

A woman in a denim jacket and jeans is wearing a VR headset labeled 'WUNNIWO' and walking through a crowded trade show. To her left, a large blue translucent rectangle contains the text 'AR NAVIGATION' at the top, a large white arrow pointing right in the center, and two smaller icons at the bottom: a bar chart and a person's head. Above her, a glowing blue lightbulb icon with 'AI' inside is visible. To her right, a glowing blue wireframe cube is shown. In the bottom left, the word 'DEMO' is written in a stylized font above a small icon of a person wearing a VR headset. In the bottom right, the words 'PRODUCT SHOWCASE' are written in a stylized font. The background shows other attendees and trade show booths.

AR NAVIGATION

DEMO

PRODUCT
SHOWCASE

Best AI Tools for Events – 2025 Organizer's Cheat Sheet

The essential toolkit to create unforgettable attendee experiences, streamline planning, and boost ROI.

Why this guide?

The world of events is evolving fast — and AI (Artificial Intelligence) is no longer “future tech.” It’s here, it’s accessible, and it’s delivering real results for event organizers of every size.

This cheat sheet brings you the most impactful, easy-to-use tools for:

- ⚡ Streamlining planning and reducing admin time
- 🎯 Engaging attendees with immersive experiences
- 📈 Maximizing ROI before, during, and after your event

How to use this guide

We’ve hand-picked tools that work in real-world event scenarios — from trade shows and festivals to conferences and hybrid gatherings.

Each tool includes:

💰 Cost | ⚡ Ease of Use | 🎯 Best For | 📅 Event Stage

Let’s dive in and upgrade your event toolkit.



The Event Organizer’s 3-Phase Tech Framework

Events move fast — and so should your toolkit.

To make this guide simple to use, we’ve organized the best AI tools into three phases that match the natural flow of your event:

1 Plan – Lay the groundwork

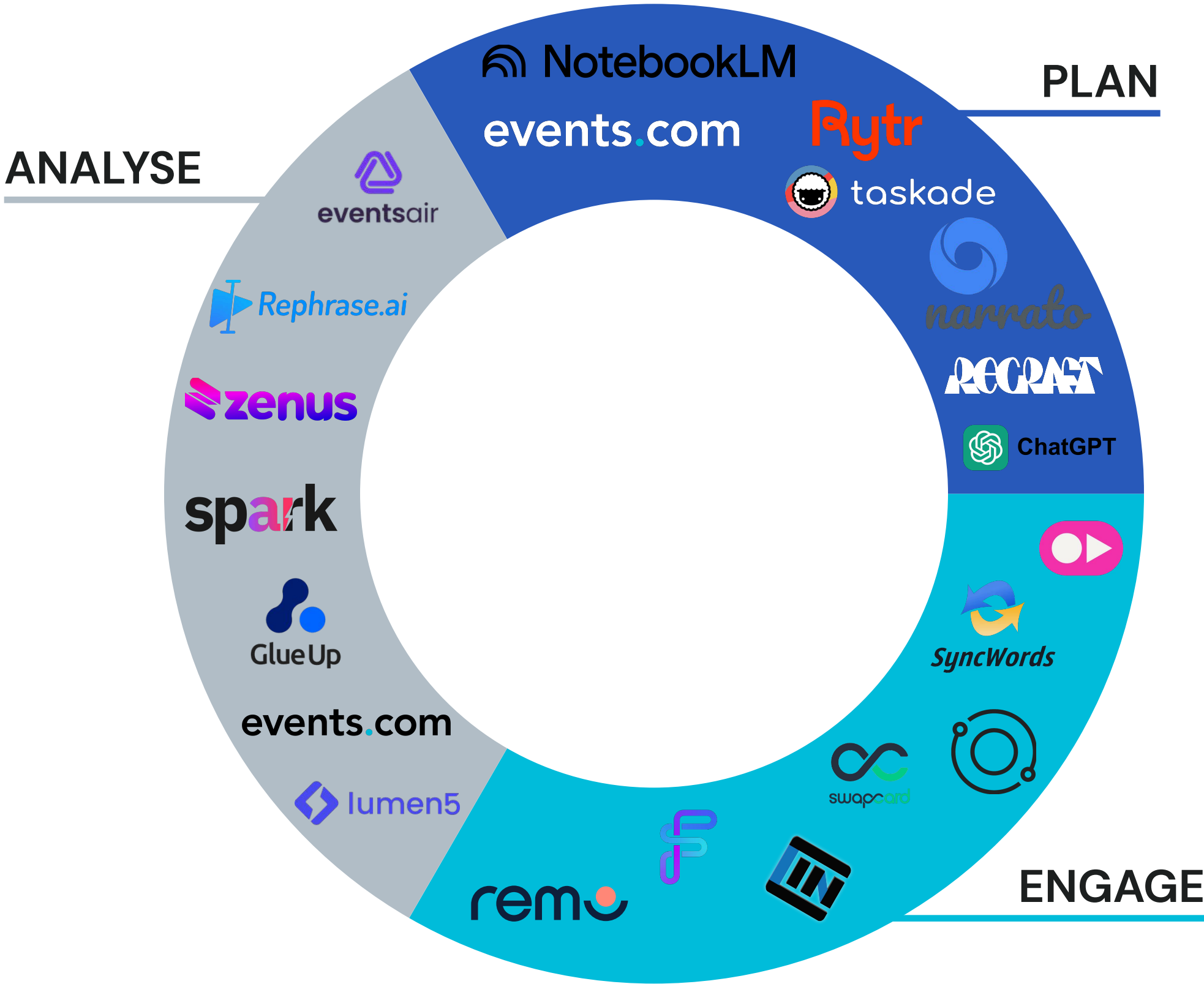
Use AI to brainstorm, budget, and schedule smarter.

2 Engage – Create memorable moments

Use AI to boost attendee engagement and enhance the overall experience

3 Analyse – Learn and improve

Use AI to collect, summarize, and analyze event data



Tools for Planning

KEY BENEFITS



Save hours on admin/
routine tasks



Generate creative
concepts in minutes



Forecast attendance
and costs with accuracy



ChatGPT / Claude

Great for: Audience research, theme exploration, messaging drafts 🔍

How to use at events:

- ✓ Brainstorm 3–5 event theme angles, value props, and audience personas
- ✓ Generate event invites, social posts, ads, and other event copy



Event Idea Generator by Events.com

Great for: Fresh, immersive ideas tailored to your event type 💡

How to use at events:

- ✓ Feed in your goal (leads, sponsor value, attendee networking) and get 5 concept directions
- ✓ Export the best idea into a one-pager for internal approval



Google Veo

Great for: Cinematic videos with audio for pitches, promos, and concept previews 🎥

How to use at events:

- ✓ Generate video pitches, sponsorship decks, or event teasers without any filming
- ✓ Test visual styles and pacing to refine your creative direction before production



Taskade

Great for: Visual project mapping and AI-generated workflows ⚙️

How to use at events:

- ✓ Build a master plan with dependencies for speakers, vendors, and content
- ✓ Auto-draft task lists from your event brief; convert to calendar/Gantt for the team

Tools for Planning



Rytr

Great for: Fast, affordable short-form content (emails, ads, posts) ✎

How to use at events:

- ✓ Draft emails, social captions, and ad copy in your desired tone
- ✓ Generate tailored event taglines, session blurbs, and calls to action across multiple languages



NotebookLM (Google)

Great for: Turning long docs into concise answers ?

How to use at events:

- ✓ Upload past event recaps, surveys, and reports—ask “What should we repeat/stop/start?”
- ✓ Write quick FAQs from policies, venue specs, and AV guidelines



Recraft.ai

Great for: On-brand visuals and mood boards without a designer 🖼️

How to use at events:

- ✓ Create quick visual concepts for stages, signage, and hero graphics to align stakeholders
- ✓ Produce event marketing materials like email headers and speaker cards in minutes



AI Content Genie

Great for: Autopilot social media & blog content generation ✍️

How to use at events:

- ✓ Set content themes and auto-generate social posts and blog drafts from website content
- ✓ Edit, schedule, and publish posts directly to your social media or blog

Selection Cheat Codes

Small team? ChatGPT + Rytr + Recraft.ai = 90% of needs

Creative impact? Google Veo + Recraft.ai = “wow” visuals

Sponsor focus? Event Idea Generator + Google Veo = immersive proposals

Quick Wins

Proposal in 1 hour: Use NotebookLM for past wins → ChatGPT to draft it

Idea vault: Brainstorm 10+ innovative ideas via Events.com Idea Generator

Instant content: Use Rytr for copy → Recraft.ai to create matching graphics

Tools for Attendee Engagement

KEY BENEFITS



Capture attention when attendees arrive



Make networking, and participation effortless



Turn passive attendees into active participants



Remo AI Matchmaking

Great for: Personalized networking and tailored conversation starters 🤝

How to use at events:

- ✓ Attendees get a curated list of matches plus the option to invite, message, or locate the match
- ✓ Each match comes with a bio plus personalized talking points to help break the ice



Forethought

Great for: AI agent built for customer support 💬

How to use at events:

- ✓ Auto-resolve common attendee FAQs (schedules, directions, policies) instantly
- ✓ Route complex queries to the right team member without delay



Clara

Great for: AI-driven attendee communication via SMS or phone 📞

How to use at events:

- ✓ Send last-minute room changes, reminders, or session links directly to attendees' phones
- ✓ Automate FAQs so staff can focus on higher-value interactions



Swapcard


Great for: Recommending personalized attendee agendas 📅

How to use at events:

- ✓ Deliver tailored session suggestions based on attendee profiles and interactions
- ✓ Drive session attendance by showcasing suggested sessions to attend

Tools for Attendee Engagement


SyncWords

Great for: Real-time multilingual captions and translations 

How to use at events:

- ✓ Embed live captions, subtitles, or AI voice dubbing—accessible via a widget or QR code
- ✓ Supports 50+ source and 100+ target languages, boosting inclusivity and compliance

InEvent AI

Great for: Fast, contactless attendee entry 

How to use at events:

- ✓ Enable walk-in access with real-time facial recognition and automatic badge printing
- ✓ Bypass lines and manual scanning—boost satisfaction and reduce bottlenecks

Tavus

Great for: Personalized video outreach at scale 

How to use at events:

- ✓ Record one message, generate tons of customized video invites or thank-you notes
- ✓ Tailor each video with names, session details, or sponsor mentions for a personal touch

Selection Cheat Codes

Small team? Forethought + InEvent AI = no lost attendees

Creative impact? Tavus + Syncwords = personalized, multilingual videos

Sponsor focus? Swapcard + Clara = boost traffic to key sponsor sessions

Quick Wins

Train chatbot: Train Forethought agent on common attendee queries

Targeted follow-ups: Use Tavus to send tailored thank-you videos to VIPs

Smart matchmaking: Use Remo's matchmaking solution out of the box

Tools for Analysis & Post-Event Reporting

KEY BENEFITS



Turn raw data into insight and patterns



Show what worked (and what didn't)



Repurpose content for future marketing



Zenius

Great for: Capturing behavioral analytics and sentiment tracking 🧠

How to use at events:

- ✓ Place small smart cameras at entrances, stages, and booths to capture traffic, dwell time, and sentiment
- ✓ Combine with badge scans/registration data to plan better for future events



Rephrase.ai

Great for: Personalized video follow-ups at scale 🎬

How to use at events:

- ✓ Send thank-you videos featuring your event host to all attendees, with personalized names and content
- ✓ Create "We missed you" messages for no-shows, driving post-event engagement.



EventsAir

Great for: AI-powered feedback categorization 👍

How to use at events:

- ✓ Analyze written survey responses to find common themes and pain points
- ✓ Sort positive, neutral, and negative sentiment to inform your debrief



Glue Up

Great for: Automated post-event reports 📊

How to use at events:

- ✓ Aggregate registration, attendance, and engagement data into one branded report
- ✓ Highlight top-performing sessions for future event planning decisions

Tools for Analysis & Post-Event Reporting



Lumen5

Great for: Turning recordings into social-ready highlight videos 🔄

How to use at events:

- ✓ Convert keynote videos into 30-second sponsor-tagged reels
- ✓ Create bite-sized recaps for email follow-up and social engagement



Events.com Insights

Great for: Visualizing key performance trends 📈

How to use at events:

- ✓ See real-time graphs of attendee engagement, sales, and check-ins
- ✓ Compare event KPIs across multiple years to track growth



Spark AI

Great for: Automated event data analysis and content repurposing for reports and marketing 🤖

How to use at events:

- ✓ Analyze feedback, surveys, or transcripts to spot trends, sentiment, and action areas
- ✓ Repurpose recordings or transcripts into blogs, social posts, summaries, and more

Selection Cheat Codes

Small team? Spark AI + Events.com = reports AND content done for you

Creative impact? Rephrase AI + Lumen5 = personalized, video recaps

Sponsor focus? Glue Up + Lumen5 = the ultimate sponsor ROI proof

Quick Wins





Proof pack: Use Glue Up + Events.com for a sponsor report in under 1 hour

All-round feedback: Pair EventsAir + Zenus insights to gauge satisfaction



Content that lasts: Use Lumen5 to build reels for social and future events

Quick Reference: Top AI Tools for Events

Your 2025 Event Tech Cheat Sheet – at a glance.

Tool	 Cost	 Ease	 Stage	 Best For
ChatGPT / Claude	\$	High	Plan	Strategy, messaging, research
Events.com Event Idea Generator	FREE	High	Plan	Creative event ideas
NotebookLM	\$\$*	High	Plan	Insights from long docs
Recraft.ai	\$	High	Plan	On-brand visuals
Taskade	\$	High	Plan	Task planning & workflows
Rytr	\$	High	Plan	Short-form copywriting
Google Veo	\$\$\$*	High	Plan	Cinematic event videos and teasers
AI Content Genie	\$	High	Plan	Content creation & scheduling
SyncWords	\$\$*	Medium	Engage	Real-time captions & translations
Swapcard	\$\$\$\$	Medium	Engage	Personalized session recommendations
InEvent AI	\$\$\$\$\$*	Medium	Engage	AI-powered facial recognition check-in

Quick Reference: Top AI Tools for Events

Tool	 Cost	 Ease	 Stage	 Best For
Remo AI Matchmaking	\$\$	High	Engage	Personalized networking matches
Clara	\$\$*	High	Engage	Attendee comms
Forethought	\$\$\$\$*	Medium	Engage	AI-powered attendee support
Tavus	\$\$\$	Medium	Engage	Personalized video outreach at scale
Events.com Insights	\$\$	High	Analyse	Visual performance trends
EventsAir	\$\$\$\$*	Medium	Analyse	Feedback sentiment analysis
Lumen5	\$\$	High	Analyse	Highlight reels from recordings
Rephrase.ai	\$\$*	Medium	Analyse	Personalized videos
Zenus	\$\$\$*	Medium	Analyse	Capturing attendee behaviors in real time
Spark AI	\$	High	Analyse	Data analysis & content repurposing
Glue Up	\$\$\$*	Medium	Analyse	Post-event performance reports

**Estimates only – no publicly available prices listed*