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COURSE BROCHURE

AI Attendee Matchmaking and Exhibition Analytics Course

21 – 25 December 2026
Barcelona

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Registered in the United Kingdom and Saudi Arabia

AI Attendee Matchmaking and Exhibition Analytics Course

Ref: 1186_44565 **Date:** 21 – 25 December 2026 **Location:** Barcelona **Fees:** 6200 GBP

AI Attendee Matchmaking and Exhibition Analytics is a 1-week training course for event planners, venue managers and exhibition organisers who want registration, badge-scan and app data to drive better meetings and floor decisions, and who leave with an Attendee Intelligence Plan. Exhibitors and sponsors now judge an event by the quality of connections it creates, not by footfall alone. Jupiter Prime Training offers this course on AI attendee matchmaking and exhibition analytics for organisers who must prove that value.

Why AI Attendee Matchmaking and Exhibition Analytics Matter Now

Three groups shape this field today: exhibitors who expect qualified leads and pre-booked meetings, attendees who want agendas tailored to their interests, and venue partners who share sensor and footfall data. Organisers who use these signals well raise rebooking rates and sponsor satisfaction; those who do not lose exhibitors to events that can show measurable outcomes. Personal data from registration and tracking also raises privacy expectations. The course refers to ISO/IEC 42001, the international standard for an AI management system, and the NIST AI Risk Management Framework NIST AI RMF when setting rules for consent, profiling and vendor oversight.

Who Gains Most from AI Attendee Matchmaking and Exhibition Analytics

- Conference and congress planners who build agendas and networking formats
- Exhibition organisers who sell stands and promise exhibitors qualified visitors
- Venue managers who run halls, crowd flow and on-site services
- Event marketing leads who drive registration and audience profiling
- Sponsorship and sales managers who report outcomes to exhibitors and partners

An organising group that sends an exhibition sales lead, a planner and a venue operations lead gains most, because matchmaking and floor analytics depend on all three.

AI Attendee Matchmaking and Exhibition Analytics Capabilities

Participants learn to turn attendee signals into better meetings, agendas and floor layouts while keeping trust in data use.

- Design matchmaking criteria that pair buyers, exhibitors and speakers — exhibitors seeking qualified meetings
- Build personalised agenda recommendations from registration profiles — attendees choosing sessions
- Calculate registration and footfall forecasts for staffing and catering — venue managers
- Specify chat assistant scope, tone and escalation rules — attendee service teams
- Assess AI event-technology vendors on data handling and integration — procurement and legal partners
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Communicate event outcomes with lead, dwell-time and meeting metrics — sponsors and exhibitors

Key AI Attendee Matchmaking and Exhibition Analytics Terms

- Attendee matchmaking — algorithmic pairing of participants based on interests, roles and buying intent to schedule useful meetings.
- Lead retrieval — capturing visitor details at a stand, often through badge scans, for exhibitor follow-up.
- Dwell time — how long visitors stay in a zone or stand, measured by sensors or scans.
- Heatmap — a visual of visitor density across a hall, used to judge layout and stand placement.
- Propensity score — the estimated likelihood that an attendee will register, attend or book a meeting.
- Consent record — proof of what each attendee agreed to regarding profiling, tracking and data sharing.

AI Attendee Matchmaking and Exhibition Analytics Day by Day

Day 1: The Data-Driven Event Landscape

- Event Data Sources Map — Registration, Apps, Badges, Sensors and Surveys
- Exhibitor and Sponsor Value Expectations — What Outcomes They Now Demand
- Trade Fair and Medical Congress Examples — Contrasting Matchmaking Needs
- Attendee Journey Mapping — Touchpoints Where AI Adds or Erodes Value
- Privacy Expectations and Consent Records — Setting Rules Before Collection

Day 2: Matchmaking and Personalised Agendas

- Profile and Intent Modelling — Interests, Roles and Buying Signals
- Matchmaking Algorithms — Similarity, Complementarity and Fairness Between Exhibitors
- Session Recommendation Engines — Personalised Agendas Without Filter Bubbles
- Meeting Scheduler Configuration — Slots, Locations and No-Show Handling
- Match Quality Measures — Accepted, Held and Rated Meetings

Day 3: Forecasting and On-Site Analytics

- Registration Propensity Scores — Targeting Reminders and Late Campaigns
- Footfall and Attendance Forecasts — Staffing, Catering and Security Planning
- Sensor Heatmaps and Dwell-Time Analysis — Floor Plan and Stand Placement
- Lead Retrieval Analytics — Lead Quality Scoring for Exhibitors
- Chat Assistants for Attendees — Scope, Knowledge Base and Escalation Rules

Day 4: Vendors, Data Use and Return

- Event-Technology Vendor Scorecard — Integration, Data Ownership and Support
- ISO/IEC 42001 and NIST AI RMF Controls — Profiling, Tracking and Oversight Rules
- Data Retention and Sharing Agreements — Exhibitors, Venues and Platforms
- Event ROI Model — Meetings, Leads, Rebooking and Sponsor Renewal
- Post-Event Exhibitor Reports — Evidence That Supports Rebooking Conversations

Day 5: Practising the Attendee Intelligence Plan

- Exhibition Simulation — Applying Day 2 Matchmaking Rules to a Sample Audience
- Floor Plan Review — Using Day 3 Heatmaps to Reposition Stands
- Vendor Shortlist Exercise — Applying the Day 4 Scorecard to Three Platforms
- Sponsor Report Draft — Presenting Outcomes With Agreed Metrics
- Attendee Intelligence Plan — Data Sources, Models, Consent, Vendors and Measures

Applying AI Attendee Matchmaking and Exhibition Analytics After the Course

- Audit the consent wording and data sources of the next event and close gaps before registration opens.
- Pilot matchmaking for one exhibitor segment and track accepted, held and rated meetings.

AI Attendee Matchmaking and Exhibition Analytics Questions FAQ

What is AI attendee matchmaking and exhibition analytics and why does it matter now?

AI attendee matchmaking and exhibition analytics use event data to pair the right people and read floor behaviour. It matters now because exhibitors and sponsors judge events by meetings and leads, not visitor numbers alone.

Which roles gain most from AI attendee matchmaking and exhibition analytics training?

Exhibition organisers, conference planners, venue managers and sponsorship leads gain most. If you promise exhibitors results, these methods help you deliver and evidence them.

How does AI attendee matchmaking and exhibition analytics differ from a general AI event planning course?

AI attendee matchmaking and exhibition analytics centre on attendee data, meetings and floor analytics. A general event planning course covers logistics and content broadly; this one goes deep on matching, forecasting, privacy and exhibitor reporting.

What do you bring back from AI attendee matchmaking and exhibition analytics training?

You bring back matchmaking rules, a forecasting approach, a vendor scorecard, consent checks and a sponsor reporting template ready for your next event.

AI Attendee Matchmaking and Exhibition Analytics: The Way Forward

The Attendee Intelligence Plan first informs which matchmaking and data features go live at the next event. Planners, exhibition sales leads and venue managers use it to align consent, vendors and measures. After that event, the match quality figures deserve a fresh look: meetings held and rated show whether profiles and algorithms reflected real buyer intent.