



Commercial Strategy

CONFERENCE



hsmai

SINGAPORE 29-30 MAY 2025

MICE Revolution!

AI & Smart Tech for Future-Ready Event Success



Connect with me

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The logo for hsmái, featuring a stylized graphic of three vertical bars in green, purple, and blue above the text "hsmái" in a lowercase, sans-serif font.

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Smart Phones

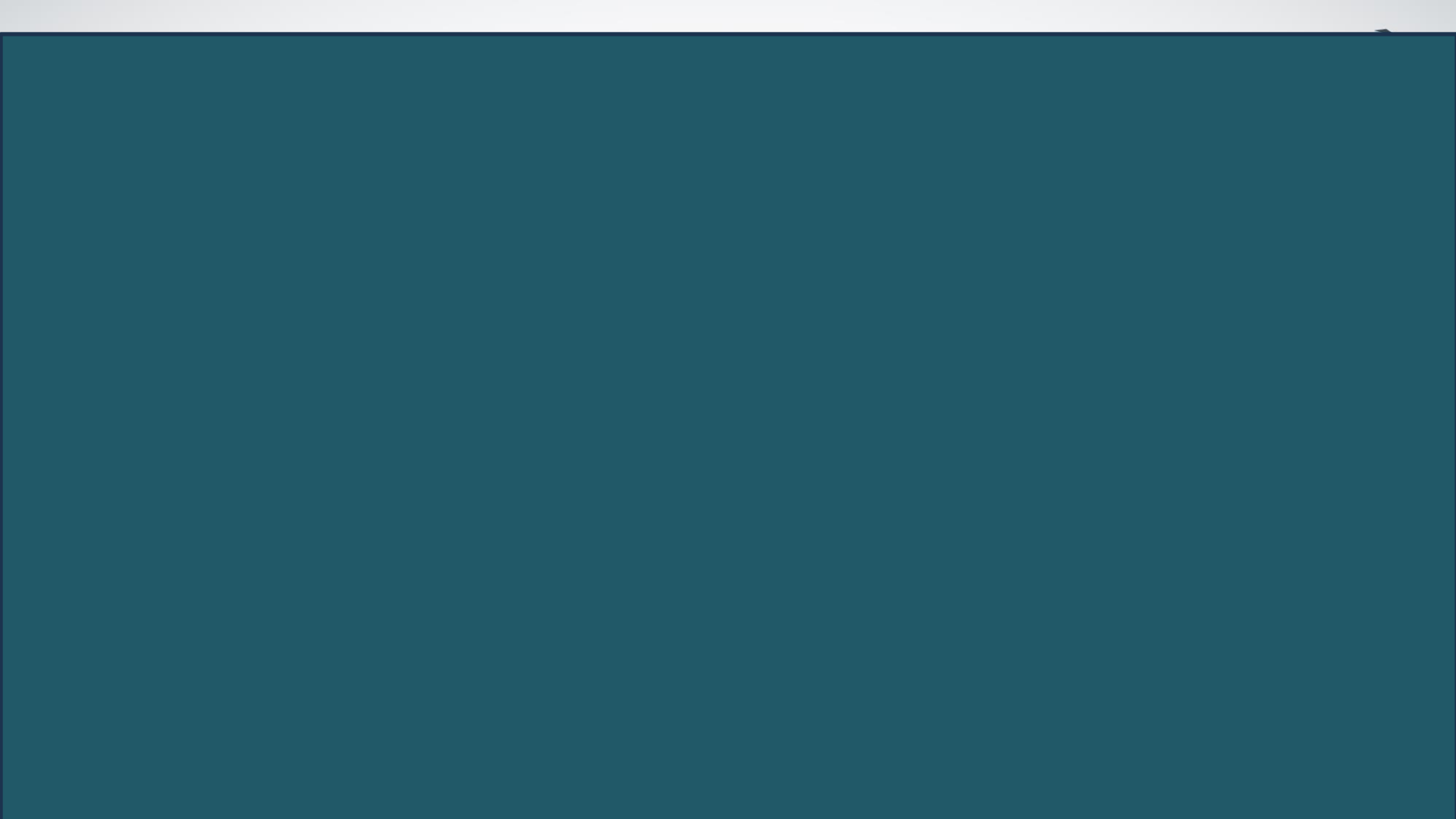


Smart Homes



SMART CITIES





The image depicts a high-tech, futuristic event space. In the foreground and middle ground, several groups of people in business attire are seated at circular tables. These tables feature glowing, concentric blue circles on their surfaces, and many individuals are using laptops. The background is dominated by large, curved digital displays showing various data visualizations, including line graphs, bar charts, and complex circular diagrams with a central flower-like motif. The overall atmosphere is one of advanced technology and professional networking.

SMART EVENT

A large swimming pool at night, surrounded by palm trees and a building with arched windows. The pool is illuminated by blue lights, and the water reflects the surrounding environment. The text "Smart (and Exotic) Venues" is overlaid in white.

Smart (and Exotic) Venues

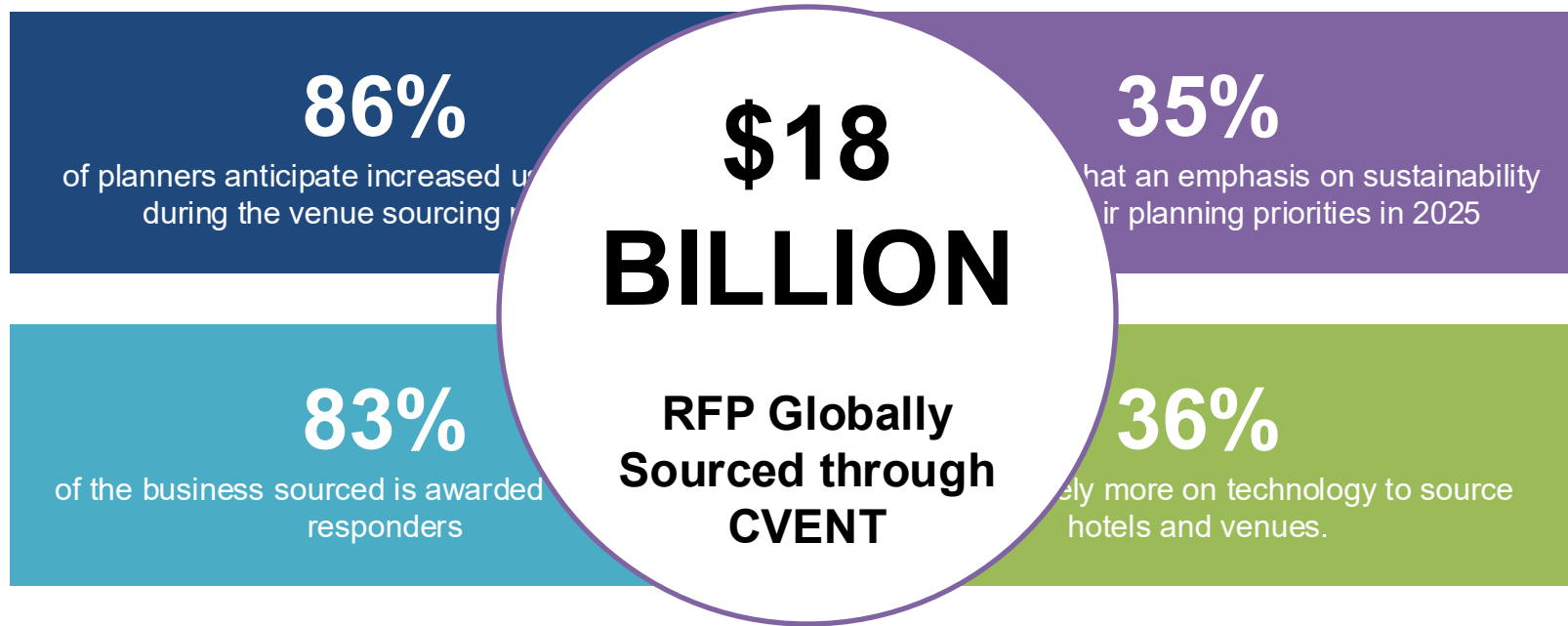


SPACE
PERSPECTIVE

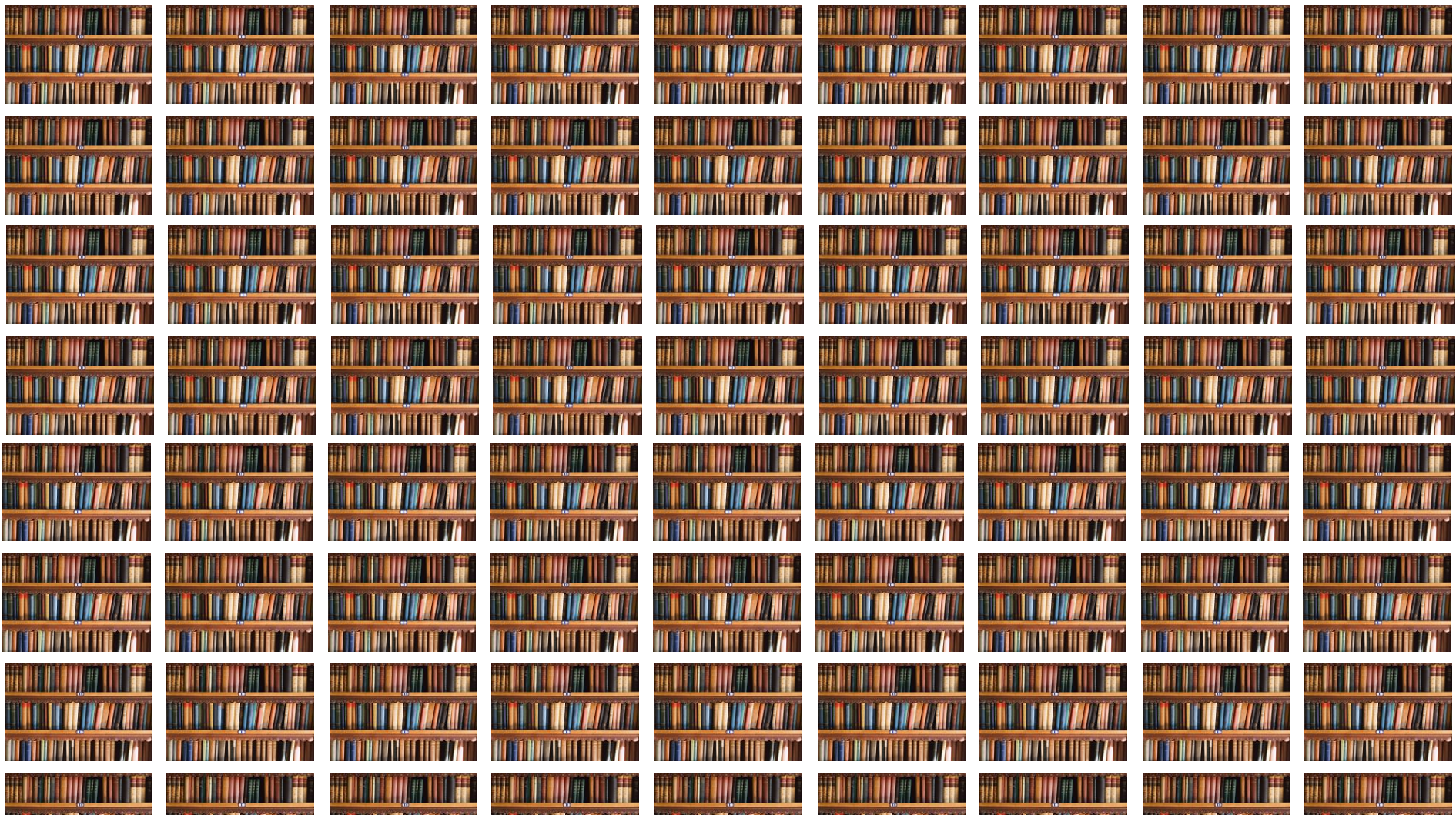
Floating Hotel

The image depicts a vast, modern hotel lobby. The most striking feature is the ceiling, which is a large, curved, geodesic dome made of a complex network of dark metal trusses and translucent panels, allowing natural light to filter through. The walls are composed of multiple levels of balconies, each adorned with dense, cascading green plants, creating a vertical garden effect. The floor is covered with a large, circular rug featuring a bold, black and white wavy pattern. In the center of the lobby, there is a circular seating area with several people sitting. To the left and right, there are more people walking or standing. The overall atmosphere is one of a high-tech, eco-friendly, and luxurious environment.

Why MICE Needs a Tech Transformation Today!



AI



Customer segmentation
Session recommendations Education assessment Restaurant recommendations
Virtual reality training Social media scheduling Legal research
User experience design Team collaboration Inventory management Campaign optimisation
Social media monitoring **Automation** Content marketing strategy
Market research Compliance monitoring **Sentiment analysis** Investment analysis
Document management Cybersecurity Content generation Time management Customer service
Email automation **Problem-solving** Sales forecasting
Speech recognition Predictive analytics Contract management
Recognition Energy management **Data processing** Chatbots Analysis
Translation Virtual assistants A/B testing
Inventory tracking Learning
Quality control
Attendee Matchmaking
Ad targeting Optimisation Efficiency Personalisation
Environmental monitoring **Event planning** Data mining
Traffic optimisation
Email organisation
Budget management
Demand forecasting
Document analysis
Fraud detection
Travel planning
Weather forecasting
Image recognition
Risk assessment
Website optimisation
Recommendation **Prediction**
Competitive analysis **Decision-making**
Content curation **Pattern recognition**
Fraud prevention
Customer relationship management
Project management Lead generation Natural language processing
Supply chain management

AI Opportunities in Events

Time Savings
Content Creation
Attendee Experience
Personal Assistant

Pre-Event

Brainstorming
Venue Sourcing
Scheduling
Meeting Management
Content Creation
Audience Segmentation
Personalisation
Localisation

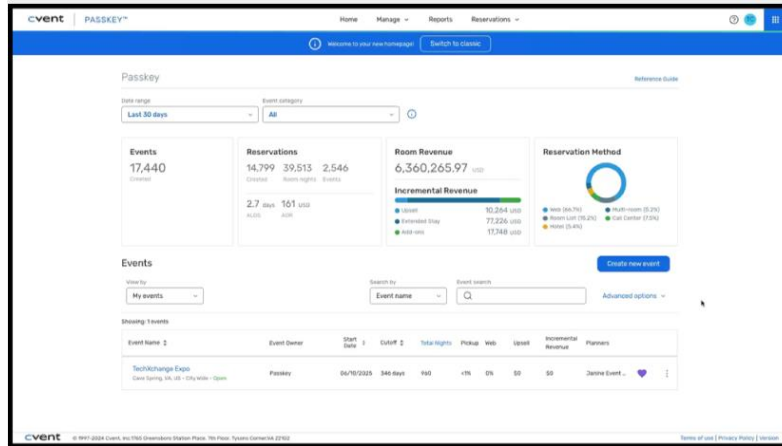
During Event

Accessibility
Onsite Chatbots
Matchmaking & Recommendations

Post Event

Data Analysis
Summarisation

Cvent AI Powered solution



Venue sourcing

AI-powered Cvent Supplier Network



Event Diagramming

AI Diagram Assistant for layouts



Rooming List Assistant

Cvent Paskey for accommodation



Natural language Search

Planner Navigator for Insights

The AI Playbook for Hoteliers

Audit Your Data

garbage in,
garbage out

Start Small

chatbots, pricing
tools, proposal
automation

Upskill Your Teams

AI literacy is the
new digital
literacy

Partner Smartly

platforms like
Cvent already
have built-in AI

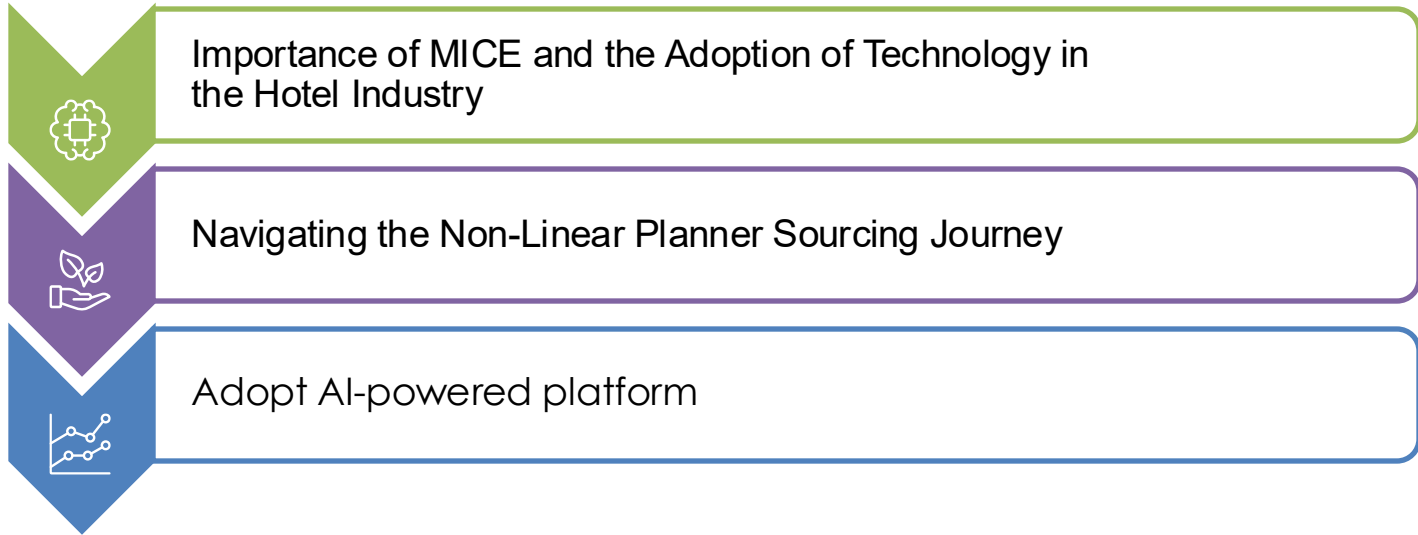
Download the AI Playbook



SCAN ME

What does this mean for you?

The hospitality industry is built on connection. AI simply makes those connections smarter, faster, and more meaningful



A man with a beard and closed eyes is meditating in a business suit, sitting at a desk with a laptop. He is in a room with large windows overlooking a city. A thought bubble is positioned above his head on the right side of the image.

\$1.9 Trillion

Global Market

Persona
+
hotel
barrier



Hi, I am Abdul
50 Years of Age

I need to find ways to be more efficient with my time.



Hi, I am Jessica
42 Years of Age

I need more visibility into the success of our events.



Hi, I am Rose
32 Years of Age

I need to be able to easily access, report, and act on all our event data.



Hi, I am Trisha
27 Years of Age

I need to use technology that our attendees and stakeholders can use easily and enjoy.



Register for **Cvent Accelerate** Singapore!

Friday, 11 July 2025 | Fairmont Singapore



**Scan to
Register**



Q&A





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