



Integrating Artificial Intelligence as an Event Planning Tool

Ann D. Summerall Jabro, Ph.D. jabro@rmu.edu
Robert Morris University, Pittsburgh, PA
Mandalay Bay Conference Center, October 8, 2025



Project Summary

Background: The Public Relations Student Society of America (PRSSA) holds the Bateman Competition annually.

- Bateman is a national competition for student teams of 4 to 6 PRSSA members to work with an industry client to develop and implement a PR campaign.
- **EveryLibrary/EveryLibrary Institute**, the only political action committee (PAC) dedicated solely to supporting library funding and protecting intellectual freedom, served as the client and established the need for an awareness and engagement campaign.
- **Allegheny Advocates**, a six-member student team (5 seniors, 1 junior) designed, executed and evaluated a four-week awareness campaign, **“Forging Alliances to Keep Stories Alive”**.



A component of the campaign was a special event, “Power of the Page.” A **special event** is one marked by unique circumstances and conditions; bring people together for a unique purpose (Fenich and Malik, 2025).

- **Power of the Page** was held on March 1, 2025 at the Carnegie Library of Pittsburgh-East Liberty Branch to celebrate libraries as communities.
 - Carnegie Library system is historically and architecturally significant. Andrew Carnegie commissioned 13 libraries in the United States, 9 of which are in Southwestern Pennsylvania.
 - Music halls were also built near the libraries, if not in them. The first commissioned and endowed library was on the North Shore in Pittsburgh. Carnegie funded the building of 3,500 libraries in the US and sought community support for maintenance and operation.



Students checking the sound system and set-ups to ensure audio and video worked properly before Grammy Nominee Frzy and former House of Representative Conor Lamb arrived.



	Event Lifecycle			
	Pre-Event	Event	Post-Event	Success
AI Market Momentum and Strategic Imperatives	Monumental shift Transformative shift Projections of \$14.2 billion in 2033 CAGR 22.9%	Enhanced relationship development time with clients provides better understanding of clients' needs.	AI-powered event sponsorship analytics has projected value of \$2.87 billion in 2029. CAGR of 18.3%	Financial momentum is confluence of factors: increased adoption of digital marketing, demand for real-time performance monitoring, increased accessibility of event-based user data. Event Planner role shifts from administrative tasks to identification and development of sponsorship deals, crafting hyper-personalized experiences and relationship development. Integration of tools that work together.is paramount Leverage human skills – emotional intelligence, creativity, and strategic judgment to deliver memorable and meaningful experiences. Professional Development, training and technology serving the human-centric core.
Market Dynamics	Market adoption signifies AI as tool for efficiency. Value Proposition was initially time saving by automating administrative tasks; expanded functions.	AI enables doing old tasks faster; enables new class of strategic objectives that couldn't be realized due to time constraints. High	New strategic Objectives developed and pursued	
New Skill Sets	Using AI for content creation: social media posts, emails and event listings. Iteration for logos, ad campaign designs and sponsorship pitch decks enhanced by DALL-E, Jasper, ChatGPT Pre-event logistics – venue research, data entry, etc.... Relationship management time! RSVPIfy AI Event Concierge, Cvent, VenueIQ, Tripleseat for sourcing.	AI real-time operational engine for smooth logistics and hyper-personalized experiences. Grip-AI and Swapcard connect attendees with networking opportunities, speakers and exhibitions. Cvent, VenueIQ, Tripleseat for sourcing.	Responsive events with technologies like heatmapping and video analytics with facial recognition tools like Zenus – track attendee flow and allow for anticipation of bottlenecks and development of floor plans. Reduction of waste by predicting inventory, catering and historical attendee behavior.	
Pedagogy	Generate assignments using AI to research, generate content, venue selection and identification of personal experiences to plan and connect – AI as PLANNING Tool	Learning Grip AI and Swapcard capabilities to connect attendees with networking opportunities/sessions	Hard skills development – write effective prompts. Data Analytics interpretation. Understand actionable insights that drive strategic decisions.	

Research Questions and Data	Diffusion of Artificial Intelligence in Event Planning Strengths and Challenges
<p>RQ1: What event planning tasks can students accomplish easily with limited AI proficiency?</p> <p>RQ2: How do students best adapt and develop confidence using AI software?</p> <p>RQ3: What pedagogic practices aid students' abilities to see the shortcomings of AI software?</p> <p>RQ4: How can a faculty member with limited professional development opportunities enhance her/his ability to use AI?</p>	<ol style="list-style-type: none">1. Event Planning industry – TRANSFORMATION due to diffusion of AI. Professionals using AI 43%; up from 22% in 2023.2. Role of AI EVOLVING from novelty to CRITICAL ASSISTANT. Shift from skepticism to acceptance.3. AUTOMATION of time-intensive tasks – content creation, venue sourcing, on-site logistics, post-event analysis.4. <u>Role of event planner shifting from manual execution to strategic oversight and personal engagement.</u> <p>Challenges</p> <ol style="list-style-type: none">1. Future lies in ability of profession to be synergistic, <i>“human-in-the-loop” model where human creativity and emotional intelligence are augmented; not replaced by AI's analytical power.</i>2. Data privacy, algorithmic bias, comprehensive staff training are hurdles to impede ethical and successful integration.3. AI relies on data. Reputational, regulatory, and legal exposure exists regarding the collection and use of attendee information. Storage, consent and potential misuse considerations use must also be addressed.

Special Event Findings

AI Creative use: Using the appropriate prompt engineering commands is critical to helping AI understand your audience, budget and outreach effort. Keep refining prompts to ensure accurate outcomes.

- **Team Logo generation**
- **Campaign images, logo and media placement recommendations**
- **Demographic Profiles**
- **Social Media Announcements**

Technological needs: RMU has two options for student and faculty AI software: free version of ChatGPT and Gemini.

- Major-specific AI must be licensed/purchased to ensure students have access to the current tools of the marketplace to be work-ready.

Integrating AI in Task Development/Completion: Faculty need professional development to incorporate the knowledge, skills and abilities expected from students when using Ai and degree of proficiency.

Event Outcome: Student assessment demonstrated exposure and practice with AI was beneficial. However, more time on task was necessary. It appears acumen with AI takes time, practice and myriad tasks to comprehend what software is best for specific event planning tasks.

“This was an amazing experience from working in a group, developing a campaign, using artificial intelligence to support our effort and execute our event.”



PRSSA requires teams to have academic and professional advisors who aren't allowed to “teach” but only coach the team

Ann D. Summerall-Jabro, PRSSA Acad. Advisor, RMU

Michael Battisti, Professional Adv., Vice Pres., Havas