

# Chapter 12

## Artificial Intelligence Applications for Event Management and Marketing

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### **ABSTRACT**

*The current use of artificial intelligence technology in the event industry, its effects on the industry, and future trends are discussed within the scope of this section. The use of artificial intelligence technology that provided by big data draws attention. In the event industry, it is known that robotic applications (telepresence robots, robotic concierge, robot bartenders, robot peacekeepers, robot servers, robot deliveries, and entertainment robots), digital assistants, and chatbots are used within the scope of artificial intelligence technology. It has been determined that artificial intelligence technology offers the stakeholders opportunities to gain competitive advantage, to obtain information that can be used in marketing efforts, to enable digitalization in manual processes, to improve customer interactions, to increase event participation with lower costs, and to create added value with new products and services. It is predicted that this progress will continue in the future and the use of artificial intelligence technology in the event industry will expand.*

### **INTRODUCTION**

New technologies and artificial intelligence are a natural and inevitable fact of human development, and it seems that technological changes affect almost every part of our lives. Thanks to advances in communication and computer science, the way and speed of how we do our work have changed, as well as our personal lives. Technological developments are encountered in every field, either individually or institutionally. Therefore, it is necessary to follow these developments closely and to gain the necessary competencies to benefit, to establish the necessary data and information power to use and to conduct research which areas, how to use. Artificial intelligence is the intelligence displayed by machines. Artificial intelligence is an artificial operating system specific to human intelligence that is expected to display

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higher cognitive functions or autonomous behaviors such as perception, learning, connecting multiple concepts, thinking, reasoning, problem solving, communicating, making inferences and decision making. Artificial intelligence is aimed to enable machines producing solutions to complex problems like humans. Thus, it is expected that artificial intelligence will be beneficial for humanity, save human life, increase productivity and life quality. Today, there are many application areas that have the potential to use artificial intelligence (Uludağ İhracatçı Birlikleri Genel Sekreterliği AR&GE Şubesi, 2017). One of these areas is the event industry. Organizations involved in the realization of events have to innovate in order to compete with their competitors. The use of technology is considered very important to increase the efficiency of events. Many improvements are made to the service, including time efficiency, productivity and efficiency delivery or processes, as a result of the use and application of new technologies. Helping customers make decisions through machine learning, networking opportunities, relevant presentation sessions, and recommendations on products aligned with business interests. Therefore, the interpretation of participant data is provided to improve the event experience. In the future, artificial intelligence technologies will be able to move events away from a dedicated event app and deliver all event content via a social media chatbot. At the same time, the ability of artificial intelligence-supported managers to identify event participants at the entry point and analyze the behavior of participants with seasonal ticket membership will proactively contribute to promotional marketing efforts and customer relations management (Ogle and Lamb, 2019).

There are new developments regarding the use of artificial intelligence technology in the event industry, but when the literature is examined, it seems that there are limited studies on the subject. In this context, it is aimed to contribute to filling this gap in the literature by examining the use of artificial intelligence technology in the event industry. The primary aim of the department is to provide information on the use of artificial intelligence technology in the event industry. In this context, first of all, information about artificial intelligence technology is given. In addition, the artificial intelligence applications used in the event industry and the contribution of these applications to the event stakeholders are among the aims of the section. It is also aimed to provide information about the future trends of artificial intelligence technology in event management and marketing.

## **BACKGROUNDS**

### **Artificial Intelligence and Events**

The first developments in artificial intelligence were experienced when Alan Turing, in an article published in 1950, raised whether machines could think or not. With the Turing Test proposed by Turing, whether a machine is intelligent or not could be distinguished. If a human cannot distinguish between a human or a machine behind an interaction, which means that it is an intelligent machine that can think. On the other hand, John McCarthy, not Alan Turing, is seen as the real name father of artificial intelligence. John McCarthy organized an academic conference on the subject in 1956 (Şener, 2019). The study of McCarthy, Minsky, Rochester, and Shannon (1955) titled “Proposal for the Artificial Intelligence Dartmouth Summer Research Project” is to proceed on the basis of the assumption that every aspect of learning or every feature of intelligence can be precisely explained and a machine can be built to simulate it. It is planned to make an attempt on how machines will use language, how to create abstractions and concepts, how to solve the types of problems that arise for people and how to improve

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