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COURSE BROCHURE

# AI-Assisted Attendee Experience and Event Analytics Training Course

4 – 8 October 2027
Barcelona

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**Ref:** 1329_49815 **Date:** 4 – 8 October 2027 **Location:** Barcelona **Fees:** 6200 GBP

AI-Assisted Attendee Experience and Event Analytics is a 1-week training course for event managers and conference organisers who leave with an AI-supported event plan covering personalised agendas, delegate messaging and post-event measurement. Audiences now expect conferences, exhibitions and corporate gatherings to feel tailored, while sponsors and executives ask for evidence of return. Jupiter Prime Training delivers this course on AI-assisted attendee experience and event analytics.

## Why AI-Assisted Attendee Experience and Event Analytics Matters Now

Three forces are reshaping how events are planned and judged. Delegates arrive used to recommendation engines and expect session suggestions, networking matches and timely updates that fit their interests. Sponsors and exhibitors want lead quality and dwell-time evidence rather than headcounts. Organisers who use these capabilities with care raise satisfaction and rebooking; those who do not risk privacy complaints and empty breakout rooms. The course draws on ISO/IEC 42001 Artificial Intelligence Management System and the NIST AI Risk Management Framework NIST AI RMF for responsible use.

## Who Gains Most from AI-Assisted Attendee Experience and Event Analytics

- Event and conference leads responsible for the delegate journey from invitation to follow-up
- Agenda content owners who build agendas, tracks and speaker line-ups
- Marketing coordinators who produce event campaigns, registration pages and reminders
- Sponsorship and exhibitor relations staff who report outcomes to commercial partners
- Venue and logistics coordinators who manage capacity, room allocation and on-site flow

An in-house events unit gains most when its planning, marketing and sponsorship members attend together and share one delegate dataset.

## AI-Assisted Attendee Experience and Event Analytics Capabilities

Participants practise turning registration signals, session choices and feedback into decisions about agenda design, delegate communication and sponsor reporting.

- Design attendee personas and journey maps from registration data — agenda and track choices
- Apply recommendation logic to session and networking suggestions — delegate engagement
- Build prompt libraries for invitations, speaker briefs and social posts — campaign quality and tone
- Specify consent and data-minimisation rules for delegate profiling — privacy and trust

- Calculate engagement and sponsor return indicators from event data — commercial partners
- Communicate post-event insight in a dashboard and debrief — executive sponsors

## Key AI-Assisted Attendee Experience and Event Analytics Terms

- Attendee persona — A profile summarising a delegate segment's goals, interests and behaviour, used to shape content and messaging.
- Session recommendation engine — Software that suggests talks or meetings to each delegate based on stated interests and past choices.
- Matchmaking algorithm — A method that pairs delegates, exhibitors or sponsors with shared interests to arrange relevant meetings.
- Dwell time — The time a delegate spends at a stand, session or zone, measured through badge scans or app check-ins.
- Sentiment analysis — Automatic classification of feedback, survey comments or social posts as positive, neutral or negative.
- Net promoter score — A survey measure of how likely attendees are to recommend the event to colleagues.

## AI-Assisted Attendee Experience and Event Analytics Day by Day

### Day 1: The Connected Delegate Journey

- Delegate Journey Mapping — Where AI Adds Value Before, During and After
- Attendee Persona Building — Segmenting Audiences for Tailored Tracks
- Registration Data Audit — Choosing Which Signals to Collect
- ISO/IEC 42001 and NIST AI RMF Principles — Responsible Use in Events
- Consent and Data Minimisation Rules — Protecting Delegate Trust

### Day 2: Personalisation and Scheduling

- Session Recommendation Logic — Matching Talks to Delegate Interests
- Networking Matchmaking Algorithms — Pairing Buyers, Sponsors and Peers
- AI-Assisted Agenda Scheduling — Balancing Room Capacity and Speaker Clashes
- Personalised Event App Content — Choosing Push Notification Triggers
- Accessibility and Language Support Tools — Inclusive Delegate Experience

### Day 3: Generative Content for Event Campaigns

- Prompt Library Design — Consistent Invitations, Reminders and Speaker Briefs
- Audience-Specific Campaign Variants — Testing Subject Lines and Messaging
- Event Chatbot Scripts — Answering Delegate Queries Around the Clock
- Human Review Checklist — Accuracy, Tone and Brand Voice Approval
- Image and Copy Rights Checks — Avoiding Misuse of Generated Material

## Day 4: Measuring Engagement and Sponsor Return

- Badge Scan and App Check-In Data — Measuring Dwell Time and Flow
- Sentiment Analysis of Feedback — Spotting Session Strengths and Weaknesses
- Net Promoter Score Tracking — Judging Rebooking Intent
- Sponsor Lead Quality Indicators — Renewal Conversations With Exhibitors
- Post-Event Dashboard Design — Reporting Insight to Executive Sponsors

## Day 5: Practising the AI-Supported Event Plan

- Persona and Journey Review — Applying Day 1 Segments to a Live Brief
- Recommendation and Schedule Simulation — Testing Day 2 Logic on Sample Data
- Campaign Sprint With Prompt Library — Producing Day 3 Assets Under Review
- Measurement Framework Agreement — Selecting Day 4 Indicators Before Launch
- AI-Supported Event Plan — Presenting the Finished Plan for Peer Critique

## Applying AI-Assisted Attendee Experience and Event Analytics After the Course

- Run a persona and journey mapping session on the next conference brief, linking each delegate segment to one personalised touchpoint
- Set up a post-event dashboard combining sentiment analysis, net promoter score and dwell time for the next sponsor debrief

## AI-Assisted Attendee Experience and Event Analytics Questions FAQ

### What is AI-assisted attendee experience and event analytics, and why does it matter now?

It is the use of AI to personalise each delegate's journey and to measure event outcomes from real data. It matters now because attendees expect tailored agendas and sponsors expect evidence of return.

### Which roles gain most from AI-assisted attendee experience and event analytics?

Event leads, content owners, campaign coordinators, sponsorship staff and venue coordinators gain most. Each owns a stage of the delegate journey where personalisation or measurement changes decisions.

### How does AI-assisted attendee experience and event analytics differ from a general event management course?

It focuses on delegate data, personalisation and measurement rather than venue sourcing, budgets or contracts. It shows how recommendation, generative content and analytics reshape the attendee experience in exhibitions, medical congresses and corporate summits.

## What do you bring back from AI-assisted attendee experience and event analytics?

You bring back a finished plan for your next event. It links attendee personas, personalised scheduling, reviewed campaign content and agreed engagement indicators.

## AI-Assisted Attendee Experience and Event Analytics: The Way Forward

The AI-supported event plan first informs which delegate segments receive personalised agendas and which indicators sponsors will see. Event leads, marketing coordinators and sponsorship staff use it from launch to debrief. After its first use, the perspective worth revisiting is the balance between personalisation and privacy as delegate feedback accumulates.