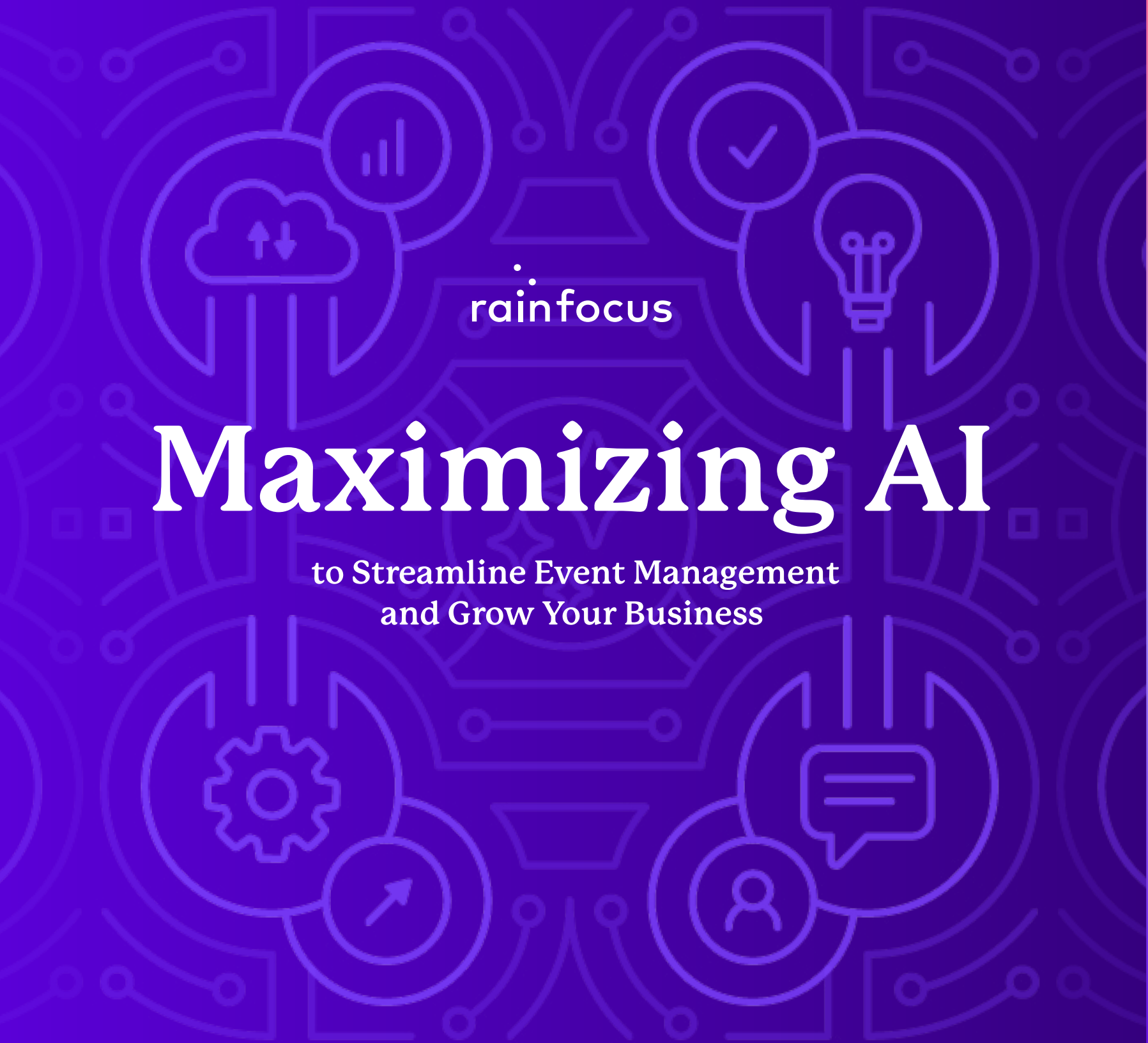




rainfocus

Maximizing AI

to Streamline Event Management
and Grow Your Business



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Introduction

AI, in all its forms, has made an impact across many industries over the past few years, and the events industry is no exception. With economic pressures and a need to keep pace with peers, increasing efficiency with these tools is a top priority.

Event teams are leveraging several different types of AI. Some have successfully explored using generative AI to source ideas for their events and enhance planning, although fully incorporating it throughout the attendee journey — especially for personalization — can be more challenging. AI is also helping with data analysis, task automation (e.g., transcription), and other processes to free up event team members to focus on more strategic tasks.

Meanwhile, agentic AI has made an impact with several high-profile use cases. AI agents act autonomously to predict future actions and tailor content, offers, and recommendations in real time. At large events in particular, agentic AI can help guide attendees and enable them to make the most of their time at sessions and beyond.

AI offers enormous potential. At the same time, many event teams are still constrained by limited budgets, technology gaps, and a need for more training as they embark on their AI deployment journeys.

At RainFocus INSIGHT 2025, marketing and industry thought leaders addressed the current state of AI for events and offered strategies for adoption. In this e-book, we'll explain best practices for leveraging AI to streamline event management and grow relationships.

"No customer is going through one single marketing campaign at a time. They are on a journey, whether they are considering a new purchase or looking to renew. So what you need is a single customer data profile to unify intent signals from traditional marketing channels and events."

Rishabh Dayal | Head of Solutions Consulting, B2B Industries, Adobe

CHAPTER 1

AI Meets EVENT DATA



1. AI Meets Event Data

With any type of AI, event leaders agree on one thing: AI will never replace the rich human interactions that happen at events. Additionally, human input is critical for instructing tools and feeding them relevant data points to get the best use out of them.

AI tools are known for their capabilities of recognizing patterns and summarizing information faster than any human. But they're only effective if the data they're trained on is complete and accurate.

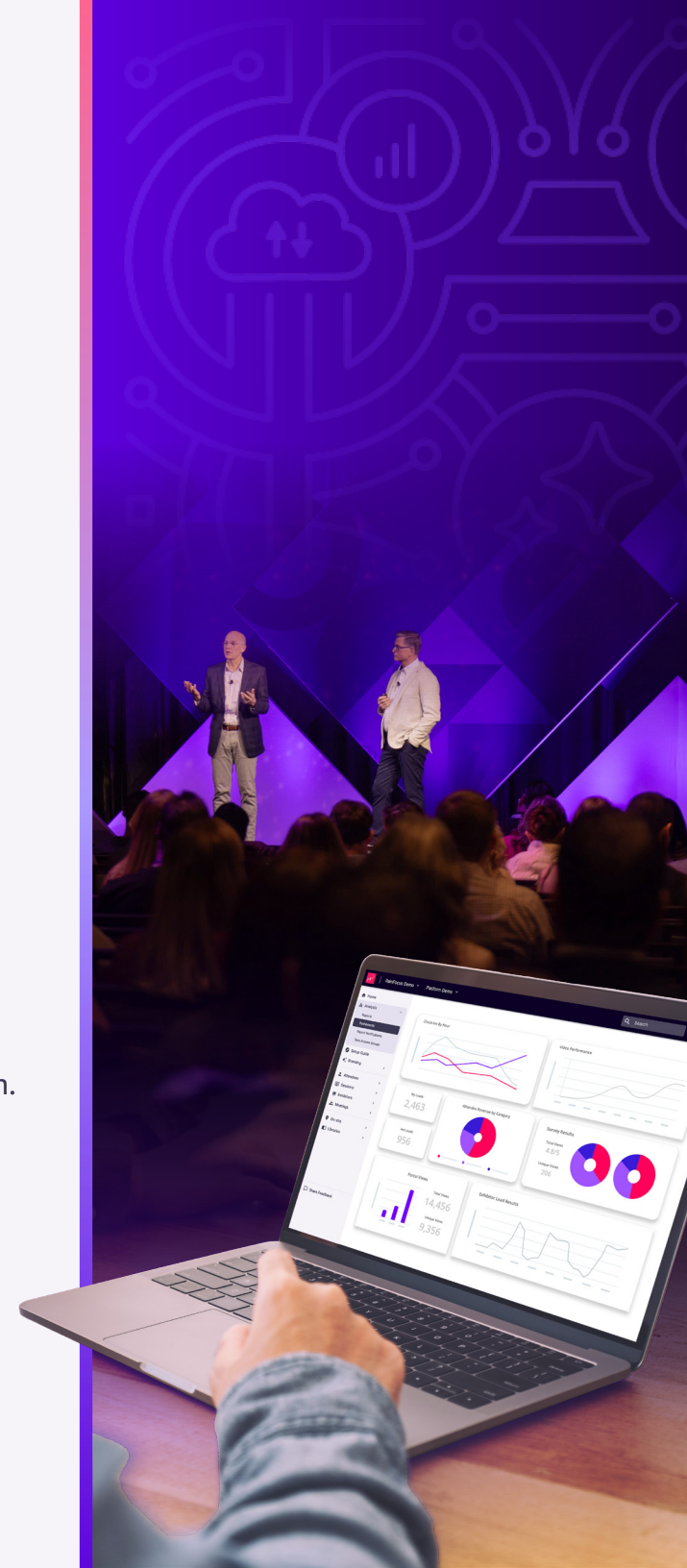
Events offer a tremendous amount of data that can be harnessed and used by AI. Everything from attendees' actions to session and sponsor details may be useful for event teams building AI into their workflows. Session recommendations, more effective follow-up emails, survey analysis, and many other possible applications can provide event attendees with improved experiences while increasing teams' efficiency.

When thinking about event data, remember that attendees' journeys often start long before the event itself. Whether your attendees are customers or prospects, they've likely interacted with your brand several times before registering for your event.

Those touchpoints are too valuable to be ignored. To maximize the power of AI, ensure training and inputs include unified events and marketing data. By integrating your event technology with your MAP and CRM, you can better leverage AI to tailor buyer journeys from start to finish.

Many organizations still use multiple technologies to host different events, thus creating data silos across their organization. This structure can make setup and maintenance of AI systems more complicated and time-consuming.

Using AI to personalize event experiences is significantly easier with a centralized global attendee profile. Consolidating every attendee touchpoint into a single profile enables your AI tools to construct relevant event experiences based on past behaviors. In order to create such a profile, you'll need a single, integrated event platform.



"I've found that the key to motivating attendees is recommending sessions to them based on their survey feedback and activity, while also giving them an opportunity to reach out to other folks at the event. We do everything we can to help them find people in their same industry who have the same problem or opportunity."

Rocky Citti | Sr. Marketing Technology Product Manager, Workday



CHAPTER 2

The Power of AI-DRIVEN Recommendations



2. The Power of AI-Driven Recommendations

Many organizations find it challenging to attract the right attendees to their events and then get them into the right sessions. Incorporating AI helps — and makes processes much easier to scale — by analyzing attendee behavior and making real-time recommendations. For example, machine learning models can help attendees find upcoming sessions similar to those they've already attended. These models rely on session and meeting attributes such as speaker, topic, industry, or product.

Though many event teams have yet to implement AI-powered recommendations, their work to guide attendees' experiences through other methods serves as a great starting point for training AI. Existing data points, such as registration information, survey responses, and meeting and session attendance, can all be used to train machine learning models. Of course, this is another reason that it's imperative to consolidate event data as much as possible.

AI's abilities to make smart recommendations extend beyond attendee support. It can also provide event professionals with strategic guidance. With the right data, it can identify where attendees disengage (e.g., during registration, session selection, or networking planning) and suggest ways to reengage them.

AI can even help you select the best rooms for sessions based on registration trends, ensuring that attendees won't be overcrowded or need to travel too far to get to the next relevant session.

"There is an intense focus on ROI and business outcomes right now that is driving us to look at quality over quantity. We don't want to just fill all the seats. We want to fill the right seats. We want to get the right attendees. We want to have the right engagement."



Christina Babbitts

Sales Director, Global Strategic Accounts
[LinkedIn](#)

Over time, all of these recommendations will dramatically increase attendee engagement. Furthermore, the data that these recommendations provide, including how often attendees follow the recommendations, serves as valuable insight into buyers' interests — resulting in more cross-sell and up-sell opportunities at events. In this way, it enhances reporting that demonstrates event ROI.

CHAPTER 3

AGENTIC AI

and the Full Spectrum of AI Possibilities



"There are a lot of ways AI can help us better our attendees' experiences, from convincing their bosses to let them attend the conference beforehand to building presentations afterward to present what they learned."

Sanya Khara | Senior Product Manager, Intuit

3. Agentic AI and the Full Spectrum of AI Possibilities

Recommendations are only the tip of the iceberg when it comes to AI’s potential for events. Beneath the surface, there are a variety of ways AI can streamline event management before, during, and after events. Below are just some of the areas where organizations can apply AI throughout the event lifecycle. Each use case was discussed by at least one of our speakers at INSIGHT 2025.

Pre-event	During the event	Post-event
• Venue sourcing • Pricing strategy • Event promotion • Email writing • Sponsor Q&A • Speaker Q&A • Room scheduling • Session ideation • Session recommendations • Slide deck creation • Registration analysis	• Pre-event survey analysis • Content planning • Content creation • Predictive analysis • Reporting • Data visualization	• Attendee Q&A • Attendee matchmaking • Session recommendations • Check-in analysis • Venue navigation • Session attendance analysis • Survey sentiment analysis • Room scheduling and changes • Day-of-event marketing • Reporting • Data visualization
		• Session and event summaries • Reporting • Data visualization • Survey sentiment analysis • Post-event communication • Event content remixing and reuse • Future event strategy brainstorming • On-demand session recommendations

Agentic AI is currently leading the way in rapid development. Numerous event teams at the world’s largest organizations are employing AI agents to answer attendees’ questions and help them take actions such as scheduling sessions or booking meetings. These agents anticipate attendees’ needs and solve problems for them in real time, greatly reducing the number of emails and other support requests that teams would otherwise receive from attendees.

“After about five to seven days of attending an event, we only retain about 20 percent of the information that we actually gathered. That’s a real challenge. I think AI is going to help us support attendees’ content retention so they can apply what they’ve learned within their organizations.”



Adam Parry
Co-Founder
Event Technology News

“The cool thing about our agents is the fact that they’re really driving people to take action. They centralize all of the event information that we’re providing our attendees, which can definitely be overwhelming otherwise, and give them one place to go to get answers and build their agendas.”

Senior Director
Strategic Events, CRM Provider



BUILDING BETTER RELATIONSHIPS

"AI is never going to replace relationships. It's going to make things faster. It's going to make us more efficient. It can even help guide some experiences, but relationships are never going to go away."

Kevin O'Rourke | EVP, Global Sales and Partnerships, RainFocus

4. Building Better Relationships

As discussed, integrations between event technologies and your marketing and sales technologies enhance AI models’ training. Equally importantly, they provide a way to seamlessly push AI-generated reports back to your revenue teams.

This exchange of data supercharges events’ ability to help the organization reach its revenue goals. AI-powered analysis of event attendee data and information on customers and prospects provides a deeper understanding of each group. With AI, teams can anticipate and direct customers to outcomes that align with your overall business goals, resulting in greater loyalty and higher engagement rates.

With any AI initiative, the convergence of AI and events is an evolving process that requires a human touch. While AI can streamline attendee management, it can’t replicate the authenticity of human connections that are central to events.

Often, those human connections are what influence event attendance. As AI becomes more of a presence in people’s daily lives, events become even more valuable for the real-life relationships that are built and strengthened on-site.

“Our biggest registration driver is our sales team. The majority of our registrations are driven through them or our customer care team. They are the ones that make sure our customers are happy and that they understand the solutions that they have.”



Nicola Kastner
CEO, Event Leaders Exchange

Whether your attendees primarily want to connect with existing contacts or meet new people, dedicated networking time is essential. AI can help facilitate connections and ensure attendees make the most of their networking time at events. It can suggest meetings with like-minded individuals or recommend networking activities. These recommendations become even more powerful when they incorporate past event data and other information on each attendee. Attendees might even be prompted to continue conversations started at other events, fostering deeper relationships with old and new contacts.



SUMMARY

AI — including agentic AI, generative AI, and beyond — can significantly enhance event management, decreasing workloads and increasing event professionals’ ability to personalize attendee experiences. However, event professionals are still needed to provide a human touch and teach AI what data is most relevant to their events. Bi-directional integrations with marketing and sales technologies are key to maximizing AI for events. Only then can AI reference past behaviors to drive engagement and provide comprehensive insights. With this data, events are optimized to offer a more engaging attendee experience, strengthen relationships, and ultimately help organizations close deals.

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to learn more about RainFocus and AI.



