

# AI IS SET TO REVOLUTIONIZE BUSINESS EVENTS



Generative intelligence, a relatively new concept, produces personalized content using a conversational approach based on user queries. This emerging technology is being integrated into the management, solicitation, and convention-holding activities of business events.

Conversational robots are becoming increasingly common in the industry. Many conference travelers use this tool to prepare before reaching their destination. Previously, **they relied on search engines like Google, but now they are turning to more powerful tools such as ChatGPT or Gemini.**

These new technologies are designed to personalize user information by providing details about business events and dates and responding to simple queries, such as finding out about a specific speaker at a conference and the event's timing. They can be simply customized to meet individual needs.

Shortly, AI will enable real-time complete translation, allowing meeting participants to hear translations in their native language without needing an interpreter. This can be done using smartphones. AI is already being used to automate email writing in the business tourism industry. Furthermore, AI is being developed as a tool to assist in brainstorming. While it won't replace human intellect or emotion, it will help stimulate our brains to generate ideas and make previously impossible connections.

Experts point out that data collection will be more accessible. People can use a tool to download their Excel spreadsheets and request a dashboard, graphs, and observations on conference attendees and the most important sources of revenue generated by hosting the event. It's already impressive and will improve further.

It is also possible to personalize customer solicitation in the traveler's language. People can now create videos that show their faces and voices in multiple languages. Even if we expect people to speak French or English, making videos in German, Spanish, or Mandarin can be a great way to connect.

**Experts are confident that AI will not replace humans in business tourism and business events.** The main challenge will be to educate companies about the usefulness of these technologies and how to use them. It's important to understand that these tools can only do some things. Many organizations risk failure by seeing them only as cost-saving instruments. In reality, they don't replace people; they enhance their abilities and may change the nature of their work.

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