

## EVENT MARKETING &amp; BRANDING

# AI-Driven Event Personalization & Experience Design 2030

A two-day programme in ai event personalisation & experience design, with eight modules and workplace application.



**DURATION** 2 days

**DELIVERY** Public or in-house

## Why this programme

Explores how artificial intelligence, predictive analytics, and real-time behavioral tracking reshape event experience design. Participants will learn how to architect dynamically customized schedules, personalized content delivery, and adaptive environment triggers to deliver unmatched attendee engagement.

## What participants will learn

- 01** Master hyper-personalized attendee journeys powered by AI recommendation engines.
- 02** Implement real-time sentiment analysis and adaptive spatial environment controls.
- 03** Maximize attendee satisfaction and post-event dynamic content conversion rates.

## Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on workshop mapping AI touchpoints into your upcoming 2030 event masterplan.

# Detailed programme

## Day 1 | Foundations and core skills

### 01 The AI Experience Era in 2030

- Shift from static agendas to real-time, dynamic experience design; privacy-first attendee data architecture.

### 02 Predictive Attendee Journey Mapping

- Leveraging machine learning to map behavior, preferences, and automated agenda curation.

### 03 Real-Time Sentiment Analysis & Spatial Adaptation

- Utilizing facial recognition, biometrics, and IoT sensors to auto-adjust event light, sound, and content flow.

### 04 Generative AI for Dynamic Content Delivery

- Auto-generating customized session summaries, visual recaps, and localized translations live.

# Detailed programme

## Day 2 | Application and action planning

### 05 Designing Conversational AI & Digital Event Concierges

- Building autonomous digital agents for instant, multilingual attendee support and networking matching.

### 06 AI-Driven Smart Networking & Matchmaking

- Algorithmic matchmaking algorithms pairing attendees based on micro-skills, business intent, and goals.

### 07 Measuring Emotional ROI & Real-Time Engagement Metrics

- Tracking dwell time, engagement heatmaps, and emotional valence metrics live during sessions.

### 08 Action Plan: Implementing Your AI Event Personalization Matrix

- Hands-on workshop mapping AI touchpoints into your upcoming 2030 event masterplan.

## How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Hands-on workshop mapping AI touchpoints into your upcoming 2030 event masterplan.

### TRAINER PROFILE

#### Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

## Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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Contact: Daud Ibrahim | ISD Solution