WEBINAR INSIGHTS

AI in the Trade Show Industry:
A Conversation with Rich Stone

KEY TAKEAWAYS

- Treat AI as a thought partner, not simply a task-completion tool. AI is most valuable when it helps employees explore ideas, solve problems, and make better decisions rather than replacing human expertise.
- Better input leads to better output. Provide clear context, define the goal, ask AI to confirm its understanding, and invite it to ask follow-up questions before producing a response.
- Go beyond basic prompts. Instead of only asking AI to draft or summarize, use it to identify opportunities, challenge assumptions, uncover risks, and suggest questions you may not have considered.
- AI can improve event matchmaking and networking. By learning an attendee's interests, goals, and previous interactions, AI can recommend exhibitors, contacts, and opportunities that are more relevant than traditional matching systems.
- Keep customer service human-first. AI can efficiently handle routine questions, but organizations should preserve human touchpoints for complex or sensitive situations. Automating repetitive requests can also free employees to focus on relationship-building and revenue-generating work.
- Look for measurable business applications. AI can help analyze financial statements, identify ways to improve cash flow, uncover cost-saving opportunities, support design work, streamline scheduling, and monitor competitors or industry activity.
- There is no single "right" AI platform. Tools such as ChatGPT, Copilot, Grok, and others have different strengths. The best choice depends on the task, existing systems, available data, and how the tool fits into the organization's workflow.
- Protect sensitive information. Financial, employee, customer, and company data should be anonymized before being entered into public AI tools. Organizations should also establish clear guidelines for appropriate AI use.
- Human review remains essential. AI-generated content and recommendations should be checked for accuracy, tone, relevance, and authenticity. If something feels generic or overly "AI-like," it likely needs more context and refinement.

PUT IT INTO PRACTICE: PROMPTS TO TRY

1. "Before completing this task, summarize what you understand I am asking and identify any information you still need."
2. "Ask me five questions that will help you better understand this challenge before recommending a solution."
3. "Act as a thought partner. What opportunities, risks, or questions am I overlooking?"
4. "Review this process and identify ways we could save time, reduce costs, or improve the customer experience without losing the human touch."
5. "Based on my goals and interests, help me identify the exhibitors, attendees, or business connections I should prioritize at this event. Explain why each one is relevant."

SPEAKERS

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