

# The Research on the AI Potential Application in Exhibition and Conference Communication

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**Abstract**—This paper will predict the future of AI application in exhibition and conference communication and give advice on how practitioners in China can use AI to carry out their work. AI brings the industry of exhibition and conference both impact and change which includes supporting AI recommendations for clients to enhance precision marketing, simplifying user interface to enhance the experience, providing pre-calculating services for the organizers to improve on-site service quality and promoting the protection and utilization of data. These specific applications will help the continuous innovation of exhibition and conference companies and professionals. It will also effectively contribute to sustainable development for domestic industry.

**Keywords**—AI, exhibition and conference communication, potential application

## I. INTRODUCTION

Artificial Intelligence (hereinafter referred to as AI) has become the hot technology at present. As an economic trend-setter for the entire country, exhibition and conference industry can not fall behind. According to the survey, the expectations of the exhibition practitioners for AI are increasing. They not only expect that AI can be an effective technical solution to exhibition and conference communication, but also look forward that AI's new ideas and creativity can inspire the continuous vitality of the industry.

Year of 2017 was known as the first year of AI. The government annual report of 2018 listed AI as a key task in future and emphasized that AI will bring new historical opportunities to China. The key to AI development is application and integration into industry under the tens of billions of investment. How does AI combine with exhibition and conference industry? How can we maximize the synergy effect?

AI's greatest contribution to the development of various industries is that it can effectively establish relationships with customers and provide customized participation experiences for customers according to existing model. Enterprises could increase income. The exhibition and

conference industry itself is highly dependent on customer participation, so the application of AI can also start from this aspect. It means that the organizer can use the AI enhancement system to design a more professional, more interesting and attractive all-round participation experience to attract and entertain audience, exhibitors, sponsors, etc.

From the perspective of long-term development, the management and application of data will become another key to AI application in the field of exhibition and conference. Successful AI+ exhibition and conference rely on the efficient collection, analysis and control of data, which is still a challenge today. However, the application of AI technology can really accelerate the development of exhibition and conference industry by breaking the data challenge.

## II. THE POTENTIAL DIRECTIONS OF AI APPLICATION IN EXHIBITION AND CONFERENCE INDUSTRY

The application prospect of AI in the field of exhibition and conference is promising, and its influence on the exhibition industry will be mainly reflected in four aspects. AI Potential Application in Exhibition and Conference Communication is promising. Its influence will be mainly reflected in four aspects.

### A. Form Personalized Recommendations

This study takes an exhibition with more than 30,000 visitors for example. During the current common operation, the staffs of organizer manually match the forms according to the customer's prior submission and indicated interests as well as intentions at first. Then they arrange appropriate exhibition schedules for customers. [1] Those who have not informed the message in advance will have to make an interim decision while arriving the exhibition site. It has greatly contributed to the increase in both the labor costs and boring work.

Conversely, its automatic generation matching engine can extract and interpret data from social media archives of participants, such as LinkedIn and Facebook, and then provide them with accurate participation recommendations, buyer and seller recommendation, even most appropriate product recommendations for their business needs after using AI technology. According to the personalized recommendation, the participants can arrange the agenda in advance or indicate that they are not interested in the

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system recommendation. The clients' feedback could prompt the AI system to re-collect and analyze the user data, thereby improving the next recommendation. It effectively forms a virtuous circle.

According to the UK Conference and Exhibition Industry 2017 survey report, 55% of respondents said that the effective associated information which they got from the automatic matching engines greatly exceeded the information obtained from other sources. [2] It can be seen that the superiority of AI's extracting information from customer behavior and feedback and generating real-time recommendations is far above any other customer relationship management method.

On the other hand, the AI system can help exhibitor to easily coordinate the elements of time, space and people in the process of exhibition. Firstly, AI can recommend potential customers to exhibitors and help them to understand the interests of potential buyers. It allows exhibitors to prepare their own customized products and services in advance, while maximizing the use of limited time, space and human resources during the exhibition.

#### *B. Simplify Users' Experience Interface*

The features of chat bot are becoming more and more versatile. The increasing complexity of auxiliary systems use has greatly reduced humanity's desire for its intelligence. This complexity also occurs in exhibition and conference. Clients have to do online registration, follow the organizer's social media account to obtain agenda and discount information, use Alipay, accept exhibitors' push and satisfaction survey. [3] The incompatibility between platforms and repeated submission of personal information has led to a significant number of users giving up the opportunity to use big data and mobile internet.

However, AI-driven chat bots have the technical ability of understanding and controlling information from various types of human-computer interactions and personalized conversations in the previous generation. Thus, it is unnecessary for clients to download several applications nor log in a series of websites. AI could create an easily accessible communication interface.

AI technology will free the exhibition and conference communication from a number of specialized applications with different distribution entities, different functions as well as complicated usage methods in the future. It will be replaced by an "Instant Messenger" user experience interface which combines all content, unified publishing and personalized processing on mobile phone. At the same time, the application of the user experience interface will also be very easy.

#### *C. Provide Pre-calculating Services*

It has to be mentioned that AI owns deep learning ability while taking a thorough discussion on AI. It is a machine learning form based on hierarchical representation of variables, and its algorithm can be applied to various applications which rely on pattern recognition. This system

is relatively complex. It requires a lot of time and expertise to build and run.

In fact, it means that the AI system accepts sensory input as if it was data, and adds reasoning components based on theoretical calculations, thereby calculate new behavior.

In the field of exhibition and conference, this pre-calculation will translate into a systematic reading tracking and registration data. It can also predict the logistics needs of the beverage, food and crowd control with the real-time development of the event. The system makes judgments basing on the input data of the previous scale and the similar exhibition or conference. It also calculates the following demand with on-site feedback for the services provided. Therefore, the accuracy is quite high. The pre-calculating behavior of AI can help the organizers to provide better services to all participants.

#### *D. Promote Data Protection and Utilization*

All discussions on data now have paid attention to the issue of data protection and integrity. It is not only a problem of AI, but also a common problem at all technical application levels in the area of exhibition and conference. [4] Therefore, we must clearly understand that it is one of the social impacts of technology on the industry.

The use of AI's big data capabilities will greatly enhance the data protection and improvement awareness of the exhibition and conference industry. The efficiency of data utilization will be also greatly enhanced. The situation of management and use of customer data in exhibition and conference industry today is in disorder. The problem of slow update, the important data loss, the aimless push of exhibition information, and even the leakage of user information exist everywhere.

Data integrity is not the most exciting part of AI development, but it is a key component. After all, high-quality data can be exchanged for high-quality intelligence. Therefore, ensuring the integrity of data will have a major impact on data use. The application of AI will motivate the exhibition and conference industry to pay attention to the integrity of data collection and preservation. On the other hand, when the network data is used by the AI system to find and satisfy the user's intention, the users are anonymous to each other unless the users indicate that they are "interested" to contact. In the process, user's private secret information will never be touched. On the basis of data security, we use AI technology to provide advice to event organizers and sponsors. A precise data analysis report makes them know which parts of the project are most effective and where to get the best return.

### III. THE PRACTICE OF AI FOR EXHIBITION AND CONFERENCE PROFESSIONALS

The exhibition and conference industry is highly competitive. Each organizer tries to "specialize" itself and focuses on a specific type of market. [5] They work with

companies, business events and exhibitions, associations and conferences. So there is absolutely no one AI solution to all situation. And how do exhibition and conference practitioners use AI?

The majority of event organizers and vendors cannot design and develop accurate AI experiences because of the complexity of AI system. Therefore, the quickest way is to use an activity-specific app with a convenient AI plug-in assistance. For example, the API launched by Grip is an artificial intelligence matching engine which enables the organizer's applications to be easily integrated with most systems. We're looking forward the domestic AI companies will be able to keep up with the pace and develop the system that fits Chinese convention and exhibition communication.

#### IV. CONCLUSION

AI brings the industry of exhibition and conference both impact and change which includes developing AI recommendations for customers to enhance precision

marketing, simplifying user interface to enhance the experience, providing pre-calculating services for the organizers to improve on-site service quality and promoting the protection and utilization of data. AI will bring a new world full of challenges and opportunities. The integration with AI will inevitably promote the vigorous and sustainable development of China's exhibition and conference industry.

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