

AI Roundtable Breakout

Presented by



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Maximizing the Opportunity of Artificial Intelligence

A Strategic Approach to Getting the Most Out of AI

Today's Presenters



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Making the Time Count



Don't Panic – You Can Do This!

Avoid FOMO

Don't worry about missing out and rushing to grab or use a bunch of different technologies – no shiny object syndrome!

Instead – start by identifying what you really need to solve for and proceed from there.

Be Customer-Centric

Begin by setting goals that align with your business AND address actual issues for your clients.



Experiment

Companies across the world are often still in experimental mode with applying generative AI.

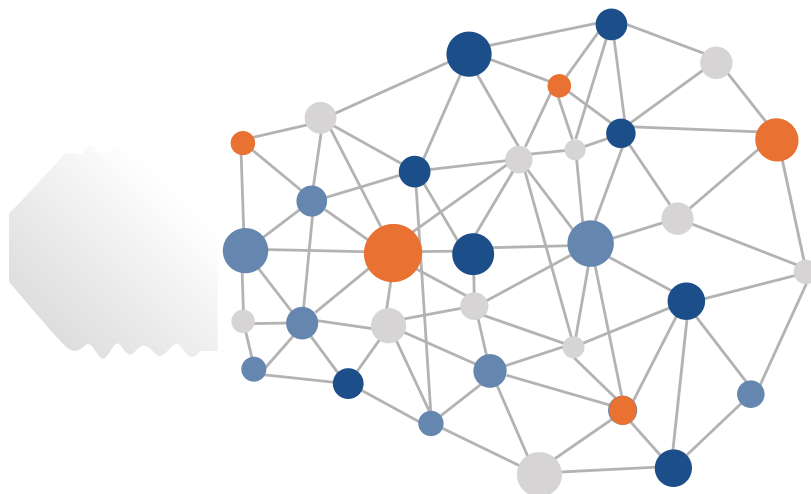
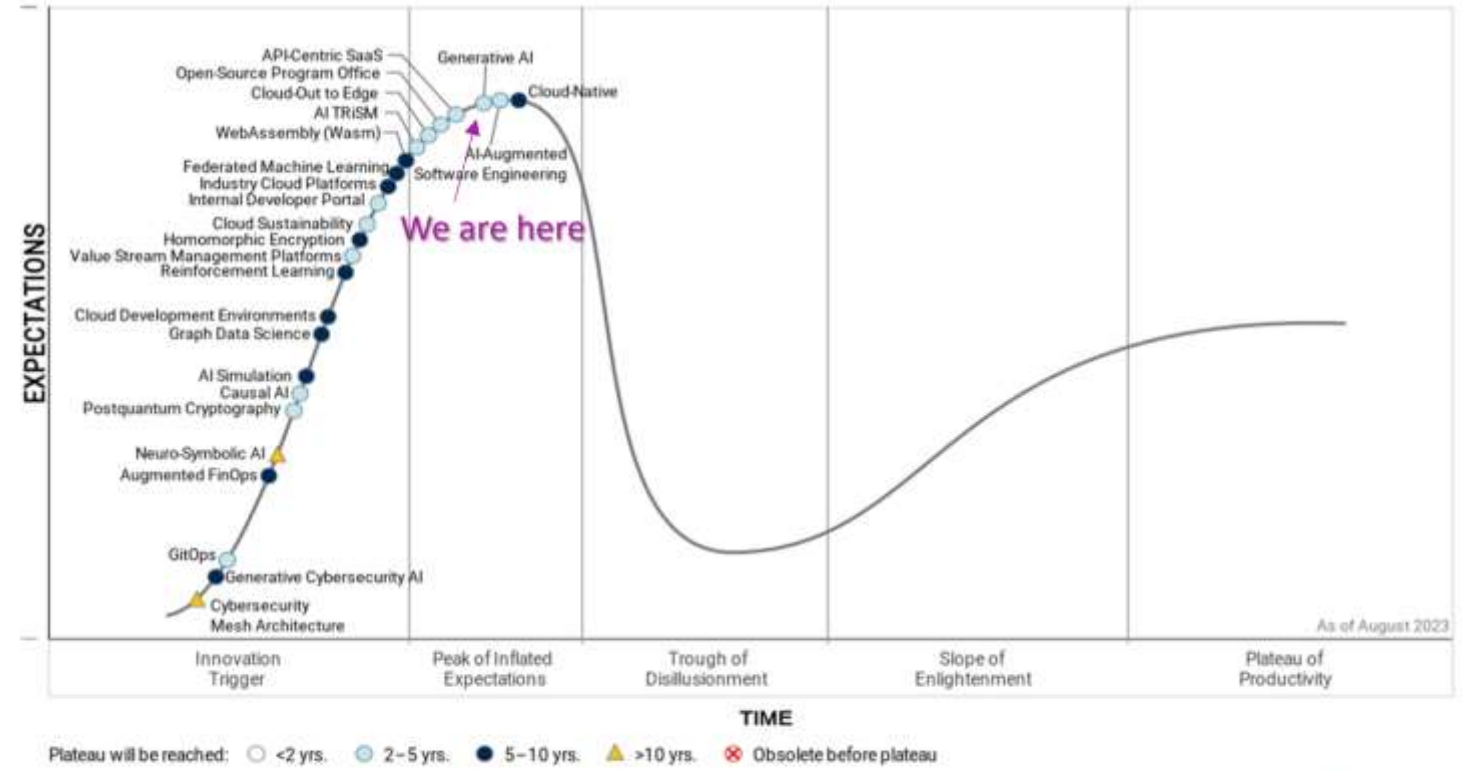
Don't be afraid to try something new.

Commit to Fairness

Ensure fairness, accountability, and transparency for equitable outcomes.

We are in the foothills of what's possible.

GenAI will go through the usual curve from here.

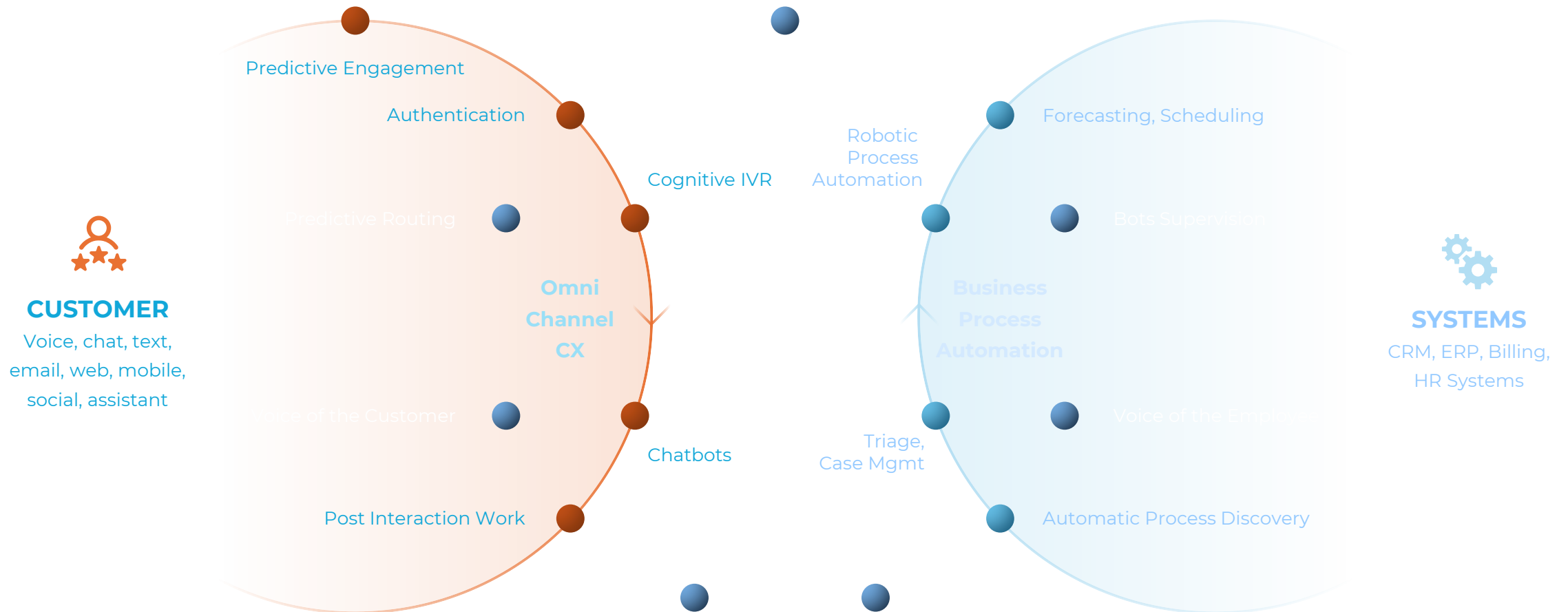


The creation of a company **AI strategy** should be done in an emergent fashion with the assumption that it will ebb and flow over time as the entire domain matures

- Consideration and judicious balance of IP risks versus market opportunities
- It's **not** a race to get a beautiful AI strategy published, much better to do this iteratively, in parallel to the shaping and deploying impactful use cases
- Incorporate an AI ethics board to guide responsible innovation & minimize bias

Gartner.

What Can Generative AI Help With





Planning Framework

1. SET THE OBJECTIVES

- High level themes; i.e. CX, Productivity
- Align to company's vision & mission
- Get the data & technology teams involved from the beginning

JOURNEY
STARTS

4. DEFINE TECHNOLOGY APPROACH

- Data assets
- Architectural approach
- Buy vs Build vs Hybrid

5. BUILD THE PLAN

- Start Small
- Change enablement
- Design deployment approach

6. REVIEW & PREP

- Communication plans
- Legal, data privacy, and compliance reviews
- Establish success criteria

2. BUILD A RICH PICTURE

- Get specific
- Break objectives into focus areas; i.e. Exhibitors, Attendees, Employees
- Incl business needs, VOC, ethics considerations, and technical capability

3. REFINE USE CASES

- Refine the list of use cases and ideas using objective scoring matrix
- Group use cases
- Prioritize

7. MEASURE & MAGNIFY

- Automation value wallet
- OKR tracking
- Enhance and scale

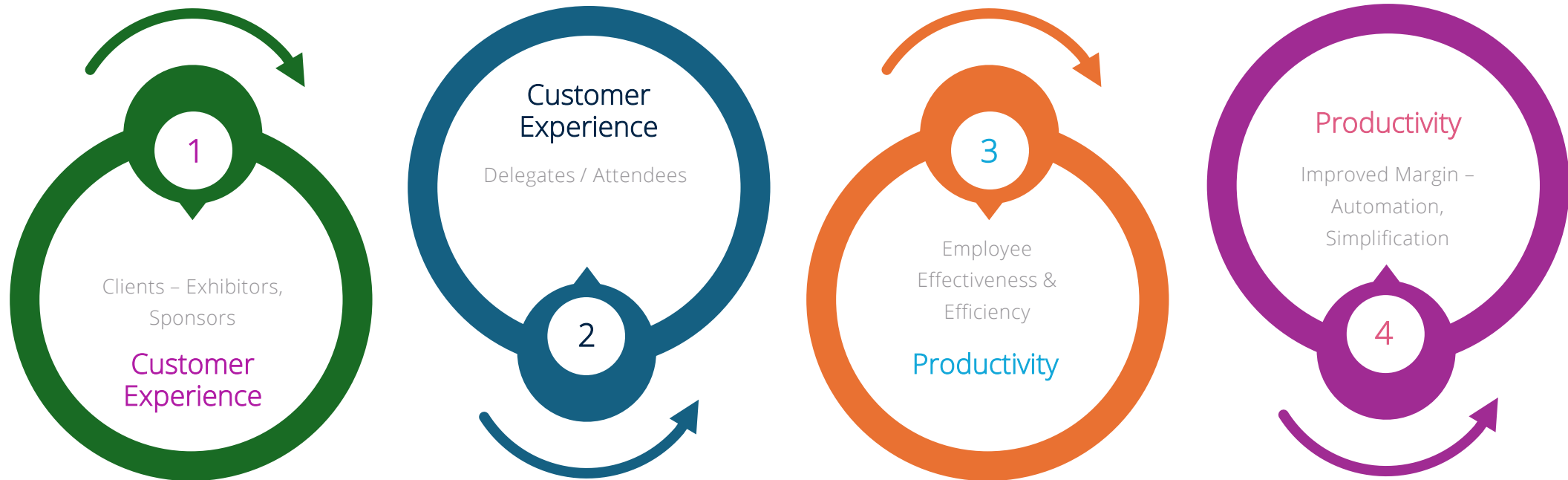
JOURNEY
CONTINUES

STEP ONE : Set the Objectives

In this stage, identify key themes, e.g. CX and Productivity, and core objectives.

These core objectives should be aligned to the company's overall objectives.

Be sure to include champions from all teams including the Business, Data, and Technology from the outset. As objectives are formed and driven by the Business, Technology teams can start formulating the reference architecture.

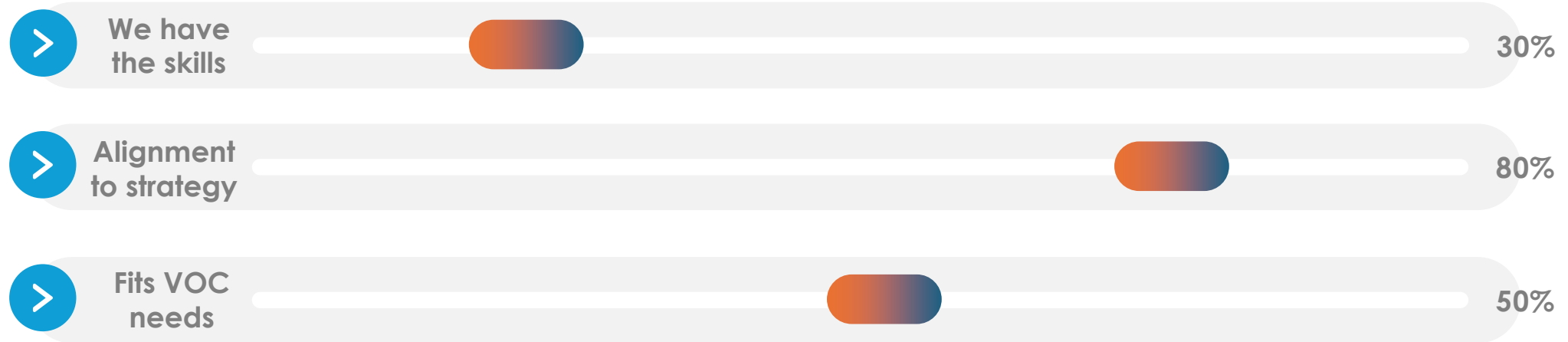


STEP TWO: Build a Rich Picture

Identify User Stories, key business needs, VOC, ethics considerations, etc.
Assess ideas against business value & customer needs



STEP THREE: Refine Use Cases



Lots of models can be used for scoring and weighting. It's worth weighting the scores and keeping it as objective as possible, but don't spend too long on this. It will be imperfect, and it will change.

STEP FOUR: Define Technology Approach

Data assets

Establish data assets you own, can use, data owned by partners.

Architecture

There are many architecture patterns that can be used. The size of the company / budgets / ambition & use cases will feed into which approach to take. **You do not need** to spend vast sums to unlock value

Operating model

Decisions need to be made on buy vs build for platforms & components and whether to use internal or external teams.

All have trade-offs.

Data & AI governance

Consider and design this from the outset. Ensure there is a clear approach before any code is produced.

Responsible AI – aim for total transparency, record all prompts, answers and logic

STEP FIVE: Build the Plan

Shape a clear executable plan. By now you have objectives, focus areas, you know the technology to use, and you're clear on use cases that will resonate with users and help to deliver business outcomes

Target High-Impact Pilots

Low Complexity – High Impact
Start your first proof of concept early

Comms Plan

Communications strategy
Change management
Stakeholder buy-in

Risk Management

Identify risks

- Probability (e.g. Very Low to Very High, 1-5 scale)
- Impact (Time, Cost, Reputation, Quality)

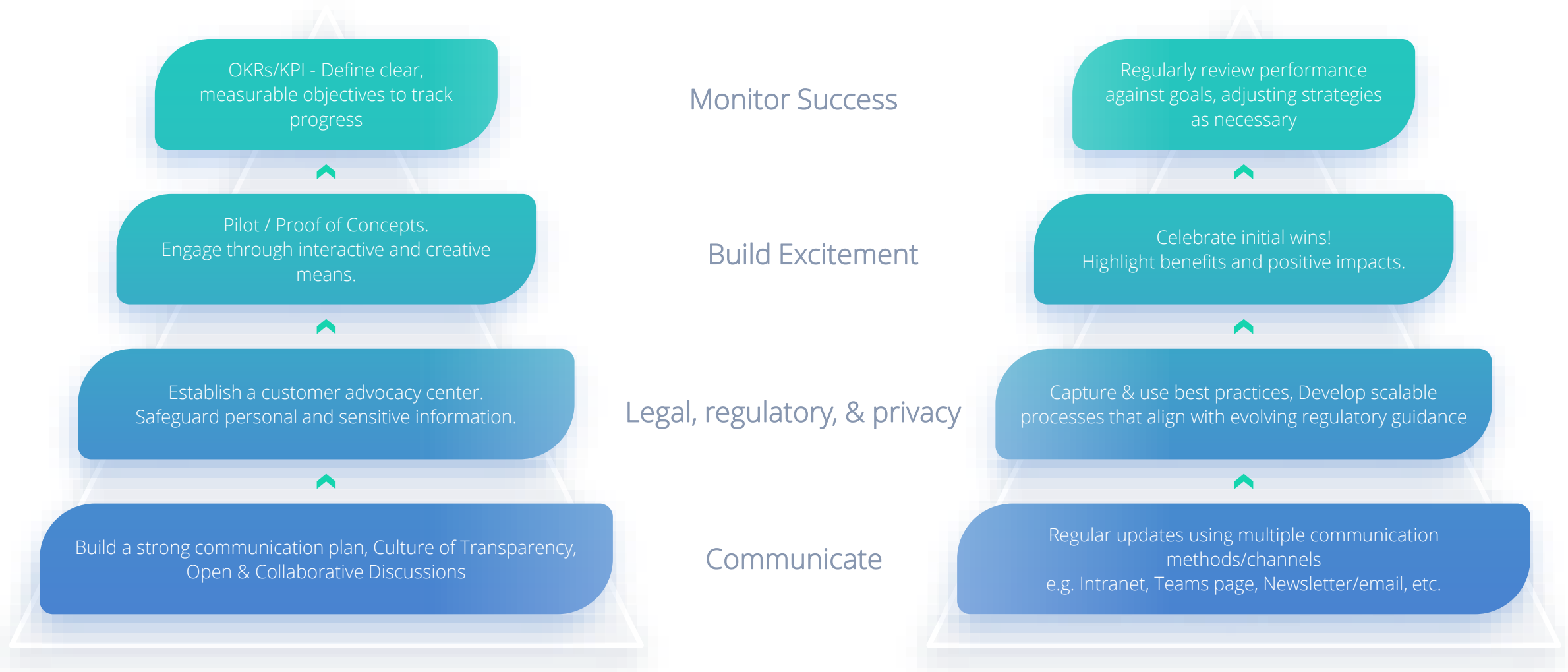
Resource Strategy

Beg, borrow, and bargain

Develop Governance and Operating Model

Steering committee meetings (monthly)
Architectural design team meetings (monthly)
Ethics, bias mitigation, data security

STEP SIX: Review & Prep

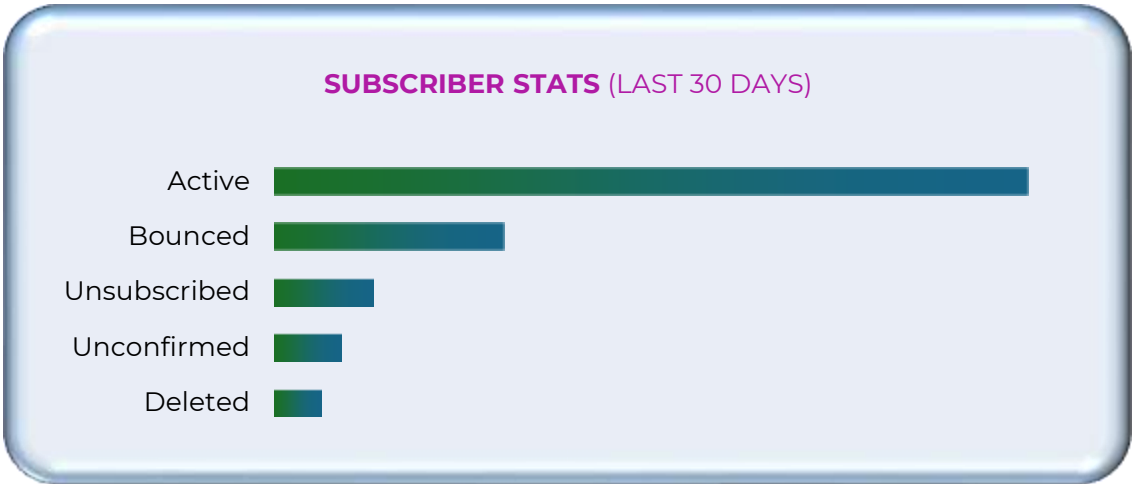


STEP SEVEN: Measure, Magnify, & Maximize



LIST STATS

	Interactions	Unsubscribes	Bouncers
Total	133,784	2,398	1,297
Today	108	17	13
This month	788	93	67



Human-AI harmonization

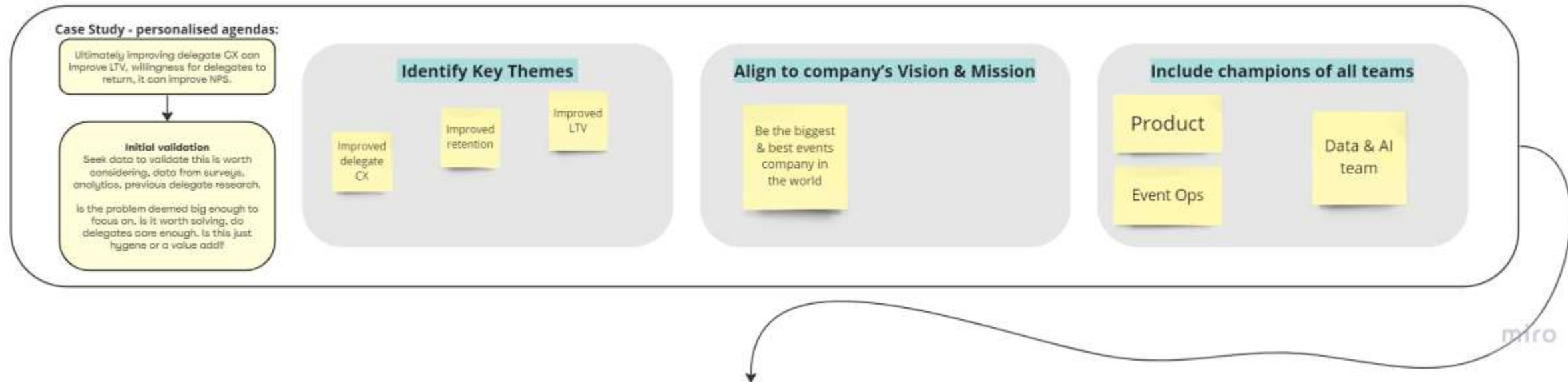
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Let's See it In Action!

Let's See it In Action!

Step One: Set the objectives



miro

Do an initial pass, then circle back and do more later. Do this exercise as a rapid fire exercise with a team.

A rich picture of personalised agendas:

CUSTOMER SEGMENT delegates, client, colleague. Be specific and precise.

Paying & free delegates

CONSTRAINTS & DEPENDENCIES what dependencies do we know about e.g resources, technology, teams, processes, available data, etc

- 1) We have limited profile data of delegates which makes providing compelling personalised agendas a challenge
- 2) we have a small overstretched data team

RISK MANAGEMENT, LEGAL & ETHICAL COMPLIANCE e.g legal, IP leakage, technical. And any known mitigations. Prioritize adherence to regulations and ethical standards

- 1) need to be careful not to over promote sponsored sessions
- 2) tuning the model must be done with objective criteria from the outset to help reduce bias in results

CUSTOMER RESEARCH: review internal surveys, speak to event teams. Interview and survey customers. Build a picture of needs and wants

- 1) Initial quick & dirty quant & qual research with delegates to validate this is worth going after. **RESULT: yes it is!**
- 2) rapid competitor landscape assessment: **RESULT: this is not common in the market**

ADVANTAGES what can we leverage, to benefit this opportunity

- 1) We will use our many friendly delegates to form a small user test group.
- 2) we will run a quick prototype test in next event happening in 10 weeks. This will be very manual rather than informed by a tuned LLM.

MEASUREMENT How to continually validate and measure progress (leading indicators & lagging indicators)

- Leading indicators**
- 1) Delegates signing up to receive personalised agenda, NPS score, end of show survey, thumbs up/down button on the event app in the agenda section
- Lagging indicators**
- 1) delegate connections numbers up YoY

Break objectives into focus areas

Save delegates time & cognitive load

maximise perceived value at every event

Profile building

Sublime UX on app

include business needs

Propensity to return to event

"Right" audience in suitable sessions

LTV

Step Three

Refine a list of use cases

Deliver personalised agenda via multi-channel to delegates

Establish risks around things like

- 1) feasibility: are we the right company to do this, do our event agendas warrant being personalised
- 2) viability: technical, data, UX, etc
- 3) desirability: do delegates care enough, will it be used

Prioritise

Is this more important than other use cases.
What is the opportunity cost?

Establish if we have the team & skills to undertake this work and whether the event & marketing teams will support

Group the use cases

Break down into more granular areas so effort can be divided

Step Four: Define tech approach

Some big decisions need to be made upfront and others can be changed later. The items below are illustrative for this use case, remember everyone doesn't need to be involved at this stage:

- Which LLM to use (commercial or open source)
- where to get the data assets from
- which data sources to use (internal & external)
- how to tune an LLM using RAG - > what technologies to use
- where to get delegate profile info and logic to create a personalised agenda
- how to deal with input from delegate where changes in the personalised agenda are asked for
- how to measure efficacy of results
- how to push data into event app
- how much is this all going to cost us (infra, licences, tokens, engineers)
- how to record all prompts & results, so there is full audit trail
- how to automate assessment of bias, inappropriate language, hallucinations in results

Data assets:

Behavioural analytics

user profile

Attendee list

Linkedin profiles

Architectural approach:

Open Source LLM

RAG

API layer

Buy vs Build or both!

This phase is continuous throughout the whole product development lifecycle. The aim is to **objectively assess interim results, ensure all internal and relevant stakeholders are aware, aligned and feel like part of the entire process.**

Communication plans

Continuous drum beat, concise & relatable - "what's in it for me"

Form as part of event comms plan

Internal comms to educate & inform

Legal, data privacy, and compliance reviews

Set up appropriate reviews & track to conclusion

Establish success criteria

Number of matches vs previous year

End result of matches e.g. meeting set up

"Thumbs up" pressed inside app to signify satisfaction

NPS score

Measure and Magnify!

This phase requires an honest assessment of results vs original promises made to the delegates and also internally inside the event company.

Rely on the data, so that decisions are data informed rather than being done because a lot of work has been put into this. If the use case failed, understand why, learn from it and move on.

If it succeeded, establish what it would take to scale up and expand, ensuring this is done in a customer led way

Automation value wallet

What business processes do we need to optimise

OKR tracking

Improved NPS

Improved LTV

Improved Retention

Enhance and scale

What can we automate

What's needed to standardise & industrialise

iterate from customer feedback & data we capture