

catersource® + THE SPECIAL EVENT®

**Transform Your Meetings & Events
with Artificial Intelligence (AI)
Tools You Need Now!**

Presented by Tim Altbaum, CMP, CMM



About Me



TIM ALTBAUM - CEO

- CMP, CSEP, HMCC, and CMM designations
- 2023 Catalyst Award Recipient from Smart Meetings Magazine
- President-Elect for MPI D/FW
- Event Producer and Technology Guru
- Headquartered in San Diego, residing in Dallas/Ft. Worth
- Mountain biking aficionado, music lover



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Goals of this Presentation

1

Gain valuable insights into which AI Tools you should be using now

2

Simplify and streamline the planning process with specific AI Tools

3

Market and Promote your event more effectively

4

Provide more thorough in-event and post-event analytics to make better decisions



Types of AI

What are the different types of AI as they exist today:

Based on capabilities:

- **Artificial narrow intelligence (ANI):** ANI is the most common type of AI today. It is designed to perform specific tasks and is not capable of general intelligence. Examples of ANI include virtual assistants, spam filters, and product recommendation systems.
- **Artificial general intelligence (AGI):** AGI is a hypothetical type of AI that would be as intelligent as a human or even more so. AGI does not exist today, but it is a major goal of AI research.
- **Artificial superintelligence (ASI):** ASI is a hypothetical type of AI that would be even more intelligent than humans. ASI could potentially surpass human capabilities in all areas, including creativity, problem-solving, and social interaction.



Types of AI

What are the different types of AI as they exist today:

Based on learning:

- Machine learning (ML): ML is a type of AI that learns from data. ML algorithms can be trained to perform specific tasks, such as image recognition, natural language processing, and fraud detection.
- Deep learning (DL): DL is a subset of ML that uses artificial neural networks to learn from data. DL algorithms are particularly well-suited for tasks such as image classification, object detection, and speech recognition.
- Reinforcement learning (RL): RL is a type of ML that learns from trial and error. RL agents are rewarded for taking actions that lead to desired outcomes and penalized for taking actions that lead to undesired outcomes. RL is often used to train agents to play games or control robots.



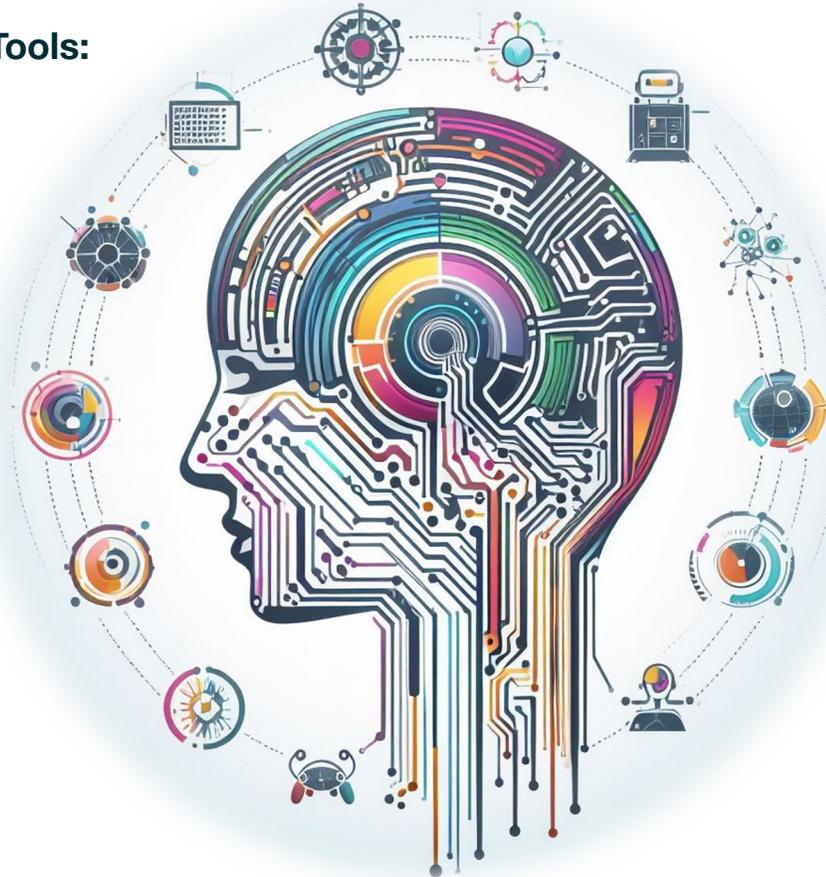
Types of AI

Copywriting / Research Tools:

- Chat GPT
- Bard
- Bing
- Writesonic
- Beehiiv

Image / Video Tools:

- DALL-E
- MidJourney
- Stable Diffusion
- Imagine AI
- Photoshop
- Hour One (video)
- Vidable
- Invideo AI
- tagbox



Meetings:

- Supernormal
- Read.ai
- Zoom AI Companion

Facial Recognition:

- Zenus
- Amazon Rekognition

Presentations:

- Gamma
- Tome

Audio / Voiceover Tools:

- Murf

Copywriting Tools Examples

(using ChatGPT, Bard or Bing)

Prompt: Write a one sentence summary on how AI will transform the meetings and events industry.

Response:

AI will transform the meetings and events industry by making it more efficient, personalized, and data-driven.

Prompt: Expand the previous response to two sentences.

Response:

AI will transform the meetings and events industry by automating tasks, personalizing experiences, and improving decision-making, leading to more efficient, engaging, and successful events for all stakeholders.

Prompt: Write a two-sentence summary on how AI will transform the meetings and events industry with an emphasis on meeting planners.

Response:

Artificial intelligence (AI) is poised to revolutionize the meetings and events industry, empowering meeting planners to streamline operations, enhance attendee experiences, and maximize event ROI. From automating tedious tasks to providing real-time insights, AI will transform the role of meeting planners, enabling them to focus on strategic decision-making and creating truly unforgettable events.

Copywriting Tools (Cont.)

Prompt: Write the previous response presented as a joke.

Response:

What's the best thing about AI-powered meetings?

You can skip them!

Audience: (laughs)

That's right! With AI, you can finally say goodbye to boring presenters, awkward networking, and pointless meetings. Instead, you can spend your time doing something more productive, like watching cat videos or playing video games.

So next time you're invited to a meeting, don't hesitate to send your AI-powered doppelgänger in your place. They'll be able to handle everything, and you can finally relax and enjoy yourself.

Audience: (laughs and applauds)

Thank you, thank you. I'm here all week. Try the veal!





Suggest locations for a unique activity in Nashville, Tennessee for 175 corporate executives to spend an evening during a sales kickoff meeting that has karaoke.



Here are a few unique activity suggestions that would be suitable for 175 corporate executives in Nashville, Tennessee that include karaoke:

- **The Listening Room Cafe.** This intimate venue offers a listening room experience with live music and a gourmet dinner. It has a capacity of up to 300 people. The Listening Room Cafe is located at 310 4th Ave N, Nashville, TN 37219, United States.



Listening Room Cafe in Nashville, TN

- **The Bluebird Cafe.** This historic venue has been hosting up-and-coming songwriters for over 35 years. It has a capacity of up to 150 people. The Bluebird Cafe is located at 4104 Hillsboro Rd, Nashville, TN 37215, United States.



Bluebird Cafe in Nashville, TN

Continue this chat

Bluebird Cafe in Nashville, TN

- **The Grand Ole Opry.** This legendary venue is home to the weekly radio show of the same name. It has a capacity of over 4,000 people. The Grand Ole Opry is located at 471 Opry Mills Rd, Nashville, TN 37214, United States.



Grand Ole Opry in Nashville, TN

- **The Ryman Auditorium.** This historic venue is known for its acoustics and has hosted some of the biggest names in country music. It has a capacity of over 2,300 people. The Ryman Auditorium is located at 116 5th Ave N, Nashville, TN 37219, United States.



Ryman Auditorium in Nashville, TN

All of these venues offer private events, so you can rent them out for your sales kickoff meeting and have karaoke as part of the festivities. Karaoke is a great way to break the ice and get people to interact with each other, so it would be a perfect addition to a sales kickoff meeting.

Here are some additional suggestions for making your karaoke event a success:

- Hire a professional karaoke host who can keep the energy high and be involved.

Continue this chat

Bard may display inaccurate info, including about people, so double-check its responses.

Grand Ole Opry in Nashville, TN

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Ryman Auditorium in Nashville, TN

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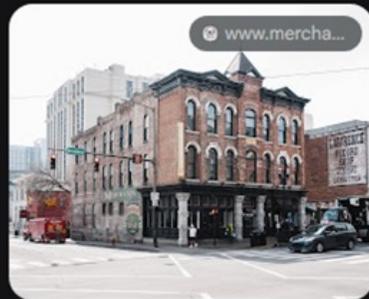
- Hire a professional karaoke host who can keep the energy high and get everyone involved.
- Choose a variety of songs to keep everyone entertained.
- Have food and drinks available to keep people energized.
- Offer prizes for the best singers.

With a little planning, you can throw a karaoke event that will be the talk of your sales kickoff meeting.

 Design a three-hour walking tour in downtown Nashville, Tennessee of four to five restaurants with the focus on trying light bites and signature cocktails from restaurants and bars for up to 25 people, keeping within one square mile of total distance walked, and specify the distance between each location and how long it will take to walk between location.

 Here's a suggested 3-hour walking tour in downtown Nashville, Tennessee, covering 4-5 restaurants with a focus on light bites and signature cocktails, catering to up to 25 people, staying within a 1-mile radius, and specifying the distance and walking time between each location. 

1. Start your tour at Merchants on 4th Avenue, a lively rooftop bar and restaurant with stunning views of the city skyline. Indulge in their signature cocktail, the "Merchant Mule," made with vodka, ginger beer, lime, and mint. Savor their light bites like the "Nashville Hot Wings" or the "Goat Cheese Bruschetta."



Merchants on 4th Avenue Nashville

Distance to the next location: 0.2 miles

Walking time: 4 minutes

2. Head over to The Patterson House, a historic Victorian mansion turned into an elegant restaurant and bar. Try their signature cocktail, the "Patterson Punch," a refreshing blend of rum, pineapple juice, lime, and mint. Enjoy their light bites like the "Crispy Calamari" or the "Pimento Cheese Dip."

Image Generating Tools

(using IMAGINE)

Prompt: Create a futuristic image incorporating the brain of a meeting planner of the future at a large conference with images on projection screens.



Video Tools

(using Hour One)

Prompt: What hashtags related to the meetings and events industry are trending right now?



Response:

#eventprofs *#virtualmeetings*
#meetingprofs *#meetingdesign*
#eventtech *#eventtechnology*
#eventplanning *#eventinnovation*
#eventmarketing *#eventtrends*
#eventmanagement *#eventnews*
#eventbusiness *#eventdiversity*
#eventmeeting *#eventinclusion*
#hybridmeetings

Image Tools

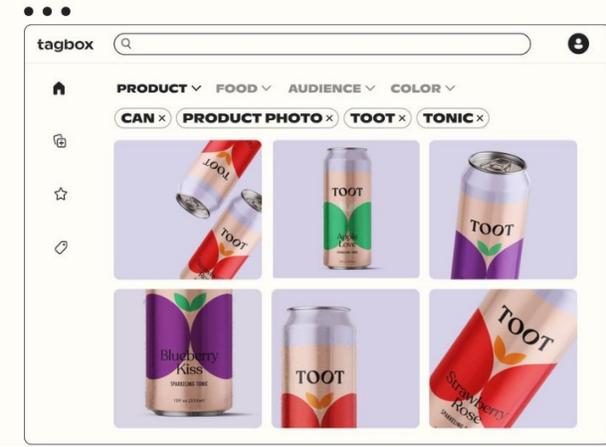
(tagbox)

tagbox helps creative teams organize their design assets, so that you can find anything you need easily, instead of going through countless folders.

WHAT IS TAGBOX?

Tagbox helps creative teams organize their design assets, so that you can find anything you need easily, instead of going through countless folders.

Try for free



AUTO-TAGGING

Using AI wizardry, Tagbox identifies objects, text, and the style of each image you upload, and auto-tags them so they're easy to find. By manually refining tags, you can actually teach the AI your preferences, so it improves over time.



Suggested Tags

Soap Bar Citrus Orange

"Soap" tag applied to 6 related files

Video Tools

(using Vidable)

Vidable combs through your video library and creates searchable terms, topics, and can assist with building training manuals/SOPs from the content.

To use Vidable, upload all videos from general sessions, breakouts, etc. and create a library of research data, educational content for purchase, etc.



SOLUTIONS

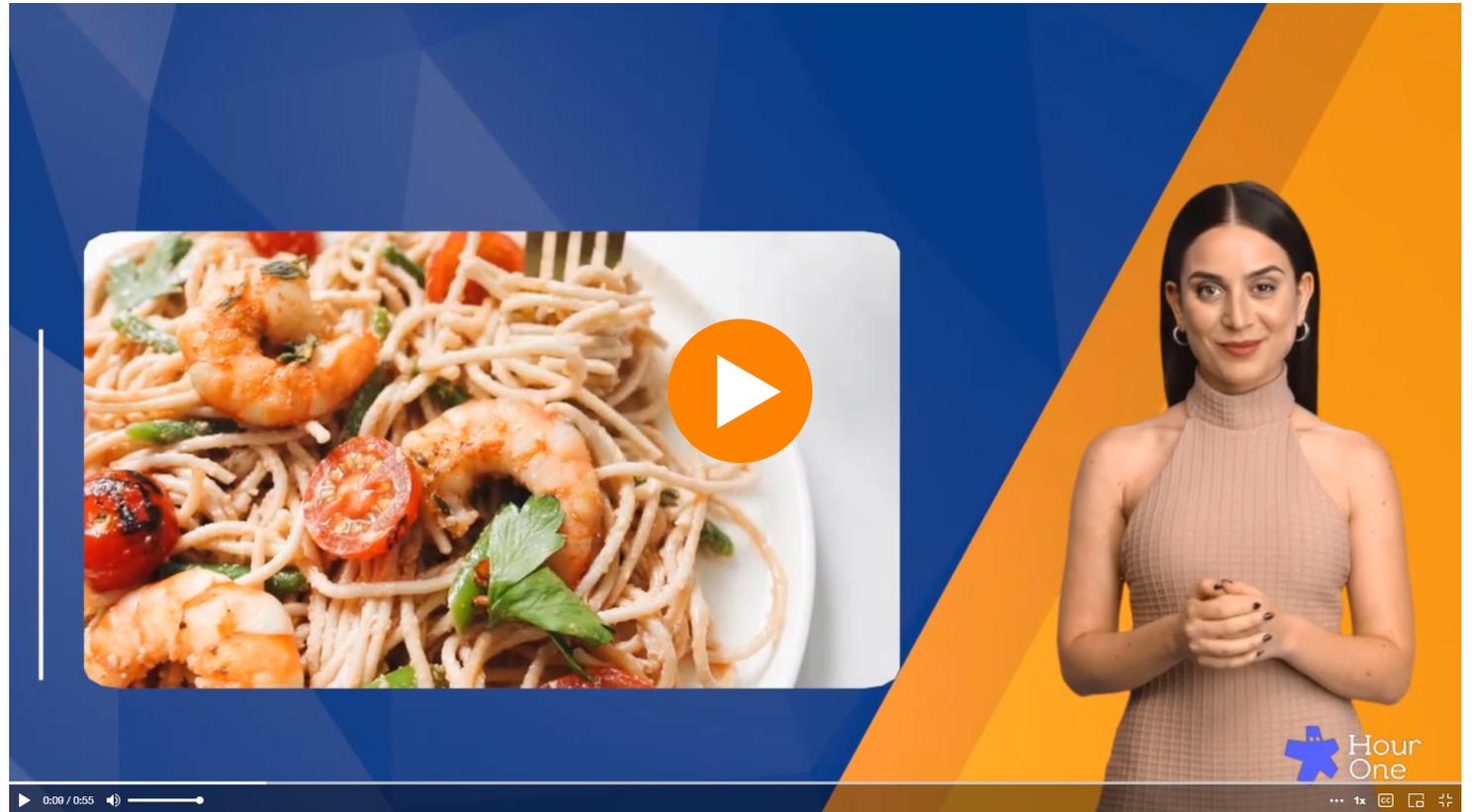
Vidable AI turns video libraries into dynamic assets that empower users

- IMPROVE ACCESS**
Make all organizational knowledge quickly searchable.
- GAIN INSIGHTS**
Understand content with business intelligence level analytics.
- SAVE RESOURCES**
Reduce effort spent on creating and managing content.
- STANDARDIZE QUALITY**
Raise production and accessibility standards.

Video Tools

(using Hour One)

Prompt: Write a script about hosting a three-day sales kickoff in Nashville, TN complete with visiting exciting bars and restaurants, engaging in educational content, and networking with peers.



Video Tools

(using InVideo)



Audio/Voiceover Tools

(using Murf)

Ava (F) 😊 Cheerful Pitch **+14%** Speed **0%** Add Pause 19.8s | 19.8s  

 We begin our three day adventure with a morning meeting, detailing about what to anticipate. [pause medium]
After the serious business, it is time to savor the flavors of Nashville, as we explore the local cuisine. [pause medium]
In the evening, socialize and connect with peers in the heart of music city.

 Enter your text here

Terrell (M) 👉 Inspirational Pitch **0%** Speed **0%** Add Pause 19.6s | 19.6s  

 We begin our three day adventure with a morning meeting, detailing about what to anticipate. [pause medium]
After the serious business, it is time to savor the flavors of Nashville, as we explore the local cuisine. [pause medium]
In the evening, socialize and connect with peers in the heart of music city.

 Enter your text here

Meeting Tools

(using Read.AI)

The screenshot displays the Read.AI meeting report interface. At the top, the meeting title is "Introduction to Read", dated "Mon, May 1, 2023" from "4:00-4:15 pm", with a "Premium report" badge. Action buttons include "Tags (0)", "Participants (5)", "Edit", "Download", and "Share". Navigation tabs for "Recap", "Deep Dive", and "Coaching" are visible. The "Notes" section is active, showing a "Transcript" view with search and share icons. Below this are three line graphs for "Read Score" (87 GOOD), "Engagement" (88 GOOD), and "Sentiment" (85 GOOD), each with a "Read Average" icon. A "Summary" section contains a paragraph about the meeting's focus on Read's features. The "Chapters & Topics" section, with a "Chapter descriptions" toggle, lists two chapters: "Read's Meeting Analytics Platform Enhances Efficiency and Effectiveness" (0:06) and "Using Read to Improve Meeting Efficiency and Effectiveness" (6:18). The right sidebar features a video player with a "Play highlights only" toggle and a list of highlights: "Measuring the call as a participant" (0:14) and "Real time analytics" (0:35), each with a 4-second preview thumbnail.

Meeting Tools

(using Zoom AI Companion)

Meeting Summary for Tim Altbaum's Personal Meeting Room

Oct 26, 2023 11:00:40 Central Time (US and Canada) ID: 687 256 5694

Summary

Financial Review and Expense Tracking



Sales, Expenses, and Budget Review

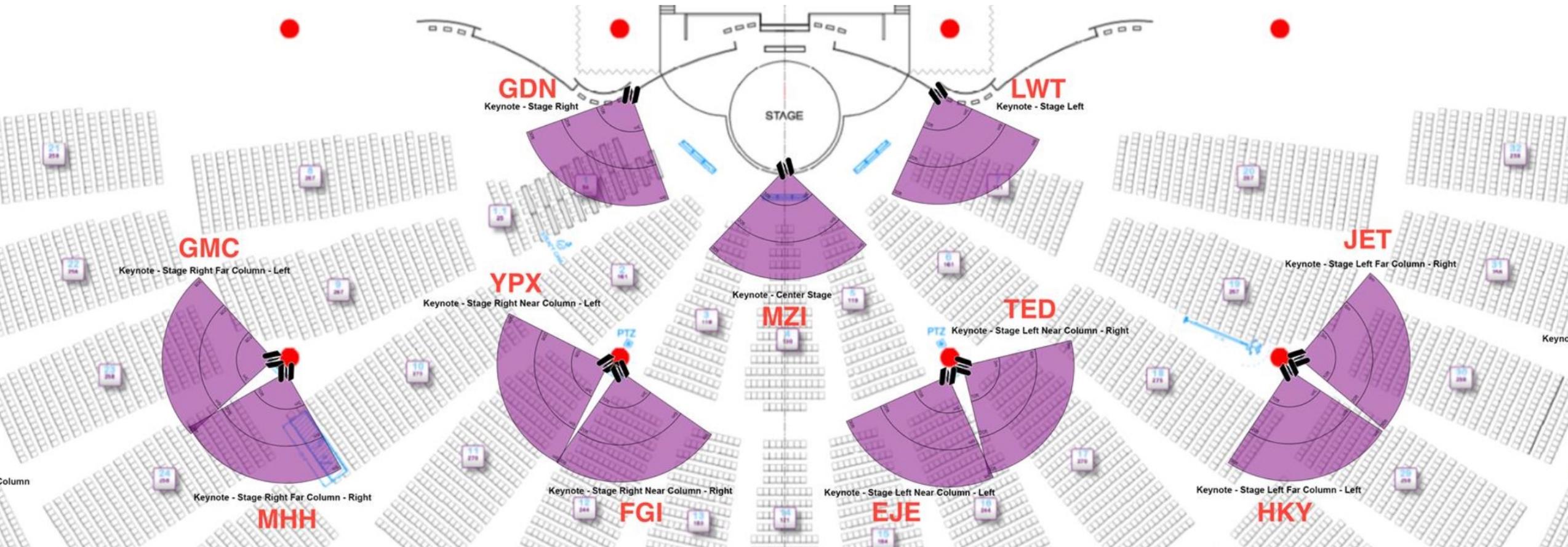


Sales Target Analysis and Revenue Strategy



Facial Recognition Tools

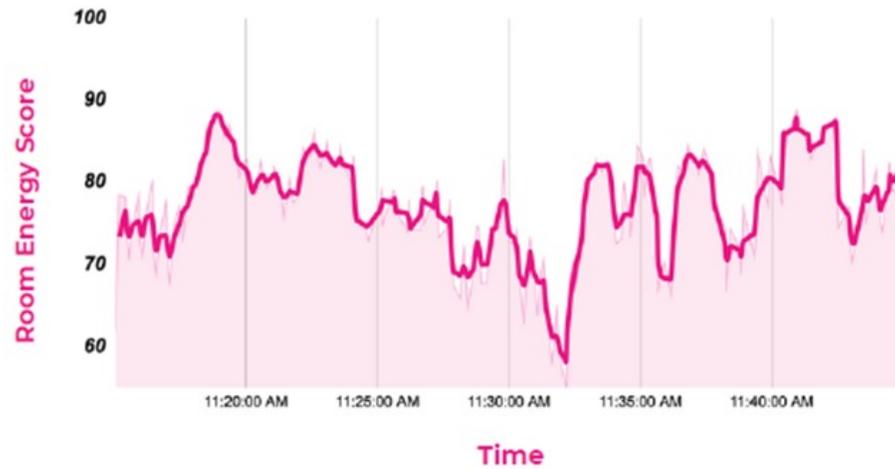
(using Zenus AI)



Facial Recognition Tools

(using Zenus AI)

ROOM ENERGY

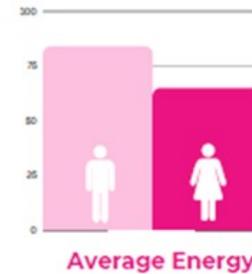
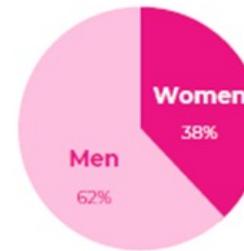


What is room energy?

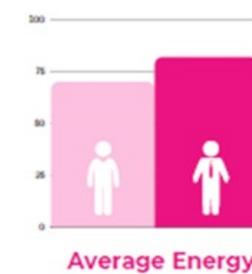
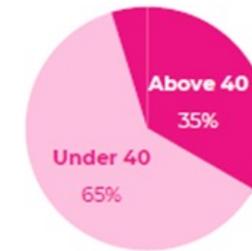
Room energy is the rate of positive facial expressions relative to other events.

DEMOGRAPHICS

Biological Sex



Age Group



Facial Recognition Tools

(using Zenus AI)



The dwell time on the check-in kiosks was **52% higher** compared with the customer service.

There were fewer attendees waiting in line at the customer service and more staff members assisting them.



57%

Location 1
Central
check-in
kiosk



40%

Location 2
Customer
service
counter

Despite longer wait times at the check-in kiosks, the satisfaction rate was 57% versus 40% in customer service.

That indicates there is space for training the customer service staff members.

Presentation Tools

(using Gamma)

Prompts: Sales Kickoff Corporate Meeting in Nashville

Response:

Meeting objectives –

Learn about new company products, meet members of the team, and experience the sights and sounds of Nashville.

Agenda overview –

Three mornings of keynote speakers and executive talks, three afternoons of breakout sessions, and evening events dining around and exploring Nashville.

Keynote speaker highlights –

Engaging motivational keynote speakers and learnings from key executives.

Sales performance review –

Learn how we finished financially last fiscal year and how we will achieve \$250M in revenue in 2024.

Product updates and launches –

We will review key milestones and release dates for our new flagship product.

Team-building activities –

Get to know your colleagues through fun activities, dine arounds, and games.

Closing remarks and next steps –

Looking forward to 2024 and beyond, we will be the dominant force in our industry.

Sales Kickoff Corporate Meeting in Nashville

Join us for an exciting and informative Sales Kickoff Corporate Meeting in the vibrant city of Nashville. Discover our new products, connect with colleagues, and experience all that Nashville has to offer.



by **Tim Altbaum**



Meeting Objectives

Learn and Connect

Discover our new company products and meet members of our talented team.

Immerse in Nashville

Experience the sights and sounds of Nashville during our evening events and dine-around activities.

Motivation and Inspiration

Engage with motivational keynote speakers and gain insights from key executives in the industry.

Agenda Overview

- Three mornings of engaging keynote speakers and executive talks
- Three afternoons of interactive breakout sessions
- Evening events to explore and dine around Nashville

Sales Performance Review

1

Last Fiscal Year

Review our sales performance from the previous fiscal year and celebrate our accomplishments.

2

2024 Revenue Goal

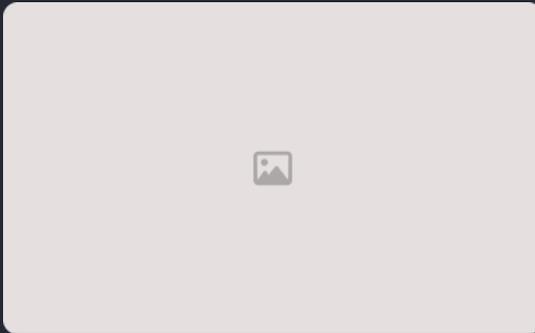
Learn how we will achieve \$250M in revenue by implementing strategic plans and initiatives.

3

Q&A Session

Engage in a Q&A session to address any questions or concerns related to our sales performance.

Product Updates and Launches



New Flagship Product

Discover key milestones and release dates for our highly anticipated new flagship product.



Product Roadmap

Get a sneak peek into our future product plans and how they align with market demands.



Live Demonstrations

Witness live demonstrations of our innovative products and experience their features firsthand.

Team-building Activities



Closing Remarks and Next Steps

Looking Forward

Set your sights on the future as we discuss our vision for the coming years.

Becoming Industry Leaders

Discover how we plan to become the dominant force in our industry and exceed our sales goals.

Presentation Tools

(using Tome)

**Nashville Sales
Kickoff**



Meeting Builder Tools

(using PCMA Spark)

Welcome to spark!

Get started by choosing a task

Content Generation | Repurpose | Legal | Brainstorming | Analysis | Labs

Q Search all tasks...

- Build Agenda**
Craft an event agenda that keeps your audience engaged
- Create Event Description**
Generate event descriptions that attract attendees.
- Craft Session Description**
Develop session descriptions that encourage attendance.
- Create Speaker Bio**
Develop compelling bios for your event speakers.
- Compose Email**
Craft compelling emails that engage audiences and drive conversions.
- Create LinkedIn Post**
Craft engaging and professional LinkedIn posts effortlessly.
- Craft Press Release**
Compose persuasive press releases for your promotions.
- Summarize Text**
Condense lengthy content into bite-sized summaries.
- Review Text**
Automatically review and refine your event content.
- Create Video Script**
Generate Video Script for any type of video

What Did We Learn?

1

Gain valuable insights into which AI Tools you should be using now

2

Simplify and streamline the planning process with specific AI Tools

3

Market and Promote your event more effectively

4

Provide more thorough in-event and post-event analytics to make better decisions



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Questions? Comments?



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Scan to connect
with Tim

