



# AI IN EVENTS AND MARKETING

CREATED BY:

JULIE RUBANETS AND MY AI

# AI IS YOUR HIGHLY-SKILLED ASSISTANT

- AI functions as a highly-skilled assistant, streamlining tasks and boosting productivity.
- It enhances creativity and efficiency, while people play a crucial role in setting objectives, refining AI outputs, and making final decisions.



\*This presentation design was created using Microsoft Copilot.

\*\* All images were generated with Midjourney.

# AI-CREATED MARKETING STRATEGY FOR FLOORING WHOLESALE COMPANY

## Leveraging AI:

- **Draft Strategies:**  
Generate detailed marketing strategies efficiently.
- **Visualize Concepts:**  
Create and evaluate multiple marketing concepts.
- **Select Optimal Plan:** Use AI insights to choose the most effective strategy.





- **Industry Trends:** Follow and update according to the latest design trends.
- **Top-Notch Presentation:** Maintain high merchandizing standards in own showrooms and with Partners.
  - ✓ Accessible POS: Ensure easy access to materials.
  - ✓ Planograms: Organize by tone and type.
  - ✓ Large Formats: Highlight selected decors prominently.
  - ✓ Clear Labels: Include all key product info.

## MERCHANDISING STANDARDS & EFFICIENT TRACKING SYSTEM



# TRADE SHOWS

- **Standout Booth:** Highlight the company's product range.
- **Pre-Event Promotion:** Generate excitement with unique experiences.
- **Product Demos:** Showcase quality and versatility.
- **Educational Sessions:** Host info sessions on flooring solutions and trends.
- **Exclusive Offers:** Provide deals to boost sales and booth traffic.
- **Networking:** Connect with industry professionals.
- **Follow-Up:** Contact leads post-event for further cooperation.

# EVENTS FOR INDUSTRY PROFESSIONALS

- Industry Conferences
  - Panel Discussions
- Product Roadshows
- Practical Workshops
  - Lunch and Learn
- Networking Mixers
  - Webinars



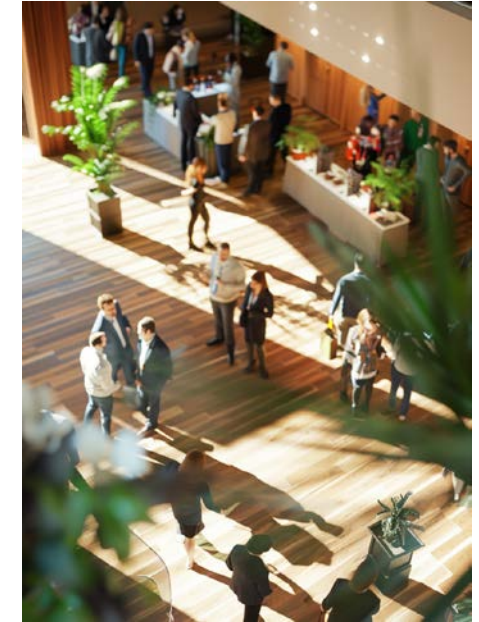


# EVENTS FOR CLIENTS AND PARTNERS

- Customer Appreciation Events
- Golf Tournaments
- Exclusive VIP Events

# MEDIA AND COMMUNITY EVENTS

- Community Open Houses
- Charity Events
- Media Briefings



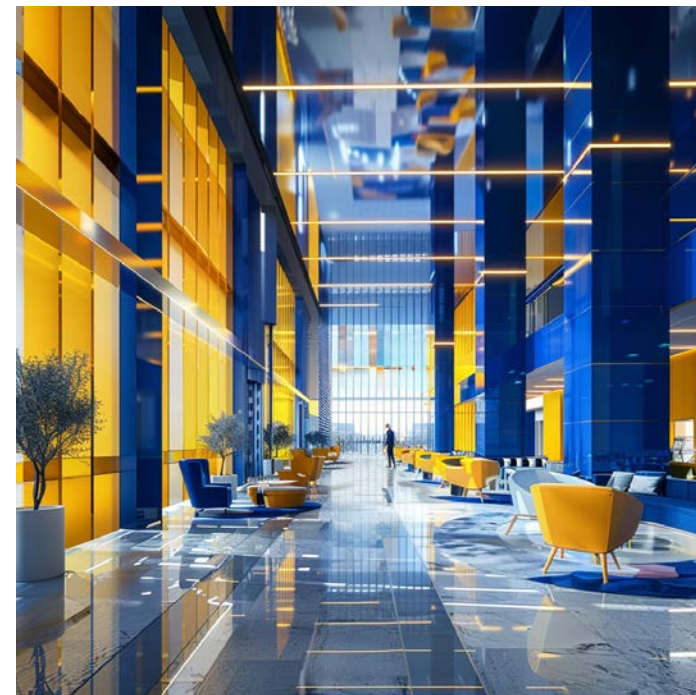
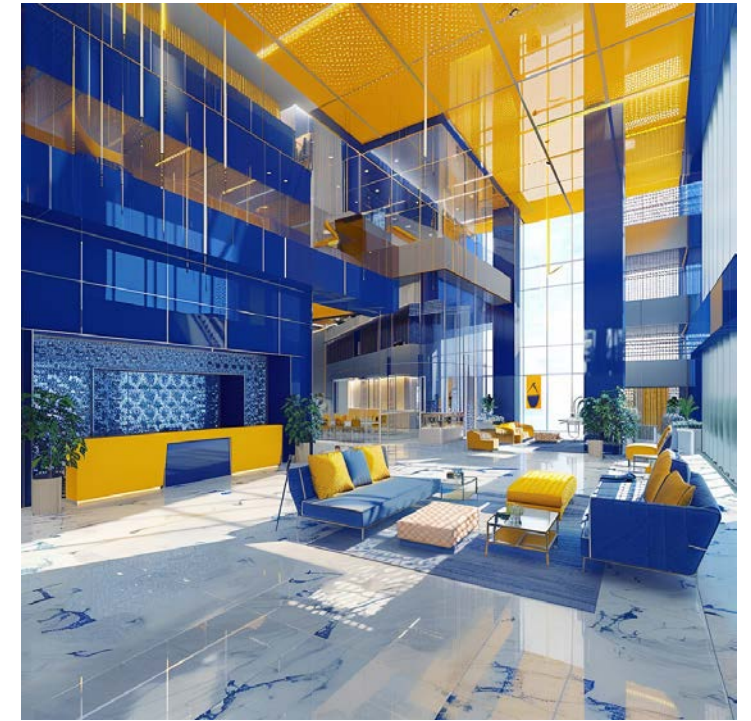




# AI- CREATED EVENT CONCEPT IN TORONTO

- **AI-Designed:** Brand colours (blue, yellow, white).
- **Concept Visualization:** Explore and select ideas.
- **Vendor RFP:** Develop requests for proposals.
- **Event Promotion:** Use created materials for marketing.

# VENUE



# LOUNGE ZONE





# **GALA DINNER**



**EVENT  
VIBE**

# 5 BENEFITS OF AI-GENERATED IMAGES

- Unique Branding
- Cost & Time Efficient
- Boosts Conversions
- Improves SEO
- 650% More Engagement  
than text-only posts



# HOW AI IS TRANSFORMING EVENTS AND MARKETING



- **Creativity:** Generates unique ideas and concepts (images, songs and videos).
- **Personalization:** Tailors concepts through data analysis.
- **Content:** Augments promotional materials.
- **Customer Support:** Uses chatbots with real-time adjustments.
- **Planning & Automation:** Streamlines logistics and tasks.
- **Analytics:** Analyzes data and generates forecasts.
- **Security:** Protects data and ensures compliance.
- **Trends:** Utilizes VR and AR for immersive experiences.

# CHATGPT FOR BUSINESS DEVELOPMENT

While you always need to refine the results and add your expertise, isn't it amazing that you can save up to 80% of your time by letting ChatGPT draft the structure so you can focus on the key points?





# A FEW WAYS TO USE CHATGPT

- Business Plans
- Market Research
- Marketing Strategies
- Competitive Analyses
- Customer Personas
- Social Media Strategies
- Sales Pitches
- Employee Training Programs
- Customer Feedback Systems
- Innovative Business Models
- Product Development Roadmaps

Ask me  
how to tailor it to  
your business  
objectives



# STAY CONNECTED



\*\*\* This image was used for my top LinkedIn post of the year, celebrating the completion of the "Generative AI for Digital Marketers" course.

## JULIE RUBANETS

🚀 Global Event & Marketing Pro | Passionate AI Enthusiast 🤖 | 10+ Years of Proven Success Across North America, Asia, and Europe 🌍 | Elevating Experiences & Exceeding Expectations ✨

- ✓ Feel free to ask questions or share your thoughts.
- ✓ I'm also excited to chat about potential collaborations.
- ✓ Let's turn the ideas into impact!

