



Supercharge Hospitality and Events with Artificial Intelligence



tripleseat

There continues to be a lot of buzz around artificial intelligence (AI) and for good reason. This powerful technology is transforming how we work, and for hospitality event managers, it presents a massive opportunity to enhance how your restaurants, hotels, and unique venues operate. Understanding AI technology and its potential applications in planning and running events will be crucial for your continued growth and success. Recent studies from 2024 and 2025 by The Business Research Company reveal a growing adoption of AI technologies in hospitality. The increasing integration of AI in areas such as dynamic pricing, guest experience tech, and event management software is a tangible manifestation of how much productivity gains are anticipated.

It's time to explore how AI technology can transform your hospitality and event business. This handbook will explain the reasons to embrace artificial intelligence and provide practical insights on how to use it to your advantage.

www.tripleseat.com

Demystifying AI for the Event Professional

Simply put, AI is a computer system that is able to mimic intelligent human behaviors. AI is machine learning, meaning it gathers and analyzes vast amounts of data from lots of sources. From its algorithms and learning, it can perform tasks or meet a specific goal, including the production of written content, images, and more. It really is quite mind-blowing to witness AI in action, whether it is responding to questions you ask, making recommendations, or generating creative content. AI's popularity illustrates the growing cultural shift toward technology. Still, many are uneasy about this new and somewhat mysterious technology.

First off, AI is not new - it has actually been around for quite some time. You may be using AI without even realizing it. Google Home, Alexa, Netflix, Spotify, and more all use AI. As for taking charge of your tasks and undermining your job, rest assured, AI will not replace you. Experts agree that while AI will shape how you do your job tasks, AI needs you to function properly and successfully. The idea is how you and AI can work effectively together.

IS AI COMING FOR YOUR JOB?

This is a common concern, but the answer is a resounding no. Experts agree that AI is not here to replace you; it's here to assist you. Think of AI as a co-pilot, not the pilot. It excels at handling repetitive, data-heavy tasks, which frees you up to focus on what humans do best: building client relationships, creative problem-solving, and delivering exceptional hospitality. The goal is to learn how you and AI can work together effectively.

- **Actionable Takeaway:** Identify one repetitive task you do weekly, like writing follow-up emails or compiling reports for management. Next, try using an AI tool like ChatGPT to create a template for that task. Remember to review and customize the output to match your brand's voice

“Artificial intelligence isn’t just the next wave of technology—it’s the key to transforming how hospitality and event professionals work every day. At Tripleseat, we see AI as a partner that can remove friction, unlock new insights, and empower our customers to deliver unforgettable guest experiences. We’re committed to leaning into this innovation, not as a trend, but as a core pillar of how we’ll continue to build smarter, more intuitive solutions for the hospitality and events industry.”

Pat Jenakanandhini,

TRIPLESEAT CHIEF PRODUCT AND
TECHNOLOGY OFFICER



Unlock the Power of AI Across Your Entire Event Lifecycle

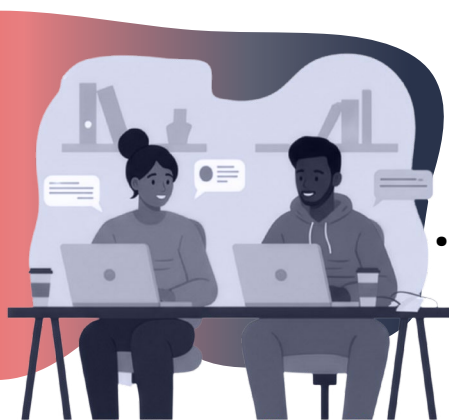
AI is a suite of powerful technologies that can be applied at every stage of your event to save time, boost profits, and create unforgettable experiences. By moving from guessing to knowing, you can revolutionize how you plan, execute, and follow up on every event.

PRE-EVENT:

Smarter Planning & Profitable Growth

Before the first guest arrives, AI lays the groundwork for success by optimizing your strategy, marketing, and sales efforts.

- **Data-Driven Forecasting & Budgeting:** Use predictive analytics to analyze past data, market trends, and even weather patterns.
 - Optimize event pricing and forecast demand with high accuracy.
 - Predict ideal staffing, seating, and inventory levels to control costs.
- **Targeted Marketing & Sales Automation:** Move beyond generic campaigns to reach your ideal customer with the perfect message.
 - Pinpoint niche audiences and the most effective channels to reach them.
 - Generate compelling content in seconds, from menu descriptions to social media posts and email campaigns.
 - Analyze sales data to identify up-sell opportunities and develop profitable event packages.



DURING THE EVENT:

A Seamless & Elevated Guest Experience

During the event, AI works in the background to ensure everything runs smoothly and every guest feels valued.

- **24/7 Automated Guest Support:** Free up your staff to focus on high-touch service while AI handles routine inquiries.
 - Deploy AI-powered website chatbots or phone concierges to answer common questions, take reservations, and capture leads around the clock.
- **Hyper-Personalization at Scale:** Use customer data to deliver a unique experience for each attendee.
 - For conferences, create personalized agendas and suggest networking opportunities.
 - For private dining, craft custom menus based on a client's past orders and dietary preferences.



POST-EVENT:

Deeper Insights & Lasting Loyalty

The event isn't over when the guests leave. AI helps you analyze performance and build relationships that lead to repeat business.

- **Instant Feedback Analysis:** Go beyond simple star ratings to understand what your guests truly think.
 - Use sentiment analysis to scan surveys and social media reviews for specific themes (e.g., "loved the decor," "service was slow").
 - Gain actionable insights to improve future events and build loyalty.
- **Efficient, Personalized Follow-Up:** Ensure a professional and timely follow-up with minimal effort.
 - Automate the sending of personalized thank-you emails, feedback requests, and satisfaction surveys to all attendees.



Getting Started with AI: Practical Prompts for Venue Event Success

The best way to see how AI can streamline your workflow is to try it yourself. Below are prompts designed for the common scenarios you face daily when booking and executing events at your venue. Copy and paste them directly into an AI tool, or modify them to fit your specific needs and standard operating procedures.

Sales & Event Packages

- Write a compelling proposal email for a prospective corporate client interested in booking a 75-person holiday party at our restaurant in Concord this December.
- Create three distinct wedding packages for our hotel ballroom—Bronze, Silver, and Gold—detailing catering options, bar service, and included amenities for each tier.
- Generate a list of potential up-sell opportunities for a client who has booked our basic corporate meeting package.

Marketing Your Venue's Event Space

- Write three engaging social media posts for our hotel's LinkedIn page, targeting local businesses for their fall networking events.
- Draft copy for a new page on our restaurant's website dedicated to private dining, highlighting our space's capacity, ambiance, and customizable menus.
- Craft an email campaign to our past event clients announcing early-bird booking specials for next year's corporate events.

Internal Operations & Staffing

- Create a detailed Banquet Event Order (BEO) for a wedding reception for 150 guests this Saturday, including the full timeline, menu selections with allergy notes, floor plan description, and AV requirements.
- Draft an internal memo for our banquet staff outlining their roles and timeline for the upcoming "Premier Gala" event.
- Generate a pre-shift briefing agenda for the front-of-house and kitchen teams before a 50-person rehearsal dinner.



Client & Guest Communication

- Compose a welcoming email template for clients once they have signed a contract, outlining the next steps in the planning process.
- Draft a clear and concise directions and parking information sheet for our venue that I can send to clients to distribute to their guests.
- Generate a polite response to a client who is asking for a menu tasting for 10 people, explaining our policy of tastings for up to 4 guests.



Managing In-House & Preferred Vendors

- Compose an email to our Executive Chef requesting three seasonal menu proposals for an upcoming fall farm-to-table dinner event.
- Draft an email template to send to our preferred local florists, like xxxx, requesting quotes for an autumn-themed corporate dinner.
- Create a checklist of questions to ask a potential new AV partner to ensure they meet our venue's technical standards.



Feedback & Follow-Up

- Write a warm thank-you email to send to a client after their event. Reinforce our appreciation and subtly ask for an online review.
- Create a 5-question internal survey for our banquet captain and staff to gather feedback on how we could improve execution for future events.



Remember that AI can assist you in generating content and ideas, but always review and customize the output to match your brand voice, audience, and specific event requirements.

Super Simple AI Plan for Your Venue

Step 1:

Pick One Thing & Play (This Month)

Goal:

Find one small, annoying task you do all the time.

Action:

Use a free AI tool to help with it.



Example: Use an AI writer (like Gemini or ChatGPT) to create your social media posts for a week.

Step 2:

Try It for Real (Next Month)

Goal:

Use the AI tool for a real business purpose.

Action:

Put your test into action and see what happens.



Example: Post the AI-written content to your venue's social media. Did it save you time? Did people like the posts?

Step 3:

Keep What Works (Ongoing)

Goal:

If it helped, keep using it. If not, try something else.

Action:

Make the useful tool a part of your regular work.



Example: If the social media test worked, keep using AI to help with your marketing. Now, maybe look into an AI chatbot for your website.

Work Smarter, Not Harder: How Tripleseat AI Transforms Your Workflow

Tripleseat empowers event managers by automating workflows and boosting marketing effectiveness. We integrate cutting-edge AI to solve your biggest challenges, like creating standout marketing content and capturing every single lead.



Problem Number 1

Writing fresh, compelling marketing content is time-consuming.



Solution: AI-Powered EventUp Descriptions

Our built-in AI acts as your personal copywriter. It instantly generates creative, detailed, and search-engine-optimized (SEO) descriptions for your venue's listing on the EventUp marketplace. This ensures your venue stands out from the competition and attracts a steady stream of high-quality inquiries with minimal effort.



Problem Number 2

You can't be available to answer the phone 24/7.



Solution: An AI-Powered Voice Concierge That Never Sleeps

Missed calls mean missed revenue. Through our partnerships with best-in-class AI phone services like Slang AI and AddSalt, we turn your phone into an automated lead-capture machine.

- **Provide 5-Star Service, 24/7:** Your AI concierge professionally answers calls and responds to inquiries, even when your office is closed.
- **Capture Leads Automatically:** The AI intelligently records crucial event details and instantly creates a new lead in your Tripleseat account.
- **Free Up Your Team:** By eliminating manual data entry and handling routine calls, the AI allows your staff to focus on closing deals and planning incredible events



By embedding AI directly into our product, Tripleseat positions you to be more efficient, more responsive, and more profitable.



The Future is Now: Modernize Your Event Business

The next era of events will be defined by efficiency and personalization. Position your business for success by using AI as your strategic partner.

Let Tripleseat's powerful tools handle the repetitive tasks so you can focus on what matters: creating unforgettable experiences and growing your revenue.

Request Your Demo and Modernize Today



www.tripleseat.com