



AI: The Participation Engine — Ksenija Polla, CICE, CMP | Talley Management Group

Session Focus: From engagement → participation. How AI helps us listen, connect, and co-create at scale.

Notes / Reflections

1.From Engagement to Participation *“Participation is the lifeblood of gatherings. Without it, events are theatre. With it, they become engines of memory, connection, and change.”* — GatheringPoint – “Forget Engagement at Events. Participation Is the Real Infrastructure” Participation goes beyond interaction — it’s about authorship. The real question: how do we design for voices to be heard, not just counted?

Notes / Reflections

2.Case Studies: Participation in Action

■ICCA Bangkok (2023)

No speakers, only the crowd. 80 topic champions → 160+ insights → AI-generated live presentation.

→ Proved that AI can mirror human input, not replace it.

■ICCA Abu Dhabi (2024)

Live sentiment analysis on shared screens captured real-time energy and tone.

→ Showed how AI can turn participation into a visible pulse.

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3. Where AI Adds Real Value

AI-Powered Matchmaking: YPO Global Business Summit — predictive networking tools.

Impact: Matches people by shared goals and interests.

Live Note Synthesis: Snapsight – used at ASAE Conference.

Impact: Turns dialogue into structured, searchable insights.

Accessibility & Inclusion: Wordly (ASAE & PCMA); NoteAffect (IAEE Expo! Expo! 2025).

Impact: Live multilingual captioning, transcripts, and translations for equitable participation.

Predictive Design: FDIC “Firehouse of the Future” featured in IAEE’s *How AI Is Transforming the Exhibition Floor* webinar.

Impact: Uses attendee data to choreograph space, timing, and energy flow.

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4. Reflection: From Concept → Action

Where could AI help your participants feel more seen and heard?

- Feedback loops summarizing attendee insights in real time.
- Smart accessibility (captions, visual summaries, adaptive interfaces).
- Dynamic content curation that evolves during an event.
- Post-event insight engines that turn participation into legacy.

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5. Key Takeaways

- AI amplifies participation — it doesn’t replace connection.
 - Inclusion is design, not an add-on.
 - Measure events by ideas that leave the room alive, not headcount.
- “The real power of participation is what happens when the room takes control.”*
— GatheringPoint – “Participation Is the Real Infrastructure”

6. Resources

- GatheringPoint.news – Participation Is the Real Infrastructure
- IAEE + NoteAffect Partnership (2025)
- Snapsight Case Studies
- Wordly Multilingual AI Captions
- IAEE Webinar: How AI Is Transforming the Exhibition Floor

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