

TRIPLESEAT HANDBOOK

SUPERCARGE HOSPITALITY AND EVENTS WITH ARTIFICIAL INTELLIGENCE



There's a lot of buzz around artificial intelligence (AI) and its tremendous impact on how we perform all sorts of tasks.

As hospitality event managers, this powerful technology can greatly improve 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. This handbook outlines why and how your business can embrace artificial intelligence.

[Goldman Sachs](#) recently reported that AI tools could increase the global GDP by approximately \$7 trillion over a 10-year period. It's time to take a look at AI technology to improve your hospitality and event business.



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WHAT IS ARTIFICIAL INTELLIGENCE?

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.

66 Leveraging technology to create efficiency is truly transformative for restaurants, hotels, and unique venues by improving customer service, operations, and the overall guest experience.

- Jonathan Morse, Tripleseat CEO

OVERCOME AI ANXIETY

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 over your tasks and undermining your job, rest assured, AI will not replace you. Experts agree, while AI will shape how you do your job's tasks, AI needs you to function properly and successfully. The idea is how you and AI can work effectively together.



HOW WILL YOUR BUSINESS BENEFIT FROM USING AI?

In restaurants, hotels, and unique venues alike, AI can provide huge benefits, including:

- ✓ Saving time and increasing efficiency
- ✓ Improving customer experience through personalization
- ✓ Enabling better decision-making
- ✓ Improving employee engagement
- ✓ Increasing profitability while reducing errors

ARE YOU AN EVENT MANAGER LOOKING TO LEARN MORE ABOUT AI?

AI can be used for a huge range of functions within your events business. Here are some opportunities for you to implement AI technology:

EVENT MARKETING & SALES

- Identifying audiences and recommending appropriate marketing channels
- Monitoring social media
- [Creating marketing content](#) like menu descriptions, blog and social posts, directory listings, website content, and email copy
- Automating repetitive tasks
- Analyzing marketing and sales results
- Developing sales packages and event offering
- Identifying cross-sell/up-sell opportunities

BUDGETS & OPERATIONS



- Using data analysis to optimize event pricing strategies and forecast demand
- Making staffing, seating, and inventory level recommendations for events
- Facilitating event tech (AV, lighting, etc.)
- Assisting with event staff hiring & training
- Adding integral layers of communication between event staff and event partners
- Automating administrative tasks like email replies to add workforce efficiency
- Easing problem solving and decision making

CUSTOMER EXPERIENCE



- Using customer data to add event personalization
- Integrating website chatbots to handle reservation inquiries and common questions
- Creating immersive event experiences and personalized menus based on prior orders
- Implementing self-service portals and apps for event prospects
- Improving response time to customer inquiries
- Automating customer interactions including event booking, menu options, and payments
- Analyzing actionable feedback to build customer loyalty and encourage repeat event bookings

CHAT GPT AND EVENTS



The most recent publicity on AI has been mostly around ChatGPT. Recognize that ChatGPT only represents a small portion of AI tech which is revolutionizing human connections, interactions, the way hospitality businesses operate, and how services are provided to customers and guests. Here are some of the smart tools currently available to integrate AI into your day as event manager.

The following section is brought to you with help from ChatGPT.

Here are some useful ChatGPT prompts that could come in handy in different scenarios:

EVENT PLANNING

"Suggest creative themes for a corporate networking event."

"Give me some unique entertainment ideas for a charity fundraiser."

"Provide a checklist for planning a successful outdoor wedding reception."

VENDOR AND SUPPLIER COORDINATION

"Compose an email to a florist requesting a quote for a themed gala."

"Generate a message to a catering company about custom menu options for a private dinner party."

PROMOTION AND MARKETING

"Write engaging social media posts to promote our upcoming wine tasting event."

"Craft an attention-grabbing tagline for a live music night at our restaurant."

GUEST COMMUNICATION

"Compose an invitation email for a VIP cocktail evening."

"Draft a reminder message for attendees about parking and logistics for our event."

MANAGING EVENT LOGISTICS

"Create a timeline for setting up and decorating a conference room for a seminar."

"Help me draft an agenda for a team-building workshop."

DEALING WITH CHANGES AND EMERGENCIES

"Generate a message explaining a last-minute change of venue due to weather concerns."

"Compose an announcement about a speaker cancellation and the replacement plan."

FEEDBACK AND FOLLOW-UP

"Write a thank you email to attendees and request feedback."

"Generate a survey introduction for gathering feedback on our recent charity auction event."

BUDGET AND FINANCIAL PLANNING

"Help me create a budget breakdown for a gala dinner."

"Suggest cost-effective alternatives for event decorations without compromising quality."

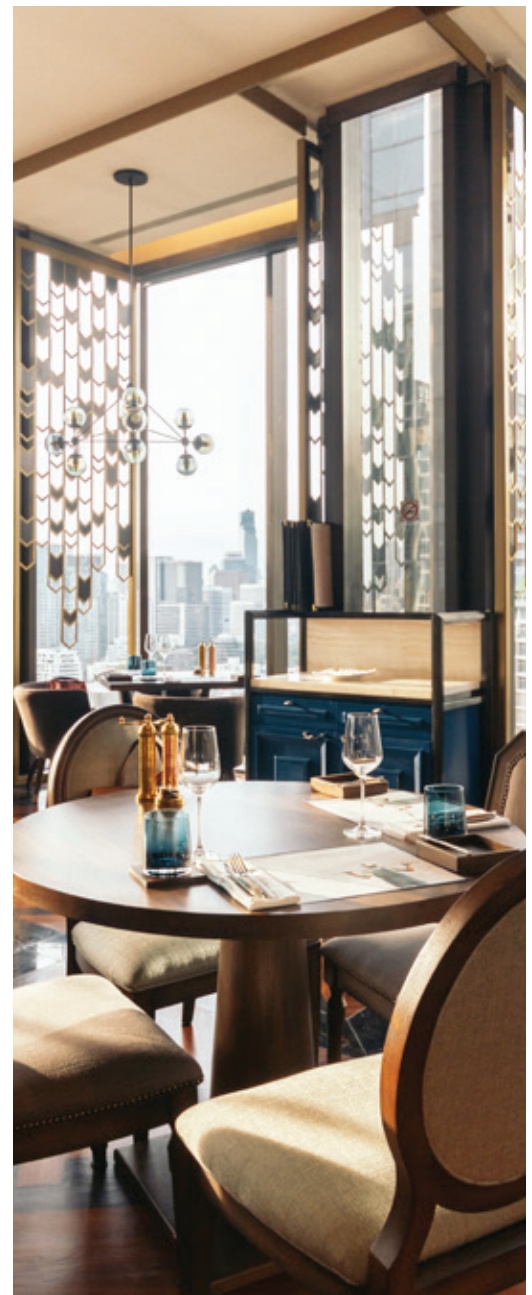
EVENT IDEAS, EVALUATION, AND IMPROVEMENT

"Provide team-building activity ideas for a corporate retreat."

"Generate ideas for a family-friendly brunch with games."

"Create a questionnaire for event staff to gather insights on event execution."

"Help me draft an internal memo outlining key takeaways and improvements after the recent conference."



Remember that ChatGPT 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.

AI IS HERE TO STAY.

Now is the time to modernize your event business with AI. Set specific use cases of AI and technology that solve pain points or make improvements to your business.

Learn more about [Tripleseat](https://tripleseat.com) that uses powerful AI along with thoughtful and innovative software to help event managers like you! Create a booming event and private dining business with the help of the #1 guest and event management software for hospitality.

Learn more about how Tripleseat can supercharge your event booking and streamline the event management process.

Visit tripleseat.com

