

The Transformative Role of Artificial Intelligence in the Event Management Industry

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Abstract - This opinion paper explores the burgeoning influence of Artificial Intelligence (AI) within the event management industry. AI has emerged as a powerful tool, offering innovative solutions for event planning, execution, and attendee engagement. This paper provides a comprehensive overview of AI's role in event management, discussing its applications, benefits, and potential drawbacks based on contemporary researches and publications. By analysing six (6) current trends and four (4) critical reception of AI in the event industry, we aim to shed light on its transformative potential and its implications for the future of event management. At the end of the paper, the researchers provide recommendations on how to navigate the obstacles in implementing AI technology in event management. This paper is critical in its role to ignite discussions regarding AI implementation in event industry as there are currently very few academic writings on this topic.

Keywords - *artificial intelligence (AI), attendee engagement, data-driven decision-making, event management, ethical concerns, personalization*

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I. Background of the Study

The event management industry has experienced substantial growth in recent years, driven by the increasing demand for well-organized and engaging events across various sectors. Traditional event planning often involves time-consuming tasks, resource allocation challenges, and human errors that can negatively impact the overall experience. Artificial Intelligence has emerged as a disruptive force in the industry, offering the potential to streamline processes, enhance personalization, and optimize resource allocation. In recent years, the event management industry has witnessed a significant transformation due to the burgeoning influence of Artificial Intelligence (AI). AI, with its remarkable capabilities, has emerged as a powerful and indispensable tool, introducing innovative solutions that revolutionize the entire event planning and execution process, as well as enhancing attendee engagement.

This paper embarks on a comprehensive exploration of AI's multifaceted role within the event management sector. It delves into the diverse applications of AI in this context, spanning from data-driven decision-making to personalized attendee experiences. By harnessing the capabilities of AI, event planners can now make informed choices based on historical data, analyse attendee preferences, and anticipate market trends, thereby optimizing budgets and maximizing event return on investment.

Furthermore, AI-driven recommendation systems enable the personalization of event experiences, suggesting tailored sessions, networking opportunities, and exhibitors to attendees. The integration of chatbots and virtual assistants, powered by AI, has also redefined communication and engagement at events, facilitating real-time support and enhancing the overall attendee experience. However, amid this transformative wave, there are valid concerns voiced by critics. Issues such as data privacy, the potential erosion of the human touch in event planning, technical challenges, and questions regarding system reliability and accountability must be carefully considered and addressed.

By analysing current trends and critical perspectives on AI's integration into the event management industry, this paper seeks to provide insight into its transformative potential. AI's continued evolution is poised to shape the future of event management, offering both exciting opportunities and challenges that the industry must navigate to ensure events remain dynamic, engaging, and successful in meeting the evolving needs of organizers and attendees alike.

II. Introduction

Artificial Intelligence (AI) stands at the forefront of technological innovation, fundamentally transforming various sectors across industries, with event management being no exception. As most of event management companies in Malaysia are defined as SMEs, this is also a major factor for their innovation ambidexterity (Rosly, Ngah & Lajin, 2023). This paradigm shift is a result of AI's remarkable capabilities, which encompass machine learning, natural language processing, and predictive analytics (Mikalef & Gupta, 2021) as well as digital transformation (Sixin & Salmi, 2023). These technologies collectively empower AI systems to revolutionize event management in unprecedented ways. At its core, AI possesses the exceptional ability to process vast amounts of data swiftly and efficiently. This data can encompass historical event data, attendee preferences, market trends, and a plethora of other crucial information (Neuhofer, Magnus, & Celuch, 2021). Armed with this wealth of data, AI-driven event management can navigate the complex landscape of organizing and executing successful events with unparalleled precision.

One of the primary strengths of AI is its proficiency in automating routine and time-consuming tasks that once burdened event planners. This automation liberates human resources from mundane activities, allowing them to focus on more strategic and creative aspects of event planning (Ergen, 2021). As a result, event planners can allocate their time and expertise more efficiently, ensuring that the event's conceptualization, organization, and execution align with the overarching objectives and desired outcomes. Furthermore, AI's data-driven decision-making capabilities have become invaluable to event planners. Through advanced algorithms and analytics, AI can make real-time recommendations and predictions, aiding in optimizing budgets, forecasting attendance, and tailoring event experiences to the unique preferences of attendees (Revilla, Moure, & Einsle, 2023). This level of personalization enhances attendee satisfaction and engagement, thereby elevating the overall quality of events.

However, it is important to note that the integration of AI into event management is not without its critics. Concerns about data privacy, the potential loss of the human touch in event planning, technical challenges, and issues related to system reliability and accountability are raised by skeptics (Ergen, 2021; Mikalef et. al, 2021; Neuhofer et. al, 2021; Revilla et. al, 2023). Addressing these concerns and striking a balance between leveraging AI's potential and addressing its limitations will be crucial as the event management industry continues to evolve in an era of rapid technological advancement.

III. Benefits of AI in Event Management Industry

The integration of Artificial Intelligence (AI) into event management offers a multitude of benefits. AI enables data-driven decision-making, allowing event planners to harness historical data, analyze attendee preferences, and forecast trends to make informed choices. Attendees benefit from highly personalized experiences, as AI-driven recommendation systems tailor event content, sessions, and networking opportunities to individual preferences. Chatbots and virtual assistants ensure seamless communication and support throughout the event, enhancing attendee engagement. AI assists in curating event content, identifying trending topics and relevant speakers, while optimizing marketing strategies increases audience engagement and attendance. Additionally, resource allocation becomes more efficient, leading to cost savings and operational excellence, ultimately resulting in more successful and rewarding events.

Data-Driven Decision-Making

Artificial Intelligence (AI) has become a game-changer for event planners, providing them with the tools and insights needed to make informed decisions that can significantly impact the success of their events. Through the analysis of historical data, attendee preferences, and market trends, AI empowers event planners with a deep understanding of their audience and the prevailing industry landscape. Historical data, such as past event

performance metrics and attendee behavior, serves as a treasure trove of information that AI systems can mine. By examining this data, AI can identify patterns, trends, and correlations that might not be apparent to human planners (Haleem, Javaid, Qadri, Singh, & Suman, 2022). This historical analysis informs event planners about what has worked well in the past, enabling them to replicate successful strategies and avoid repeating past mistakes.

Attendee preferences play a pivotal role in shaping event experiences, and AI excels at personalizing these experiences. Through the collection and analysis of attendee data, including their past interactions with events and their stated preferences, AI systems can recommend sessions, networking opportunities, and exhibitors tailored to each attendee's interests (Mehmood, Moser, & Ronald, 2020). This level of personalization not only enhances attendee satisfaction but also increases engagement and participation.

Predictive analytics, a subset of AI, takes data analysis a step further by forecasting future trends and outcomes (Zulaikha, Mohamed, Kurniawati, Rusgianto, & Rusmita, 2021). In the context of event management, predictive analytics can estimate attendance numbers, helping planners anticipate resource needs, venue requirements, and logistical challenges. This capability is instrumental in optimizing budgets and resource allocation, ensuring that resources are allocated where they will have the most significant impact. Moreover, predictive analytics can aid in improving the return on investment (ROI) for events (Haleem et. al, 2022). By identifying factors that contribute to event success and failure, event planners can make data-driven decisions that maximize ROI. For example, if historical data shows that certain types of content or networking opportunities lead to higher attendee satisfaction and retention, planners can allocate more resources to those areas.

Personalized Attendee Experiences

AI-driven recommendation systems represent a transformative aspect of event management by offering a highly personalized experience for attendees. These systems leverage advanced algorithms and data analysis to tailor event components to individual preferences, ultimately leading to enhanced attendee satisfaction and engagement (Causin & Scamacca, 2021). One of the key ways AI-driven recommendation systems achieve this is through session recommendations. By analyzing attendee profiles, past session attendance, and stated interests, AI can suggest relevant sessions that align with each attendee's professional or personal objectives (Causin et.al, 2021). For example, if an attendee has a history of attending marketing-related sessions and has expressed interest in digital marketing, the recommendation system might suggest sessions on the latest digital marketing trends or tools. This ensures that attendees receive content that is directly relevant to their needs and interests, making their event experience more valuable and rewarding.

Networking opportunities are another critical area where AI recommendations shine. Event organizers often struggle to facilitate meaningful connections among attendees in a vast sea of participants. AI can help bridge this gap by identifying potential networking matches based on attendees' profiles, backgrounds, and objectives (Biaett & Richards, 2020). This not only encourages networking but also ensures that connections are more likely to be productive and mutually beneficial. Exhibitor recommendations complete the trifecta of personalization. By examining attendee preferences and objectives, AI can suggest exhibitors whose products or services align with their needs. For instance, an attendee interested in sustainability might be directed toward exhibitors showcasing eco-friendly products or services, enhancing the chances of finding relevant solutions.

Chatbots and Virtual Assistants

Chatbots and virtual assistants, fueled by Artificial Intelligence (AI), have emerged as indispensable tools in the event management industry, fundamentally enhancing attendee engagement by providing seamless and efficient communication channels throughout the event lifecycle. These AI-powered systems serve as round-the-clock support, catering to attendee needs before, during, and after events. Prior to an event, chatbots can be programmed to handle a myriad of tasks, from assisting with registration and providing event details to answering frequently asked questions (Wang, Li, Fu, & Jin, 2023). This proactive approach not only eases the attendee's journey but also reduces the workload on event organizers, freeing up their time for more strategic planning.

During events, chatbots and virtual assistants offer real-time support, instantly addressing attendee queries and concerns. Whether it's helping with directions, providing session schedules, or resolving technical issues, these AI-driven tools deliver prompt and accurate responses, ensuring that attendees have a seamless and frustration-free experience (Keiper, 2023). This real-time assistance not only enhances attendee satisfaction but also fosters a positive perception of the event and its organizers. Furthermore, these AI systems continue to serve attendees' needs even after the event concludes. They can distribute post-event surveys, collect feedback, and provide information on upcoming events or resources, nurturing attendee relationships and maintaining engagement beyond the event itself.

The efficiency and convenience offered by AI-driven chatbots and virtual assistants contribute significantly to improved overall attendee engagement. Attendees feel supported and well-informed throughout their event journey, making them more likely to actively participate in sessions, network with peers, and return for future events (Dragin-Jensen, et al., 2022). In essence, AI-powered communication tools have become a cornerstone of modern event management, optimizing attendee experiences and bolstering event success. As AI technology

continues to advance, the potential for even more sophisticated and personalized interactions with attendees remains on the horizon, promising further improvements in overall attendee engagement.

Event Content Curation

Artificial Intelligence (AI) algorithms have ushered in a new era of event content curation, offering event organizers powerful tools to create agendas that resonate with attendee interests and industry trends. By leveraging these algorithms, event planners can meticulously curate content that ensures the event remains relevant, engaging, and aligned with the evolving needs of attendees.

One of the primary functions of AI algorithms in content curation is the identification of trending topics. By analyzing data from various sources, including social media, industry publications, and attendee feedback, AI can pinpoint emerging trends and themes within a particular field or niche (Martín, Sánchez, Lanza, & Sotres, 2023). This enables event organizers to feature topics that are not only timely but also likely to capture attendees' attention and drive meaningful discussions. Moreover, AI algorithms excel at identifying relevant speakers who can lend expertise and authority to event sessions. By analyzing the qualifications, speaking history, and audience reception of potential speakers, AI can recommend individuals who align with the event's objectives and audience expectations. This ensures that attendees are exposed to knowledgeable and influential voices within their areas of interest.

AI's capacity to analyze data extends to session formats as well. Event planners can utilize AI algorithms to determine which session formats—such as panels, workshops, or keynote presentations—work best for particular topics or audience segments (Neuhofer et. al, 2021). This data-driven approach enhances the diversity of session formats, catering to different learning preferences and keeping attendees engaged throughout the event.

Overall, AI-driven content curation empowers event organizers to create agendas that are not only informed by data but also highly attuned to attendee interests. This, in turn, fosters attendee satisfaction, engagement, and retention. As AI algorithms continue to evolve and refine their content curation capabilities, the future of event planning promises even more personalized and compelling event agendas that drive success and provide lasting value to attendees and organizers alike.

Marketing and Promotion

Artificial Intelligence (AI) is a game-changer when it comes to audience targeting in event marketing. It revolutionizes the way event organizers identify, reach, and engage with their target audience by leveraging data analysis, optimizing marketing strategies, and ultimately improving the conversion rate of potential attendees (Haleem et. al, 2022).

Firstly, AI excels at data analysis. It can process vast amounts of data from various sources, including social media, past event databases, and web analytics. By analyzing this data, AI can generate deep insights into attendee demographics, preferences, behaviors, and even sentiment analysis from social media chatter (Mehmood et. al, 2020). This wealth of information enables event planners to create detailed audience personas, understanding who their ideal attendees are and what motivates them. Once these personas are established, AI plays a pivotal role in optimizing marketing strategies. It can segment the audience into different groups based on their characteristics and interests, allowing for highly targeted and personalized marketing campaigns. AI-driven marketing tools can recommend the most effective channels, messaging, and content formats to reach each segment, ensuring that promotional efforts resonate with the right people at the right time (Verma, Sharma, Deb, & Maitra, 2021).

Furthermore, AI enhances the efficiency of marketing campaigns by automating routine tasks, such as email outreach, social media posting, and ad placement. This frees up marketing teams to focus on strategy and creativity, rather than repetitive administrative tasks. Ultimately, AI's impact is most evident in the improved conversion rate of potential attendees. With precisely targeted marketing and personalized messaging, the likelihood of attracting individuals who are genuinely interested in the event increases significantly. Attendees are more likely to register, engage with event content, and convert into paying participants. This not only boosts event attendance but also enhances the overall return on investment (ROI) for event marketing efforts.

Resource Optimization

Artificial Intelligence (AI) plays a pivotal role in revolutionizing resource allocation within the event management industry, offering significant cost savings and operational efficiencies. This transformative impact is particularly evident in three key areas: venue selection, staff scheduling, and equipment logistics.

Venue Selection: AI utilizes data analytics to assess a multitude of factors influencing venue selection. These factors can include historical event data, attendee demographics, transportation accessibility, and local accommodation options. By analyzing these variables, AI can recommend venues that align perfectly with the event's requirements and budget constraints. This data-driven approach ensures that event planners make informed decisions, resulting in optimal venue choices that not only meet logistical needs but also enhance the overall event experience (Domhnall, McLoughlin, & Maguire, 2023).

Staff Scheduling: Efficiently managing staff schedules is a complex task, often influenced by numerous variables such as skill sets, availability, and workload. AI-driven systems can process this information swiftly, creating optimized schedules that minimize conflicts, reduce overtime costs, and ensure that the right personnel are deployed at the right times (Zirar, Imran, & Islam, 2023). This not only boosts operational efficiency but also enhances staff morale by eliminating scheduling-related stress.

Equipment Logistics: The proper logistics and allocation of equipment, such as audio-visual gear, signage, and seating arrangements, are essential to a seamless event. AI can analyze historical data to predict equipment needs based on the type and size of the event (Ergen, 2021). It can also track equipment inventory and facilitate real-time adjustments as needed, preventing shortages or excesses that can lead to inefficiencies and added expenses.

By leveraging AI in these resource allocation areas, event planners can achieve cost savings, streamline operations, and ultimately optimize their event management processes. These efficiencies free up valuable time and resources that can be reinvested in other critical aspects of event planning and execution, ultimately leading to more successful and profitable events. As AI technology continues to advance, its role in resource allocation within the event management industry is poised to become increasingly indispensable.

IV. Critics of AI in Event Management Industry

While the integration of Artificial Intelligence (AI) in event management brings forth numerous advantages, it also faces criticism on several fronts. Privacy concerns arise as AI systems process vast amounts of attendee data, raising worries about data security and potential breaches. Critics argue that the human touch in event planning may be compromised as AI-driven automation replaces personal interactions, potentially affecting the emotional and interpersonal aspects of events. Technical challenges and the need for substantial financial investments for AI implementation pose barriers, limiting accessibility for smaller event organizers. Moreover, concerns about system reliability and accountability loom large, particularly in scenarios where AI glitches or errors could have significant consequences for event outcomes, leaving critics cautious about AI's unchecked expansion in the industry.

Privacy Concerns

Critics' concerns regarding the extensive use of AI in events center around the potential for data privacy breaches and invasive attendee tracking, highlighting profound ethical considerations that cannot be overlooked. As AI systems gather and process vast amounts of attendee data, there is a heightened risk of unauthorized access, data leaks, or misuse of personal information (Pandit, 2023). These concerns are particularly pertinent in the context of events, where sensitive data, such as attendee names, contact details, and even payment information, is often collected and stored.

Invasive attendee tracking is another contentious issue (Neuhofer et. al, 2021). While AI can enhance attendee experiences through personalized recommendations and communication, it also has the capacity to track attendee movements, interactions, and preferences throughout an event. This level of surveillance can lead to a sense of intrusion and discomfort among attendees who may feel their every move is being monitored. Critics argue that such tracking can infringe upon individuals' rights to privacy and autonomy, creating an atmosphere of surveillance and mistrust (Fontes, Hohma, Corrigan, & Lütge, 2022).

Furthermore, the ethical concerns extend to how event organizers handle and use the data collected. If attendee data is not adequately protected, it may fall into the wrong hands, potentially leading to identity theft, scams, or other malicious activities. Event organizers must be transparent about data collection, storage, and usage practices, and attendees should have the option to opt out or control the extent to which their data is utilized.

Human Touch vs. Automation

The argument that the integration of Artificial Intelligence (AI) may compromise the human touch in event planning revolves around the concern that as AI takes on more roles in event management, the emotional and interpersonal aspects of events could be diminished. Traditionally, events have thrived on the personal connections, empathy, and human interaction that event planners and organizers bring to the table. These human elements have been instrumental in creating memorable and meaningful event experiences.

Critics worry that as AI automates various tasks such as attendee engagement, data analysis, and content curation, the personal touch that event planners provide may be diluted (Saini & Bhalla, 2022). For instance, AI-driven chatbots and virtual assistants can efficiently handle attendee inquiries, but they may lack the empathy and understanding that human agents can provide, potentially leading to a less personalized and engaging experience for attendees.

Moreover, AI's data-driven decision-making can inadvertently prioritize efficiency and metrics over the emotional resonance of an event (Zirar et. al, 2023). In the pursuit of optimizing budgets and resource allocation,

the human dimension, which often involves intuitive decision-making and emotional intelligence, may be overlooked.

The essence of events lies in the human connections, the genuine interactions, and the emotional experiences that attendees and participants share. Critics argue that excessive reliance on AI could reduce these events to mechanistic, transactional experiences, eroding the authentic and emotional aspects that make events truly memorable (Saini et. al, 2022).

Technical Challenges

The implementation of Artificial Intelligence (AI) in event management, while promising, poses significant technical challenges and financial barriers that can hinder smaller event organizers from harnessing its potential. Firstly, AI implementation demands a robust technical infrastructure. Event organizers need to invest in not only the AI software and tools themselves but also the hardware and IT infrastructure required to support them effectively (Hradecky, Kennell, Cai, & Davidson, 2022). This includes high-performance servers, data storage solutions, and the integration of AI systems with existing event management platforms. Smaller event organizers, often operating on tighter budgets and with limited technical expertise, may struggle to meet these infrastructure requirements.

Additionally, AI deployment involves complex software development and customization. Tailoring AI systems to specific event needs and objectives can be technically challenging and may require specialized skills, which smaller organizations may lack in-house. This can result in a dependency on third-party vendors, incurring additional costs. The cost factor is another significant hurdle. Developing, implementing, and maintaining AI solutions can be financially intensive (Zahn, Feuerriegel, & Kuehl, 2022). Smaller event organizers with limited budgets may find it challenging to allocate resources for AI initiatives when they have other pressing financial priorities, such as venue costs, marketing, or staff salaries. Moreover, AI often entails ongoing expenses for updates, maintenance, and training. Smaller organizers may struggle to sustain these financial commitments over the long term.

Reliability and Accountability

The growing reliance on Artificial Intelligence (AI) for critical event functions has indeed raised significant concerns about system reliability and accountability, particularly in the event of technical failures or errors. While AI offers substantial benefits, it is not immune to glitches or unforeseen issues, which can have far-reaching consequences in the context of event management.

One of the primary concerns centres around system reliability. AI systems are intricate, often comprising various algorithms and complex data processing mechanisms (Hong, et al., 2023). Any malfunction, software bug, or hardware failure can disrupt critical event operations, potentially causing chaos and inconvenience for both event organizers and attendees. For example, a failure in an AI-driven registration system might lead to long lines and delays, adversely affecting the attendee experience.

Accountability is another pressing issue. When technical failures or errors occur, it can be challenging to pinpoint responsibility. Was the error due to a flaw in the AI algorithm, a problem with the hardware infrastructure, or a configuration issue during implementation? Determining accountability can be complex, and in some cases, it may lead to disputes between event organizers, AI providers, and technology vendors (Hohma, Boch, Trauth, & Lütge, 2023). Additionally, the consequences of AI failures can extend beyond mere inconvenience. They may result in reputational damage, financial losses, or legal implications for event organizers. Attendees may question the reliability and security of future events that rely heavily on AI, potentially leading to decreased trust in the industry.

V. Recommendations

Addressing the complex issues related to AI in event management, including privacy concerns, maintaining the human touch, overcoming technical challenges, and ensuring reliability and accountability, requires a multifaceted approach. Here are some recommendations:

Data Privacy and Security:

- a) **Transparency and Consent:** Be transparent with attendees about data collection and usage. Obtain explicit consent for data processing and clearly communicate how attendee information will be used.
- b) **Data Encryption:** Implement robust data encryption protocols to protect attendee data from unauthorized access or breaches.
- c) **Compliance:** Ensure compliance with data protection regulations, such as GDPR, and regularly audit data-handling practices to maintain data privacy standards.

Balancing Automation and the Human Touch:

- a) Hybrid Approach: Strike a balance between automation and human involvement. Use AI to enhance efficiency in tasks like data analysis and attendee support, but preserve human involvement in critical areas requiring empathy and creativity.
- b) Training and Upskilling: Invest in training and upskilling event staff to work alongside AI systems effectively, emphasizing the importance of human interaction and emotional intelligence.

Overcoming Technical Challenges:

- a) Vendor Selection: Carefully evaluate AI technology providers, ensuring they offer user-friendly solutions, robust technical support, and scalability tailored to your event's needs.
- b) Pilot Testing: Before full-scale implementation, conduct pilot tests to identify and address technical challenges, fine-tuning AI systems to perform optimally.
- c) Collaboration: Collaborate with IT professionals or third-party experts to address technical hurdles and ensure a seamless integration of AI systems.

Ensuring Reliability and Accountability:

- a) Testing and Quality Assurance: Rigorously test AI systems under various conditions to identify vulnerabilities and ensure reliability. Implement a comprehensive quality assurance process.
- b) Backup and Contingency Plans: Develop contingency plans that include manual fallback procedures in case of AI system failures. Ensure redundancy for critical functions.
- c) Clear Service-Level Agreements (SLAs): Establish clear SLAs with AI technology providers, defining responsibilities and accountability in the event of technical issues or failures.

Continuous Monitoring and Improvement:

- a) Feedback Mechanisms: Encourage attendees to provide feedback on their experiences, including their interactions with AI systems. Use this feedback to make improvements and address concerns.
- b) Regular Updates: Stay current with AI advancements and regularly update AI systems to incorporate security patches, improve functionality, and adapt to changing needs.

Ethics and Compliance:

- a) Ethics Committee: Establish an ethics committee to oversee AI implementation, ensuring adherence to ethical guidelines and principles.
- b) Legal Consultation: Seek legal advice to navigate the legal and ethical aspects of AI, particularly concerning data privacy and attendee rights.

By following these recommendations, event organizers can harness the potential of AI while mitigating risks and concerns, ultimately providing attendees with safe, engaging, and meaningful event experiences.

VI. Conclusion

Artificial Intelligence has undoubtedly transformed the event management industry by offering innovative solutions for data-driven decision-making, personalized experiences, and efficient resource allocation. While critics raise valid concerns about privacy, human interaction, and technical challenges, the benefits of AI in event management are undeniable. The industry must strike a balance between leveraging AI's capabilities and addressing its limitations to ensure that events continue to evolve and meet the changing needs of attendees and organizers. As AI technologies continue to advance, their role in the event management industry is poised to expand, creating new opportunities and challenges for the industry.

The exploration of AI applications in the event industry is an increasingly crucial area of study for several reasons. Firstly, the event industry is a significant global economic driver, with events of all sizes and types taking place around the world. Harnessing AI's potential within this industry can lead to substantial improvements in event planning, execution, and attendee engagement.

Secondly, AI's impact on the event industry extends beyond operational efficiencies; it influences attendee experiences and shapes the future of event marketing. Understanding how AI can enhance personalization, content curation, and marketing strategies is essential for event organizers seeking to remain competitive and relevant in a rapidly evolving landscape.

Thirdly, the ethical and privacy concerns associated with AI in events, as well as the potential erosion of the human touch, demand careful examination. Research in this area can provide valuable insights into how to strike a balance between technological advancement and preserving the essence of events.

Lastly, the lack of comprehensive studies on AI in the event industry presents an opportunity for researchers to contribute to the growing body of knowledge in this field. By conducting rigorous research and generating

data-driven insights, scholars can help event professionals make informed decisions about AI adoption and implementation.

In summary, exploring AI applications in the event industry is essential due to its potential to transform the industry, the ethical considerations it raises, and the current lack of comprehensive research in this area. By addressing these issues, researchers can contribute to the advancement of both the event management field and the broader understanding of AI's impact on various sectors. AI is not a replacement for human creativity and empathy in event planning, but rather a powerful tool that, when used thoughtfully, can enhance the overall event experience and drive success in the increasingly competitive field of event management. As the industry adapts to the evolving landscape of technology, it is essential to consider the ethical and practical implications of AI while harnessing its potential for the benefit of all stakeholders involved in event planning and execution.

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