep on retraining it because the more you retrain it, the better we'll get.

Speaker 2 26:14

So you mainly train it by your previous event data or how you wrote this kind of thing. Yes, yeah, I got it. So what challenges or do you think AI technology facing in event industry?

Speaker 1 26:35

I'd say, like I said earlier, people's willingness to try and adopt it, I think people are still quite stubborn. Like I said, a lot of the so decision makers is people that will decide on when their company buys new technology and things like that. They're still probably a, but the generation that's not as open with quite a young company, Mesh Media. So me and Samuel and the board here and most of the sort of senior management team are quite young. So we obviously probably a little bit more open minded to trying it and then perhaps some other company. So I think the main barrier for it being brought in, it's the industry, is I think people are just a little bit skeptical and probably just not as aware of how it can help.

Speaker 3 27:22

Yeah, that's true. Education.

Speaker 2 27:23

Yes. So like in this case, do you mind AR using your data to train themself?

Speaker 3 27:33

So on the license that we have on chat GBT, for instance, you can turn it off.

Speaker 2 27:39

Yes.

Speaker 3 27:40

Any 3%, any J 3% won't be used by brand AI to train their model. Otherwise than your moderate on GDPR.

Speaker 2 27:48

Yes, yeah, that's fine. So it's like mainly you do not really allow them to using your data in normal case. Yeah, yeah, fit.

Speaker 1 28:04

Got to see that. Then open us up if one of our competitors wanted to find stuff out about us and we'd allow that and they could like search and find out some key info about our clients needs.

Speaker 2 28:14

Yeah, it's a risk actually there. Yeah, so I, is there like anything else we would like to share about AIS? Oh, do you have any like suggestion to my project? Because I'm not like professionals like you guys. So actually I can do only limited things about like suggestions to making articles.

Speaker 1 28:40

I would say have a look into the company. I suggested they're grip. Cuz grip are a really good example. So GRI P, I think it's dot Io. Yeah, it's on their website. Have a look at them. They probably got quite a few articles about AI as well. And maybe just have a research of some other companies in the industry that you can find that are using it and have a look through those, so you have a better understanding of what's being used on the forefront. I think that will help with your article. Sure.

Speaker 2 29:11

Oh, thank you very much. So like, just for like additional questions, so do you usually look any trade articles or any articles online? Like yes, in about event industries. I mean.

Speaker 1 29:27

Yeah, we do. So have you looked at conference news and exhibition news? Those are our two titles that are probably relevant for this. If you go on those websites and you search for AI, then there'll be loads of articles that come up and you can have a look through all of those as well and see if there's any useful bit speak.

Speaker 2 29:43

Out. I see. Yes, got it. So now I have just like finish my question list and thank you very much for this meeting and your suggestions.

Speaker 1 29:55

Thank you guys. Wow.

Speaker 2 29:58

Thank you.

Speaker 1 30:00

Speech is saying bye.

Speaker 2 30:01

Bye.

Appendix F

McCombe (2022) sampling strategy framework

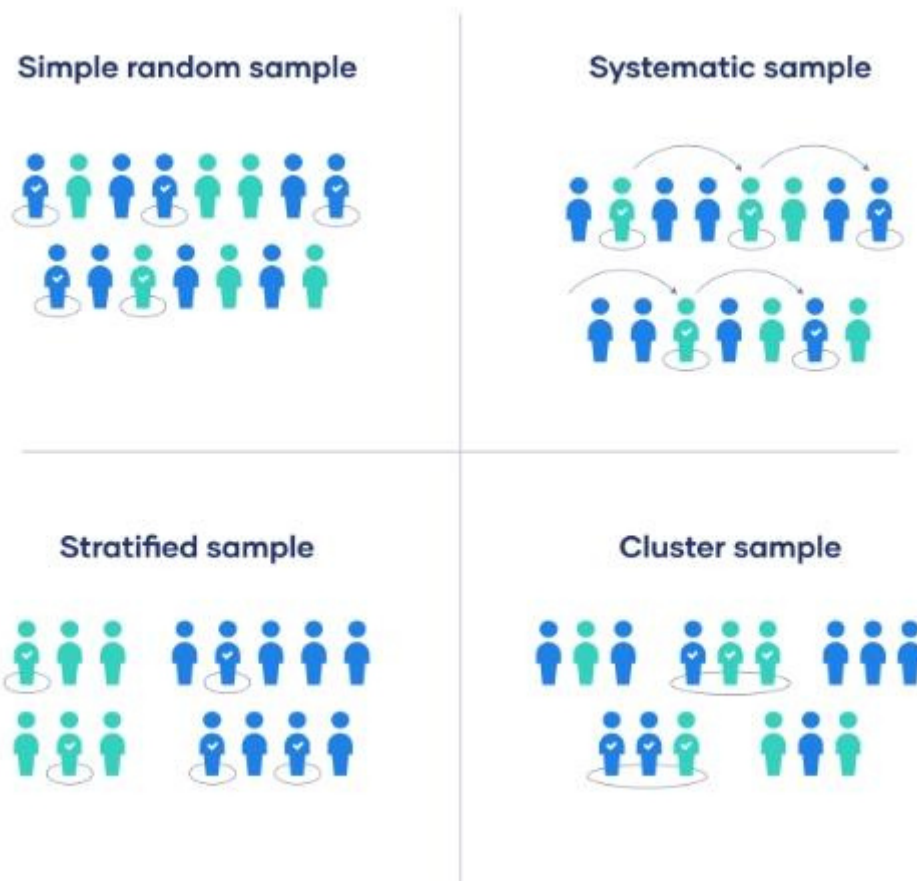## • Probability Sampling

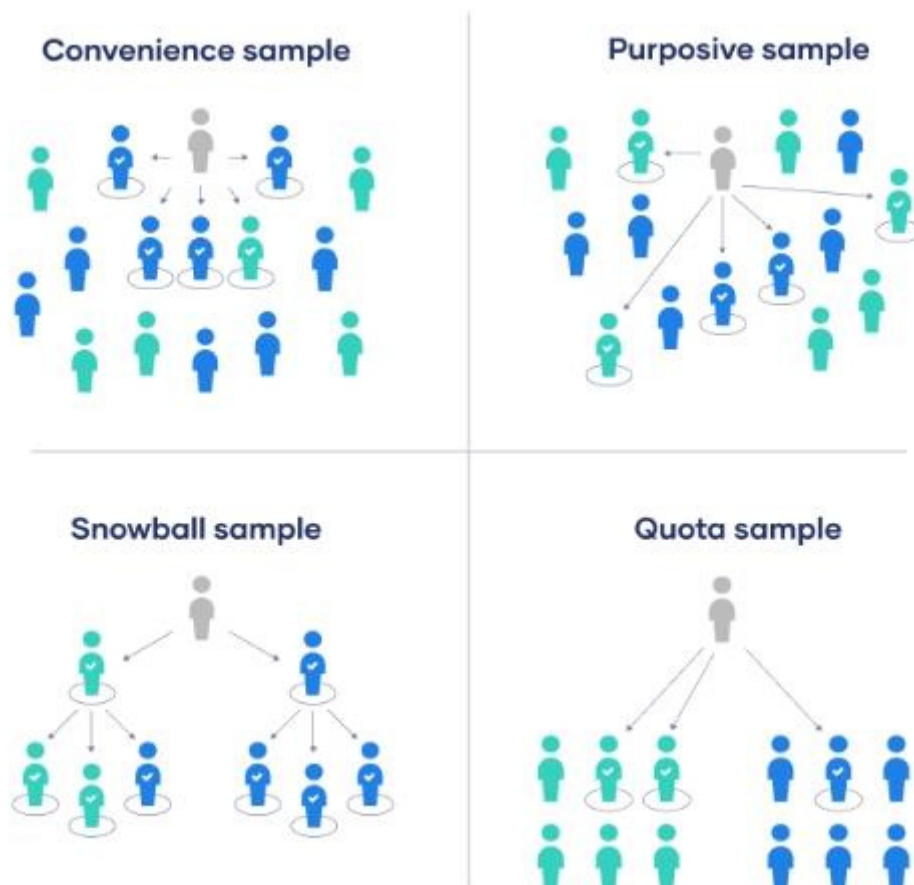Fig. 15 *Probability sample* (2022)

• **Non-probability sampling**

Fig. 16 *Non-probability sample* (2022)

RESEARCH AND DEVELOPMENT LOG

MOTIVATION BEHIND THIS PROJECT

Since AI has become so popular these days with the launch of ChatGPT, there are lots of videos and YouTubers that introduce how amazing AI can do for us, like writing poetry which people do not usually link together, as Flood (2021) indicated that AI has put into the practical usage of creating poetry and present it in the museum as interaction with participants.

Hence, it makes me think about applying AI in the event industry as AI is the expert in content creation, so AI could be very helpful in writing an event proposal. I did not put my idea into practice until my internship started. I began to try using AI in my daily work as an event manager assistant who is in charge of drafting the event proposal, promotion strategy and execution plan of the event, and also writing copies for various purposes. From my perspective, I think AI is especially useful in event planning by writing a draft in a short period of time or offering an idea of the event, although the idea could be out-of-date or not realistic for the current circumstance, it firstly kick-starts the work and gives a template or idea of what it looks like, and secondly, it works very well on the risk assessment or emergency planning, because there will always be one or two aspects and event manager may ignore, and AI will be able to remind me and give a serious of feasible solutions.

After my internship, Miss. Jiang who directly managed me, was impressed by my work efficiency, and then I introduced her to the ChatGPT tool, which she found extremely useful. Overall, I sincerely enjoy contributing to this industry in my own way, and that is why I chose to write a trade article for the event practitioner about how to use AI as my final major project.

A SUMMARY OF THE RESEARCH APPROACH

My research approach involves both primary research and rich secondary research from Part 1 to support my article and opinion. In terms of the research approach of secondary research, I am mainly looking for relevant information from news articles, blog posts, trade articles, and academic papers to establish a PESTELE model in order to have a comprehensive image of AI. I found the academic paper most thought-provoking as it offers comprehensive research information so I can have a broad perspective of the background. Additionally, blog posts and trade articles are very useful in offering practical industry insights and essential components necessary for meeting industry standards in my trade article within the event industry.

PRIMARY RESEARCH

From the perspective of gaining deeper industry insight, I chose to interview the industry practitioners online, and I used to consider applying the "Voluntary response sampling" strategy mentioned by McCombes (2022), because this strategy allows the participants to volunteer themselves to this project, but I am afraid it could take longer time and there may not be sufficient interviewees to produce generalisable results. Hence, I developed the "Purposive sampling" strategy for this project, which means I need to recruit the interviewees through my expertise, as McCombes (2022) mentioned "an effective purposive sample must have a clear reason for the inclusion of the participants", which is included in the deliverables.

As a general overview, I reached out to 156 industry practitioners on LinkedIn, and only 14 of them replied with a response rate of 9%. Among these 14 respondents, 10 suggest that they are not familiar with AI and would not be the best people to discuss with, and only 3 of them have the relevant knowledge and would like to be a part of this project. Additionally, 1 of them has the AI experience but is too busy to do an interview online.

Instagram users seem to be more active than LinkedIn users in terms of direct messages with a 15% response rate over 80 invitations were sent, 9 declined the invitation as they are not familiar with AI in the event industry, and only one of them is interested in this interview, and the other 2 interviews failed as they can't connect to the Zoom meeting for some technical problems.

The channel with the highest response rate from contacting industry practitioners is email, with approximately a 63% response rate, but it is very difficult to obtain their email as it's very private. I targeted 16 individuals, of whom 10 replied. Although 9 expressed willingness to participate in the interview, none possessed relevant AI knowledge to share, resulting in only one person agreeing to the interview.

In conclusion, among 36 event managers who responded to the interview invitations, only 8 event insiders indicated that they have relevant knowledge about AI, and the majority both emphasised the lack of AI knowledge in this industry, this data solidified my determination to advocate event manager using AI and inspired me to accelerate AI development within the event industry

To conduct a structured interview, a "Participant consent form" (Appendix A) is created to ensure the interviewee consent that I can use the data from the interview to extract industry insight, and finally transform them into meaningful recommendations. Moreover, a list of interview questions (Appendix B) is established as well to make sure the interview topic stays on track, and I would prefer to ask one or two follow-up questions as needed to delve deeper into the question to discuss further perspective from the event manager.

During the interview, I utilised the jot-note skill to help me note down the critical information mentioned in the interview, and if the information was especially important or I did not have time to note all of it down, I put a time code under the text to help me review the recording later, Fig. 1 is an example of the note-taking during the interview.
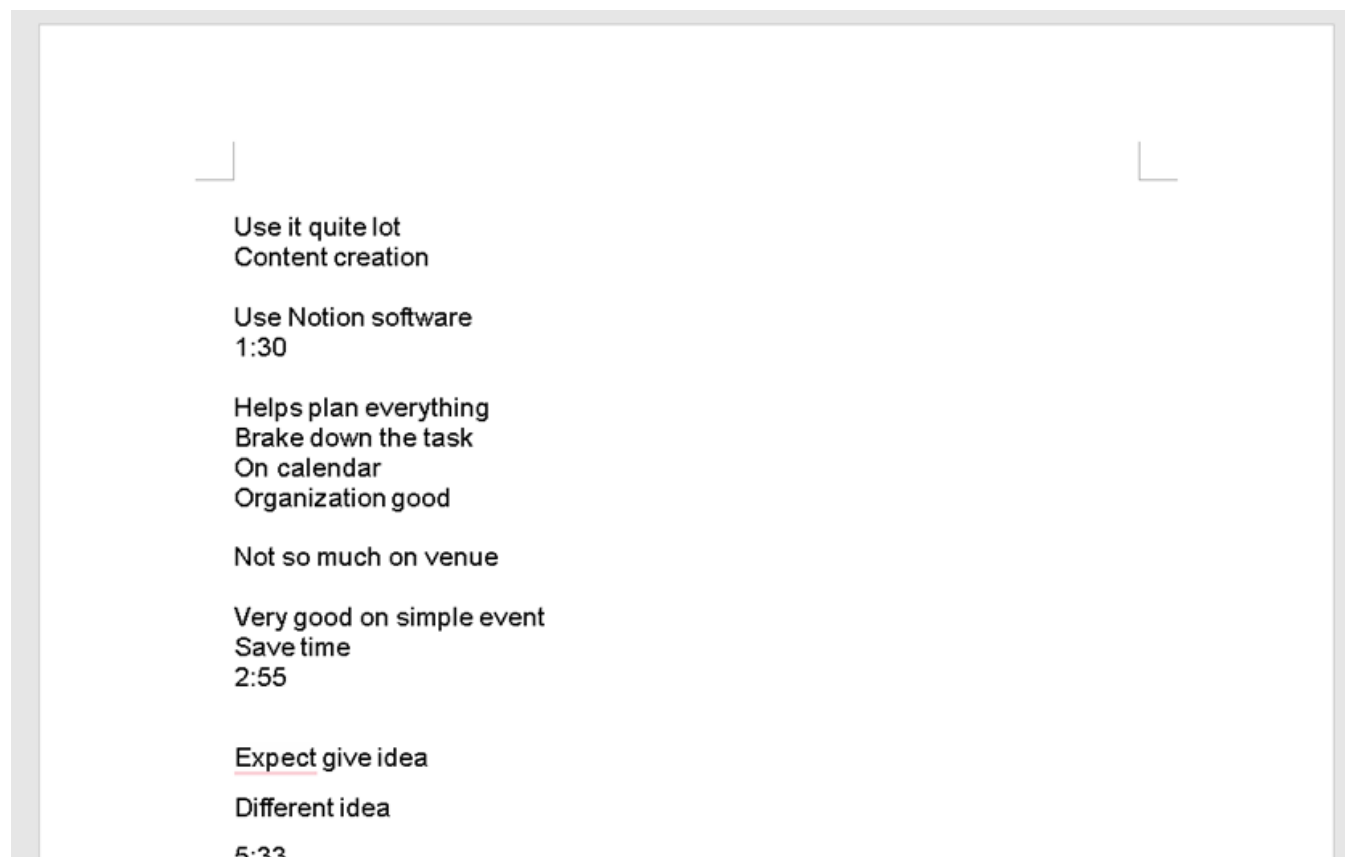

Fig. 1 *Notes during the interview* (2024)

After my primary research, I navigated the theories around qualitative data analysis to systematically analyse my interview data, and then I was inspired by Auerbach (2007) who introduced a methodology and the process of qualitative data analysis, which is "Relevant text-Repeating Ideas-Theme-Theory", although I found it very thought-provoking, I have to admit that it is an old theory that could be out-of-date. Nevertheless, Timar (2024) stated a similar theory called "Thematic analysis" which advocates recognising the theme hidden in the data and coding them to be organised. Hence, I decided to apply this methodology to analyse the interview because my interview is structured, and my question list is classified by theme, so I can apply the theme in the question list to help me concentrate on the theme of the data.

Then I found it challenging to represent this research and methodology in a visual way to help me generate industry insights from the data. With the consideration of various diagrams and charts, I finally employed the "affinity diagram" (explained and illustrated in the article) aligning seamlessly with my research approach and effectively showcasing data themes.

✊ CHANGE OF DELIVERABLE

From the first part of the affinity diagram (Fig. 2), interviewees A, B and D (see interview transcript in the article) both suggested that an article on a social media platform like LinkedIn may get more exposure compared to an article in a trade magazine. Therefore, to gain the maximum access and exposure to my article, I decided to change the direction of my work from a trade article to a LinkedIn article (see Appendix C) as interviewee B claimed that "unfortunately, a lot of the trade industry publications are often very advertiser-driven", and there are less and fewer people have the time and patience to read a trade magazine.

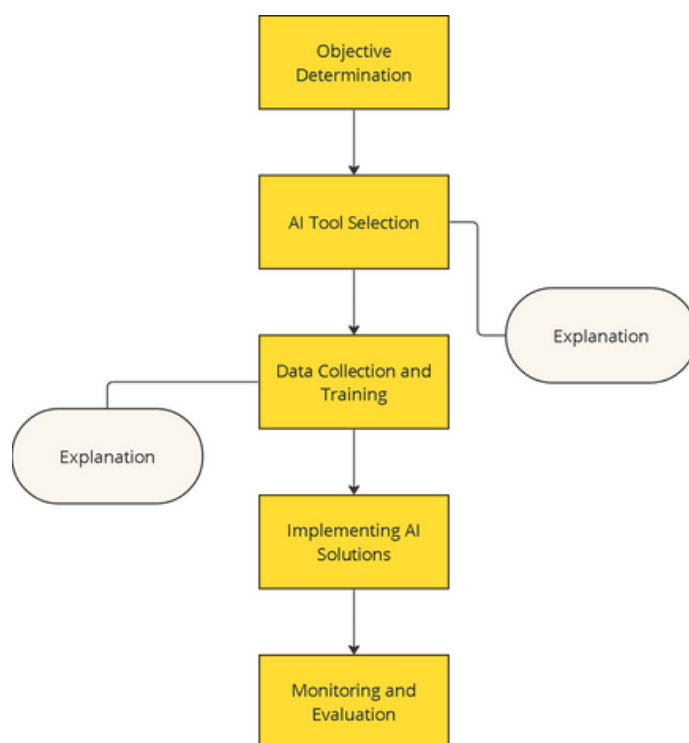Fig. 2 *Channels of access to information* (2024)

Fig. 3 *Flow chart draft*(2024)

📑 MODEL CHALLENGES

The next part that I found challenging is the model that I am creating for the event professionals. Although I got all of my content ready, I still find myself struggling to decide what kind of model should I make. Firstly, I have considered the flow chart (see draft in Fig. 3) as it clearly shows the steps of every process, and I think I should involve it in my article which is the original idea of the checklist (see infographic in the article). Secondly, I have also considered a circle diagram that not only shows the steps but also highlights the repetition of the steps as a whole, but I think it does not make sense when connecting the beginning and the end as integrating AI in event company's not usually a repetition process like recycling. Finally, I decided to develop a pyramid chart which shows the layer as the steps, potentially implying that the previous layer must fulfilled before moving on to the next layer, which fits my idea and the process.

ARTICLE CHALLENGES

Refining my article for LinkedIn significantly challenged me as I transitioned from a trade publication format. Initially, I struggled with where to begin, feeling hesitant to alter carefully curated content containing valuable insights and research background. Then I asked help from my tutor Holly and the librarian Nick, and it seems like I have to cut the secondary research part from 300 words to less than 100 words, get rid of the sampling strategy part (600 words) and the insights from the interview (1000 words) because the EventAI Integrator Pyramid is more crucial to talk about in the article as the unique selling point of my article.

Moreover, I will need to consider the visual aspects of the LinkedIn article, which I do not need to consider if I am doing a trade article as the editor of the publisher will do it for me. I firmly believe in learning through practice, so I have experimented with various methods to enhance the article's visual appeal. However, considering that this article is targeting industry professionals, I should reduce the unnecessary illustrations that do not help me explain my idea, and prioritise charts or diagrams instead. Furthermore, I'm inspired by other LinkedIn articles that effectively bold the key information or insights within paragraphs, which look much more professional. As event managers are usually time-pour, so this method will help them read the article faster, and catch the key information at first glance.

ILLUSTRATION LIST

Fig. 1 Tan, S. (2024) *Notes during the interview*. [Word document]
In possession of: the author: Epsom.

Fig. 2 Tan, S. (2024) *Channels of access to information*. [Chart]
In possession of: the author: Epsom.

Fig. 3 Tan, S. (2024) *Flow chart draft*. [Chart]
In possession of: the author: Epsom.

Fig. 4 *LinkedIn article Posted by Shiming Tan* (2024) [LinkedIn article, screenshot] At:
https://www.linkedin.com/pulse/ai-insights-unveiling-eventai-integrator-pyramid-event-shiming-tan-oeute/?trackingId=QXUqSyQ9Tv6vjQI0nxuc%2FA%3D%3D (Accessed 19/04/2024).

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APPENDICES FOR RESEARCH LOG

Appendix A   PARTICIPANT INFORMATION STATEMENT

AI in the Event Industry

My name is Shiming Tan (Will) and I am doing this interview as part of my final degree project in my final year of study on Event and Promotions Management at The University of the Creative Arts, Epsom in the UK.

The purpose of the interview is to gain insight into AI in the event industry. It should take approximately 20 minutes to complete, with 20 questions.

The rights of the participants:
Participants are free to withdraw from the study at any time without needing to justify their decision and without prejudice. In case of withdrawal of consent, no further data regarding their participation should be added to the project, and all records of their participation will be destroyed.

Use of Data:
- The interview will be recorded, and a transcript will be produced.
- The transcript of the interview will be analysed by Shiming Tan
- The transcript will be handled and accessed by Shiming Tan, supervisor Holly Thompson and other staff at The University of the Creative Arts who might be involved for guidance, feedback and marking. If the participant wishes to be anonymous, the recording and transcript will be handled with discretion and confidentiality.

Please note: you must be 18 or over to complete this survey.

Thank you for taking the time to participate in this survey. Your help is very much appreciated.

By attending the interview, you are agreeing that:

- I have read and understood the above information.
- I allow the researcher and marker to use the data from this interview.
- I confirm that I am aged 18 or over.
- I agree to take part in this interview.

Reminder
To remind the participant, this form will be mentioned at the beginning of the interview, and ask permission whether they prefer to participate anonymously or non-anonymously.

APPENDIX B

Interview question list

Trade article/magazine

Which event industry magazines or websites do you read?

How much discussion do you feel there currently is about AI in the event industry?

AI

Advantages and Potential of AI Technology in the Event Industry

l In your opinion, what is the greatest advantage of AI in the event industry?

l What about event-producing processes, like risk management capabilities or event safety?

l What kind of AI applications do you think have the most potential or value for event industry practitioners?

l Do you believe AI can impact costs? In what aspects?

Attitudes of Event Managers towards AI Trend in the Event Industry

l Do you think learning and mastering AI technology is necessary for future event industry practitioners? Why? In which aspect?

l What is your opinion on the pace of innovation and development of AI in the event industry?

l What advice would you give to event managers who are unfamiliar with AI technology?

l What are your predictions for the development of AI technology in the event management industry in the coming years?

Practical Application and Challenges of AI Technology in the Event Industry

l Do you use any AI-related or unrelated tools or platforms in your daily work? If you do, please share your experience.

l In your opinion, which types of events are best suited for AI? Why?

l Have you seen or heard of any successful applications of AI technology in your industry? If so, please share some details (such as some influencing factors, including efficiency, communication, interaction, etc.).

l What is your opinion on the current AI solutions or platforms for event management available in the market?

l Do they meet your requirements?

l Lastly, what are your expectations or hopes for using AI technology to improve the event management industry in the future?

l What challenges or obstacles do you think AI technology faces in the event industry? Have you met any?

l What are your views on the ethical or moral issues that AI technology may present in the event industry? For example, privacy or security concerns, etc.

APPENDIX C

Link for the LinkedIn article
URL:
https://www.linkedin.com/pulse/ai-insights-unveiling-eventai-integrator-pyramid-event-shiming-tan-oeute/?trackingId=QXUqSyQ9Tv6vjQl0nxuc%2FA%3D%3D

Created by Artificial Intelligence Image Generator "Midjourney"

AI Insights: Unveiling the EventAI Integrator Pyramid with Event Professionals' Experience

SHIMING TAN
--Will

2 articles

April 17, 2024

Fig. 4 *LinkedIn article Posted by Shiming Tan* (2024)

CRITICAL REFLECTION

Based on my experience of self-reflection, I still find Rolfe *et al*.'s (2001) "What? So What? Now What?" reflective model (Fig. 1) most beneficial as it clearly suggests the process of reflection and evaluation of the working experience. Nevertheless, I have applied Gibbs' (1988) Reflective Cycle (Appendix A) in the previous assessment, but I think this model reflects more on the experience itself and the emotion, while Rolfe's reflective model is more focused on how this experience impacts my research approach and a future objective, which I am convinced as the necessary part of reflection.
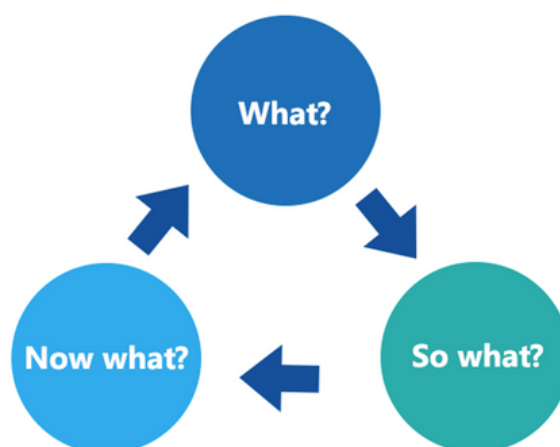

Fig. 1 *Rolfe Model of Reflection* (2024)

WHAT?

Reviewing my research and creating process, I am very impressed with my poor time management skills. During the early stage of primary research, I estimated recruiting interviewees would take about 2 weeks to get some of the event professionals to respond. As my goal is to get 5 event managers to interview, then I sent interview invitations to 50 selected event managers because according to my experience of primary research, a response rate of approximately 10% is expected. However, I found myself wrong after a week, because I only get one interview done. Although I have received the expected amount of replies from event managers, most of them indicate a lack of AI knowledge and would not be able to help with this interview. Hence, the creation of the article was largely delayed by a week due to the delay of the primary research process, because this article was created based on the findings of the primary research, so I can not start writing the article before the primary research been done.

Therefore, I started to evaluate my primary research stage in detail. On the first day of sending interview invitations, I spent a whole afternoon selecting interviewees, and checking their profiles on LinkedIn to see are they were event professionals. However, I checked my message the next day, and nobody responded, so I started doubting my research methodology and sampling strategy, and then I moved my attention to the interview invitation itself. As it's the interviewees' first impression of me as a researcher, I found that my initial invitation text (Fig. 2) is strongly informal and might be a bit rude, then I sought help from ChatGPT and librarian Nick to help me sound more professional and polite. After the adjustment (Fig. 3) to the invitation text, I can feel that the response rate is significantly increasing, and event managers respond to me with an appreciation of my project, even though they do not know much about AI in the event industry, they still shared me an article link that is relevant to my project.

Excuse me mate, I am a student from UCA and majoring Event and Promotions Management who is trying to make a trade magazine/article that targeting event industry practitioners as a final major project.
Would you mind to give me around 20 minutes for a short interview about AI in the event industry? If you are interested in this topic, please feel free to text me anytime, so we can do it online whenever you are convenient, and I would really appreciate it :)

Fig. 2 *Interview invitation before adjustment* (2024)

Interview invitation from Will

Dear Name

I am a student from UCA and studying Event and Promotions Management who aims to make a trade magazine/article that targets event industry practitioners as a final major project.

Would you mind giving me around 20 minutes for a short interview about AI in the event industry? It will surround 3 aspects, which are Advantages and Potential; Attitudes and Trends; Practical Application and Challenges of AI in the event industry.

If you are interested in talking about this topic, please feel free to text me anytime, so we can do it online whenever you are convenient on Zoom or Teams.

I would be most grateful if you could spare the time to help me with my project.

All best wishes
Will

Fig. 3 *Interview invitation after adjustment* (2024)

Next, I started to send interview invitations as much as I could because I had no idea how many per cent of event professionals were familiar with AI. Finally, the interview process ended up taking a month, which significantly delayed my progress. This delay posed a challenge as I had less time for my article and analysis, and there was less time to download the research process for research logs.

SO WHAT?

This experience and my above reflection remind me of the importance of the tone and words used in the email, which is not really an issue for local residents, but it could require some attention and training to meet the industrial standard for international students like me. As a Chinese student, the most widespread online communication method in China is direct message, whether in the workplace or daily life. However, sending direct messages is quite private in the UK so email is very common here, which is much more formal compared to the direct message.

The point is I just realised this issue after primary research, and I did not recognise this potential hazard before. By considering this issue as a whole, I think there is an illusion of I can edit the email appropriately because the tutor at the university is replying to me. However, I think that is because the tutor and lecturer at the university are obligated to help me as they are employed by the university, but everyone in the society like industry professionals is not obligated to help me, and it's their freedom to reply to me or not. Hence, I need to pay more attention to my tone and typography in the email, especially since I am asking for a favour from someone else.

SELF-REFLECTION
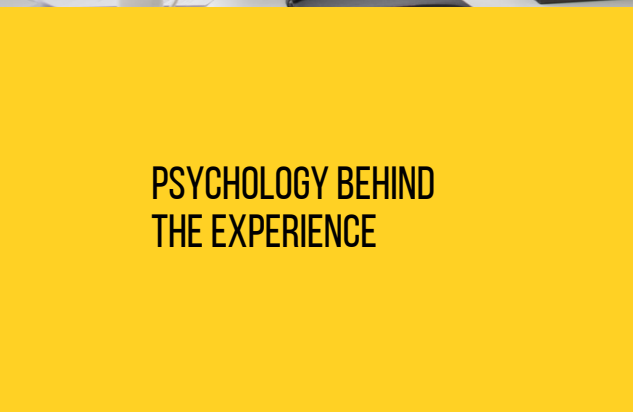
PSYCHOLOGY BEHIND
THE EXPERIENCE

💡 NOW WHAT?

Overall, one key aspect that emerged from this reflection is the importance of adapting my communication style to different cultural backgrounds. As an international student, I have gained invaluable insights into the differences in cross-cultural communication, particularly in my professional background.

To investigate the latest news and industry trends in the industry, primary research is inevitable, which means I might need to do more and even larger interviews or focus groups in my future career and academic development. Therefore, I am planning to use ChatGPT for every email I send in the future because the industry has clearly represented AI's ability and potential in marketing email and personalised client email, so AI is efficient and accessible enough as an assistant for daily email checker and proof-reader.

Moreover, it's also critical to pay more attention to my knowledge of an appropriate email that meets industry standards by analysing the marketing emails that other companies or platforms send me. The analysis not only includes the tone and formality of the emails but also the clarity and professionalism of the language.

On the other hand, time management should be the priority before the start of any research and work, as I published the LinkedIn article so late that I had no time to wait for the comments and feedback from the interviewed participants, so I can not include them as a part of critical reflection. As a solution to my poor time management skills, a timetable on my phone calendar is created which automatically sets up the alarm for the specific task that I broke down in the early stages, so this method will remind me of the completion of the task, and ensure the work to be done on time.

SUBSEQUENT ACTION

ILLUSTRATION LIST

Fig. 1 NursingAnswers (2024) *Rolfe Model of Reflection*. [Diagram] At:
https://nursinganswers.net/reflective-guides/rolfe-reflective-cycle.php (Accessed 17/04/2024).

Fig. 2 Tan, S. (2024) *Interview invitation before adjustment*. [Word document]
In possession of: the author: Epsom.

Fig. 3 Tan, S. (2024) *Interview invitation after adjustment*. [Word document]
In possession of: the author: Epsom.

Fig. 4 University of Cambridge (2019) *Gibb's Reflective Cycle*. [Diagram] At:
https://libguides.cam.ac.uk/reflectivepracticetoolkit/models (Accessed 17/04/2024).

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Rolfe, G., Freshwater, D. and Jasper, M. (2001) *Critical Reflection for Nursing and the Helping Professions: A User's Guide*. London: Palgrave Macmillan.

Gibbs, G. (1988) *Learning by Doing: A guide to teaching and learning methods*. Oxford: Further Education Unit, Oxford Brookes University.
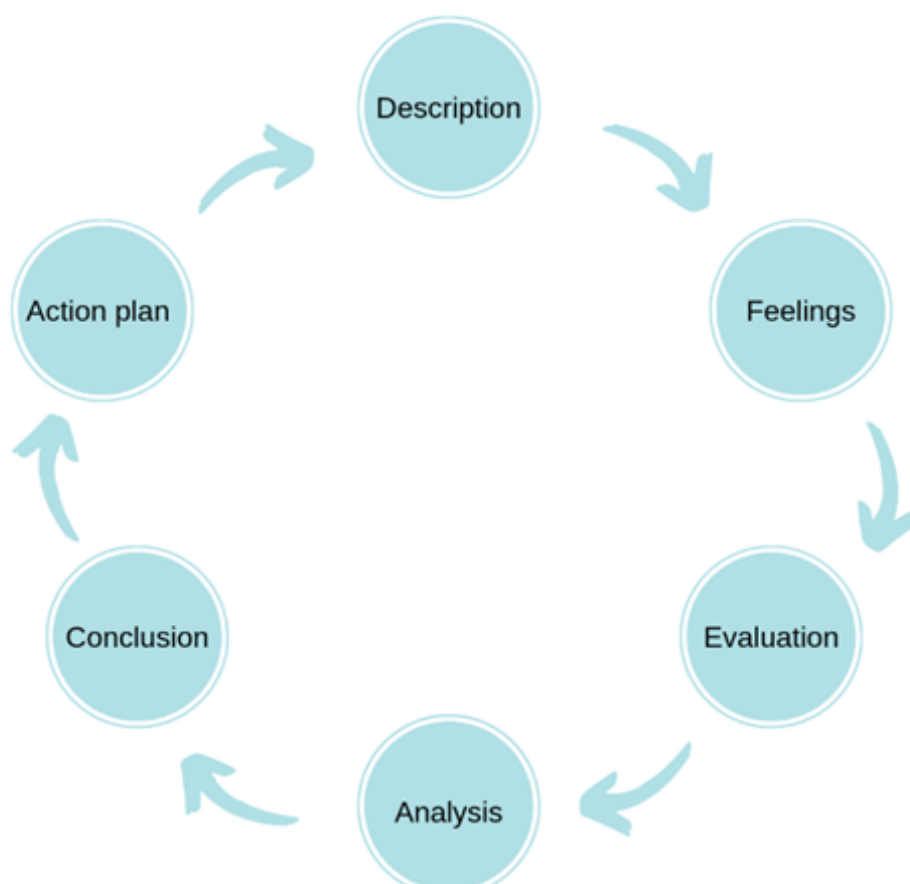
APPENDICES FOR CRITICAL REFLECTION

APPENDIX A

Gibbs's (1988) Reflective Cycle

Fig. 4 *Gibb's Reflective Cycle* (2019)