

# Artificial Intelligence, Machine Learning, & Robotics in Business

## EVENTS IN 2035: CONNECTION BECOMES KEY AS AI BECOMES INVISIBLE

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**Abstract:** By 2035, artificial intelligence will no longer be the visible centerpiece of events. It will fade into the background, quietly orchestrating human-centered experiences. This editorial insight explores how invisible AI will transform the attendee journey by anticipating needs, eliminating friction, and enabling personalization at scale through biometrics, real-time analytics, adaptive content, and hybrid environments. As AI manages operational complexity, the role of event professionals shifts from logistics to experience architecture, emphasizing emotional intelligence, ethical judgment, and human connection. The future success of events will depend not on technological novelty, but on how effectively AI amplifies learning, trust, and meaningful relationships.

**Keywords:** Invisible AI; Human-Centered Experience Design; Personalization at Scale; Adaptive Event Ecosystems; Emotional Intelligence Leadership; Technology-Enabled Human Connection

### 1. Introduction

Imagine an attendee is walking into a global event in 2035. There is no staffed registration desk and no badge pickup. The event organizers already know the attendee is there, and their personalized experience begins the moment they walk into the meeting space. As we stand at a crucial point in our AI technology integration, the events industry must ask itself the fundamental question: What happens when artificial intelligence becomes so sophisticated that it essentially disappears?

By 2035, the most transformative aspect of AI will not be its presence at events but its invisibility. AI will anticipate attendee needs before they are mentioned and remove any friction before it is experienced.

Consider the attendee journey. There are currently technologies in use in the events industry that leverage advanced biometrics and facial analysis to gauge sentiment. This technology can allow event organizers to make real-time adjustments to experiences and content. By 2035, this will only be enhanced. Imagine an attendee is feeling overwhelmed in a crowded exhibit hall. The organizer can subtly guide them to a quieter networking space. Is someone struggling during a

technical presentation? Real-time translation and explanation can appear whether in an app or through AR glasses calibrated to their knowledge level. This will allow event organizers to adapt to attendees' needs rather than forcing attendees to adapt to the event environment.

When I first began my career in the events industry, high-tech meant having a mobile app at an event! As I watch demos for technology such as the one mentioned above, I realized that we are currently reimagining what events can be, not just upgrading our technology. Every step forward with technology only matters if it creates a better attendee connection.

## **2. Personalization at Scale**

The events of 2035 will deliver personalized experiences at scale to thousands of people while making the experience feel unique to each attendee. AI will synthesize massive amounts of data to create individualized experiences even within shared spaces.

Imagine attending a conference where every session is tailored to attendee interests, recent publications, and current projects. AI does not just recommend sessions but also creates cohorts of attendees with similar expertise and connects them at the perfect moment to enhance their experience and learning.

Content will also become more fluid. Speakers will adjust their presentations in real time based on audience engagement levels. Breakout sessions form as discussions evolve. The pre-planned schedule becomes more organic, guided by AI and driven by attendee interest and engagement (Neuhofer, Magnus, and Celuch, 2020; Cvent, 2025).

## **3. Human Touch Becomes Key**

As technology used at events becomes more sophisticated, human connection becomes key. The events that will be most successful will not be the most technologically advanced, but those that use AI to amplify human connection. Event organizers will become experience architects that use AI to facilitate breakthroughs in learning and genuine human connection. Organizers will not leave it all to AI, though. It will be important to keep a human in the loop to know if and when to override the technology suggestions (Stookey, 2025).

The shift will require new skills from event organizers. They will need to have high emotional intelligence rather than operational excellence. They will need to know when to make those shifts and overrides to enhance the human touch. These skills will make event organizers irreplaceable as AI handles many of the administrative and operational details.

## **4. Privacy Considerations**

One key consideration is that future events will need to provide transparency about data use to attendees and ensure the security of that data. Individuals will still need to be able to control their visibility and availability throughout the event.

## **5. Events Industry Transformation**

The continued evolution of AI will reshape every aspect of the events industry:

1. Virtual and physical boundaries will disappear as AI creates hybrid experiences where remote participants feel as if they are in the room.
2. Language barriers can be overcome through real-time translation, preserving cultural context and nuance.
3. Event ROI becomes more measurable as AI tracks not only attendance and what attendees do, see, and feel at an event, but also actual knowledge transfer, relationship building, and

future behavioral change. Sponsors of events will have engagement insights never provided in the industry previously.

4. Sustainability also improves as AI can optimize travel and resource consumption, creating events that consume less.

The transition to the future of events requires preparation. As event organizers, we must experiment with AI integration at events while focusing on human outcomes. We must remember that technology should serve the purpose of human connection, which is what attendees seek when they attend an event. The events of the future will be most successful when they use technology to enhance human connection and transformation.

We already see this transition beginning to happen. At current events, AI-powered networking apps do not just match attendees by interests but also strengths and potential for collaboration across attendees. One attendee may need supply chain expertise while another attendee has that expertise but needs help with change management. The algorithm introduces them, but it is the human-built discussion space and time built into the agenda that allows this introduction to turn into a partnership and knowledge transfer. In healthcare events, ML can analyze which clinical trial data resonates with the attendees. The moderator then guides the discussion to not only share the data but show its implementation in the real-world. This is happening now as we are on our path to 2035.

## 6. Conclusion

As we design events for 2035, we should focus on AI's invisibility, where technology becomes so seamless that only the enhancement of human connection is visible. It requires organizers to become the architects of technology-enhanced human experiences, using the tools available to remove barriers to what matters most: bringing attendees together in ways that inspire and transform them.

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**Kimberly Greene, CMP Fellow**, has more than 15 years of experience in strategic meetings management, corporate event strategy, and experience design across healthcare, life sciences, and professional services. She currently serves as Director of Meetings and Events at Cencora where she leads enterprise-wide event strategy and execution for global meetings and high-impact business events. Kimberly has held leadership roles at several Fortune 500 companies, managing multimillion-dollar event portfolios and geographically dispersed teams. Her work focuses on aligning events with organizational strategy and designing human-centered

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*\*The opinions expressed in this piece are my own and do not reflect the views, opinions, or policies of Cencora.\**

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