Staying Visible in an AI-Curated World

How AI is Reshaping Audience Acquisition

ATTENDEE ACQUISITION ROUNDTABLE | OCTOBER 23, 2025

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VP, PRODUCT & DEVELOPMENT

ABOUT THE SPEAKER

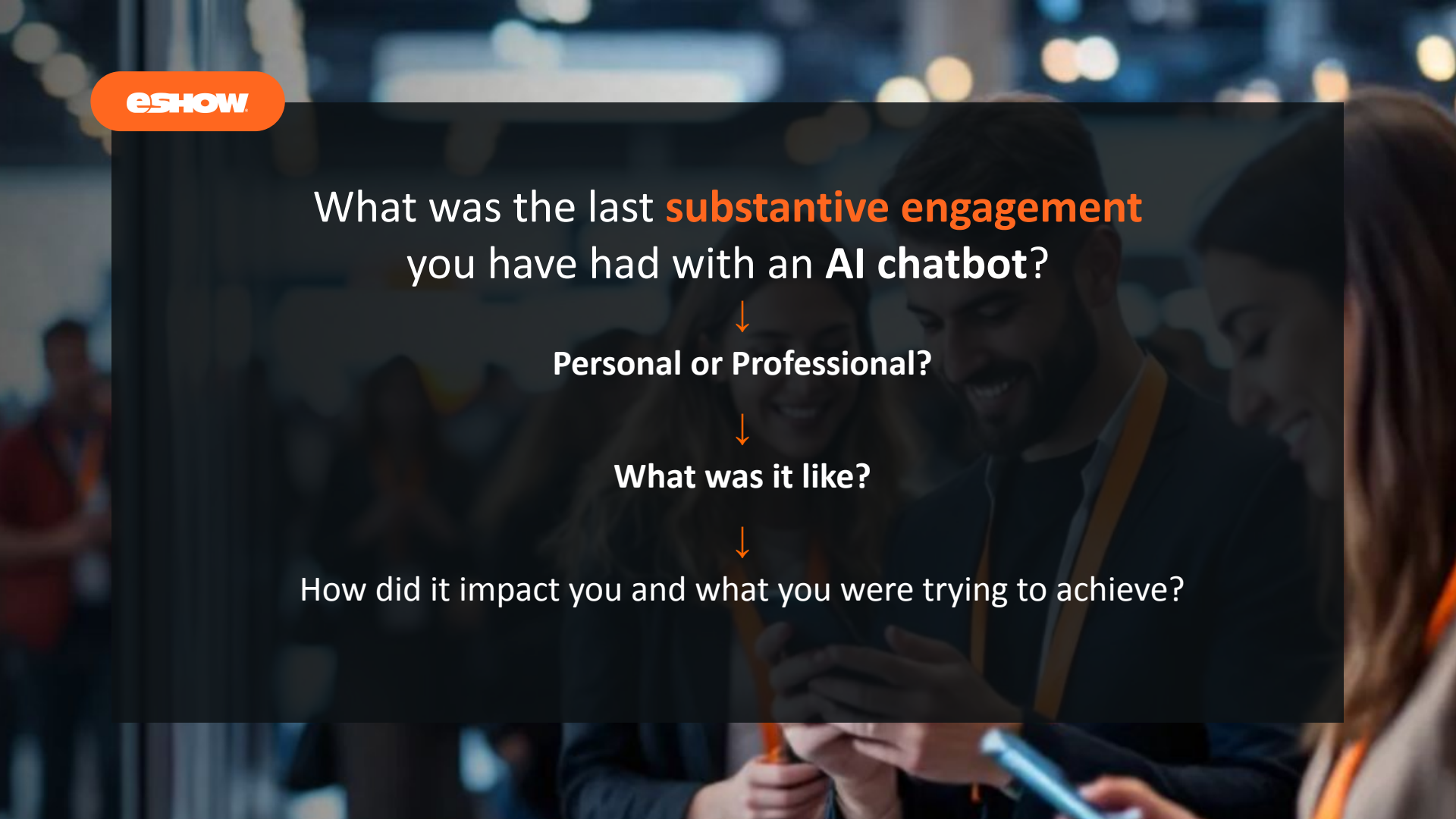
John Dandeneau

VP, Product & Development

- **Leads the strategy and evolution** of eShow's event management solutions
- Brings **deep expertise** across product leadership, technology, sales, and client success
- Specializes in **creating value-driven experiences** that **deliver meaningful impact** for event professionals and participants
- Formerly SVP, Product at Emerald Expositions

Agenda

- The World is Changing
- The Three Forces Reshaping Discovery
- The New Discovery Framework
- Three Immediate Actions


eSHOW
What was the last substantive engagement
you have had with an AI chatbot?
Personal or Professional?
What was it like?
How did it impact you and what you were trying to achieve?

The World is Changing

I need a volunteer

The World is Changing

TODAY | 2025

- Search for events
- Compare 3-5 options
- Manually register
- Book hotel
- Book travel (flight)
- Add to calendar

FUTURE | 2027

- AI analyzes objectives
- Compares using personal + company data
- Auto-registers + books everything
- Manages calendar + sets meetings
- She never visits event website

*"Today is the **worst** AI will ever be."*

AI Task Capability: Doubles every 7 months

Your Event Planning Cycle: 12-15 months

Your 2027 event will compete against AI *that is 3-4x more capable than today*

The **Three Forces** **Reshaping** Discovery

Personal AI
Agents

82% enterprise adoption by 2028

1

AI Overviews
in Search

13% of searches
(up from 6.5% in Jan 2025)

2

Autonomous
Decision-Making

77% of enterprise AI shows automation

3

What's your #1 concern

— about AI's impact on event marketing?

- **A** Losing visibility in search
- **B** AI recommending competitors instead
- **C** Not knowing how to optimize for AI
- **D** Not enough budget/ resources to adapt
- **E** AI replacing human decision-making entirely

The **Wake-Up** Call

40.1% ← Reddit

23.5% ← YouTube

26.3% ← Wikipedia

= 89.9% of where AI gets its facts

Source: Semrush analysis of 150,000 AI citations

goeshow.com

The **New Discovery** Framework

OLD FUNNEL (2023):

Website

↓

Google Search

↓

Website

↓

Registration

NEW FUNNEL (2025-2027):

Reddit/YouTube/Wikipedia

↓

AI Conversation

↓

(Maybe Website)

↓

Registration

Three Immediate Actions

1 Build Presence Where AI Learns

- Reddit (40%)
- YouTube (23.5%)
- Wikipedia (26%)
- And stay flexible

2 Create Content AI Can Cite

- Stats
- Expert quotes
- Structured docs
- Discussions

3 Track your AI Visibility

- Set up tracking
- Monthly checks
- Measure & iterate

eSHOW

The question isn't whether AI will change event discovery.

It's whether YOUR event will be discoverable when it does.

Good event organizers optimize for today.

Smart ones prepare for tomorrow.

Imagine
It's 2027...

Discussion:
An AI agent is deciding between YOUR event...

and three competitors

—in 2 seconds—

without visiting any websites

- *What data does it use?*
- *Where does it find it?*
- *How do you win?*

Let's Continue the Conversation...

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