



The Business Case for Artificial Intelligence in the Events Industry

**Presenting run.events Event Intelligence Cloud – a quantum leap
forward to using Artificial Intelligence in the Events Industry**

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The events industry is experiencing an unprecedented surge in artificial intelligence discussions, driven more by market pressure and fear of missing out than by a clear vision of why exactly we need Artificial Intelligence, and how we should utilize it. Every industry conference and market analysis seems to position AI as the definitive solution for the event management industry, yet there remains a profound disconnect between these ambitious promises (often accompanied by not understanding what AI actually is) and practical reality.

This disconnect manifests in several critical ways.

1

First, the pressure to implement AI solutions has led to a rush of superficial implementations

- predominantly chatbots that add minimal value to the event experience. We also witness event technology vendors responding to market demands by simply rebranding existing functionality under the AI umbrella.

2

Second, the industry faces a knowledge gap.

While event professionals increasingly feel compelled to claim to incorporate AI into their technology stack, many lack a clear understanding of what meaningful AI implementation should look like in the events context.

3

Third, the current landscape is dominated by what we might call “AI theater”

- implementations that prioritize the appearance of innovation over practical value. Event platforms proudly announce integrations with large language models and chatbots, yet these solutions often do little more than repackage existing FAQ content or provide basic information that could be more efficiently delivered through traditional interfaces.

Unfortunately, this focus on visible AI features overshadows the more substantial opportunities that artificial intelligence presents for event management. While chatbots and automated responses capture short-term attention, **the real potential of AI lies in areas like event personalization, intelligent networking, event insights, and increasing value for all event actors: organizers, attendees, and sponsors and exhibitors alike.**

Therefore, run.events is proud to present the event intelligence cloud: a proven, tested, and well-marked path forward for utilizing artificial intelligence in the event industry. this white-paper will present the challenges that event professionals face on that path, as well as practical solutions that the run.events event intelligence cloud offers.

Your AI is Only as Good as Your Data

The events industry faces a fundamental challenge that undermines most AI initiatives even before they begin: **data fragmentation**.

While all event organizers sit on a treasure trove of valuable information about sales, registrations, attendees, exhibitors, content, and speakers, this data typically exists in isolated silos scattered across numerous systems that rarely communicate effectively with each other. This fragmentation represents perhaps the most significant obstacle to meaningful AI implementations in the events industry.

Understanding Data Fragmentation in Events

A typical enterprise event relies on multiple specialized systems, each managing its own isolated data stream:

- **Registration systems** handling attendee information and ticket sales
- **Badging systems** managing event check-in and attendance tracking
- **Sponsor portals** coordinating exhibitor information
- **Speaker platforms** managing submissions and presentations
- **Marketing analytics** tools tracking campaign performance
- **CRM systems** housing historical relationships
- **Mobile event apps** gathering networking and real-time engagement data
- **Survey tools** collecting attendee feedback

This data fragmentation not only undermines AI capabilities- **it can make implementing AI practically impossible**, effectively locking event organizers out of this transformative technology.

When attendee data is distributed across multiple systems, creating comprehensive views becomes nearly impossible. Attempting to connect these disparate systems leads to inconsistent data structures, requiring extensive normalization, integration, and compatibility checks, real-time synchronization challenges, and resource-intensive manual reconciliation processes (which often get underestimated or neglected!).

Moving Forward

The path to effective AI implementations in events requires a fundamental shift in how we approach data management. Rather than attempting to bridge multiple fragmented systems, organizations should consider consolidating their event data into a unified platform, which will serve as the starting point for all the benefits we expect from Artificial Intelligence.

Only with complete, high-quality data can we create “Event Graphs” (which contain relationships between people, data, and interactions), and then use it as a base to utilize AI to deliver on its promise to enhance event experiences, improve decision-making, and drive better outcomes for all stakeholders.

Understanding Costs and Measuring the ROI

The financial implications of AI implementations in event management deserve careful consideration. Recent industry data has revealed surprising cost structures with major AI players like OpenAI and Anthropic.

OpenAI is operating at a loss on their \$200/month premium subscriptions – those two hundred are not even covering cost for that premium customer, let alone bringing any profit. On another side, they are investing \$700,000 daily in model training. This is obviously not sustainable - at some point in time, they are inevitably going to pass those costs to their customers. This makes it crucial for event organizers to approach AI implementations with clear strategic planning.

Cost Predictability as a Strategic Imperative

For event organizers implementing AI solutions, cost predictability becomes a critical success factor. This requires establishing clear, measurable objectives that serve as the foundation for accurate resource planning and ROI assessment. Rather than pursuing broad, undefined goals like “improving attendee experience,” event organizers should focus on specific, easily measurable outcomes of implementing Artificial Intelligence, such as attendee matching efficiency or sponsor engagement rates.

Understanding the Complete Cost Structure

The total cost of AI implementation encompasses three primary categories:

- **Initial implementation costs** – Data preparation, system integration, and team training
- **Operational expenses** – Ongoing requirements such as computing resources and AI model usage
- **Maintenance and evolution costs** – Often overlooked in initial planning, these include upgrades, security, and performance optimization

Return on Investment

With predictable costs and clearly established objectives, event organizers can perform meaningful ROI measurement. These should measure concrete improvements in operational efficiency, event personalization, attendee engagement, sponsor satisfaction, and revenue impact. The key is maintaining focus on measurable outcomes that directly align with organizational goals.

Introducing run.events Event Intelligence Cloud

While AI dominates headlines all over the world, **in the events industry it still largely looks like a solution in search of a problem.** The fundamental question we need to ask isn't "How do we add AI to events?" but rather "How do we utilize this highly transformative technology in the event industry in such a way that it really benefits everyone involved?"

This shift in perspective led to the development of the run.events Event Intelligence Cloud, a proven, tested, and well-marked path forward for all forward-thinking event organizers.

What is in it for the event professionals and event organizers?

Simply said, run.events Event Intelligence Cloud uses Artificial Intelligence to process comprehensive event data already available in run.events, in order to create measurable benefits for everyone involved. By enhancing event data with cutting-edge AI, it delivers insights that streamline operations for organizers and create unparalleled value for sponsors and attendees. It makes event personalization possible and easy for everyone – for attendees, for sponsors and exhibitors, and for event speakers.

Event
Personalisation

Attendee
Experience

Event
Insights

Sales
Boosting

Events Intelligence Cloud

Attendee
Data

Registration
Data

Connections
Graph Data

Session
Data

Speaker
Data

Sponsor /
Exhibitor Data

Products /
Services Data

Expo
Data

Maximizing benefits and experience

run.events Event Intelligence Cloud is the missing puzzle piece that enables event organizers to make that quantum leap into the technology future everyone is talking about.

How does it work?

run.events Event Intelligence Cloud is based on a two-tier architecture: **Event Intelligence Actors** and **Event Intelligence Agents**.

Event Intelligence Actors work behind the scenes, processing data asynchronously before the event begins. Think of them as additional members of your team that:

- Analyze attendee profiles
- Map potential connections
- Identify business opportunities
- Prepare personalization data

Event Intelligence Agents then activate during the event to:

- Utilize pre-processed intelligence at the right moment
- Manage interactive conversations
- Deliver contextual recommendations
- Facilitate real-time connections

Conversation
Openers

Buyer
Spotting

Agenda
Builder

Customer
Discovery

Meeting
Scheduling

Suggested
Products

My Agenda
Proposal

Influencer
Targeting

Sponsor
Success

Matchmaking

Suggested
Exhibitors

Suggested
Sessions

Campaign
Intelligence

Retention
Analysis

Attendee
Intelligence

Expo
Intelligence

Sessions
Intelligence

Marketing
Intelligence

Sales
Intelligence

Event Intelligence Agents

Examples of practical applications

Matchmaking and Networking

Instead of leaving attendee connections to chance, run.events Event Intelligence Cloud:

- Pre-processes attendee data using AI
- Creates matchmaking proposals between potential connections
- Delivers conversation starters when attendees meet
- Facilitates meeting scheduling based on mutual availability

Exhibition Floor Intelligence

For trade shows and expos, run.events Event Intelligence Cloud:

- Identifies potential buyers for exhibitors
- Suggests relevant products to attendees
- Creates targeted expo recommendations
- Analyzes traffic patterns and engagement

Session and Agenda Intelligence

run.events Event Intelligence Cloud enhances educational content by:

- Building personalized agendas
- Recommending relevant sessions
- Tracking attendance patterns
- Analyzing session feedback



Event Intelligence Graph



Understanding Your Event DNA: Beyond Basic Analytics

Standard event analytics often show a lot of data but fail to display the bigger picture. Instead of just counting attendees, Event Intelligence Cloud uses Artificial Intelligence to analyze complex patterns of engagement. Which sessions created the most meaningful connections? Which expo areas generated actual business conversations rather than just traffic? More importantly, why did some attendees or sponsors return while others didn't?

It's the difference between knowing that someone left your event and understanding why they might or might not come back.

The real value is in year-round and multi-year analysis, which the run.events Event Intelligence Cloud brings to the surface. By understanding the full attendee journey - over time and across multiple events - it helps you build events that don't just attract audiences, but build loyal communities. It's about making each attendee's and sponsor's journey more valuable every time they participate in your event.

Making AI Costs Predictable in the Event Industry

The elephant in the room with AI implementations isn't just that it's expensive - it's that it's unpredictably expensive. When industry giants are losing money on \$200/month subscriptions and spending \$700,000 daily on training costs, it becomes clear that real-time AI processing might cut into event organizers' already slim profit margins.

Not so with run.events Event Intelligence Cloud.

Instead of expensive real-time AI processing during events, we split the work into two phases, keeping AI costs down. Event Intelligence Actors do the heavy lifting before the event - processing AI operations, analyzing data, and preparing insights when time isn't critical. During the event itself, lightweight Event Intelligence Agents distribute these pre-processed insights efficiently.

It's practical economics: by shifting the computational load to the pre-event phase, we transform unpredictable real-time AI costs into manageable, budgetable expenses.

In an industry where margins matter and predictability is crucial, this architectural approach to cost management isn't just an advantage - it's a necessity. It ensures that event organizers can confidently budget for AI capabilities without fear of unexpected costs or performance issues during those critical event moments when everything needs to work flawlessly.



Security, Compliance, Responsibility, and Trust

Responsible AI in events isn't just about capabilities - **it's about trust**. While most solutions send your sensitive data to third-party AI providers, Event Intelligence Cloud takes a fundamentally different approach. All AI processing happens on our own infrastructure, meaning attendee and exhibitor data never leaves our secure environment, and it is never used for further training of those AI models.

Powered by European open-source technology from Mistral, we combine powerful AI capabilities with complete transparency in processing. Think of it as keeping your event data in a high-security venue rather than sending it to unknown locations. When you're handling sensitive event information, knowing exactly how and where it's being processed isn't a luxury - it's a must.

Looking Forward

We are witnessing that the world of AI changes at an incredible pace - "what a time to be alive" is not just a phrase; it's our reality.

The run.events Event Intelligence Cloud represents a comprehensive approach to AI implementation in the event industry and event management. Rather than superficial chatbot integration, it delivers a structured methodology for enhancing event intelligence and effectiveness.

From the very beginning, we at run.events have pledged to create benefits for everyone involved - Attendees, Sponsors, Exhibitors, and Event Professionals - and it's no different with the Event Intelligence Cloud. The platform's focus remains on delivering measurable value through data-driven insights and automated optimization.

Event Intelligence Cloud continues to evolve with new capabilities. Our next investments will go toward Intelligent Event Sales Agents, which will use already existing attendee intelligence for automated prospect identification and targeted outreach.

Think of it as having fully automated sales teams that identify ideal attendees for your events based on your current attendee profile and reach out to them automatically.

Our unparalleled in-house knowledge of both the Event and IT industries, combined with our decades-long AI expertise, ensures that run.events will always remain at the technology forefront, creating measurable benefits for its customers and for the whole industry.

run events

Everything is under control.

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