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COURSE BROCHURE

Advanced AI for Event Planning and Management Training Course

15 – 26 February 2027
Madrid

Advanced AI for Event Planning and Management Training Course

Ref: 7_193 **Date:** 15 – 26 February 2027 **Location:** Madrid **Fees:** 11100 GBP

Advanced AI for Event Planning and Management is a 2-week training course for event managers, conference organisers and exhibition and venue professionals, and it ends with an AI-enabled event operations plan each participant takes back to the next event cycle. Attendees now expect personalised agendas and instant answers, while sponsors expect proof of return, so organisers who use AI well plan tighter and deliver smoother events. Jupiter Prime Training runs this course on AI for event planning.

Why AI for Event Planning Matters Now

Three groups shape AI in events today: attendees who expect app-based registration, tailored session suggestions and quick answers; sponsors and exhibitors who want lead data and measurable exposure; and venue and safety teams under pressure to manage crowds and costs precisely. A medical congress that forecasts session demand fills rooms correctly and avoids overflow; a trade exhibition that ignores access data risks queues, safety incidents and unhappy exhibitors. The course rests on ISO 20121 for event sustainability management, ISO/IEC 42001 for AI management systems and the applicable data-protection principles for attendee records.

Who Gains Most from AI for Event Planning

- Those who design event concepts, programmes and attendee journeys
- Those who source venues, suppliers and logistics for conferences and exhibitions
- Those who run event marketing, ticketing and registration campaigns
- Those who manage sponsors, exhibitors and their commercial packages
- Those who lead on-site operations, crowd flow and safety on show days

Event agencies and in-house event departments gain most when a programme lead, an operations lead and a sponsorship lead attend together and plan one event season around shared attendee data.

AI for Event Planning Capabilities

Organisers and venue leads return ready to replace guesswork with forecasts, personalisation and live operational signals:

- Calculate attendance, session demand and no-show forecasts from registration history — for capacity and catering decisions
- Design AI-assisted programmes, matchmaking and personalised attendee journeys — for content and experience leads
- Apply optimisation models to venue layout, scheduling and transport logistics — for operations and budget holders
- Build generative AI workflows for event marketing copy, visuals and attendee communications — for marketing teams
- Specify sponsor dashboards and lead analytics that prove exhibitor return — for sponsorship sales
- Assess privacy, consent and safety risks of facial recognition, tracking and chatbots — for legal and security approvers

Key AI for Event Planning Terms

- Attendance forecasting — predicting registrations, turnout and no-shows from past events, marketing signals and booking patterns.
- AI matchmaking — algorithms that suggest meetings between attendees, exhibitors and sponsors based on profiles and interests.
- Event chatbot — a conversational assistant that answers attendee questions about agenda, venue and logistics around the clock.
- Crowd flow analytics — measuring movement and density from access scans or sensors to manage queues and safety.
- Sponsor return on investment — the measured value a sponsor gains from leads, exposure and engagement against its outlay.
- ISO 20121 — an international standard for managing the environmental, social and economic impacts of events.

AI for Event Planning Day by Day

Day 1: AI Across the Event Lifecycle

- Event Lifecycle Mapping — Concept, Promotion, Delivery and Follow-Up Stages
- Predictive, Generative and Conversational AI — Uses in Events
- Event Technology Stack — Registration, Apps, Access and Analytics Platforms
- Attendee and Sponsor Expectation Shifts — Personalisation and Proof of Return
- Event AI Readiness Check — Data, Systems and Skills Baseline

Day 2: Forecasting Demand and Attendance

- Registration History Modelling — Predicting Turnout and No-Show Rates
- Session Demand Forecasting — Room Sizing and Overflow Planning
- Dynamic Ticket Pricing — Early-Bird, Tier and Group Rate Decisions
- Market Signal Monitoring — Competing Events and Seasonal Effects
- Catering and Material Quantity Forecasts — Reducing Waste and Shortages

Day 3: AI-Assisted Event Design and Programming

- Topic Trend Mining — Building Agendas Around Audience Interests
- Speaker Sourcing and Scoring — Matching Expertise to Programme Gaps
- Agenda Scheduling Algorithms — Avoiding Clashes for Key Audiences
- Format Selection — Keynotes, Panels, Workshops and Hybrid Sessions
- Accessibility Design — Live Captioning and Translation Tools

Day 4: Venue, Logistics and Supplier Optimisation

- Venue Selection Scoring — Capacity, Access and Cost Trade-Offs
- Floor Plan and Layout Optimisation — Exhibitor Placement and Footfall
- Transport and Accommodation Planning — Shuttle Routing and Room Blocks
- Supplier Evaluation Models — Reliability, Price and Sustainability Scores
- ISO 20121 Practices — Measuring Event Sustainability Impacts

Day 5: Generative AI for Event Marketing and Content

- Campaign Copy and Visual Generation — Brand Rules and Approval Steps
- Audience Segmentation for Promotion — Targeting Delegates and Visitors
- Email and Social Sequencing — Timing Messages to Booking Behaviour
- Session Summaries and Highlight Reels — Repurposing Event Content
- Multilingual Content Production — Reaching International Audiences

Day 6: Personalised Attendee Journeys

- Event Chatbots — Agenda, Venue and Logistics Answers on Demand
- Session Recommendation Engines — Tailored Agendas From Profiles
- Attendee Matchmaking — Meeting Suggestions for Networking Goals
- Event App Engagement Design — Notifications, Polls and Gamification
- Feedback Capture Moments — Real-Time Sentiment During Sessions

Day 7: Registration, Access and On-Site Operations

- Smart Registration and Badging — Self-Service Check-In and Fraud Checks
- Access Control Technologies — QR, RFID and Biometric Options
- Crowd Flow Analytics — Queue Prediction and Density Alerts
- Incident and Safety Monitoring — Escalation Protocols for Show Days
- Operations Command Dashboards — Live Staffing and Resource Decisions

Day 8: Sponsorship and Exhibitor Analytics

- Sponsor Package Design — Data-Backed Tiers and Benefits
- Lead Retrieval and Scoring — Qualifying Exhibitor Contacts
- Booth Traffic Measurement — Dwell Time and Engagement Signals
- Sponsor Return on Investment Reports — Proving Value for Renewal
- Exhibitor Retention Prediction — Early Warning on Rebooking Risk

Day 9: Post-Event Analytics, Privacy and Responsible AI

- Post-Event Survey Analytics — Text Mining Open Feedback
- Event Performance Scorecards — Attendance, Satisfaction and Revenue Measures
- Attendee Data Consent and Retention — Applying Data-Protection Principles
- Facial Recognition and Tracking Risks — Proportionality and Transparency Choices
- ISO/IEC 42001 Controls — Accountability for Event AI Systems

Day 10: Building the AI-Enabled Event Operations Plan

- Demand and Capacity Model — Applying Day Two Forecasts to a Live Event
- Attendee Journey Blueprint — Applying Day Six Personalisation Tools
- On-Site Operations Playbook — Applying Day Seven Monitoring and Escalation
- Sponsor Reporting Pack — Applying Day Eight Analytics to Commercial Commitments
- Event Operations Plan Assembly — Timeline, Systems, Data Flows and Owners

Applying AI for Event Planning After the Course

- Build an attendance and no-show forecast from the last three editions of a recurring event and use it to set room capacities and catering orders.
- Launch an event chatbot and session recommendation feature for the next conference and compare app engagement with the previous edition.

AI for Event Planning Questions FAQ

What is AI for event planning and management, and why does it matter now?

AI for event planning and management is the use of forecasting, generative content, chatbots and analytics across event design, marketing, operations and sponsorship. It matters now because attendees expect personalised experiences and sponsors demand proof of return that manual methods struggle to provide.

Which roles gain most from advanced AI for event planning and management training?

Event and conference managers, programme designers, marketing and registration leads, sponsorship managers and venue operations heads gain most from advanced AI for event planning and management training. They make the capacity, content and commercial decisions AI can sharpen.

How is an AI for event planning course different from a general event management course?

An AI for event planning course focuses on forecasting, personalisation, automation and analytics applied to each event stage. A general event management course covers core planning, budgeting, contracting and on-site coordination without the data and AI methods.

What do participants bring back from AI for event planning and management training?

Participants bring back a demand and capacity model, an attendee journey blueprint, an on-site operations playbook and a sponsor reporting pack. You can use them straight away to plan your next conference or exhibition.

AI for Event Planning: The Way Forward

The AI-enabled event operations plan links forecasts, attendee journeys, on-site monitoring and sponsor reporting into one timeline with named owners. The first decision it informs is how much capacity and staffing the next event needs. Programme, operations and sponsorship leads use it together, and the forecasting assumptions are worth revisiting once actual turnout data is in.