

Whitepaper

The impact of AI on business events

Amsterdam Conference Centre
BEURS VAN BERLAGE



INTRODUCTION

Just like in many other industries, artificial intelligence (AI) has made its way into the world of business events. AI has transformed the way we work at the Beurs van Berlage, too. As our Operations Director Lydia Baloe puts it: “We embrace artificial intelligence as a powerful tool to transform the event experience. From AI-driven personalisation in communication to intelligent event planning and logistics—AI enables us to tailor events and enhance efficiency. By applying predictive analytics and machine learning, we can identify trends, gain deeper insights into visitor needs and optimise our services.”

In this whitepaper, we highlight the most popular AI applications in the events industry today. We explain how AI can be used to enhance engagement, improve visitor experiences, and increase the quality of event content. We also examine challenges such as privacy risks and provide practical tips and considerations to help you get started with AI in your event planning.

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PERSONALISED EXPERIENCES

In today's event industry, personalisation is no longer a luxury—it's an expectation. Attendees demand experiences that are relevant to their personal needs, as well as engaging. The introduction of AI into the events sector has significantly expanded the possibilities to meet these expectations. Offering tailored experiences is now easier than ever, enhancing visitors' engagement before, during and after events.

Dynamic event agendas

Creating an ideal schedule used to be a time-consuming process for attendees. AI can now simplify this, by analysing data on interests and preferences to suggest relevant sessions. This ensures that attendees don't miss key content and helps them get the most out of the event.

Tailored content

In addition to personalised scheduling, AI can provide customised content before, during and after events. This ranges from personalised welcome messages to curated educational materials, that align with attendees' interests and preferred language. Moreover, AI can dynamically adjust session content in real time, based on audience engagement data.

One of the AI-driven innovations we have implemented at the Beurs to offer tailor-made content, is real-time multilingual translation via a web based application. This allows us to offer seamless live translations in over 60 languages, making events more inclusive and accessible for international audiences. Attendees can access translations and transcriptions instantly using a simple QR-code, ensuring engagement and understanding regardless of language barriers.



Enhanced networking

AI also makes networking more effective. By combining professional profiles and areas of interest, AI can suggest meaningful connections, helping attendees engage with the right people. The possibilities in this area are vast. Imagine how AI-powered icebreaker games can facilitate interactions, making it easier than ever for attendees to make valuable new connections. Or what about facial recognition, enabling participants to easily reconnect with people they met during the event?

Virtual assistants

Personalised services are taken to the next level with AI-driven virtual assistants that answer questions, offer suggestions, or inspire deeper discussions. These virtual assistants continuously learn from interactions, making their contributions even more valuable at each subsequent event.

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DATA ANALYTICS AND BEHAVIOURAL INSIGHTS

One of the most influential applications of AI in the events industry is automated data analysis. AI allows event planners to analyse vast amounts of data in a fraction of the time, delivering valuable insights into attendee behaviour and preferences. This enables event organisers to fine-tune events to their audience, consistently improving overall satisfaction.

Real-time data analysis

AI-powered real-time data analysis utilises advanced algorithms to interpret large volumes of live data. Examples include monitoring interactions at specific booths or performing sentiment analysis through mobile apps. By analysing this information, organisers can gain dynamic insights and respond quickly to enhance the attendee experience. This allows for real-time adjustments such as modifying session durations, selecting more engaging speakers, or even adjusting catering options.

Attendee behaviour tracking

Tracking attendee behaviour helps event planners analyse what aspects of an event work well and what needs improvement. Sensors and AI-powered cameras for instance, can generate heatmaps showing where attendees spend the most time. These insights help organisers optimise venue layouts, regulate crowd flow and refine event structures for future editions.



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OPTIMISING EVENT LOGISTICS

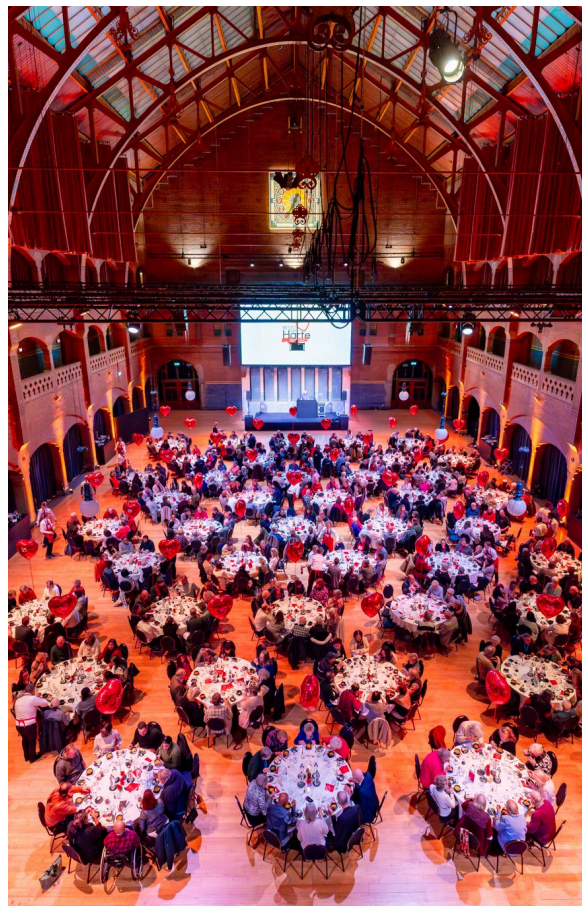
Poorly planned logistics can be disastrous, particularly for large-scale events. From insufficient seating capacity to long registration queues or even complete traffic congestion, logistical errors can severely impact an event's success. AI significantly reduces logistical complexity, making events more efficient, cost-effective and adaptable.

Smart venue management

Determining the ideal venue layout for the first edition of an event can be a complex task. The expertise of the venue's event manager plays a crucial role, as their in-depth knowledge of the space, crowd flow and logistical considerations ensures a seamless experience. AI enhances this process by analysing data from similar events and providing innovative layout solutions that organisers may not have initially considered. By combining the event manager's practical insights with AI-driven recommendations, organisers can create an optimised layout that maximises efficiency, attendee experience and overall event success.

Automated resource allocation

Planning errors in resource allocation can be costly. AI helps prevent this by using predictive algorithms to estimate how much staff, equipment or materials are needed at specific times and locations. This minimises over- or under-allocation and reduces operational costs.



Cost-efficient procurement

By integrating with CRM and ERP systems, AI provides valuable insights into supplier performance and procurement cost efficiency. This helps event planners make informed decisions on which suppliers to work with and how to optimise future interactions.

Optimised transport routes

For large events with international attendees and multiple suppliers, seamless transport coordination is crucial. AI can optimise transport logistics by calculating the best delivery and attendee travel routes, factoring in traffic, weather conditions and available transport options.

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AI IN EVENT MARKETING

Event marketing is always evolving, but the introduction of AI is now rapidly speeding up this process. Whereas event promotion once consisted of websites, email campaigns and print materials, AI now enables the creation of thriving communities around events, making marketing efforts more effective than ever.

Increased conversions through hyper-personalisation

AI-powered marketing campaigns are hyper-personalised, ensuring that marketing messages resonate deeply with the target audience. AI can create detailed attendee profiles, allowing for highly tailored content delivery. For example, AI-driven email campaigns can analyse previous interactions and determine the best time and message to send to each potential attendee, resulting in significantly higher conversion rates.



Automated content creation

Creating marketing content for business events is time-consuming and often takes a backseat to logistical planning. AI-powered tools like ChatGPT streamline the process by generating blog posts, newsletters and even video scripts. These tools use natural language processing (NLP) and machine learning to craft engaging, relevant content tailored to any specific event or audience.



Fostering engaged event communities

The benefits of AI-generated content extend beyond marketing. By automatically curating relevant content—such as keynote summaries, suggested networking contacts or relevant event photos—AI fosters long-term engagement within an event community. AI tools like Wordly can also generate live transcriptions and multilingual translations, making events more accessible and inclusive.

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TIPS AND RECOMMENDATIONS

Implementing AI for business events offers significant opportunities, but can also be complex. The rapid development of AI and the vast number of potential applications make it challenging for many event planners to know where to start. Which subject should be taken into consideration when starting to explore the possibilities of AI for your events?

1. Start small and scale up

Begin with manageable AI applications, such as chatbots for customer service or AI-driven session recommendation systems. Gathering insights from small implementations allows for gradual integration without excessive risk.

2. Be mindful of privacy risks

AI processes large volumes of personal data. Ensure that AI applications are secure and comply with privacy regulations, protecting attendee data at all times.

3. Choose reliable technology partners

Work with established AI technology providers to ensure quality and reliability. A strong technology partner can help select the right AI systems for your event and offer support for a smooth integration.

4. Test and evaluate

Experiment with different AI applications and evaluate their effectiveness through attendee feedback. AI evolves rapidly, so staying curious and informed about new possibilities is essential.

5. Prepare for challenges

AI implementation may come with obstacles such as technical difficulties, resistance to change, or higher initial costs. Anticipate these challenges and develop contingency plans to address them effectively.



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LOOKING AHEAD

The rapid developments in AI promise an exciting future for the event industry. Experts expect a growing integration of AI with the Internet of Things, which will add a new dimension to corporate events. With smart badges, sensors and connected displays for example, that continuously collect data at future events. And what about virtual information stands, that automatically show visitors the most relevant personalised information? With the evolution of AI, the possibilities for (predictive) data analysis will increase exponentially. An interesting prospect, that requires an open mind, creativity and a certain degree of caution. Technology will become increasingly advanced and offer even more possibilities to increase the interaction and satisfaction of participants.

At the Beurs van Berlage, we like to take a proactive stance when it comes to technological advancements. Operations director Lydia Baloe: "To fully capitalise on the opportunities that AI offers, we are currently establishing a multidisciplinary working group. This group, consisting of colleagues from various departments, will explore how AI can enhance our processes and how we can implement this technology in practice. Our goal is to implement AI efficiently, ensuring we keep delivering the highest levels of quality and efficiency, meanwhile positioning the Beurs van Berlage as the innovative and future-focused event venue that we are."



ABOUT THE BEURS VAN BERLAGE

The Beurs van Berlage is a worldwide known premier-class venue for conferences, events and exhibitions. The building is a national monument located in the historic centre of Amsterdam, with a total area of 16,000m². The monumental setting of the building has a unique appearance and can be transformed into a setting that is suitable for that specific event.

High quality and service, an impressive atmosphere and excellent facilities define the Beurs van Berlage. As a full service venue, we aim to leave you completely unburdened. We take on any question or needs you may have, varying from hotel services to state of the art AV-solutions and from tailor made catering solutions to event management advice. Our permanent professional partners offer tailor-made proposals regarding catering and audiovisual support.

At the Beurs van Berlage you can choose from various historic rooms that will undoubtedly inspire you and your guests. An unforgettable, high-class experience is central at all times. Are you looking for a location for your business meeting in the heart of Amsterdam? We have a selection of rooms that can be used in different ways, with physical space for up to 1,300 guests. Whether it concerns a staff- or shareholders meeting, charity gala, branche event or product presentation – at the Beurs van Berlage you will take your event to the highest possible level.

For more information please visit our website or contact us.

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