Chapter 8
The Future of Corporate Events:
The Role of Artificial Intelligence in Shaping Virtual and Hybrid Corporate Experiences

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ABSTRACT

With the growing popularity of virtual and hybrid corporate events, artificial intelligence (AI) is becoming a critical component for improving event engagement and administration. AI technologies increase attendee engagement, simplify event management, and deliver real-time data insights, leading to more dynamic and personalised events. This chapter investigates how artificial intelligence has influenced the design and execution of virtual and hybrid events by automating activities, enhancing engagement, and personalising the attendance experience. It also looks into the economic and environmental benefits of using AI into event planning, notably in terms of reducing resource use and increasing output. This chapter adopts a conceptual approach to assess existing artificial intelligence applications in the event industry and to investigate the incorporation of Al technologies into virtual

DOI: 10.4018/979-8-3373-8197-8.ch008

and hybrid event platforms. This study examines the impact of artificial intelligence on operational efficiency, event interactivity, and engagement through case studies and theoretical frameworks.

1. INTRODUCTION

Business events are structured gatherings that serve as key platforms for networking, knowledge exchange, professional development, and economic stimulation. According to the Global Destination Report 2022 (Martin & Fullard, 2022), such events significantly influence both local and national economies by generating direct and indirect revenue through travel, hospitality, and service industries. Business events include a wide range of formats such as conferences, trade exhibitions, conventions, workshops, and corporate seminars, each requiring meticulous logistical coordination, including venue selection, scheduling, participant management, and resource allocation (Getz & Page, 2016).

With the rapid advancement of technology, particularly in the fields of communication and automation, the landscape of business events has undergone a profound transformation. The traditional in-person model is now increasingly complemented—or even replaced—by virtual and hybrid formats that leverage digital tools to enhance accessibility, scalability, and interactivity (Marques & Pinho, 2021). Virtual platforms allow for real-time collaboration, remote attendance, and digital networking opportunities, thus breaking geographical barriers and reducing operational costs (Lee & Hwang, 2020). This shift has been particularly accelerated by the COVID-19 pandemic, which catalyzed the adoption of digital solutions and redefined event delivery models globally (Sigala, 2020).

Furthermore, the integration of artificial intelligence (AI) into event technology has enabled more efficient planning and personalized experiences. AI-powered tools are increasingly used for automating administrative tasks such as registration and scheduling, as well as for analyzing participant behavior and preferences to curate more engaging content (Gretzel et al., 2015). As a result, the business events industry is not only becoming more technologically advanced but also more data-driven and user-centric, aligning with broader trends in digital transformation and smart tourism.

Virtual and hybrid events leverage technology to enhance participant experiences, offering cost-effective solutions while maintaining high satisfaction levels through innovative platforms and personalized event management Kulshreshtha & Webster. (2024). Hybrid events seamlessly combine in-person and online experiences, allowing participants the freedom to select how they wish to engage. The initial push for this change came from technological advancements, but the global