EVENT INNOVATION ™
Events that Put AI to Work

— THE PROGRAM · 2027 NATIONAL TOUR · TWELVE CITIES

Six 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. Planners work in pods of 18, rotate through six 45-minute Practitioner Labs™ on their own events, and leave with tools they can put to work Monday morning.

108 seats · pods of 18 | **6** labs · 45 min each | **4.5** CMP-CE hours · full day | **3.0** CMP-CE hours · mini

— Hands-on, not theory
Working sessions, not slides. You build as you learn.

— Peer-led, not vendor-led
Every lab is run by a practitioner who does this work. The curriculum is independent of partners.

— Tools you keep
Prompts, workflows and a 90-Day Implementation Plan you built yourself.

— WHAT YOU'LL DO

Six hands-on Practitioner Labs™

Each lab is aligned with CMP International Standards. Your own event is the case study.

LAB 1
Venue Sourcing & Contract Analysis
Sourcing · Risk & Contracts
Accelerate research, comparison, risk identification and contract review while preserving human accountability.

LAB 2
Budgeting, Analytics & ROI
Financial Management · Analytics
Consolidate financial, engagement and performance data into clearer forecasting, reporting and decision support.

LAB 3
Registration & Attendee Experience
Data & CRM · Experience Design
Connect registration, CRM and participation data into an attendee-intelligence workflow — then turn those signals into more relevant communications.

LAB 4
Event Marketing & Promotion
Marketing · Demand Generation
Build a connected content, campaign, lead-nurture and conversion workflow across multiple channels.

LAB 5
Productivity & Workflow Automation
Operations · Automation
Identify repetitive work, redesign the process and connect systems with appropriate controls and escalation paths.

LAB 6
AI With Integrity: A Framework for Event Leaders
Governance · Responsible AI
Practical guardrails for AI use — accuracy, data privacy, disclosure and human accountability — so teams adopt it with confidence.

Mini bootcamps (Miami Beach, Las Vegas) run four of the six labs after a 30-minute opening session on AI With Integrity.

— WHAT YOU LEAVE WITH

Three things you can use Monday morning

01
Tool-agnostic prompt library
Tested prompts from every lab, filled in with your event's details and written to work in ChatGPT, Claude, Gemini or Copilot — whatever your organization has approved.

02
Automation workflows
A step-by-step map of a process you run today, with where AI does the lifting and where a human signs off — plus a template to map the next one.

03
90-Day Implementation Plan
Three to five priorities with an owner, a date and an ROI framing, built with your pod in the Implementation Exchange and ready to show leadership.

— WHO'S IN THE ROOM

A curated room of 108

Every stop is capped at 108 planners — six pods of 18 — so every seat is a working peer, not an audience. In Philadelphia, the room spanned:

Healthcare · Association · Finance · Technology · Corporate · Higher Education

WHAT TO BRING
Laptop, charging cable, and a problem or two you're trying to solve.

Events Industry Council CMP Preferred Provider. Each 2027 stop is submitted to EIC for approval individually: 4.5 CMP-CE clock hours per full-day bootcamp, 3.0 per mini bootcamp.

— DAY AT A GLANCE

Full-day bootcamp

- **8:00 AM** Arrival, breakfast & find your pod
- **8:45 AM** Welcome & orientation
- **9:00 AM** Practitioner Labs™ 1–3
- **11:45 AM** Seated lunch
- **12:45 PM** Practitioner Labs™ 4–6
- **3:30 PM** The Implementation Exchange — rounds of eight (until 5:00 PM)

Mini bootcamp days · Miami Beach & Las Vegas
- Registration 7:30 AM
- Opening session 8:30 AM
- Four labs 9:00 AM–12:45 PM
- Lunch + Exchange 1:00–2:30 PM
- 70 seats · $225
- 3.0 CMP-CE clock hours

— 2027 NATIONAL TOUR

Twelve cities. Pick yours.

JAN · OPEN **Miami Beach** Sunday, January 10 Mini · before PCMA Convening Leaders	FEB **Orlando** Week of February 8	MAR · OPEN **Washington, DC** Thursday, March 11	APR · OPEN **New York Metro** Tuesday, April 13
MAY · OPEN **Atlanta** Tuesday, May 11	JUN **Dallas** Week of June 7	AUG **Chicago** Week of August 16	SEP **Philadelphia** Week of September 13
SEP **Las Vegas** Sunday, September 26 Mini · timed to IMEX America	OCT **Boston** Week of October 11	NOV **San Francisco** Week of November 8	DEC **San Diego** Week of December 6

Dates are confirmed as venues are signed. Registration opens city by city — join the waitlist and we'll tell you the moment your stop opens.

— INVESTMENT

Small room. Real work. Priced for one seat or a team.

Six labs, meals and the Implementation Exchange included. No team pricing on mini bootcamps — seventy seats, flat rate.

$395 full-day bootcamp
$295 per seat · teams of 3+
$225 mini bootcamp

MIAMI BEACH · JAN 10 · OPEN NOW
70 seats · $225 · 3.0 CMP-CE

Register for Miami Beach →

eventinnovation.ai · waitlist for every city