The Event Marketer's Guide to Generative AI Prompts

How to Use AI to Drive Registrations, Personalize Engagement, and Deliver Real Event ROI

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1. Context Is Key

Help AI tools give you the right answers by setting the scene.

Include:
- Your role & team
- Event type
- Your tech stack
- Audience
- Key goals

Prompt template:
"I'm a [role] at a [company type/size]. We run [event type] for [target audience]. Our goal is to [desired outcome]. We use [tools]. Based on this, help me…"

Example Prompt:

I'm a **Field Marketing Manager** at a **global B2B SaaS** company. We host **invite-only virtual roundtables** for **CISOs at Fortune 500 companies**. Our goal is to **increase registrations and pre-event engagement.** We use **Salesforce and Marketo**. Based on this, help me generate a **strategy for increasing conversion** from outreach to registration.

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2. Define the Assignment

Tell the AI exactly what you need.

Include:
- The type of output (e.g., email invites, social copy, event themes)
- The tone/style you want (e.g., bold, formal)
- Any specific formats (e.g., 280-character tweet, 90-char ad copy)

Prompt template:
"Create [asset] for [event type] with [audience details]. Include [personalization, urgency, format]. Channel = [email/SMS/landing page/etc.]."

Example Prompt:

*Create a **three-touch email cadence** for a **CISO executive roundtable**. Personalize each email based on **industry**, **emphasize exclusivity and time-limited RSVP**, and **keep the tone formal and premium**. These will be sent **via email to target accounts**.*

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3. Link to KPIs

AI is more effective when it understands your objectives.

Include:
- What success looks like (e.g., higher registrations, content downloads)
- Event KPIs (open rates, attendance %, pipeline generated)

Prompt template:
"We want to achieve [KPI or business outcome]. Generate [asset] that helps move toward this goal by doing [tactic]."

Example Prompt:

*We want to **boost early-stage registration rates by 40%** and **ensure >60% of attendees complete a pre-event interaction**. Write a **short-form email** and **SMS reminder flow** to drive urgency and link to a gated pre-event resource that increases show-up rates.*

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4. Guide the Content Experience

Help AI match your brand, audience tier, and tone.

Include:
- Voice/tone (e.g., consultative, exclusive)
- Interaction style (e.g., RSVP with calendar prompt, quiz-based registration)
- What to avoid (generic CTAs, dense text, jargon)

Prompt template:
"Write in a [tone/voice] tone. This is for [audience type]. Avoid [phrases, buzzwords]. Format for [channel/use case]."

Example Prompt:

*Write an email event invite in a **premium, C-suite-appropriate** tone. This is for a **VP-level audience in Financial Services**. Avoid **buzzwords like 'unprecedented' or 'cutting-edge'.** Use precise, direct language. Format it for a **single-scroll email with a bold CTA near the top**.*

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5. Format for Use

Specify how you want it delivered so you can implement right away.

Include:
- Output structure (e.g., A/B test variations)
- Where it will live (event site, registration email)
- Preferred format (e.g., bullet-ready, HTML-ready)

Prompt template:
"Give me [#] variations of [copy block]. Organize in [format: bullets, A/B, HTML-ready]. Intended for use in [channel or system]."

Example Prompt:

*Give me **two subject line + header paragraph variations per industry segment** (Healthcare, FinServ, Retail). Organize them in **bullet format, ready to be used in Eloqua** for our next email campaign.*

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Bonus:
Event ROI Prompts

You shouldn't need hours in a dashboard to know who's ready to buy. With conversational AI tools like Certain's <u>Touchpoint Ignite</u>, you can ask simple questions like "Which leads showed the most buying intent?" and instantly get actionable answers.

Here are some ideas for the types of prompts and questions you can ask Certain's conversational AI to automatically surface high-intent buying signals and prioritize the leads most likely to convert...
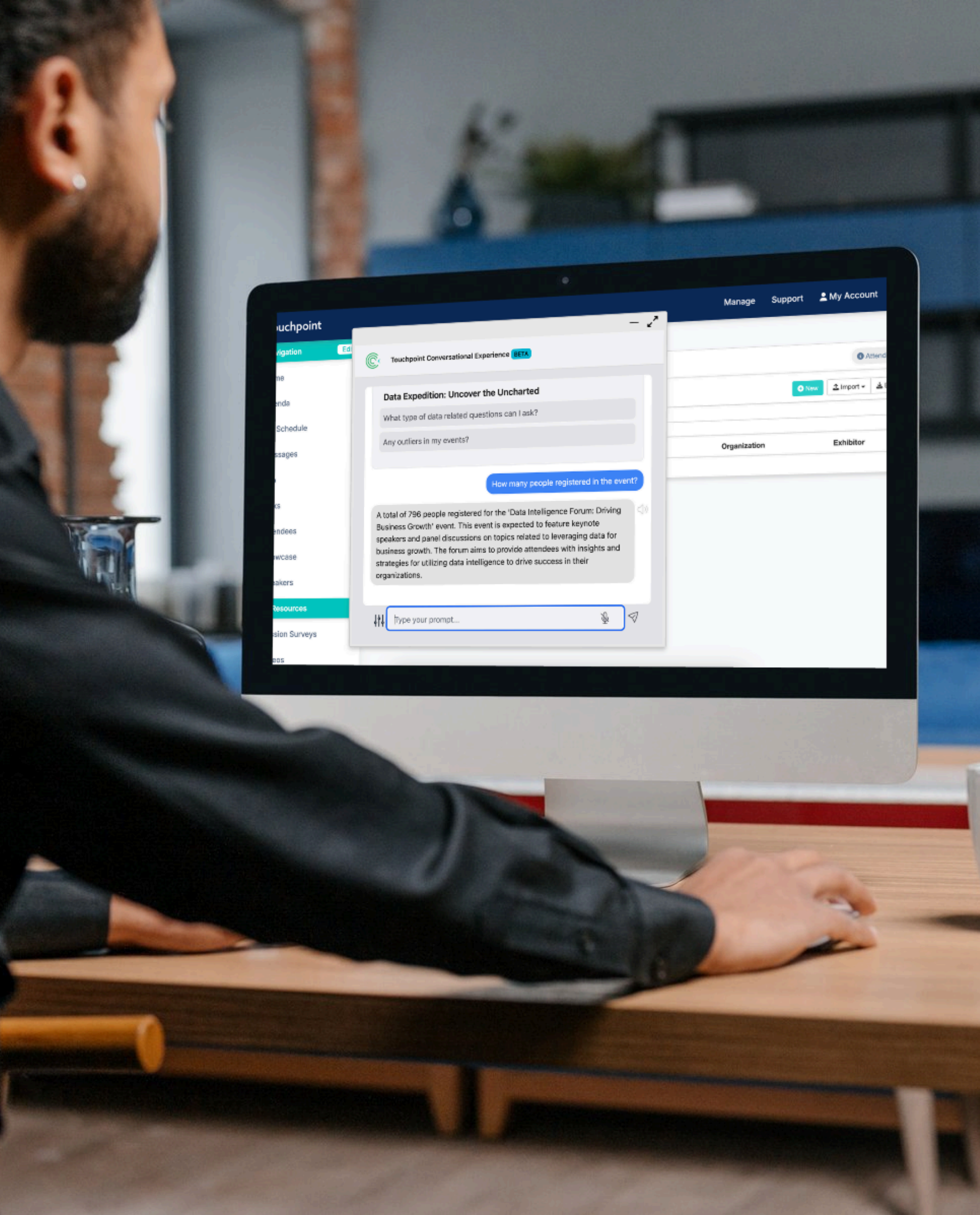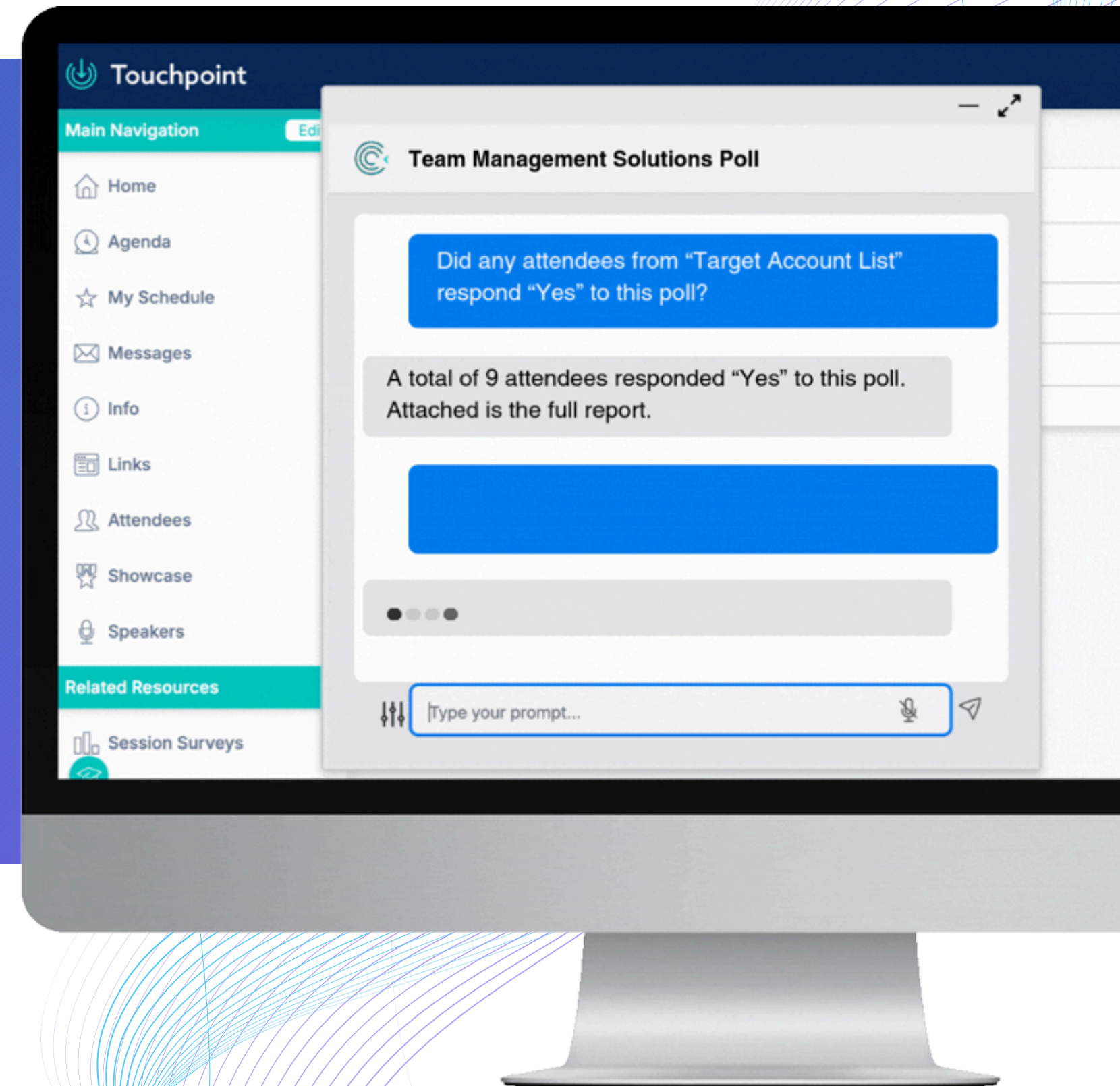
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Prompting Event ROI
with Certain's AI-Powered Insights

Strategic Planning:

- *When was the last time that we had an event about [topic]?*
- *How many people came to that event and what were their job titles? Please present and export this data in a graph.*
- *What are the recommendations for future events for this audience?*
- *How can we improve this event next year?*
- *We will be targeting [audience type], how does that change these recommendations?*

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Prompting Event ROI
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Feedback & Sentiment Analysis

- *Which sessions and activities had the most & least positive feedback?*
- *Please provide a summary of feedback from attendees and include key takeaways*
- *Based on this feedback, what is the recommended follow-up?*

Session Analysis

- *Which sessions were the most & least engaging from this event?*
- *Which sessions had the most & least attendees?*
- *What were the job titles of attendees for [session name]?*
- *How many attendees from [session name] are from [list name]?*

Content Analysis

- *Which videos were viewed during the last event?*
- *What videos were viewed the most and least?*
- *What is the percentage of participants who downloaded at least one asset?*

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Unlocking Event ROI with an **AI Ecosystem**

Today's marketers and event professionals have access to a growing stack of AI-powered tools designed to optimize every stage of the event lifecycle. This graph represents some of the top AI tech showing up across event workflows.

But with so many solutions, true ROI comes from more than just adopting AI – it comes from connecting it all.

That's where Certain comes in.
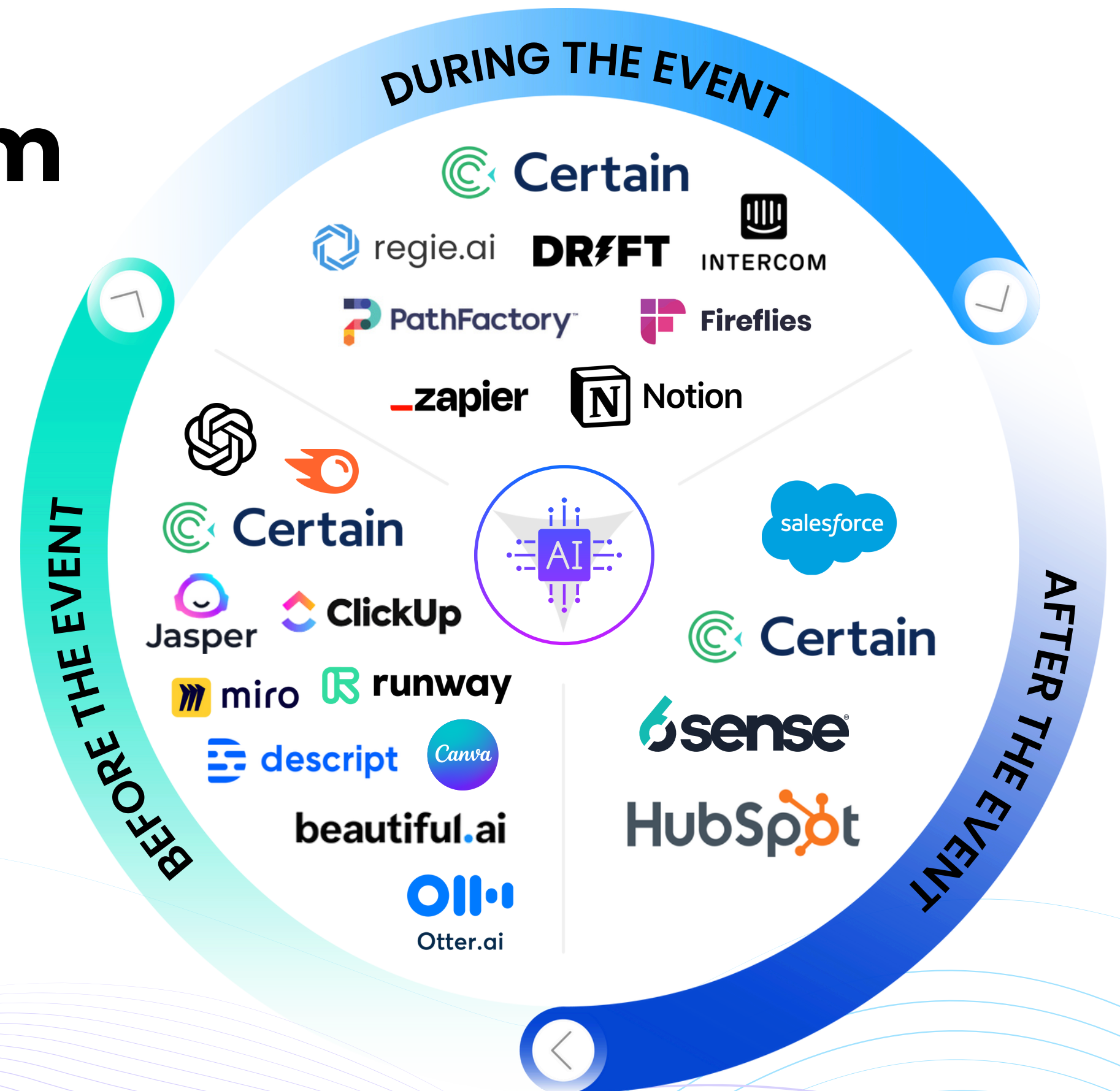
Certain's unifying, AI-powered event management platform brings together data, insights, and automation across every phase of the attendee journey.

By tying together engagement signals before, during, and after the event, Certain enables teams to deliver personalized experiences, accelerate buyer journeys, and **prove the impact of every event.**

Unlock the Power of AI-driven Event Buying Signals

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Contact us to see how you can transform your event engagement into AI-powered sales opportunities

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