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## Topics

### **From Scenarios to Strategies: Crafting Event Success with AI**

AI is rapidly advancing and making a significant impact on businesses and society. Despite this potential, the events industry has been slow to embrace AI due to various challenges, such as the sheer number of available AI tools, limited staff, and the demanding nature of the profession. It's time to go from theory to action. This learning lab will demonstrate the best-in-class tools (many at low or no cost) specifically tailored to empower event professionals to enhance all aspects of their event organization, data analysis, contracting, conference planning, marketing, and more. Attendees will work with sample event data and documents, facilitating immediate hands-on learning. The final exercise will be a team-based competition, a collaborative challenge to test the various tools.

#### **Learner Outcomes:**

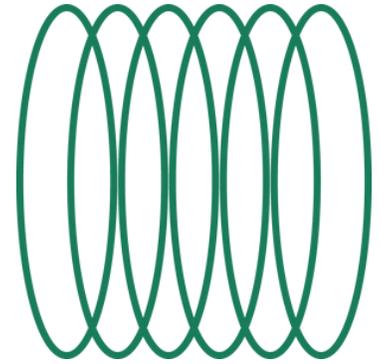
- Gain practical knowledge and hands-on experience with publicly available AI tools, including event-specific toolsets enabling you to seamlessly integrate AI into your event planning, operations, marketing, and analytics.
- Equip yourself with actionable insights and skills to build better queries, optimize your prompts, and achieve better results to increase the value of AI tools.
- Put theory into practice through a moderated exercise and collaborate with your fellow event professionals to brainstorm ideas for practical AI applications in critical areas of event planning and execution.

### **Cash In, Cut Costs: Winning Revenue Tactics for Your EXPO and Sponsorship Programs**

Unlock secrets to boosting your EXPO's financial success with our session, "Cash In, Cut Costs: Winning Revenue Tactics for Your EXPO and Sponsorship Programs." Discover innovative ideas to enhance sponsorship revenue, practical methods to cut costs without sacrificing quality, and gain access to a powerful cheat sheet packed with actionable tips you can implement immediately and over the long term. Elevate your event's profitability and efficiency—don't miss this opportunity to take your EXPO and sponsorship program to new heights and increase financial performance!

#### **Learner Outcomes:**

- Identify key strategies to enhance sponsorship revenue and boost the overall financial performance of your EXPO
- Immediately equip you with effective cost-reduction techniques that maintain or improve the quality of the show experience.
- Utilize a practical cheat sheet of actionable tips for immediate and long-term improvement, as well as receive a cost/opportunity template to help audit sponsorship programs.



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## Profile

Rich Vallaster, CEM, DES, is Personify's Senior Director of Industry Relations and Community Engagement. His career, deeply rooted in the events and association industry, has seen him collaborate with some of the most prominent associations, organizations, tradeshows, and events. As the Center for Exhibition Industry Research Council Chair (CEIR) and a dedicated member of the International Association of Exhibitions & Events (IAEE) and American Society of Association Executives (ASAE), Rich is actively involved in shaping the industry's future.

Rich's expertise has been recognized in leading publications such as The New York Times, Associations Now, Trade Show Executive Magazine, Skift Meetings, Meetings Today, Convene Magazine, and the Trade Show News Network. His influence extends beyond the written word. He serves on several advisory committees and regularly speaks at prestigious events such as the ASAE Annual, ASAE MMC + TEC, AMCI, VSAE, PCMA, and Expo! Expo!, engaging with associations and event organizers. Additionally, Rich teaches in the IAEE Certified Events Manager program and has instructed undergraduate and accelerated MBA courses at Hood College.

Visit <https://richvallaster.com>