NENA Spring 2024 Conference Session Submission
Conference Theme: Attract, Engage, Retain

Track: Instructional techniques or other innovative approaches in the classroom

Session Title: Getting Over the Fear of AI in Events

Session Description/Abstract:
This session will delve into the exciting world of AI and help participants overcome any apprehensions while providing the knowledge and tools needed to navigate the Events AI landscape confidently. One of the highlights is the showcase of PCMA's Project Spark, an innovative event industry tool that revolutionizes planning practices and operations. Discover how this industry-specific tool can grow student knowledge and skills in the events industry. The use of AI in the PCMA Global Student Competition will also be spotlighted. Talented students from around the world have harnessed the capabilities of Project Spark to create amazing event proposals.

Learning Techniques:
- Active Learning -- Students engage in their learning by thinking, discussing, investigating, and creating.
- Experiential Learning - The process of learning by doing,

Learning Goals:
- Attract and Educate: Gain an understanding of industry AI technologies, their applications, and the impact they can have on students.
- Engage: Engage with the tools and resources necessary to embrace AI confidently. Discover industry-specific tools that can grow student knowledge and skills.
- Retain and Inspire: Witness the incredible projects and ideas presented at the PCMA Global Student Competition. Get inspired by the innovative solutions these young minds have developed and learn how to incorporate AI in the creation process.

Session Outline:
- AI Overview
- Project Spark Demonstration
- Using Project Spark to create proposals for the PCMA Global Student Competition
- AI Classroom Policy
- Student Feedback

Audience: Graduate, Undergraduate, High School

Notes:
- PCMA Project Spark, https://www.pcma.org/projectspark/, Project SPARK is a free education and development initiative to shed light on the evolving place of AI in the business events industry.
- PCMA Global Student Competition, https://www.pcma.org/chapters/student-chapters/student-competition/, aims to encourage innovative thinking and collaboration among students, worldwide, to explore fresh ideas that will expand the outlook of the business events industry while engaging their knowledge and understanding of the industry.
- PCMA Products are free to use for student members

- Materials Link

Getting Over the Fear of AI in Events

Embracing the Future Ahead

Learning Techniques

ACTIVE LEARNING

Students engage in their learning by thinking, discussing, investigating, and creating.

EXPERIENTIAL LEARNING

The process of learning by doing,

Session Objectives

ATTRACT AND EDUCATE: GAIN AN UNDERSTANDING OF INDUSTRY AI TECHNOLOGIES, THEIR APPLICATIONS, AND THE IMPACT THEY CAN HAVE ON STUDENTS.

ENGAGE: ENGAGE WITH THE TOOLS AND RESOURCES NECESSARY TO EMBRACE AI CONFIDENTLY. DISCOVER INDUSTRY-SPECIFIC TOOLS THAT CAN GROW STUDENT KNOWLEDGE AND SKILLS.

RETAIN AND INSPIRE: WITNESS THE INCREDIBLE PROJECTS AND IDEAS PRESENTED AT THE PCMA GLOBAL STUDENT COMPETITION. GET INSPIRED BY THE INNOVATIVE SOLUTIONS THESE YOUNG MINDS HAVE DEVELOPED AND LEARN HOW TO INCORPORATE AI IN THE CREATION PROCESS.

MY AI JOURNEY

Apprehension with AI

- Privacy Concerns.
- Job Displacement
- Bias and Discrimination
- Security Risks
- Ethical Concerns
- Social and Psychological Impact
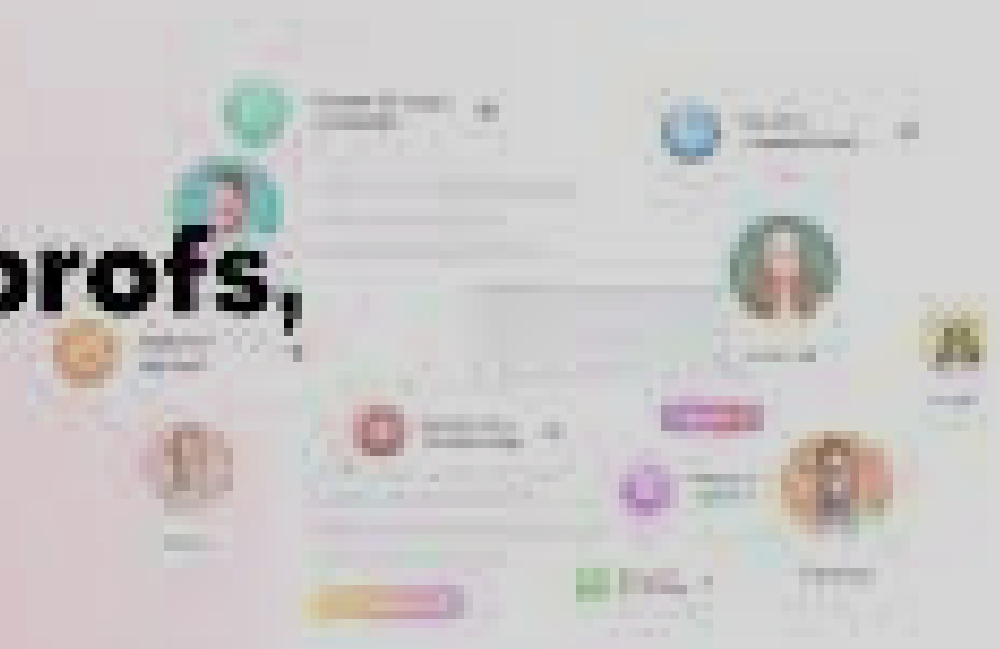- Regulation and Oversight
- Ethical Guidelines

AI in Events

Enhance attendee experiences

Streamline operations

Provide valuable insights

Fall 2023
Updated AI Policy
Christine Cleaver

STHM 3424 – Business of Social Events and Wedding
STHM 3425 – Event and Entertainment Operations
STHM 3429 – Entertainment Management
STHM 4415 – Event Experience

AI in my classroom – You can use PCMA's Project Spark for event-based content creation, but you must always cite your sources.

Project Spark -- https://www.pcma.org/projectspark/

You must be a PCMA member to use Project Spark. If you are not a student member and would like to join, membership is free; you can join using this link: https://www.pcma.org/membership/students/Links to an external site.

You must cite that you are using Project Spark. This is how you cite AI -- https://apastyle.apa.org/blog/how-to-cite-chatgpt

Student Feedback Per SOTL Research Project

- Feeling became more positive in general
- Realized it wasn't just for cheating/destigmatized.
- Getting unstuck/brainstorming
- Saving time
- Got more excited/more ideas about how to use
- Can be targeted/productive (esp Spark AI)

Questions?

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"Tell me, and I forget. Teach me, and I remember. Involve me, and I learn."
Benjamin Franklin