



**World Summit 2023**  
**Singapore**  
20 – 24 June 2023



# **Beyond Boundaries:**

Unleashing the Potential of AI,  
Metaverse, AR, and Omnichannel  
in the Exhibition and Event Industry



Daniel Tjan

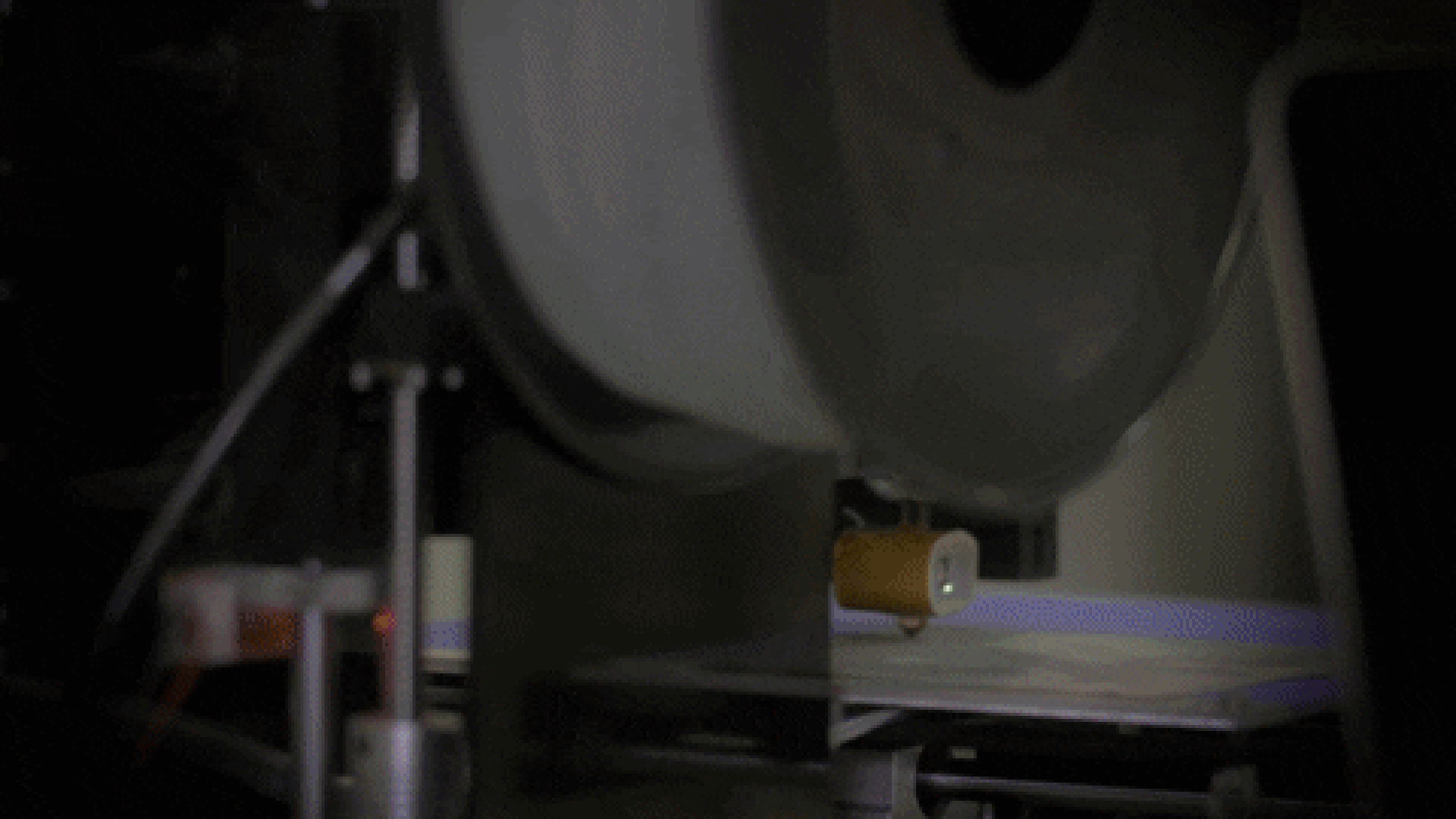
Director, Business

Innovation

Gevme



Scan and participate



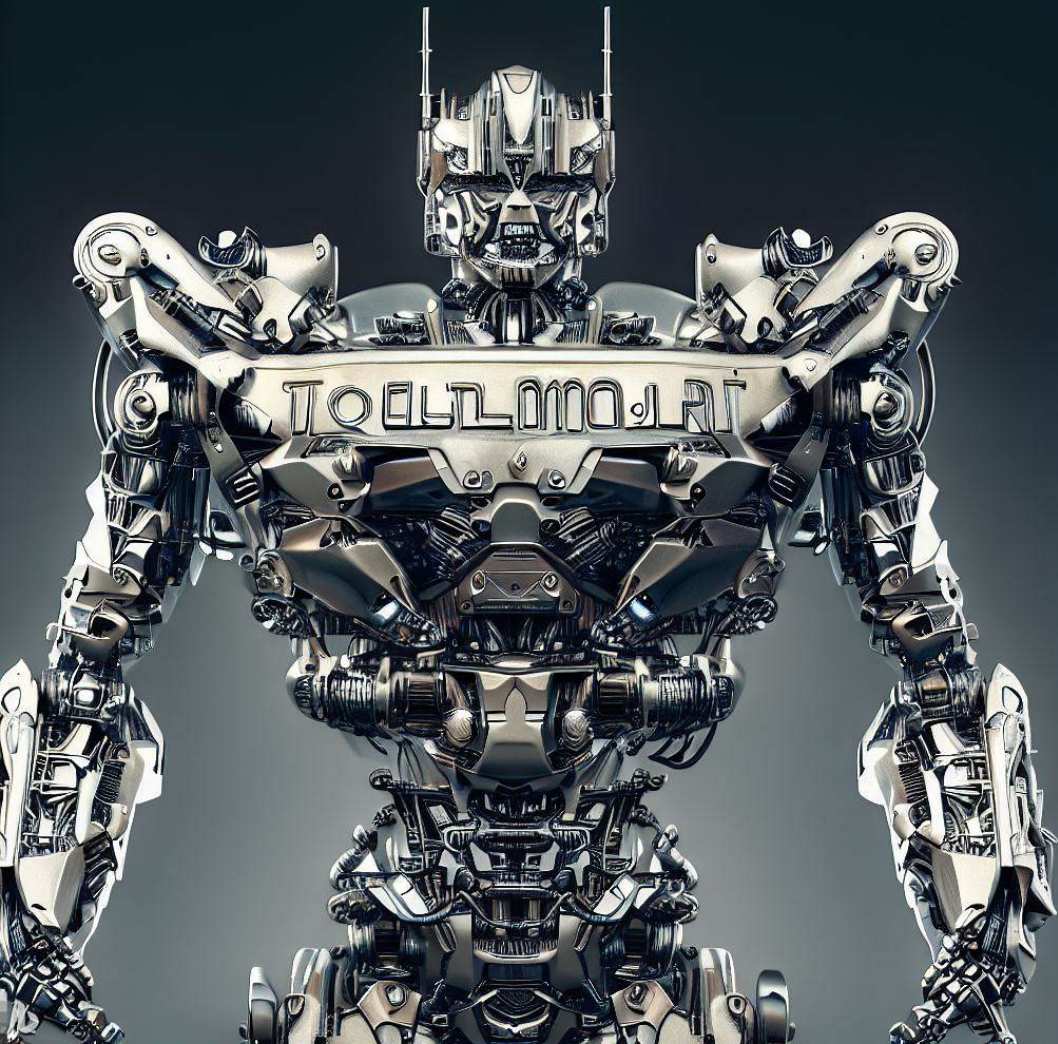
Why is AI suddenly  
everywhere?

Or more specifically  
Generative AI?

Meet your **Personal**  
Assistant

ChatGPT has almost one billion users per month - nearly one in eight people globally

Some experts suggest that AI will be  
1000x more powerful by 2030 than it is  
today



# Invention of the **Transformer** Architecture



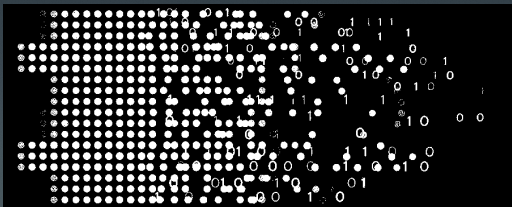
Images



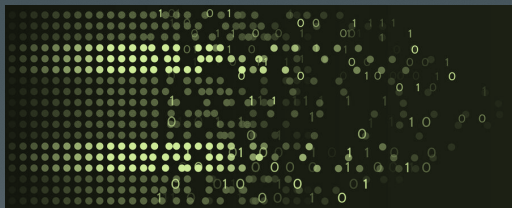
Videos



Stock Market



Music

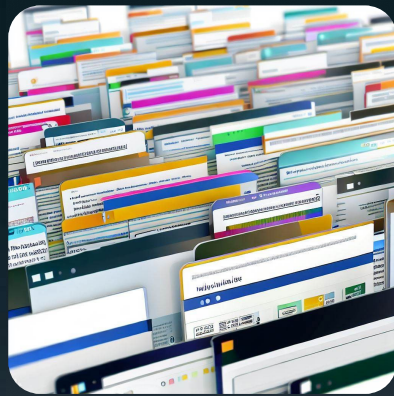
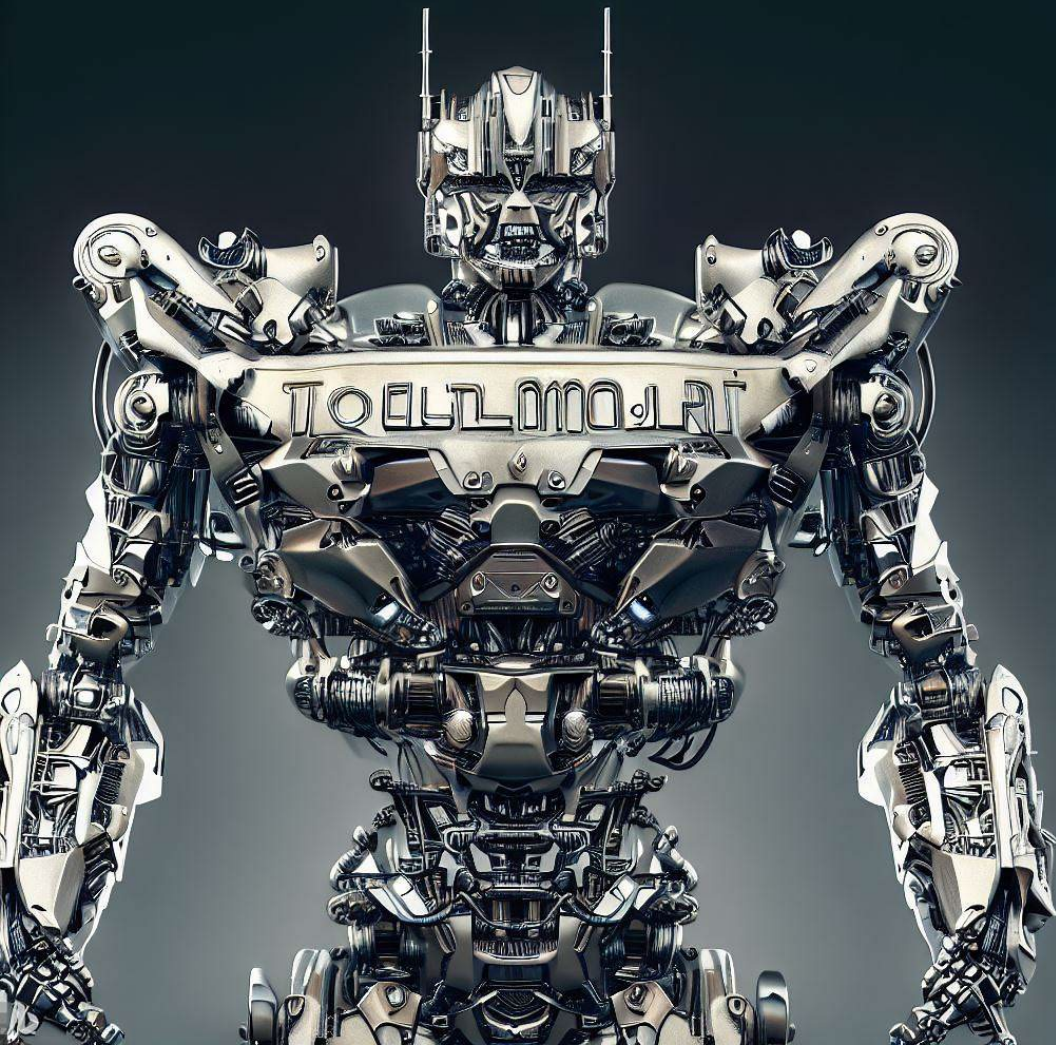


Text on the Internet



DNA

Everything is a  
**Language**



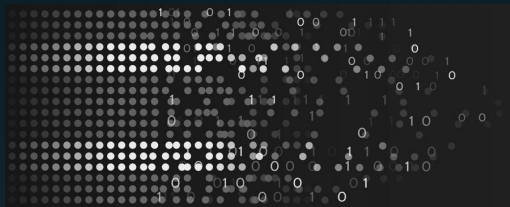
All web pages  
since 2008



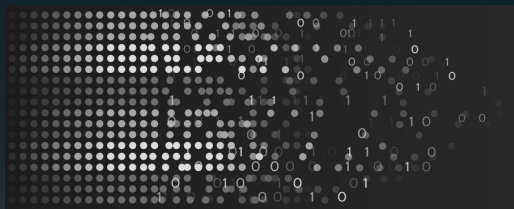
Wikipedia



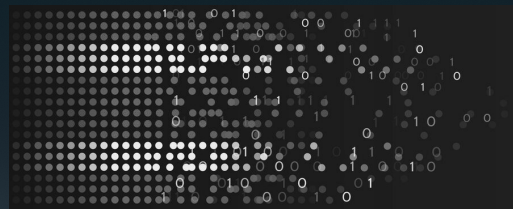
Over 70,000  
books



Videos

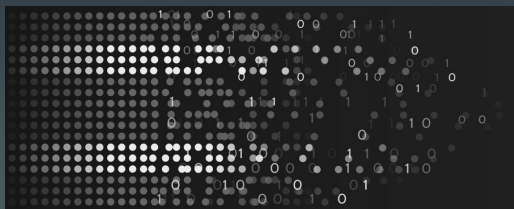


Images

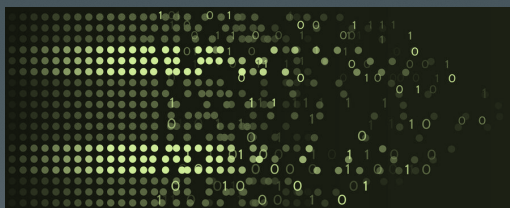


Stock Market

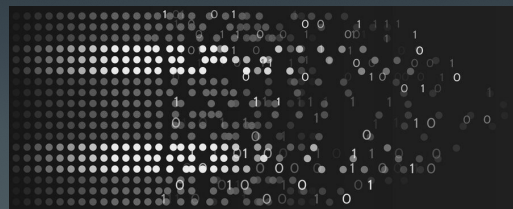
# Large Language Model (LLM)



Music



Text on the Internet



DNA

# Generative AI can Boost Productivity

# Blogpost

## Using ChatGPT to write a blog post



Write a blog post on 5 Ways Event Technology Can Improve Your Attendee Experience



Event technology has come a long way in recent years, and there are now countless ways it can be used to improve the attendee experience at events of all sizes. Here are five ways event technology can enhance the experience for your attendees:



1. Streamlined registration and check-in: Long lines and cumbersome registration processes can be a major source of frustration for attendees. Event technology solutions like mobile check-in and badge scanning can help speed up the process and make it more convenient for attendees to get into the event.
2. Personalized agendas and recommendations: Using event technology, you can create personalized agendas for attendees based on their interests and schedule preferences. You can also use technology to suggest sessions and events that align with their interests, helping attendees get the most out of their time at the event.
3. Interactive exhibits and activations: Event technology can be used to create interactive exhibits and activations that engage attendees in meaningful ways. For example, you could use augmented reality to bring static displays to life or use gamification to make learning fun and interactive.
4. Networking and connection tools: Attendees often come to events looking to connect with others in their industry or with similar interests. Event technology can facilitate these connections through tools like matchmaking algorithms or social networking platforms specifically designed for the event.
5. Enhanced live streaming and on-demand content: For attendees who can't make it to the event in person, or for those who want to revisit key moments after the event is

# Event agenda

Using ChatGPT to generate  
an event agenda



You are an event planner looking at organising a 1 day conference for senior level executives around the topic of Net Zero and climate change.

Generate an agenda that can be published on a website that makes it enticing to join the conference.

Suggest the session title along with a description.

Write it in a professional tone.



**Net Zero Leadership Summit: Accelerating Climate Action**

Join us for the exclusive Net Zero Leadership Summit, a one-day conference specifically designed for senior-level executives committed to tackling climate change and achieving Net Zero emissions. Engage with industry leaders, experts, and policymakers as they share their insights and strategies on driving sustainable growth in a rapidly changing world.

Agenda:

**8:00 AM – 8:30 AM: Registration and Networking**

Start your day by connecting with fellow executives over light refreshments.

**8:30 AM – 9:00 AM: Opening Keynote: The Business Case for Net Zero**

Description: Understand the compelling reasons behind the global shift towards Net Zero emissions and the potential benefits for businesses who lead the way.

**9:15 AM – 10:15 AM: Panel Discussion: Innovations in Sustainable Technologies**

Description: Discover groundbreaking technologies that are shaping the low-carbon future, and learn how your organization can leverage them to reduce its carbon footprint.

Microsoft Bing SEARCH CHAT Veemal 320

Ask complex questions Get better answers Get creative inspiration

"What are some meals I can make for my picky toddler who only eats orange-coloured food?"

"What are the pros and cons of the top 3 selling pet vacuums?"

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and [share feedback](#) so we can learn and improve!

[Terms of Use](#) | [Privacy Statement](#)

Choose a conversation style

More Creative More Balanced More Precise

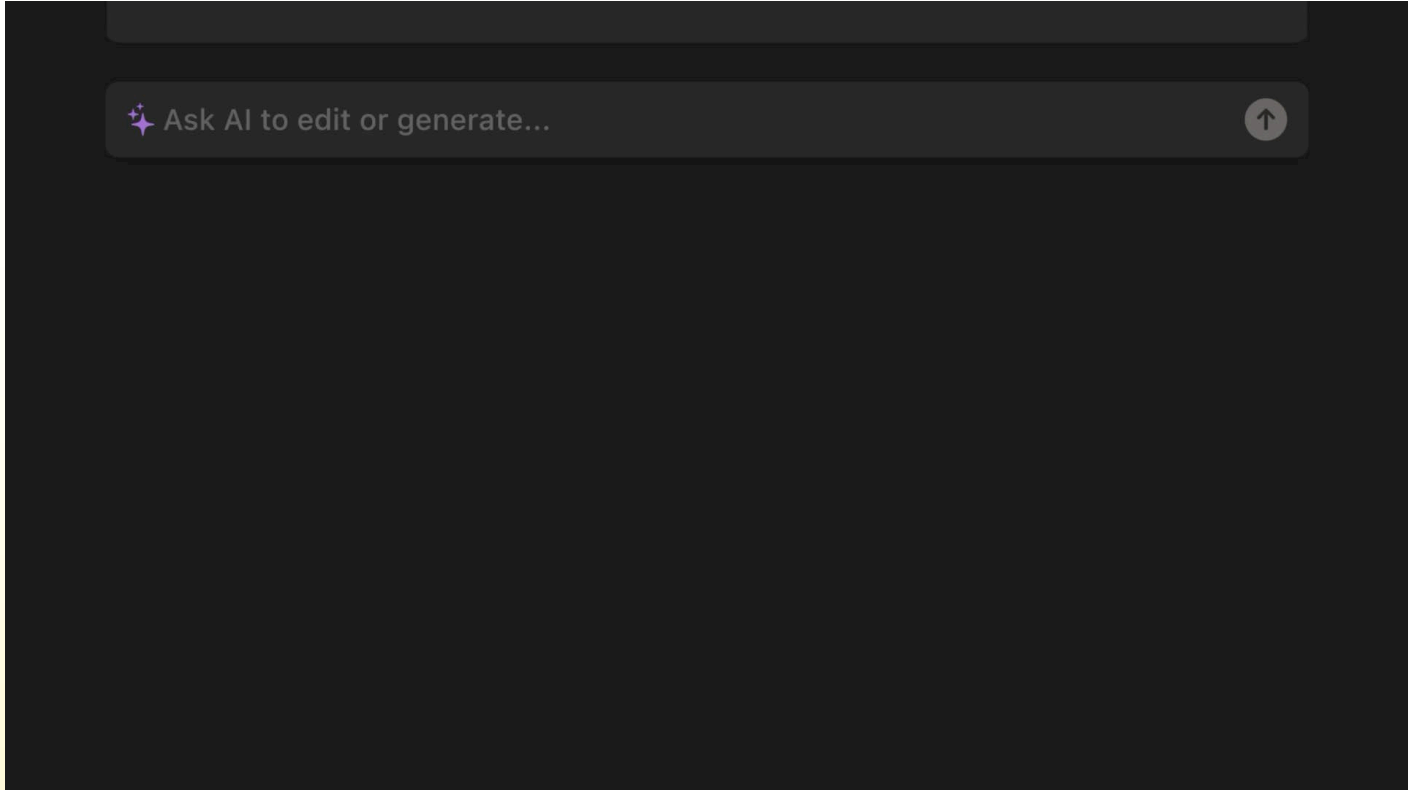
Write a poem to celebrate the work that event professionals do


Stop Responding


Ask me anything... 0/2000

Feedback

The screenshot displays the Microsoft Word application window. At the top, the title bar reads "Document1 • Saved" and includes a search box. The ribbon is set to "Home" and shows various text formatting options. A "Copilot" button is visible in the ribbon. In the center of the document, a "Create content with Copilot" dialog box is open. This dialog features a title bar with a close button, a row of four buttons for different content types: "A job description for...", "10 ideas for...", "A press release for...", and "A project proposal about...", and a refresh icon. Below these buttons is a text input field with the placeholder text "Describe what you'd like to create, and Copilot will generate a draft". The input field contains a few characters and a cursor. A mouse cursor is positioned over the bottom edge of the dialog box. At the bottom of the Word window, the status bar shows "Page 1 of 1", "0 words", "English (U.S.)", and "Text Predictions: On". The overall background of the video is a scenic landscape with a field and a body of water.



Team Wins! 

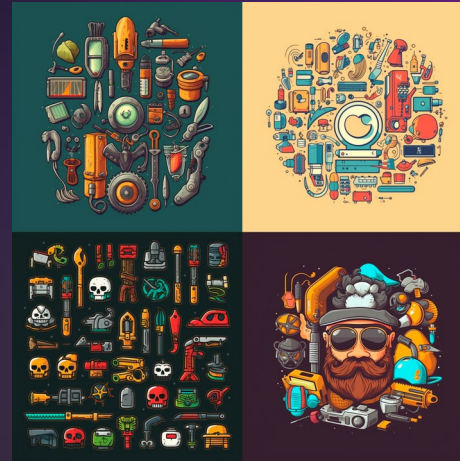
 Alicia 0:00

# Generative AI can Spark Creativity

# Images



# Midjourney



Pope Francis wearing a long, white puffer jacket inspired by Balenciaga.

GENERATED BY A.I.



# Photoshop



Select subject



Remove background



Align

Align:



Quick

Layers

Kind

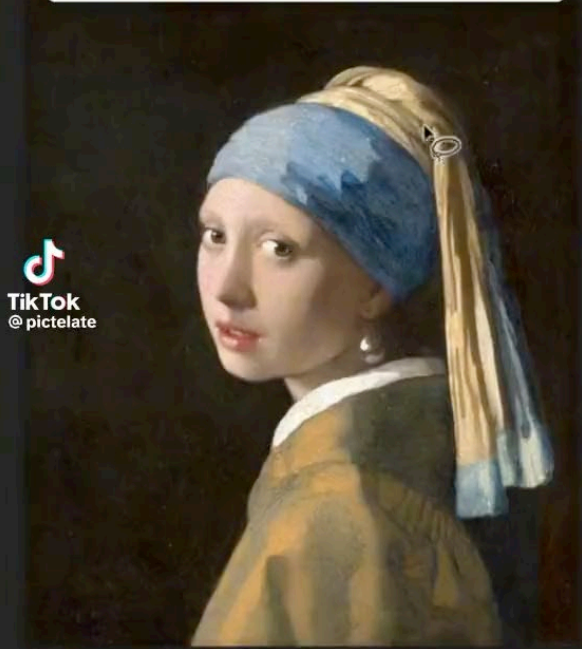
Normal

Lock:

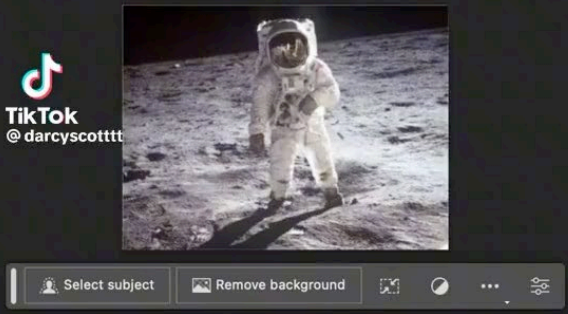




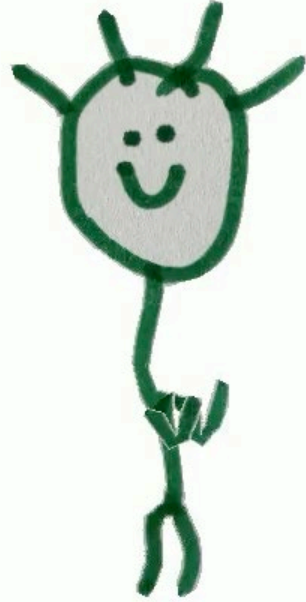
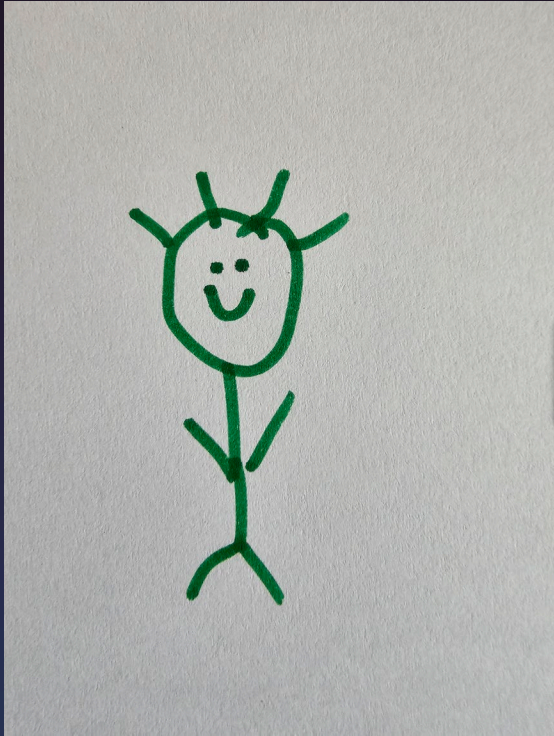
Making a Nike ad with  
Photoshop's generative AI



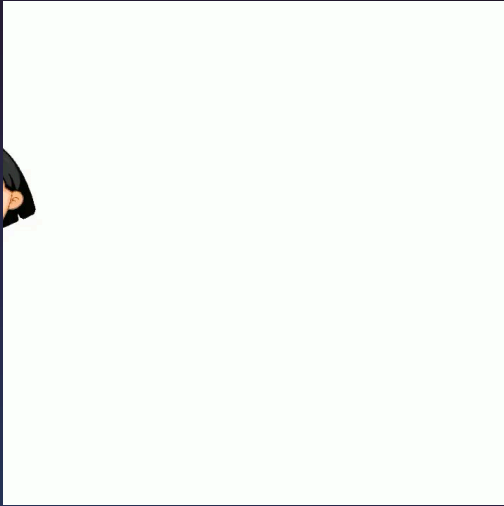
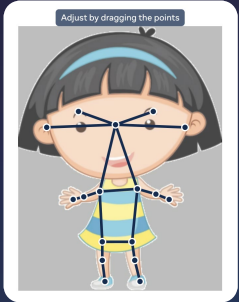
TikTok  
@pictelate



# Animation



# Animated Drawings from Meta AI Research



# Music

# Audio Generation from Google Research

## Audio Generation From Rich Captions

Caption

Generated audio

A fusion of reggaeton and electronic dance music, with a spacey, otherworldly sound. Induces the experience of being lost in space, and the music would be designed to evoke a sense of wonder and awe, while being danceable.

▶ 0:00 / 0:30 — 🔊 ⋮

A rising synth is playing an arpeggio with a lot of reverb. It is backed by pads, sub bass line and soft drums. This song is full of synth sounds creating a soothing and adventurous atmosphere. It may be playing at a festival during two songs for a buildup.

▶ 0:00 / 0:30 — 🔊 ⋮

Slow tempo, bass-and-drums-led reggae song. Sustained electric guitar. High-pitched bongos with ringing tones. Vocals are relaxed with a laid-back feel, very expressive.

▶ 0:00 / 0:30 — 🔊 ⋮

<https://google-research.github.io/seanet/musiclm/examples/>

# 3D

# 3D

[app.3dfy.ai](https://app.3dfy.ai)

## 3DFY Prompt (beta)

Convert a text prompt into a high-quality 3D model

Choose a category

🪵 Table Lamps   **🛋️ Sofas**   🪴 Tables   ➡ Ottomans   🔪 Cutlery   ✍️ Swords

Example prompts:

A sofa with three loose back cushions. Th...

A small two-seater without armrests

A gentleman's Chesterfield sofa with two ...

Enter description...

Seed: 12088

GENERATE

252 299

press to rotate   scroll to zoom   press to pan

GENERATE MODEL FIRST

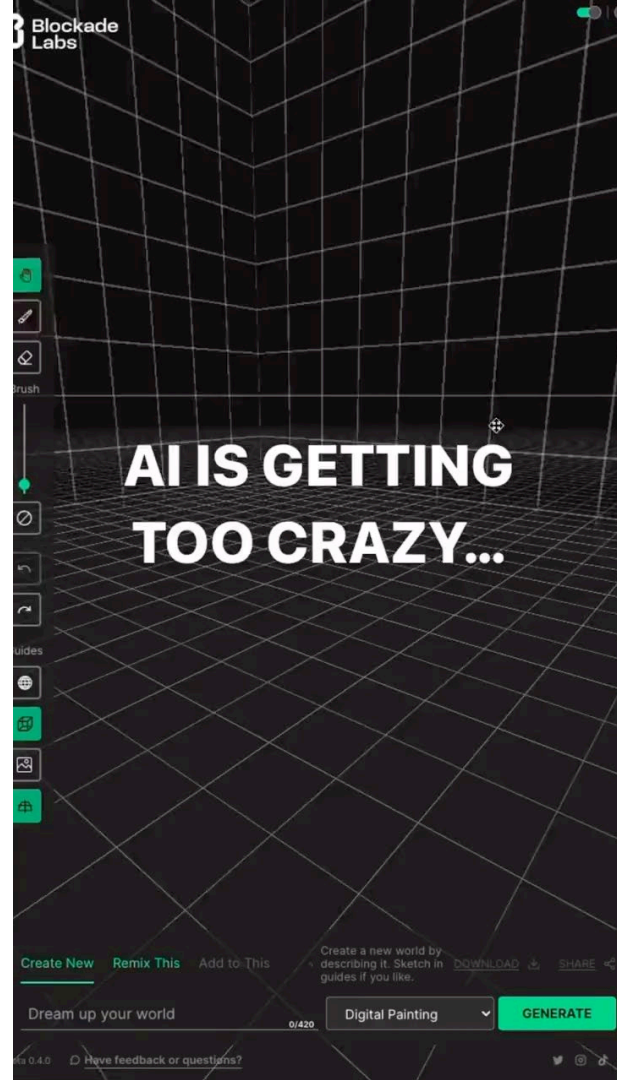
Textured

Wireframe

UV Preview

Solid

# 3D



**Data integrity and fact checking (including currency of information)**

**Privacy concerns**

**Laziness and the potential to de-skill ourselves**



Scan and participate

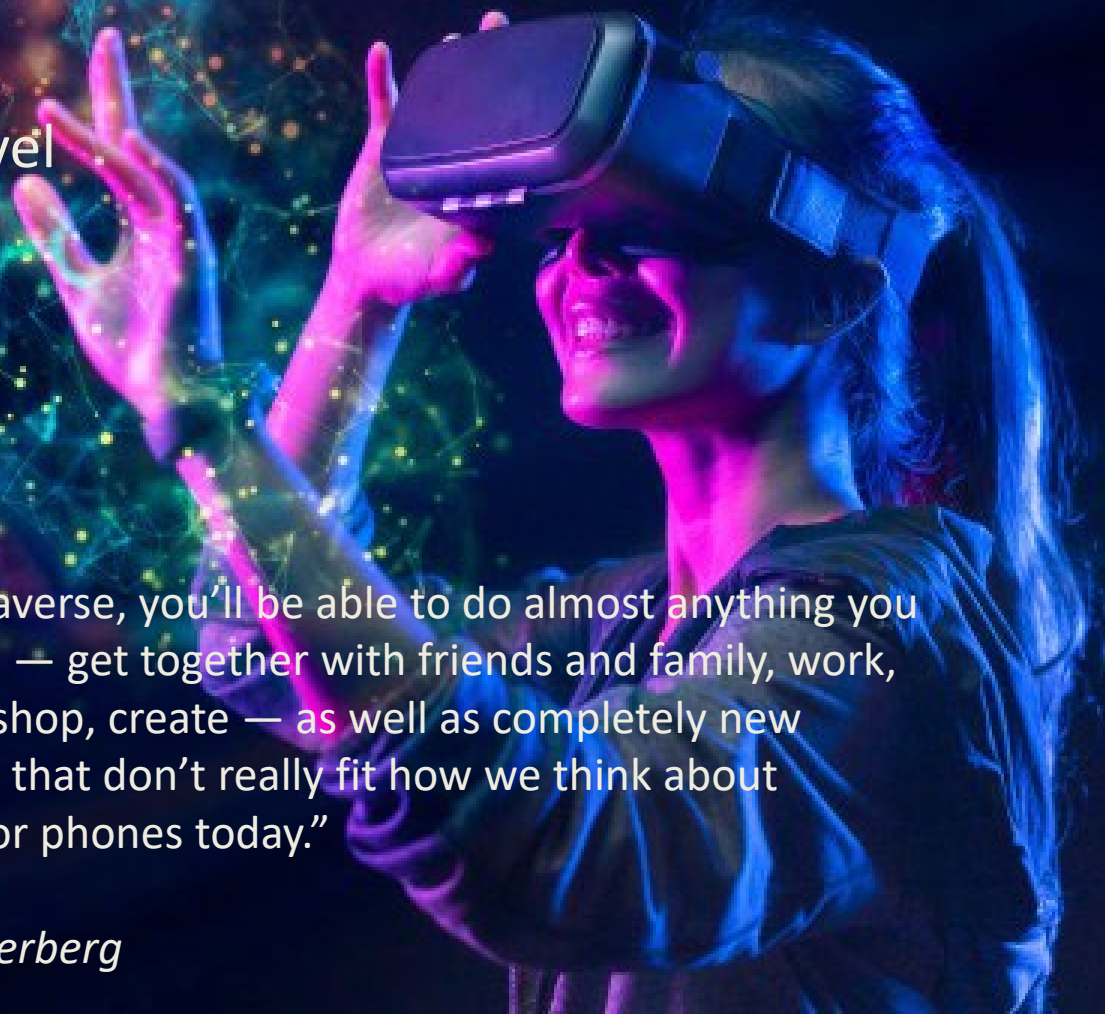
# Metaverse & AR

Metaverse is **not** a novel  
concept

More immersive  
experience

“In the metaverse, you’ll be able to do almost anything you can imagine — get together with friends and family, work, learn, play, shop, create — as well as completely new experiences that don’t really fit how we think about computers or phones today.”

- *Mark Zuckerberg*



Microsoft Mesh enables organizations to create custom, immersive experiences that provide a new way to connect.

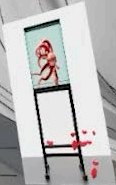






Jenakintl

Information panel with text and graphics.





**Potential for greater levels of engagement**

**Technology rarely takes over the jobs humans love  
doing**



Scan and participate

# Omnichannel Strategy

# Past 2 years have been Virtual & sometimes Hybrid

**MAIN STAGE**

**WIT TRAVEL ROADSHOW**

#wittravelroadshow  
#witvirtu  
#witeven

**Chat**

Good evening from a wet Kuala Lumpur, Malaysia. Do let us know where you are joining us from. 🌟

**Corinne Wan**  
Hi @Ananya Sinha welcome to the show.

**Ananya Sinha**  
Im joining in from India!

**Bella Calleja**  
Yes, a year without travel is just... 🌟  
Thank you for this event! I am excited 🌟

**Keisuke Murayama**  
I'm joining from Tokyo

**Jessica Le**  
Hi all, I am from Bangkok, nice to connect with everyone 🌟

**Dewi Ishak**  
Polls are at the bottom of the stream! 🌟

**Poll**

**Poll 1: Compared to 3 months ago, how much more optimistic are you about some borders opening soon?**

A: 10% more (I am)

# In-Person is now back!



# What's the future of events?

In-Person?

Virtual?

Hybrid?

or even Metaverse?

**All of the above**

And everything in between

# There are new expectations

## Format

In-Person Events  
Micro Events  
Virtual Events  
Hybrid Events  
Metaverse Events

## Content

TV Quality  
On-Demand  
Real Time  
Optional  
Microlearning

## Community

Year-Round  
Engagement  
Always On Digital-  
First  
Learning &  
Networking

## Data

Personalisation  
Lead Generation  
Event ROI  
Boosting  
Revenue

# But some things have not changed



**Education**



**Engagement**



**Entertainment**



**Selling**

# We need to adapt. Else there are risks.

## The Status Quo

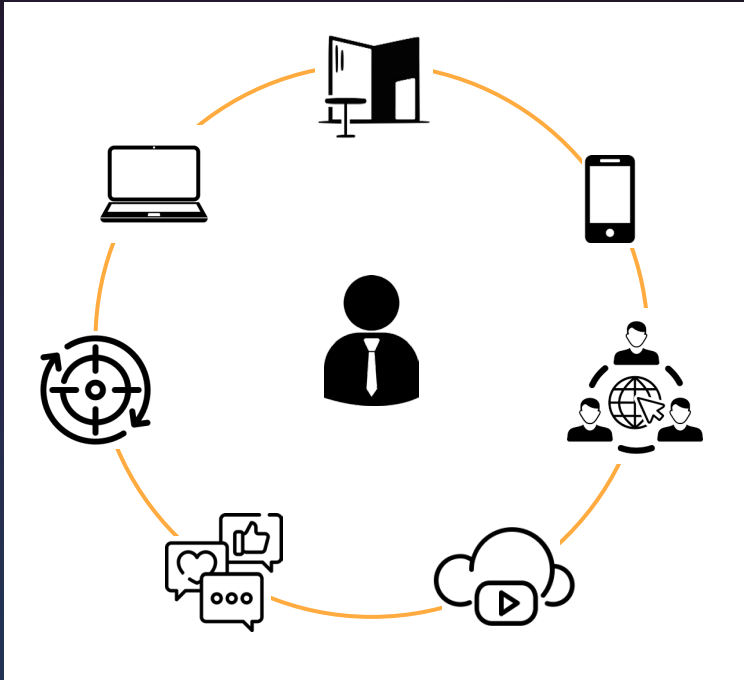
- Unconnected events
- Impersonal experiences
- Boring webinars
- Expensive hybrid events

## Risks

- Declining Registrations
- Unengaged Audience
- Uninterested Sponsors
- No Event ROI

**Companies that will  
thrive are adopting an  
Omnichannel Event  
Strategy**

# Omnichannel Event Strategy



An omnichannel event strategy consists of complementing annual face-to-face events with digital experiences all year round.

The B2B buyer has **evolved**

B2B buyer explores

# 10 Channels

during the decision journey

- Email
- In-person
- Phone
- Supplier website
- Procurement
- Department
- Mobile app
- E-procurement portal
- Video conference
- Web chat
- Google / Web search

# Rule of Thirds

## Traditional Interactions

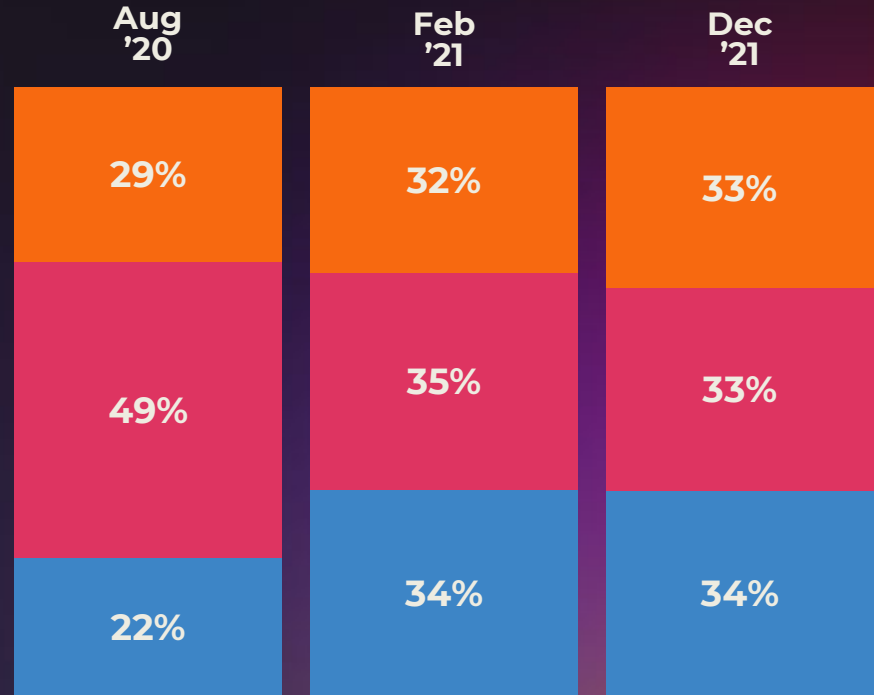
*In-person meetings, direct mail, fax, etc.*

## Remote Human Interactions

*Phone calls, video calls, emails, etc.*

## Digital Self-Serve

*Website, e-commerce, chatbot, search, mobile app, etc.*



## How B2B customers identify & research new suppliers

“ B2B Sales is now resolutely  
**Omnichannel** ”

McKinsey  
& Company

Marketing & Sales  
**need to work closely together**  
more than ever

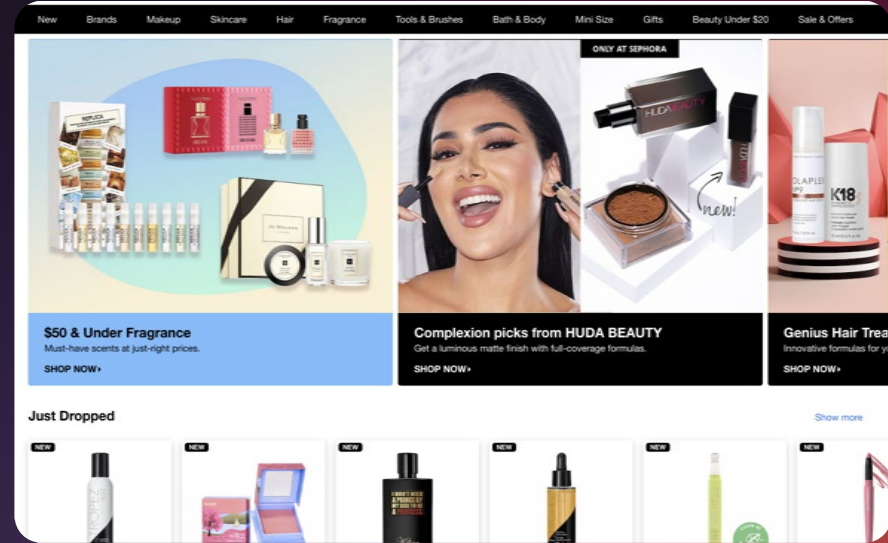
# Retail

Used to be a time when this was competition



In-Person

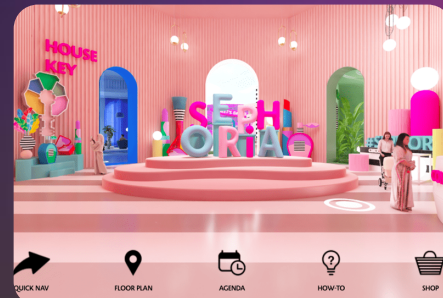
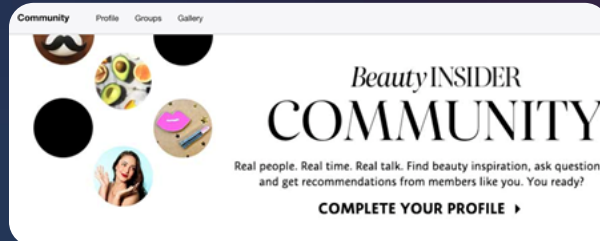
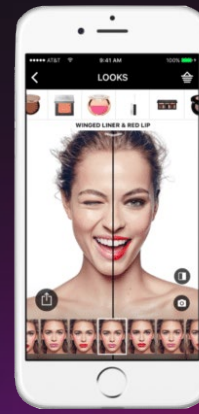
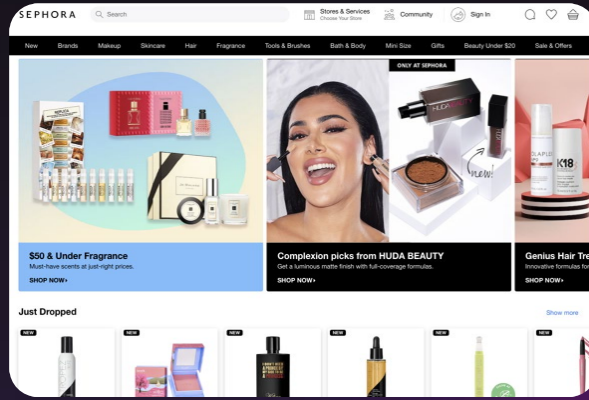
VS



Online

# Omnichannel is about putting the Customer at the centre

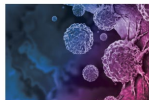






Contributing to the Search for Healthier Lives™

### Season 3



Episode 08:

#### Open Science: The Parallel Universe

Aled Edwards discusses the concept of "open science" and how it can accelerate drug development.  
Listen to E08 →



Episode 07:

#### (Re)programming Stem Cells for Drug Development

Mark Kotter, Founder and CEO of bit.bio, discusses technology to "reprogram" stem cells.  
Listen to E07 →


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**Products & Services** +


**Therapeutic Areas** +

**Product Type** +




PRODUCT/SERVICE MATERIAL  
In Vitro ADME Assays:  
Aqueous Solubility

[LEARN MORE →](#)




FEATURED LOCATION  
CDMO: Alderley Park, UK

[LEARN MORE →](#)




PRODUCT/SERVICE MATERIAL  
Understanding and  
Managing GMP and RUO  
Starting Materials

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CATALOG/PRICE LIST  
Inflation Surcharge  
Information

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PRODUCT/SERVICE MATERIAL  
Charles River  
Leukapheresis Material  
Powers CAR T Cell  
Discovery Platform



PRODUCT/SERVICE MATERIAL  
T-Cell Therapy  
Development Studies Rely  
on Charles River Leukopaks  
to Facilitate Donor Sourcing

## WEBINAR



**PAULAHERN**  
President and  
Founding Principal  
Winslow Capital Group



**CEM ER**  
Director,  
Product Management  
Charles River



**NICK DIODATI**  
Director of  
Product Strategy  
Charles River



A Satec Smart Company



Brands need to adopt an  
**omnichannel event strategy**

An **omnichannel event strategy** uses all channels to reach attendees in a unified experience, amplifying an event's impact and strengthening brand affinity



Scan and participate

**We've been here before - Think about the  
invention of calculators or the introduction of  
Internet/Apps**

**Artificial intelligence will not replace events  
professionals**

**Events professionals who use artificial  
intelligence will replace the ones who don't**



Thank You! Connect With Me!



<https://www.linkedin.com/in/danielgerardtjan/>