

THE EXPERIENCE · PHILADELPHIA

Eight labs. One room. AI you'll actually use.

The Event Leaders AI Bootcamp is a hands-on AI training day built for event professionals — no keynotes, no expo hall. Just 100 curated event leaders rotating through hands-on Practitioner Labs™ and walking out with tools they can put to work Monday morning.

— Hands-on, not theory

Working sessions, not slides. You build as you learn.

— A senior, curated room

100 senior event leaders — a true peer group.

— Tools you keep

Leave with workflows and a roadmap you use immediately.

— WHAT YOU'LL DO

Eight hands-on Practitioner Labs™

Rotate through focused, practical labs — each mapped to a core event-management competency.

LAB 1

Registration & Attendee Intelligence

Stakeholder Mgmt · Marketing

Automate confirmations, predict attendee behavior, and personalize communications at scale.

LAB 2

Venue Sourcing & Contract Analysis

Site Mgmt · Risk Mgmt

Analyze contracts, flag attrition and cancellation risk, and optimize sourcing decisions.

LAB 3

Attendee Experience & Engagement

Event Design · Stakeholder Mgmt

Create personalized agendas and real-time engagement insights.

LAB 4

Event Marketing & Promotion

Marketing

Build campaigns and messaging in minutes, not days.

LAB 5

Budgeting, Analytics & ROI

Financial Management

Build executive-ready ROI dashboards and defensible budget models.

LAB 6

AI With Integrity: A Framework for Event Leaders

Professionalism · Risk Mgmt

A practical framework for responsible, transparent AI use in events.

LAB 7

Productivity & Workflow Automation

Project Management

Connect your tools and automate the repetitive work around every event.

LAB 8

Networking & Partner Activation

Stakeholder Mgmt

Activate partners and spark meaningful connections that last.

— MEET YOUR FACILITATORS

Peer-led by leading experts in AI

Every lab is led by working practitioners at the forefront of AI implementation for events — not vendors.



Nick Borelli
Director of Marketing, Zenus AI

Instructor of the PCMA Institute's "Enhancing Events with AI" course. Named a Changemaker by MeetingsNet and International Volunteer of the Year by ILEA, with decades in experience design, event tech, and digital marketing.



Faith Keiser
Founder, EventNation.com

Creator of an AI-powered venue-contract review tool, with 20+ years in events. Her work on AI and the risk of data loss has been published in Smart Meetings and Meetings Today.



Gregory Perrine
CEO, eGuide Tech Allies

CEO of eGuide Tech Allies, helping teams adopt technology and AI to work smarter — turning new tools into practical, everyday workflows.



Margaret Launzel-Pennes
Founder, POP Experiential

Founder of POP Experiential and a board leader with MPI Southern California — a creative force in experiential marketing who has helped bring AI into live event experiences.



Kimberly Roberts, CMP, CSEP
Certified Meeting & Special Events Professional

A CMP- and CSEP-credentialed events leader bringing deep operational and event-design expertise to the program.

Additional peer facilitators announced in the coming weeks.

— WHO'S IN THE ROOM

Seating is curated and capped at 100, so every seat is a vetted, senior peer. Confirmed registrations already span:

Healthcare

Association

Finance

Technology

— WHAT YOU'LL LEAVE WITH

- ✓ AI workflows you can deploy in your next event cycle
- ✓ An executive-ready ROI approach for leadership
- ✓ A 90-day implementation roadmap
- ✓ A network of senior peers solving the same problems

DATE
September 29, 2026

TIME
8:00 AM – 4:30 PM

VENUE
Live! Casino & Hotel
Philadelphia ·
Complimentary parking

INVESTMENT
\$450 · full day

REGISTER TO ATTEND

100 seats. One curated room.

Seating is limited to 100 senior event leaders, on purpose. Register to secure your seat at the Philadelphia launch before it fills.

ONLY 100 SEATS

\$450 · full day

Register Today →

eventinnovation.ai