

Unlocking the Power of Generative AI: Applications of ChatGPT in Event Planning and Marketing Content Creation

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Abstract

This study investigates the real-world applications of ChatGPT in the meetings, incentives, conventions, and exhibitions (MICE) industry, with a focus on event planning and marketing content creation. Adopting a qualitative methodology, the research includes semi-structured interviews with industry professionals and analysis of two case studies from Southeast Asia. Findings demonstrate how ChatGPT is utilized in proposal writing, agenda design, creative brainstorming, multilingual translation, and brand storytelling. Results reveal that ChatGPT effectively reduces content production time, enhances interdisciplinary collaboration, supports cultural adaptation, and broadens regional communication. However, challenges related to content accuracy, ethical transparency, and human-AI collaboration boundaries remain significant. This paper contributes to the academic understanding of generative AI applications in the MICE field and provides actionable recommendations for practitioners and educators. It also outlines future research directions to assess long-term impacts and global scalability.

Keywords: Generative AI, ChatGPT, Event planning, Content Creation, MICE industry, Digital marketing

1. Introduction

The rapid development of generative artificial intelligence (AI) has brought forth new opportunities for industries that rely heavily on content creation and communication. Among these, the MICE (meetings, incentives, conventions, and exhibitions) sector has shown particular interest in leveraging AI tools to enhance efficiency and creativity in planning and executing events. ChatGPT, a large language model developed by OpenAI, has demonstrated strong capabilities in generating natural language text, making it a valuable tool for drafting event proposals, marketing copy, scripts, and more.

The COVID-19 pandemic accelerated digital transformation across the global event industry, shifting many events to virtual or hybrid formats. This transition created an urgent need for new technologies that could support the production of high-quality digital content under time and resource constraints. As event organizers navigate this evolving landscape, generative AI tools like

ChatGPT offer a promising solution to meet rising expectations for personalized, engaging, and multilingual event content. Despite its potential, the adoption of ChatGPT in event planning and marketing remains underexplored in academic literature. This study aims to fill this gap by examining how event professionals use generative AI in their workflows, identifying both its practical benefits and the limitations that must be addressed to maximize its impact.

2. Literature Review

2.1 Generative AI and Content Marketing

Generative AI models, including ChatGPT, are designed to produce human-like text based on prompts. These tools have been widely adopted in industries such as journalism, education, and digital marketing for tasks like content generation, summarization, and sentiment analysis (Kaplan & Haenlein, 2023). In content marketing, AI tools help marketers scale content production, personalize messages for target audiences, and optimize campaigns based on performance data (Chung et al., 2022). Other studies have demonstrated how generative AI enables dynamic audience engagement and real-time campaign refinement (Dwivedi et al., 2023; Jarek & Mazurek, 2019). Liu and Sundar (2022) examined how anthropomorphic design of AI content affects audience trust. Furthermore, Seiffert-Brockmann et al. (2021) highlighted that generative models can support strategic communication planning in fast-paced media environments.

Recent scholarship has also highlighted the broader strategic implications of AI-generated content. For example, Huang and Rust (2021) argue that AI is not merely a tactical tool but a transformative force in reconfiguring marketing functions. Marinchak et al. (2018) demonstrated how AI adoption improves customer engagement metrics and brand consistency across multiple digital channels. Moreover, Kietzmann et al. (2018) noted that while generative AI enhances productivity, it also introduces new ethical challenges, particularly in relation to source transparency and content authenticity. These insights provide a foundation for understanding ChatGPT's potential role within the highly communicative environment of the MICE industry.

2.2 Content Creation in the MICE Industry

The success of MICE events often hinges on effective communication strategies, including event websites, email campaigns, press releases, and social media engagement. Traditionally, this content has been manually produced by marketing teams under tight deadlines. With the rise of digital events, the volume and complexity of content requirements have increased, making automation tools more appealing (Getz & Page, 2016). Liu et al. (2021) noted that digitalization in MICE operations is becoming more prevalent post-COVID. Jin and Weber (2019) discussed how content localization influences international delegate engagement. Huang et al. (2020)

emphasized that storytelling and personalized microsites significantly improve perceived event quality. Additionally, Park and Back (2020) revealed that content strategy is a key predictor of attendee satisfaction in large-scale exhibitions.

In recent years, the proliferation of hybrid and online events has driven demand for scalable and automated content generation. According to Ma and McKercher (2022), digital content such as video teasers, interactive invitations, and post-event summaries are now critical components of MICE event strategy. Moreover, Chen and Lin (2021) found that using AI-generated personalization in email marketing campaigns led to higher open rates and attendee conversion in business events. Zhang and Gursoy (2020) highlighted the role of AI in curating tailored user experiences on event platforms, which significantly enhances participant retention and engagement. Furthermore, the alignment of content with destination branding and thematic storytelling has been emphasized in studies by Yeoman et al. (2015), who argue that consistent and immersive narratives improve attendees' emotional engagement and memorability. As such, the use of generative AI in content creation offers potential not only in saving time, but also in crafting compelling and coherent communication strategies that resonate with diverse audiences across regions.

2.3 AI in Event Planning and Management

While existing studies have explored the use of AI for logistics, ticketing, and customer relationship management in events (Law et al., 2020), fewer have examined the creative and planning aspects. ChatGPT, in particular, can support brainstorming, agenda setting, and multilingual translations—areas that are essential for international and large-scale events. However, questions remain regarding the reliability of AI-generated content and its alignment with brand identity (Xiang et al., 2021).

Tussyadiah and Miller (2019) highlighted immersive and AI-powered planning tools as key drivers of experiential value. Mariani and Borghi (2022) advocated for AI-human co-creation in service design and scheduling. Neuhofer, Buhalis and Sinarta (2019) also stressed that organizational readiness is critical for AI adoption in hospitality and events. Ivanov and Webster (2017) proposed that AI integration must consider ethical and managerial boundaries.

Recent research has further elaborated on the role of AI in event scenario planning and stakeholder communication. For instance, Gursoy et al. (2022) examined AI-driven personalization systems that tailor event experiences based on attendee profiles and behavioral patterns. Similarly, Sigala (2023) emphasized that AI in event planning must be supported by transparent governance frameworks and data ethics principles to ensure long-term sustainability. In a study by Neuhofer

et al. (2020), AI-powered tools were shown to facilitate seamless decision-making for venue selection, capacity forecasting, and contingency planning in complex event environments.

Moreover, the integration of AI with extended reality (XR) tools is redefining pre-event engagement and simulation design. Researchers such as Hwang and Seo (2021) explored how AI combined with AR/VR simulations supports event managers in testing spatial logistics and audience flows before the actual day, improving efficiency and participant safety. As the industry continues to evolve, it is essential to examine how AI-based systems can balance automation with the human-centered values foundational to the MICE sector.

3. Research Method

This study employs a qualitative research approach combining semi-structured interviews with event professionals and in-depth case study analysis. The aim is to understand real-world applications and implications of ChatGPT in event planning and content creation.

Participants: Five professionals from the Southeast Asian MICE industry, including event planners, marketing managers, and content strategists, were recruited through purposive sampling. The participants were selected based on their demonstrated engagement with digital transformation initiatives and hands-on experience with AI tools in event planning or marketing. Their affiliations included regional convention bureaus, independent event consulting firms, and cross-border marketing agencies, offering a rich diversity of perspectives. All participants had used ChatGPT or comparable generative AI tools in at least one major event within the past two years. Prior to the interviews, each participant completed a brief pre-survey detailing their role, organization type, and specific AI use cases to guide the interview questions more effectively.

Data Collection: Interviews were conducted via Zoom, each lasting approximately 45–60 minutes. To ensure consistency and in-depth exploration, a semi-structured interview guide was developed based on themes identified in the literature review. The guide included open-ended questions regarding participants' experiences using ChatGPT or similar generative AI tools, specific use cases in event planning or marketing, perceived advantages and limitations, and projections for future implementation. Participants were also encouraged to describe or share actual outputs such as AI-generated drafts, event scripts, or promotional content.

The interview questions were organized into the following five thematic categories to facilitate targeted yet flexible exploration: (1) Basic Background and AI Experience; (2) Applications in Event Planning; (3) Applications in Marketing and Promotion; (4) Human-AI Collaboration and Workflow; (5) Challenges, Risks, and Future Outlook. All interviews were audio-recorded with

International Conference of Organizational Innovation 2025

Proceedings

ICOI

2025

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

consent and transcribed verbatim for qualitative analysis. This approach allowed for both thematic consistency and flexibility to probe emerging insights.

In addition, two event cases were analyzed in depth:

Case A: ASEAN Digital Transformation Dialogue 2023 (Jakarta, Indonesia) — A regional policy and technology dialogue hosted by a Southeast Asian think tank in collaboration with several ASEAN ministries and ICT organizations. This annual forum brings together leaders from government, academia, and the private sector to discuss strategies for inclusive digital transformation across the ASEAN region. In 2023, the organizers used ChatGPT to support the generation of their bilingual event guidebook, create talking points and draft welcome speeches for ministers, and compose localized press releases for distribution in multiple ASEAN member states. The tool also assisted in summarizing panel content for media use.

Case B: Mekong Eco-Creative Festival 2023 (Chiang Rai, Thailand) — A cross-border cultural and sustainability-themed event organized by a network of eco-entrepreneurs and cultural institutions from the Greater Mekong Subregion. The festival featured artisan markets, environmental design showcases, and interactive storytelling workshops with local communities. ChatGPT was employed in the early planning stages to co-develop program descriptions, generate multilingual promotional texts in Thai, Lao, and English, and help craft speaker biographies and media kits. The AI also supported the creation of content for interactive installations focused on climate change education.

Each case involved document analysis (e.g., AI-generated drafts, marketing collaterals), interviews with project leads, and comparison with similar past events that did not use AI tools.

Data Analysis: Thematic analysis was used to identify recurring patterns in the interview transcripts and case materials. Transcripts and documents were coded using NVivo software and grouped under five emergent themes: (1) efficiency and productivity, (2) creative ideation, (3) multilingual and cultural adaptation, (4) content accuracy and quality control, and (5) collaborative dynamics between human teams and AI systems. To enhance rigor and consistency, qualitative data analysis tools such as NVivo were employed to facilitate systematic coding. Interview transcripts were segmented into meaningful excerpts (code segments), each labeled with one or more thematic tags corresponding to the five guiding categories of the interview guide. These categories ensured alignment between data collection and analysis. Visualization features such as word frequency charts, code co-occurrence matrices, and pattern diagrams further supported thematic comparisons across participant responses and between the two case studies.

In line with Braun and Clarke's (2006) six-phase thematic analysis framework, the research team engaged in data familiarization, initial coding, theme development, theme review, definition, and final write-up. To ensure coding consistency and credibility, two researchers independently coded a subset of transcripts and resolved discrepancies through discussion (Nowell et al., 2017). Additionally, the study applied longitudinal coding principles as proposed by Saldaña (2021) to track evolving perceptions of AI use across different stages of event planning. This temporal layering provided a richer understanding of when and how ChatGPT was introduced into the planning and marketing process. Finally, the interpretation of emergent themes was guided by a socio-technical systems perspective (Orlikowski, 2000), which recognizes that AI adoption in MICE contexts is influenced not only by technological features but also by organizational structures, stakeholder expectations, and ethical considerations.

4. Finding and Discussion

4. 1. Enhanced Efficiency and Productivity

Saving Time and Streamlining Workflow Across all participants and both cases, AI integration led to a notable reduction in content development time. For the ASEAN Digital Transformation Dialogue, event organizers reported saving up to 40% of their usual time during the production of event materials. ChatGPT allowed teams to instantly produce baseline content such as welcome letters, panel descriptions, and speaker intros. Similarly, for the Mekong Eco-Creative Festival, early-stage content such as workshop outlines and vendor profiles were produced with ChatGPT before being reviewed by the communications team.

Participants emphasized that ChatGPT enabled asynchronous collaboration among geographically dispersed teams. By working from AI-generated drafts, teams could review and revise content more efficiently across different time zones, particularly for multilingual versions. One interviewee noted that "the AI acted like a first-draft assistant, so we no longer had to wait for someone to finish before others could contribute." In addition, ChatGPT's ability to auto-summarize long documents allowed planning teams to condense briefings, reports, and vendor proposals into digestible outlines. This helped reduce information overload and improved the speed of internal decision-making. The tool's adaptability also allowed team members with less content writing experience to contribute meaningfully to pre-event communications. These time savings did not just improve efficiency—they also enabled more strategic allocation of resources. Instead of focusing on low-value writing tasks, team members were able to invest their time in content curation, visual design, and stakeholder engagement, which added value to the overall attendee experience.

Support for Creative Ideation

Breaking Through Creative Blocks ChatGPT was widely adopted to overcome idea stagnation, especially in brainstorming meetings. It provided a range of ideas for event themes, slogans, and community storytelling angles. At the Mekong Eco-Creative Festival, creative content for art-based climate installations was developed by combining AI-generated ideas with input from local artists. Organizers reported that ChatGPT helped them “see new angles” and overcome team-wide creative blocks.

According to interview data, event professionals found ChatGPT particularly useful in the early phases of content ideation, especially when initial concepts were vague or directionless. By inputting general prompts such as “Generate eco-themed workshop names” or “Suggest slogans for digital inclusion,” participants were able to generate a wide array of possibilities in seconds. This iterative process, described by one interviewee as “brainstorming with a limitless partner,” helped accelerate decision-making during creative meetings. The tool also encouraged cross-functional input. Junior staff or team members less confident in writing were able to contribute ideas by prompting ChatGPT and presenting options to the group. This democratization of ideation was seen as particularly valuable in hybrid teams or when working across departments.

Moreover, the case studies revealed that ChatGPT facilitated more inclusive creativity. For example, in Chiang Rai, the organizing committee used prompts to generate story outlines based on local folklore and environmental symbols. These outputs were then refined through community consultation, allowing local voices to shape the final creative content. These findings align with literature that suggests AI can serve as a stimulus for divergent thinking (Seidel et al., 2020), offering creative scaffolding rather than fixed solutions. The use of ChatGPT in these contexts provided a balance between novelty and relevance, enabling teams to break through creative inertia without compromising cultural or thematic coherence.

4. 2. Multilingual and Cross-Cultural Applications

Expanding Regional Accessibility Both events required trilingual or bilingual communication. ChatGPT was used for first-pass translation, notably reducing manual work. For instance, the Dialogue’s press releases were simultaneously produced in English and Bahasa Indonesia, while the Festival used English, Thai, and Lao. Though final outputs needed refinement by native speakers, the AI provided culturally adaptable drafts that streamlined the communication process and expanded regional accessibility. Participants indicated that ChatGPT allowed them to produce translation drafts in multiple languages faster than relying solely on human translators. While not flawless, these drafts served as a strong foundation, especially for time-sensitive materials like press releases and social media posts. As one participant described, “We could get the rough version in English and Lao within minutes, and then spend time on polishing rather than starting

from zero." Thematic coding revealed that multilingual content created by ChatGPT enhanced regional inclusion. In both cases, organizers stressed the importance of communicating directly with local audiences in their own languages. This was particularly relevant for the Mekong Eco-Creative Festival, where stakeholders from Thailand, Laos, and Vietnam collaborated closely. By generating parallel drafts in Thai and Lao, ChatGPT facilitated smoother internal coordination and community engagement.

Interviewees also highlighted ChatGPT's potential to handle culturally embedded phrasing. Although the AI occasionally produced overly formal or literal translations, it was adept at identifying equivalent concepts (e.g., honorifics or idiomatic expressions) when prompts were carefully crafted. This aligns with prior research suggesting that language models can support intercultural communication by offering rapid linguistic bridges (Halevy et al., 2022). To improve reliability, both case teams instituted a two-step process: AI-generated content was followed by human editorial review from native speakers. This hybrid model ensured both speed and accuracy, and was especially valued in cross-border event planning where responsiveness is crucial.

4. 3. Content Accuracy and Editorial Oversight

Interviewees generally stated that although AI-generated content is valuable for reference, it requires further review to ensure that the information is correct. Common errors include mistyped job titles, outdated data, and tone that doesn't match the brand positioning. To address this issue, both case teams established an "AI draft review mechanism" where senior colleagues conduct fact-checking and semantic adjustments to ensure the professionalism and brand consistency of the content. Ensuring Reliability and Trustworthiness Participants consistently emphasized the importance of verifying AI-generated content. Errors included misattribution of organizational affiliations, outdated facts, and overly generic phrasing. To address this, both event teams implemented an internal "AI review protocol" requiring a human specialist to fact-check and revise all AI-produced material before release. Despite these issues, AI was viewed as a valuable tool to accelerate the first 70% of content creation.

Interview transcripts revealed that most teams followed a multi-step content validation process. First, team members used ChatGPT to generate initial drafts of event documents including scripts, schedules, and promotional blurbs. Next, designated reviewers—often senior staff or native speakers—conducted line-by-line reviews to check factual accuracy, tone alignment, and message coherence. In some cases, planners used side-by-side comparison templates in spreadsheets to evaluate AI drafts against brand messaging guidelines.

Participants also cited risks stemming from overconfidence in AI outputs. One interviewee noted, "Sometimes the draft looks so polished that it's easy to overlook small factual mistakes." This

observation aligns with literature warning against automation bias in decision-making (Glikson & Woolley, 2020). To mitigate this, teams incorporated feedback loops into their AI workflows. At the Mekong Eco-Creative Festival, the communications team used annotation tools in collaborative platforms to flag questionable content and record revision decisions. Similarly, at the ASEAN Dialogue, reviewers maintained an internal log of AI-generated outputs that required correction. This growing repository helped refine prompt engineering and improved accuracy over time.

Moreover, by analyzing these editing patterns in NVivo, researchers identified common categories of recurring AI inaccuracies—such as vague phrasing, misquoted speaker titles, and overgeneralized policy references—providing empirical evidence for the need for human oversight. These findings reinforce the importance of combining automation with institutional editorial standards.

4. 4. Human-AI Collaboration

Research shows that the most effective use case for ChatGPT is in collaborative working mode within cross-departmental teams. For example, marketing interns drafted the first draft of the event script using ChatGPT, while senior managers optimized it for tone and content. This "AI draft + manual editing" process not only increases output speed, but also lowers the threshold for content creation, allowing entry-level members to participate in core communication tasks.

Enhancing Interdisciplinary Team Dynamics The most effective use of ChatGPT occurred when AI was used collaboratively within interdisciplinary teams. Marketing interns used AI to generate content skeletons, which were then passed to senior staff for polishing and brand alignment. This division of labor not only improved speed but also democratized content creation, allowing junior staff to participate more confidently. Teams also expressed increased openness to experimentation and iterative editing.

Based on the interview transcripts, the integration of ChatGPT reshaped team workflows by promoting a more horizontal and inclusive content development structure. Rather than top-down content assignments, team members across levels could initiate first drafts using AI, enabling a sense of shared ownership over the messaging. One participant noted, "The AI gave our interns the confidence to propose ideas they would've never suggested before." This collaborative model encouraged what Saldaña (2021) refers to as "dialogic coding," where iterative feedback loops foster learning and reflection among contributors. Teams often co-edited documents using shared platforms, with ChatGPT outputs acting as neutral starting points that reduced initial disagreement and smoothed collaborative editing.

Furthermore, human-AI collaboration was most productive when prompt development was treated as a team exercise. For example, the communications team at the ASEAN Dialogue jointly constructed prompts for session descriptions during a brainstorming session, allowing diverse expertise to shape the narrative direction. This aligns with the socio-technical lens adopted in the study, where technology functions not in isolation but through its embeddedness in team practices (Orlikowski, 2000).

Participants also reported an increase in psychological safety, particularly for less experienced staff. By acting as a conversational interface, ChatGPT reduced the intimidation often felt in group ideation settings. In this sense, AI supported a more inclusive creative environment that nurtured both productivity and team development.

4. 5. Ethical, Strategic, and Brand Considerations

The use of AI also raises ethical and cultural issues. For example, the organizers of the ASEAN Dialogue established an internal "AI Usage Policy" requiring that all ChatGPT drafts be marked with the source of generation and manually reviewed before they can be published. The Mekong Festival works with local storytellers to rewrite the narrative texts produced by ChatGPT to ensure that the content delivered is consistent with local perspectives and cultural context. These strategies demonstrate that AI is not only an operational tool, but also a key variable in the development of brand reputation and strategy.

Navigating Responsibility and Authenticity Organizers raised concerns regarding intellectual property, transparency in AI use, and the preservation of cultural authenticity. To mitigate risk, the Dialogue's host think tank drafted an AI use policy outlining disclosure standards and human review mandates. Meanwhile, the Festival organizers engaged local storytellers to adapt AI-drafted texts, ensuring they retained a community-driven voice. Participants also discussed the strategic advantage of AI in future-proofing event operations.

Interview transcripts revealed a shared recognition of ethical ambiguity in the use of generative AI. Participants emphasized the importance of disclosing AI involvement in public-facing materials to avoid misrepresentation. This is consistent with Nowell et al. (2017), who highlight that ethical rigor in qualitative processes enhances research and operational credibility. Several interviewees suggested developing a labeling system that identifies AI-assisted content, particularly in official speeches or media kits. Strategically, participants saw AI as a double-edged sword. On the one hand, it offered competitive advantage through agility and scale; on the other hand, it risked diminishing the perceived authenticity of grassroots initiatives. At the Mekong Festival, AI-generated content was intentionally "localized" by partnering with cultural custodians to ensure alignment with community values. This hybrid workflow aligns with ethical design

principles suggested by Floridi and Cowls (2019), where human oversight ensures accountability and inclusivity.

To institutionalize ethical safeguards, both event teams introduced internal documentation practices. These included prompt logs, revision notes, and decision justifications archived in shared platforms, enabling traceability and collective reflection. Such practices not only served compliance purposes but also became strategic learning tools for refining future AI deployment. Participants also raised questions about intellectual property—namely, whether co-created content using ChatGPT could be copyrighted or attributed. While no legal disputes arose during the projects, the teams acknowledged this as a grey area requiring clearer guidelines in future contracts and partnerships. This echoes the concerns raised by scholars like Buhalis et al. (2016) on the governance challenges of opaque AI systems.

5. Conclusion

This study points out that generative AI such as ChatGPT has become an effective auxiliary tool for content production in the exhibition industry, which can improve efficiency, enrich creative sources, and improve communication methods with audiences. In the future, it is recommended to strengthen AI literacy training for practitioners and establish an internal AI content review mechanism to balance efficiency and accuracy. In addition, higher education institutions should also actively incorporate AI applications into exhibition management courses to help students master the skills required for future workplaces.

This study illustrates that ChatGPT can serve as a strategic ally for professionals in the MICE industry, particularly in streamlining planning and marketing content workflows. Through qualitative interviews and two detailed case studies in Southeast Asia, we demonstrated how generative AI can enhance efficiency, stimulate creative ideation, support multilingual and culturally adaptive content, and foster inclusive human-AI collaboration. The findings affirm the value of ChatGPT not only as a time-saving tool but also as a catalyst for cross-functional participation and innovation in the planning and execution of events.

However, the study also identified critical challenges, including risks of automation bias, the necessity of human editorial oversight, ethical dilemmas in content attribution, and the importance of maintaining cultural authenticity. These challenges highlight the need for strategic governance frameworks that integrate technological potential with professional judgment and community values.

For industry practitioners, the following recommendations are proposed: (1) Integrate generative AI into creative, non-sensitive, and early-stage content workflows to reduce manual load and

enhance responsiveness; (2) Establish editorial standards, “AI review protocols,” and version control mechanisms to safeguard content reliability and brand integrity; (3) Develop internal knowledge systems—such as annotated prompt libraries and post-editing logs—to foster organizational learning and continual refinement of AI usage; (4) Promote team-based AI training that empowers junior staff to engage in ideation and content development processes.

For educators and curriculum developers: (1) Incorporate tools like ChatGPT into MICE-related coursework with an emphasis on practical prompt engineering, content critique, and ethical reflection; (2) Design experiential learning projects where students simulate real-world AI-supported planning tasks and reflect on outcomes; (3) Include cross-cultural and multilingual prompt exercises to foster linguistic sensitivity and global event literacy.

Further research is encouraged to explore the long-term impacts of generative AI on content originality, audience trust, event personalization, and the evolving roles of professionals in the event management sector. Comparative studies across regions and event types may also reveal how sociocultural factors shape AI integration practices in different MICE contexts.

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International Conference of Organizational Innovation 2025

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2025

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

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International Conference of Organizational Innovation 2025

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2025

e-ISSN: 3064-6030
FMI, Vol 2
15-17 July 2025

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