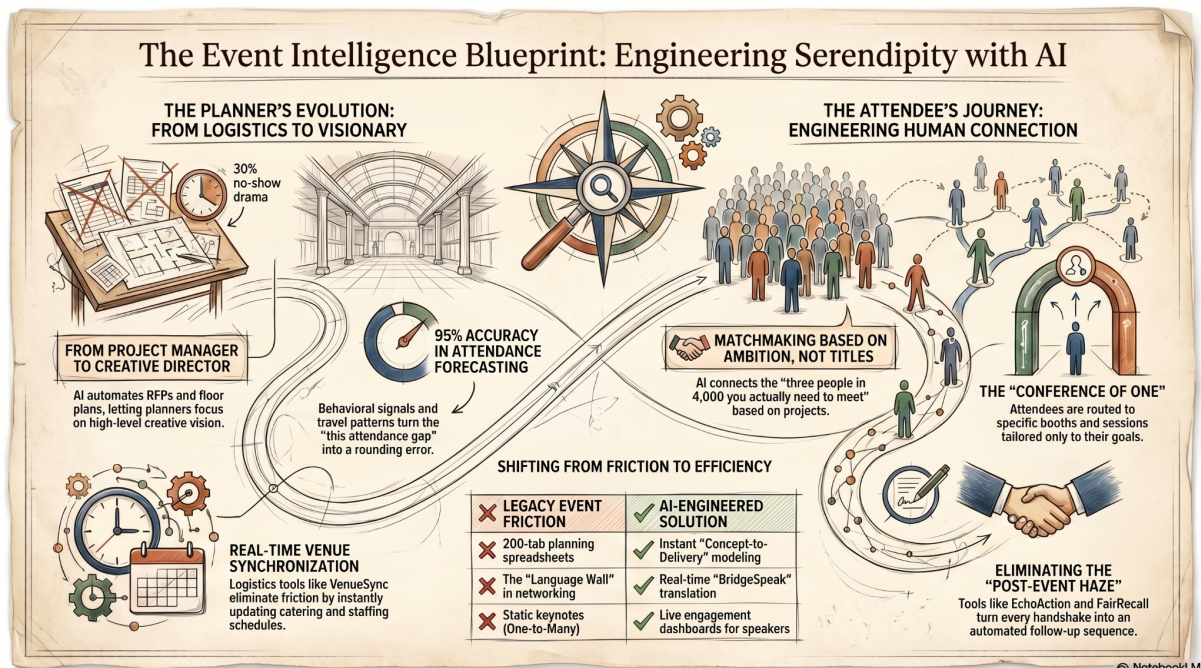


WHAT THE INDUSTRY WANTS FROM AI

A crowd-powered manifesto

Co-created live by 100+ corporate event leaders | IMEX Frankfurt | May 2026



Concept-to-delivery loses its lag.

The brief lands. AI builds the RFPs, surfaces the three vendors who can actually deliver, models the floor plan, syncs the venue, flags the conflicts before they happen. The 200-tab planning spreadsheet retires. Planners stop being project managers and become creative directors. The work that used to cost weeks costs a Tuesday afternoon.

Matchmaking goes off-titles.

"Director of Strategy" tells you nothing. "Trying to ship a circular packaging pilot in Q3" tells you everything. AI matches on ambitions, projects, and ways of thinking — not designations. The three people in 4,000 you actually needed to meet find you before the first coffee break. Serendipity stops being lucky. It gets engineered.

The handshake stops being the end.

Event energy used to evaporate in the parking lot. Now every conversation captures itself, every commitment lands in a to-do list before the elevator opens, every business card becomes a follow-up sequence by the time you check into your hotel. The post-event haze is over. The handshake becomes the start of execution, not a polite end to it.

Generic dies at the door.

Two attendees register for the same conference and walk into different events. AI reads each profile, weights the plenary against their goals, and routes them to the four sessions, six conversations, and one booth they actually came for. The conference of one finally arrives. One-size-fits-all retires next to the printed badge.

What if no-shows became a 3% rounding error?

AI reads behavioural signals — travel bookings, registration patterns, calendar conflicts — and forecasts attendance with 95% confidence three days out. Catering, badges, seating plans, and stage timings flex automatically. The 30% no-show drama becomes a rounding error. Empty seats stop being a budget line.

What if the speaker watched the room understand them in real time?

A private dashboard pulses with the room's engagement — confusion in row 12, energy in section A, attention drifting in the back. The speaker pivots mid-sentence: from theory to story, from data to anecdote, from talking to asking. Keynotes stop being broadcasts. They become conversations.

What if language stopped being the wall?

Two strangers, two languages, one fluid conversation. Earbuds translate in real-time; the hallway track no longer filters by who shares your mother tongue. The 80% of the room you couldn't talk to becomes 100%. Every cross-cultural deal that used to die at "sorry, my English..." gets made.

What if your booth changed for every visitor who walked in?

A digital touchpoint reads their context the moment they cross the threshold. The pharma CMO sees a different story than the procurement lead than the journalist than the student. Booth fatigue dies. Every visitor gets a one-of-one experience — and you finally know which conversations were worth the rental fee.

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Want to bring Henry & this 'multiplayer' AI keynote to your next event? [Learn more »](#)



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