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IMPLEMENTATION OF AI IN EVENT MARKETING STRATEGY: LITERATURE REVIEW AND IMPLICATIONS FOR THE EVENT INDUSTRY IN BALI

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Abstract

This literature review explores the implementation of Artificial Intelligence (AI) in event marketing strategies and its implications for the event industry in Bali. The study aims to understand how AI can enhance operational efficiency and attendee experience by analyzing its applications in personalization, data analysis, and predictive analytics. Despite the benefits of AI, such as improved attendee engagement and operational efficiency, challenges like data privacy and digital infrastructure limitations in Bali must be addressed. The research provides insights for event organizers and policymakers to leverage AI effectively, contributing to Bali's position as a premier event destination.

Keywords: Artificial Intelligence, Event Marketing, Literature Review

1. INTRODUCTION

The event industry in Bali has experienced significant growth over the past few years, with numerous international and national events being held on the island. Bali offers a unique and attractive location for event organizers, whether it be conferences, exhibitions, or cultural festivals. However, to remain competitive, the industry needs to continuously innovate and adopt the latest technologies to enhance efficiency and attendee experience. A study by Kotler and Armstrong (2010) highlights the importance of adopting digital technologies to improve event management.

Artificial Intelligence (AI) has become a crucial technology across various industries, including the event industry. AI enables the collection and analysis of data more deeply, helping event organizers understand trends and attendee preferences better. Consequently, AI can help improve operational efficiency and attendee experience through personalized content and services. For example, the use of AI chatbots can provide real-time information to attendees and facilitate more interactive interactions, as discussed in Bharadwaj (2000). This integration of AI can significantly enhance the overall event experience.

One of the major advantages of AI in the event industry is its ability to personalize the attendee experience. By analyzing personal data and attendee preferences, AI can

recommend relevant sessions, exhibitions, and networking opportunities, thereby increasing attendee satisfaction and engagement. For instance, a booth curation system can help attendees find booths most aligned with their interests, optimizing their time and experience during the event, as noted in Chen and Tsai (2017). This personalized approach can lead to higher attendee retention and positive word-of-mouth.

Despite the benefits of AI, its implementation also poses several challenges. One of the primary challenges is the availability of adequate digital infrastructure and data security. In Bali, digital infrastructure still needs to be enhanced to support widespread AI adoption. Additionally, concerns about data privacy are a significant issue that must be addressed in AI implementation. Therefore, collaboration between government, private sectors, and local communities is necessary to optimize AI adoption, as emphasized in García and Gómez (2013).

This research aims to review the current literature on the implementation of AI in event marketing strategies and its implications for the event industry in Bali. By understanding the potential and challenges of AI, this study hopes to provide valuable insights for event organizers and the event industry in Bali to enhance efficiency and attendee experience through AI technology. The research will also discuss how AI can help increase the competitiveness of the event industry in Bali in an increasingly competitive digital era.

The importance of this research topic lies in its potential to transform the event industry in Bali by leveraging AI to enhance operational efficiency and attendee experience. By exploring how AI can be effectively integrated into event marketing strategies, this study can provide actionable recommendations for event organizers to stay competitive in the global market. Moreover, understanding the challenges and opportunities associated with AI adoption can help stakeholders in Bali develop targeted initiatives to support the growth of the event industry, contributing to the local economy and tourism sector (Kim & Ko, 2012).

The future implications of this research are profound, as it can be leveraging the way for Bali to become a hub for technologically advanced events in Southeast Asia. By embracing AI, event organizers in Bali can offer unique and personalized experiences that attract a wider audience and increase repeat business. Furthermore, the successful integration of AI can lead to the development of new job opportunities and skills training programs, enhancing the local workforce's capabilities in digital event management. This study aims to explain how strategic steps to integrate AI technology to advance the event industry in Bali based on literature studies. This, in turn, can contribute to sustainable economic growth and reinforce Bali's position as a premier destination for events and tourism.

2. LITERATURE REVIEW
2.1 AI in Event Management

Artificial Intelligence (AI) has significantly impacted the event management industry by personalizing attendee experiences, optimizing logistics, and enhancing safety measures. AI technologies, such as machine learning algorithms and predictive analytics, enable event organizers to analyze vast amounts of data, providing actionable insights that improve event planning and execution (Sailesh, 2024). AI's ability to analyze attendee data allows for tailored content recommendations, such as sessions and networking opportunities, thereby increasing attendee engagement and satisfaction. Additionally, AI-driven facial recognition and smart badges can streamline check-in

processes and track attendee movements, offering valuable insights into attendee behavior (Khallouf & Markarian, 2022). This personalized approach not only enhances the attendee experience but also fosters more relevant and productive interactions during events.

While there is limited specific research on AI in Bali's event industry, studies on AI in tourism suggest that AI can enhance visitor experiences and operational efficiency in the tourism sector (Dewi et al, 2025). The research is using a mixed-methods approach combining surveys, interviews, and analysis of digital marketing performance metrics, data were collected from local tourism operators, marketers and stakeholder. Research findings provides valuable implications for policymakers and practitioners aiming to leverage AI for sustainable tourism development in Bali.

AI-based applications can provide personalized recommendations and guidance, helping tourists navigate local norms and customs, which could be adapted for event management in Bali (Arimbawa et al., 2024).

Despite the benefits of AI, its implementation in event management also poses challenges, such as ethical concerns related to data privacy and algorithmic bias. Future research should focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency.

2.2 AI in Event Marketing

Artificial Intelligence (AI) is revolutionizing the event marketing landscape by enhancing efficiency, personalizing attendee experiences, and enabling data-driven decision-making. AI technologies automate repetitive tasks, such as scheduling and coordination, allowing event planners to focus on strategic and creative aspects (Ergen, 2021). For instance, Ergen in the research explain that AI-powered chatbots provide real-time support to attendees, improving satisfaction and engagement. This integration of AI not only streamlines operations but also fosters deeper attendee engagement and satisfaction.

AI's ability to analyze vast amounts of data allows for unparalleled personalization, significantly enhancing the attendee experience. AI algorithms can provide tailored content recommendations, such as sessions and networking opportunities, based on individual interests and preferences. Additionally, AI-driven technologies like smart badges and facial recognition can streamline check-in processes and track attendee movements, offering valuable insights into attendee behavior (Halim et al, 2023). This personalized approach not only enhances the attendee experience but also fosters more relevant and productive interactions during events.

AI-driven predictive analytics play a crucial role in event marketing by forecasting attendee behavior and preferences, enabling event managers to make data-informed decisions on session topics, marketing strategies, and resource allocation. Real-time feedback and sentiment analysis also allow event managers to address issues promptly, enhancing the overall event experience. This integration of AI in predictive analytics significantly improves operational efficiency and attendee satisfaction. For example, AI can analyze past event data to predict trends and optimize future events, ensuring better ROI and attendee engagement.

Despite the benefits of AI, Halim in the research explaining its implementation in event marketing also poses challenges, such as ethical concerns related to data privacy and algorithmic bias. Ensuring transparency, privacy, and fairness in AI applications is crucial to maintaining trust and achieving successful outcomes. Future research should

focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency. By balancing AI efficiency with human creativity and empathy, event marketers can create more impactful and memorable events that drive business results and attendee satisfaction.

2.3 Marketing Mix Theory

The marketing mix theory is a foundational concept in marketing that significantly pertains to event marketing. It encompasses various strategic elements that event organizers must manage to effectively influence demand and create value for their participants. The traditional marketing mix model, known as the 4Ps (Product, Price, Place, Promotion), has been expanded in recent discussions to include additional elements, such as People, Packaging, Programming, and Partnership, thus evolving into the 8Ps model used in contemporary event marketing strategies (Nuñez-Maldonado et al., 2023; Putra et al., 2023).

Product refers to the actual event experience designed to meet the participants' needs. This includes considering aspects like content, atmosphere, and engagement opportunities that differentiate the event from others. A well-curated product enhances perceived value and encourages attendance. Price covers the ticketing strategy adopted by event organizers, which needs to align with perceived value while remaining competitive within the marketplace. Proper pricing strategies can significantly boost participant engagement and satisfaction (Napontun et al., 2023).

Place emphasizes accessibility and location relevance. For example, the choice of venue can impact participation. It is crucial for organizers to select locations that maximize convenience for their target audience (Saini, 2022). Promotion entails all communication strategies to inform potential attendees about the event, which can include advertising, public relations, and social media campaigns (Frimpong et al., 2023; Jin & Cheng, 2020). Events must adopt robust promotional strategies that leverage digital channels to reach broader audiences and enhance engagement (Rohmansyah et al., 2023).

One perspective on marketing mix theory is how it adapts to contemporary needs, particularly in the realm of sustainability and ethical marketing. For instance, Pomering emphasizes the significance of extending the marketing mix to incorporate sustainability, proposing that traditional frameworks must evolve to address complex societal challenges and ultimately drive value for individuals and society (Pomering, 2017).

Furthermore, the necessity for adaptation of the marketing mix is evident in the increasing incorporation of technology such as AI. The synergy between marketing mix theory and technological innovations has been highlighted in analyses of competitive strategies. For instance, Jarek and Mazurek discuss how AI can enhance the effectiveness of the marketing mix by facilitating more personalized marketing tactics, thus creating value in highly competitive environments (Jarek & Mazurek, 2019). The insights gathered from these adaptations underscore the importance of integrating AI with classical marketing strategies to enhance customer engagement and operational efficiency in the event industry.

2.4 Implementing AI in Marketing Mix

The integration of Artificial Intelligence (AI) into the marketing mix, specifically within the framework of the 4Ps (Product, Price, Place, Promotion), shows significant promise in enhancing strategic marketing approaches. The digital transformation facilitated by AI technologies has shifted the paradigms of product development, pricing

strategies, distribution channels, and promotional activities across various industries, including the event industry in Bali.

AI role in product strategy can be analyzed through its capabilities in data analytics and consumer insights. AI tools enables event organizer to leverage their event services and products AI also could have implemented to provide and analyze various data for related event-tourism stakeholder in Bali. For example, AI-driven analytics tools can sift through vast amounts of data to extract meaningful insights, which directly influence product development decisions and customization, leading to offerings that are more aligned with consumer desires (Ljepava, 2022; Sajili et al., 2024).

Pricing stategies also could be improved by adopting analysis from AI. Event organizer can leverage AI to learn unit pricing provided by the event organizer, analyze the event needs and drafting a pricing quotation for clients. AI algorithms can facilitate sophisticated pricing models that reflect real-time market data, enabling a more responsive pricing strategy (Elhajjar, 2024; Hicham et al., 2023). Research indicates that companies that implement AI tools for pricing strategy report enhanced agility and a better understanding of consumer pricing sensitivity, which directly impacts their revenue management (Wu & Monfort, 2022).

AI also provides help to develop a communication strategy in terms of the distribution channel (placement). Event industry is a business which focuses in services, where communication become one of the important success indicator. These insights can be instrumental in optimizing the reach of event marketing, ensuring that promotional efforts target the most receptive audience segments in Bali's event industry ecosystem. Finally, the promotional strategies involving AI have matured, as evidenced by the integration of AI in automated marketing communications and personalized advertising. AI-powered tools can analyze engagement metrics and optimize ad placements in real-time, improving the overall effectiveness of promotional efforts (Grandinetti, 2020; Elkhatibi & Benabdelouhed, 2024). Studies confirm that organizations employing AI-enhanced promotional strategies witness improved engagement rates and enhanced returns on marketing investments significantly (Eriksson et al., 2020). This means event organizer could adapt AI in promoting their business and promoting the event their organized.

3. RESEARCH METHODS

This research will be using a systematic literature review as its core research method. This methodology is particularly relevant for addressing the research questions (RQs), which examine the integration of AI in event marketing strategies, the associated challenges and opportunities, and its role in enhancing the competitiveness of Bali's event industry. Based on the literature review conducted above, following research questions emerge:

a. RQ1: How can AI be effectively integrated into event marketing strategies to enhance operational efficiency and attendee experience in Bali?
b. RQ2: What are the key challenges and opportunities associated with AI adoption in the event industry in Bali?

A systematic literature review serves to summarize existing knowledge, identify gaps, and offer pathways for future research, especially in rapidly evolving fields such as AI and marketing. The process begins with the precise formulation of research questions that guide the literature search. The systematic review method is characterized by its

structured approach, which minimizes bias through clearly defined inclusion and exclusion criteria (Chintalapati & Pandey, 2021).

For this study, the literature search will involve databases like Google Scholar & JSTOR, and ScieceDirect ensuring a comprehensive collection of relevant academic articles. Key terms such as "AI in event marketing" and "AI in event management", will be utilized to gather a focused literature. Following the search, the articles will be screened based on relevance to this research RQs, focusing on the strategic applications of AI within event marketing contexts and its implications for operational efficiency and attendee experience. Relevant studies indicate that AI enables improved customer targeting through predictive analytics and personalized marketing strategies, which can enhance attendee engagement and satisfaction at events (Ziakis & Vlachopoulou, 2023; Peltier et al., 2023).

To conduct a systematic literature review (SLR) aimed at understanding the implementation of AI in event marketing strategies, particularly in the context of the event industry in Bali, a structured step-by-step approach is essential. The SLR will focus on answering three RQs. The following is a detailed guide on how this research will conducted effectively, based on best practices highlighted in the literature (Moher et al., 2015; Holm-Larsen et al., 2024).
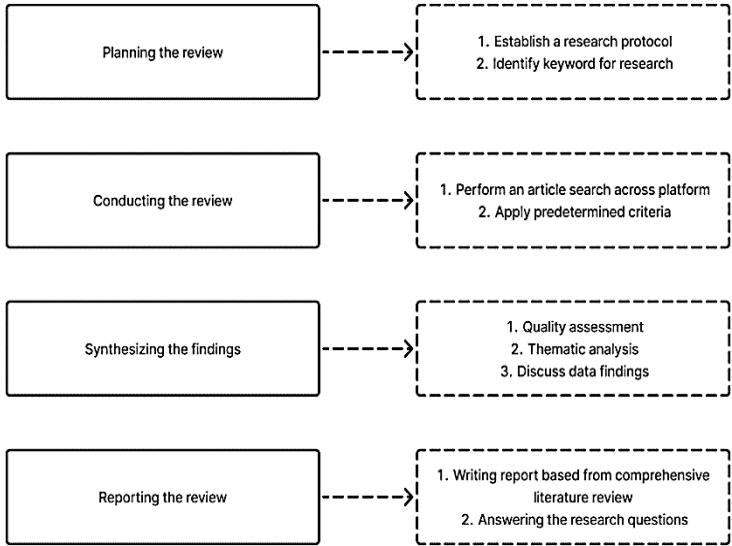
Figure 1. Research Methods
Source: Adopted from Moher et al., (2015) & Holm-Larsen et al., (2024)

3.1 Planning the Review

This phase consists of defining the research questions (RQs), develop a review protocol and identify keywords for search strategy. Clearly articulate the main research questions to guide the review process, as outlined above. This will help focus the search and synthesis efforts (Moher et al., 2015; Holm-Larsen et al., 2024).

Establish a protocol that outlines the objectives, inclusion and exclusion criteria, as well as the databases and keywords that will be used in the search. Utilize the PRISMA-P 2015 guidelines to ensure that the protocol is comprehensive and reproducible (Moher et al., 2015). After the protocol determined, create a list of relevant keywords and phrases related to AI, event marketing, operational efficiency, attendee experience, and challenges specific to Bali. This step ensures that the literature search is thorough and covers all pertinent aspects of the field (Tranfield et al., 2003; Holm-Larsen et al., 2024).

3.2 Conducting the Review

In conducting the review, the literature search will be conducted before screening and selection of the articles. Perform a systematic search across multiple databases, including Google Scholar and Science Direct. Focus on articles published within the last ten years to capture the latest developments in AI applications in event marketing (Moher et al., 2015). Apply the pre-determined inclusion and exclusion criteria to filter articles based on relevance and quality. This involves an initial screening of titles and abstracts, followed by a full-text review for eligibility (Moher et al., 2015).

3.3 Synthesizing the Findings

Quality assessment, data synthesis and discussion of the findings conducted in this step. Consist of conducting a quality assessment of the included studies to minimize bias. Use standardized tools to evaluate the methodological quality of the studies (Myers et al., 2015; Willis et al., 2019). Synthesize the extracted data qualitatively or quantitatively, as appropriate. This may involve thematic analysis to identify common themes and patterns across studies or meta-analysis if sufficient data allows for statistical analysis. Discuss how the findings from the literature collectively address the research questions, highlighting key insights into AI's role in enhancing operational efficiency and attendee experience in Bali's event industry, along with the challenges and opportunities present (Hansen et al., 2017; Xiao & Watson, 2017).

3.4 Reporting the Review

Report will have produced that includes a comprehensive overview of the methodology, findings, discussion, and implications for practice and future research. Adhere to the PRISMA guidelines to maintain transparency and accuracy in reporting (Moher et al., 2015). The report will be written based on the structure and stages in conducting a systematic literature review so that it can answer the RQs clearly and meaningfully.

**4. FINDINGS AND DISCUSSION**

The event industry in Bali has experienced significant growth, driven by its unique cultural and natural attractions. However, to remain competitive, the industry must continuously innovate and adopt the latest technologies to enhance operational efficiency and attendee experience. Artificial Intelligence (AI) has emerged as a crucial technology in this context, enabling the collection and analysis of data to better understand trends and attendee preferences (Kotler & Armstrong, 2010). By integrating AI into event marketing strategies, event organizers can personalize attendee experiences and optimize logistics, leading to higher satisfaction and engagement. This research conducting a systematic literature review based from 29 related publications.
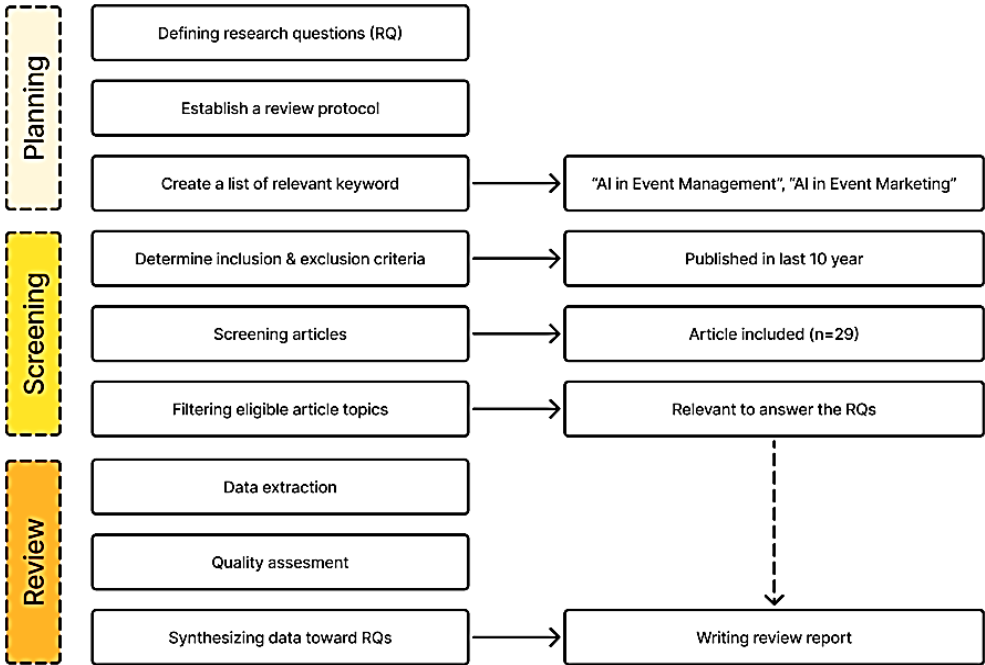
Figure 2. Literature Review Process Guide
Source: Adopted from Moher et al., (2015) & Holm-Larsen et al., (2024).

There are not many publications related to event marketing and AI published in Indonesia founded in Google Scholar and Science Direct. After conductiong a discovery for relevant publications to answering the research questions, 29 article selected from 100 article available in Google Scholar or Science Direct. The article chosen because fullfill the criteria inclusion which published in last 10 years and related to event management and event marketing topics. The article selected consist of several research methods; survey, literature review, experimental research and mix-method research.
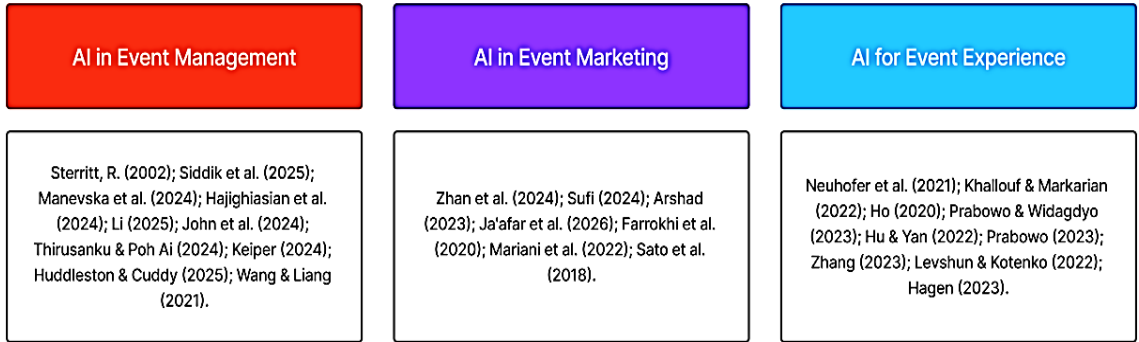
Figure 3. Main Topic Grouping
Source: Researchers (2025)

The grouping of articles into three main topics—AI in Event Management, AI for Marketing, and AI for Event Experience—is crucial in addressing the research question. This categorization allows for a structured analysis of how AI is applied across different facets of the event industry. By focusing on these specific areas, it becomes clearer how AI technologies are being utilized to enhance operational efficiency, improve marketing strategies, and elevate the overall experience for attendees. This systematic approach helps in identifying patterns, gaps, and trends in the current literature, which is essential for formulating a comprehensive understanding of AI's role in the event industry.

4.1 Integrating AI in Event Marketing Strategies

The integration of Artificial Intelligence (AI) into event marketing strategies in Bali signifies a transformative approach with the potential to greatly enhance both operational efficiency and attendee experience. AI's capability to automate the gathering, analysis, and segmentation of data empowers event marketers to gain significant insights into attendee behavior, which, drawing upon predictive analytics, is essential for anticipating attendee preferences and purchasing patterns within Bali's diverse tourism sector (Mariani et al., 2022). By utilizing Machine Learning (ML) in AI, event planners can implement dynamic pricing, customize content delivery, and refine recommendations for products in real time based on attendee interactions, ensuring marketing efforts are both timely and highly relevant to individual needs (Lee et al., 2024). This extends to optimizing marketing campaigns by strategically allocating resources to the most effective activities and maximizing the return on investment, a critical factor in Bali's competitive event landscape.

AI-powered technologies, such as intelligent chatbots and virtual assistants, can considerably improve the attendee experience by offering real-time information, immediate responses to queries, and personalized suggestions for event schedules and activities (Neuhofer et al., 2021). This level of tailored engagement meets the increasing expectations of digitally inclined attendees in Bali, leading to higher satisfaction levels and a more customized event journey (Zhang, 2023). AI-driven personalization can extend beyond the event itself by facilitating customized pre-event communications and post-event follow-ups, including personalized media and recommendations derived from attendee behavior and preferences. This continuous engagement fosters stronger connections with attendees and cultivates long-term loyalty, which is vital for sustaining Bali's standing as a leading event destination.

Moreover, AI can streamline various operational facets of event marketing, resulting in enhanced efficiency (Siddik et al., 2025). Automating tasks such as registration and ticketing through AI-powered systems can diminish manual labor and minimize errors, allowing event staff to concentrate on more intricate and attendee-focused responsibilities. AI can also aid in content generation by more efficiently creating compelling marketing materials, speaker biographies, and social media promotions compared to traditional methods (Arshad, 2023). This acceleration in content creation enables event organizers in Bali to maintain a consistent and engaging online presence, reaching wider audiences and driving attendance.

The application of AI also extends to optimizing event logistics and crowd management, which is particularly important for large-scale events in popular locations across Bali (Wang, 2021). Predictive analytics driven by AI can forecast attendance rates for various event segments and areas, enabling organizers to optimize resource allocation, manage crowd flow effectively, and ensure attendee safety and comfort (Manevska et al., 2024). AI-powered security systems, including facial recognition technology, can further enhance event security and streamline access control, contributing to a safer and more seamless experience for attendees. By integrating AI across these operational and experiential touchpoints, event marketers in Bali can create more efficient, engaging, and ultimately more successful events (Ja'afar et al., 2024).

In essence, the strategic integration of AI into event marketing strategies in Bali provides a comprehensive approach to enhancing both operational efficiency and attendee experience. From personalized marketing and real-time engagement to streamlined logistics and enhanced security, AI serves as a powerful tool for creating more impactful

and successful events. By embracing AI technologies, the event industry in Bali can cater to the evolving needs and expectations of attendees, optimize marketing efforts, and solidify its position as a leading destination for diverse and innovative events.

4.2 AI Adoption Challenges and Opportunities Toward Event Industry in Bali

The adoption of AI in the event industry in Bali, while holding considerable promise for advancements, presents a distinctive set of challenges and opportunities that warrant careful consideration (Prabowo & Widagdyo, 2023). A primary challenge involves the initial investment and potential costs linked to implementing AI technologies and the necessary infrastructure (Siddik et al., 2025). For numerous event organizers in Bali, especially smaller and independent entities, the financial resources required for AI software, hardware, and the skilled personnel to manage these systems can represent a substantial barrier to entry. This financial constraint may impede the widespread adoption of AI across the diverse range of event organizers within the region.

Another significant challenge centers on concerns regarding data privacy and security, particularly in light of increasing regulations surrounding the protection of personal data (Levshun & Kotenko, 2022). AI systems heavily depend on data analysis to personalize experiences and optimize operations, necessitating the collection and storage of attendee information. Ensuring the security and privacy of this data is crucial for maintaining attendee trust and adhering to legal frameworks, posing a considerable challenge for event organizers in Bali who must navigate these intricate requirements. Furthermore, ethical considerations related to AI usage in event management, such as algorithmic bias and the potential for dehumanization, require careful attention to preserve the integrity and inclusivity of events (Mariani et al., 2022).

However, the adoption of AI also unlocks numerous opportunities for the event industry in Bali. A notable opportunity lies in elevating the overall attendee experience through personalization, tailored recommendations, and seamless event interactions. AI-powered tools can furnish attendees with customized schedules, relevant content suggestions, and efficient navigation within event venues, leading to greater satisfaction and engagement. This capacity to cater to individual preferences can significantly enhance Bali's attractiveness as a destination offering uniquely tailored event experiences.

Another critical opportunity resides in improving operational efficiency across various stages of event management. AI can automate repetitive tasks, optimize resource allocation, and provide predictive insights for enhanced planning and decision-making, enabling event organizers in Bali to streamline their processes and reduce costs. For instance, AI can assist with venue selection, vendor management, and even risk assessment, leading to more efficient and effective event execution (Hagen, 2023). This increased efficiency can bolster the competitiveness of Bali's event industry on a global scale.

In conclusion, while the adoption of AI in Bali's event industry encounters challenges concerning cost, data privacy, and ethical considerations, the opportunities for enhancing attendee experience and improving operational efficiency are substantial. By strategically tackling these challenges and harnessing the transformative potential of AI, Bali can further solidify its standing as a premier global destination for innovative and successful events, providing unique and personalized experiences while optimizing event management practices.

5. CONCLUSION

The integration of Artificial Intelligence (AI) in event marketing strategies offers significant opportunities for enhancing operational efficiency and attendee experience in Bali. AI technologies, such as machine learning and predictive analytics, enable event organizers to personalize attendee experiences, optimize logistics, and make data-driven decisions. For instance, AI-powered chatbots can provide real-time support, while AI-driven facial recognition can streamline check-in processes. By leveraging these technologies, event organizers in Bali can create more impactful and memorable events that drive business results and attendee satisfaction.

Despite the potential benefits of AI, its adoption in Bali's event industry also poses challenges. Key issues include the need for enhanced digital infrastructure (cost) and addressing ethical concerns related to data privacy. To overcome these challenges, collaboration between government, private sectors, and local communities is crucial. By understanding the challenges and opportunities associated with AI adoption, stakeholders can develop targeted initiatives to support the growth of the event industry in Bali, contributing to sustainable economic growth and reinforcing Bali's position as a premier destination for events and tourism. Future research should focus on addressing these challenges while exploring innovative applications of AI to enhance event experiences and operational efficiency. This study also has discussion limitations because it only uses literature studies for research, in the future research with quantitative methods to ethnography is needed to gain broader insights.

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