

Optional Pre-Work: Build Your Strategic AI Event Assistant

(15–20 minutes, totally optional but highly recommended)

By: Kristin Martinez

In this session, you'll start building a strategic AI assistant that thinks and communicates more like you (or someone on your team you want to "clone"). To make the workshop easier and more powerful, bring:

1. "AI Assistant Upload" Checklist

You won't be asked to share these with the group—they're just for you and your AI. If possible, save everything in one folder on your laptop (e.g., "Expo AI Assistant").

- **Core items (best if you can bring):**
 - **Updated résumé** – yours, or the person you're modeling this assistant after.
 - **LinkedIn profile** – have the URL handy and be able to view/copy it.
 - **Personality / strengths results (any format)** – CliftonStrengths, DiSC, Enneagram, Myers-Briggs, etc.
- **Writing & communication samples (aim for 3–5 total):**
 - **2–3 emails/communications you're proud of** – stakeholder, exhibitor/sponsor, internal, or leadership comms.
 - **1–2 writing samples** – show overview, web copy, proposal, speaker brief, "know before you go," etc.
 - **Anything that "sounds like you"** – a message or document where you think: "Yes, that's my voice."
- **Nice-to-have extras (optional):**
 - **Your job description** or quick bullet list of responsibilities.
 - **A recent event recap/debrief** or high-level summary.
 - **A short bio** you use for speaking or leadership.
 - **Company Structure**
 - **Company Website + Values + Mission/Vision**

2. Quick Reflection: How Should Your AI Think & Sound?

You don't have to turn this in—it's just to get your brain going. Jot notes in your phone or notebook:

1. What do people rely on you for most? (Examples: calm under pressure, big-picture strategy, sponsor care, logistics brain, honesty, creativity.)
2. When you're forced to choose, what do you prioritize first?
 - Attendee experience
 - Revenue
 - Exhibitor/sponsor success
 - Operational ease
 - Brand/reputation
 - Other: _____
3. How do you like information when you're deciding?
 - Bullet summary
 - Pros / cons
 - Risks / red flags
 - Timeline or checklist
 - Matrix (task / owner / due date)

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4. What feels like “you” in communication—and what doesn’t? Do you prefer direct or more diplomatic? Warm or formal? Any tones, phrases, or buzzwords you never want used on your behalf?

5. If this assistant could nail just 2–3 things in the next 30 days, what would they be? (Examples: draft clearer emails, turn ideas into structured plans, prioritize your week, turn notes into usable docs.)

3. Who Are You Building It Around?

In the workshop, think of one real person as the model for your assistant:

- Most likely: you, or
- A teammate whose brain you’d love to clone.

“If I could clone one person’s thinking + communication to support our events, who would it be—and what would I ask them to do first?”

That’s the strategic voice we’ll start building into your AI assistant.