



# How AI Is Changing Event Discovery

Five tactics to make sure your event is highly recommended by ChatGPT, Gemini, Claude, Perplexity, and beyond.

## 1 Build Content AI Can Understand

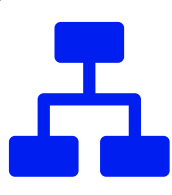
AI prioritizes content that's structured, specific, and consistently updated.



Keep your content fresh



Answer attendee questions directly



Structure matters, a lot



Write for two audiences (AI and humans)



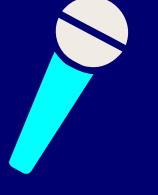
Own your narrative

## 2 Earn Trust Beyond Your Website

AI trusts independent voices and relies on clear commercial contexts.



Earn third-party credibility



Get your speakers quoted externally



Publish original research



Remember the organic-only AI platforms

## 3 Prepare for the Paid AI Frontier

As platforms monetize, AI search ads will become another channel in your mix.



Target conversational prompts



Retarget with past attendee data



Optimize landing pages for AI extraction

## 4 Show Up Where AI Is Looking

AI pulls insights, reviews, and content from community-trusted networks.



Activate on LinkedIn



Build on Reddit



Post on YouTube



Appear on podcasts



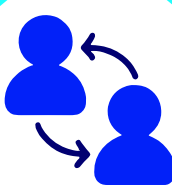
Get reviews



Own your Wikipedia page

## 5 Measure Your Success

Traditional metrics only tell part of the story. When it comes to GEO, track what matters most.



Monitor referral traffic



Track branded search lift



Implement a "How did you hear about us?"

As more people ask AI which events deserve their time, make sure yours has every reason to be recommended.

Ready to elevate your event marketing playbook? Let's talk.

