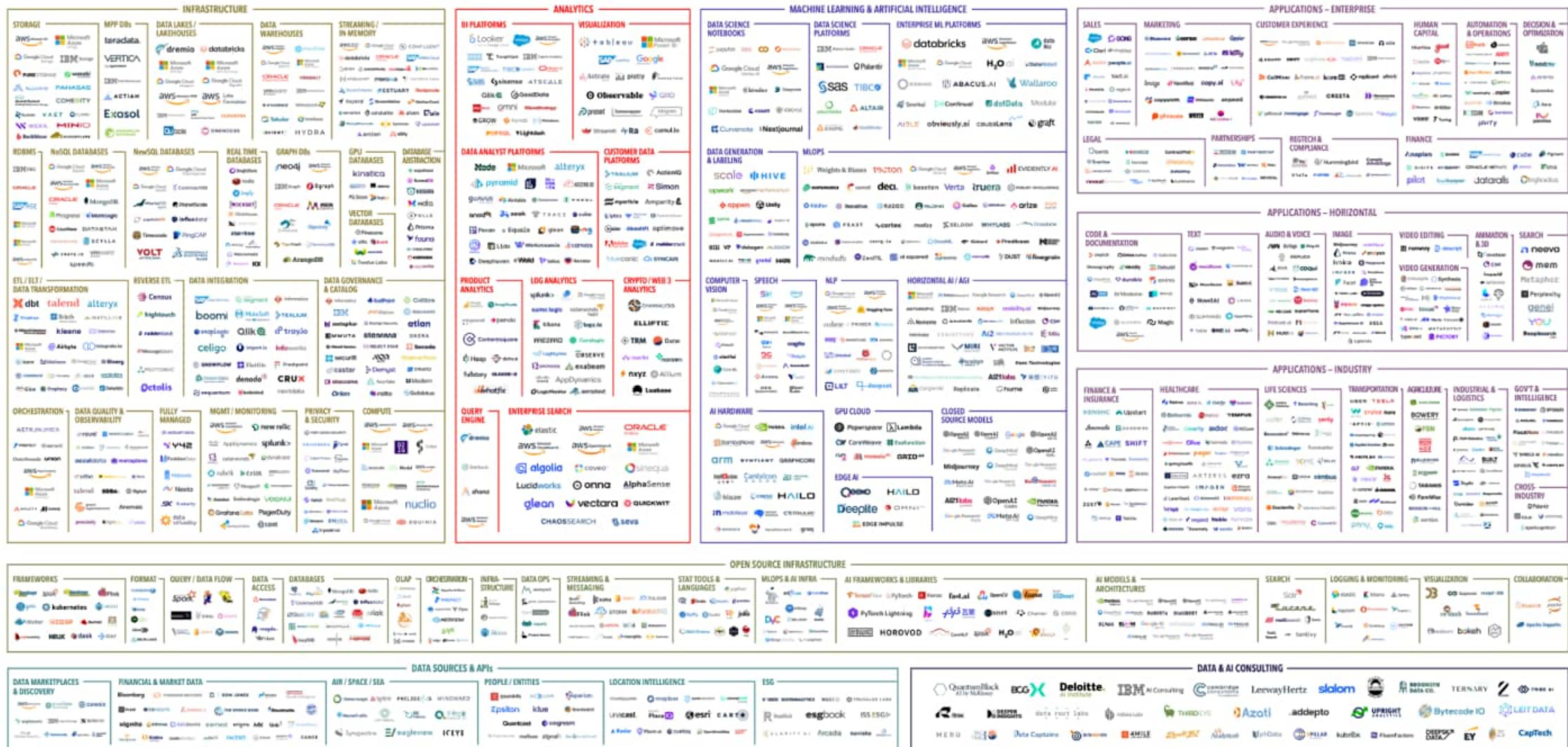


AI-POWERED EXHIBITIONS

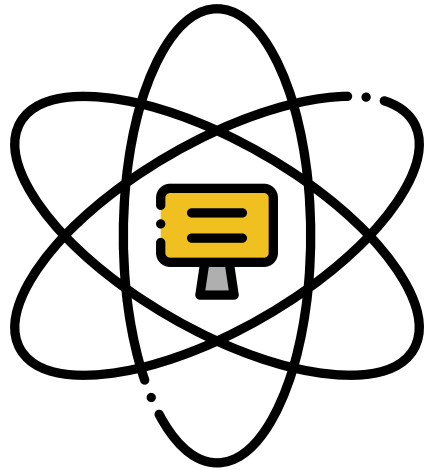
Is something happening?

Stephan Forseilles - Easyfairs

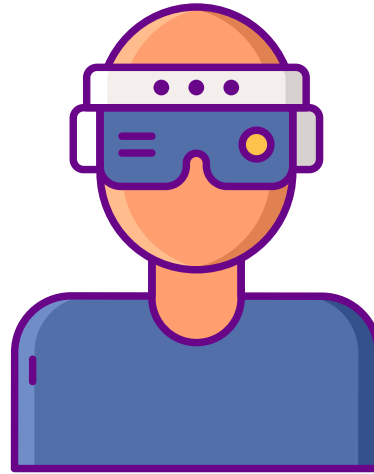
THE 2023 MAD (MACHINE LEARNING, ARTIFICIAL INTELLIGENCE & DATA) LANDSCAPE



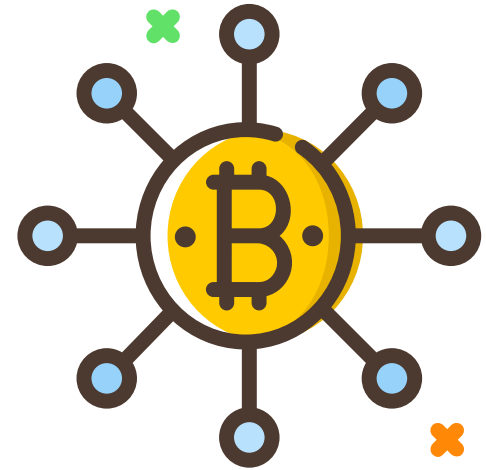
<https://venturebeat.com/ai/2023-data-ml-and-ai-landscape-chatgpt-generative-ai-and-more/>
<https://mattturk.com/landscape/mad2023.pdf>



**Quantum
Computing**



Metaverse

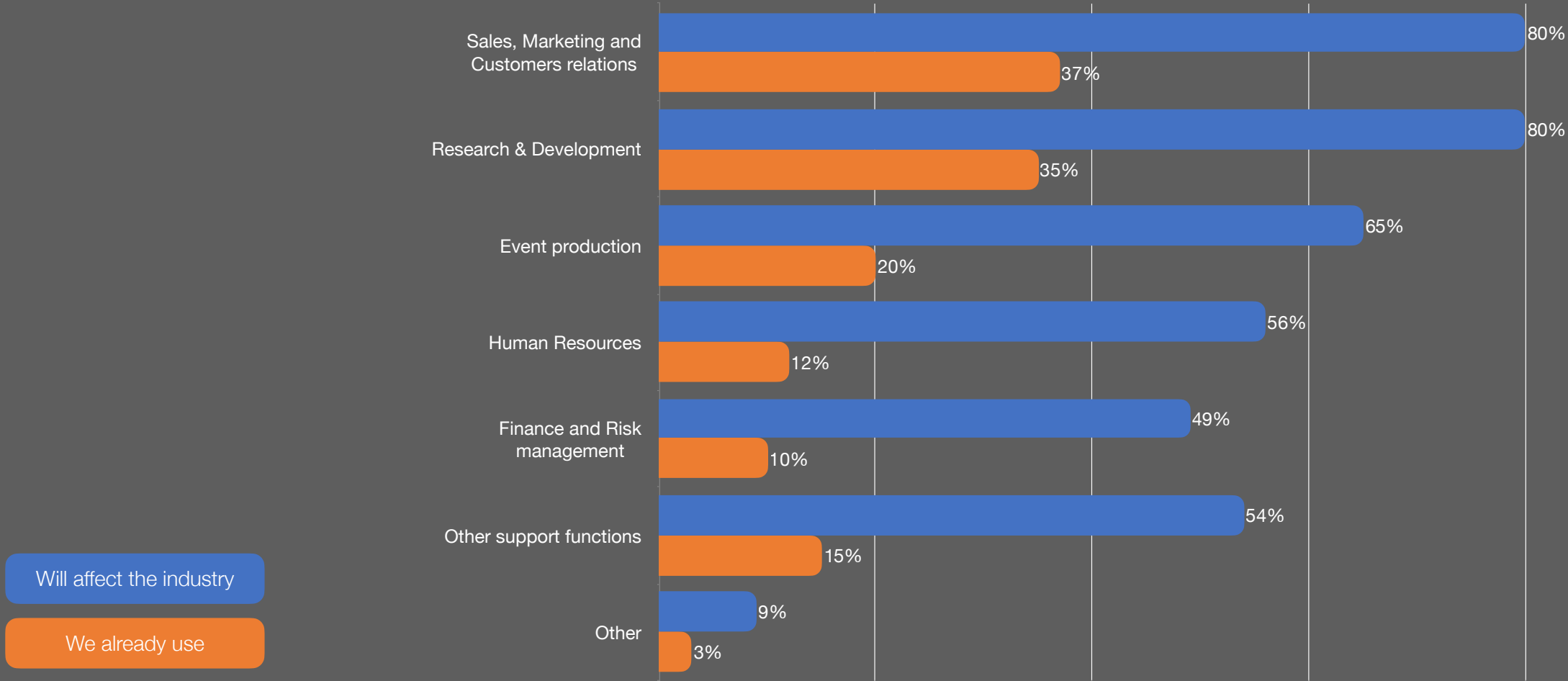


Blockchain

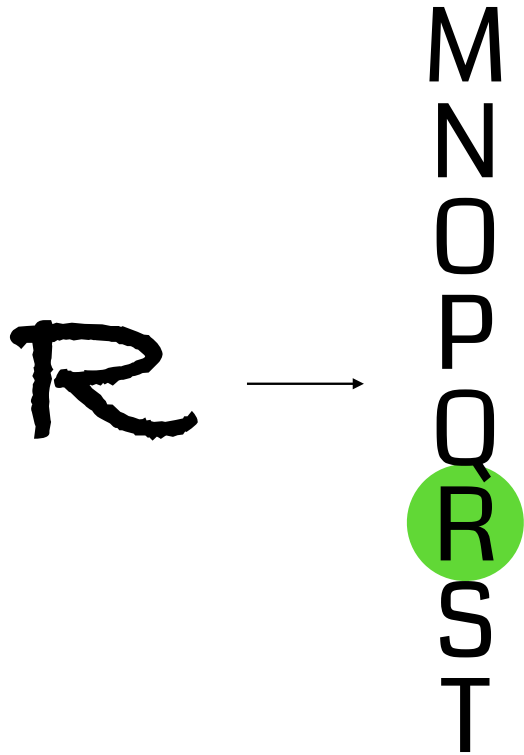


Potential impact on exhibitions and current use of “generative AI” applications

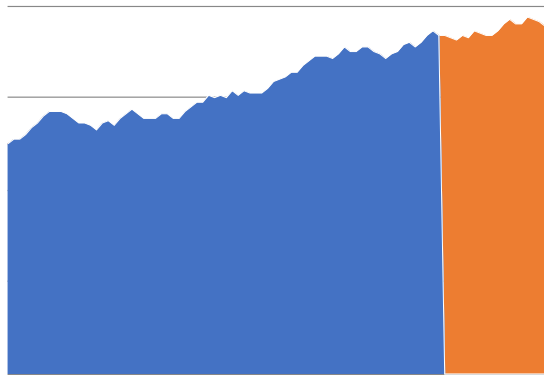
UFI Global Exhibitions Barometer - January 2024



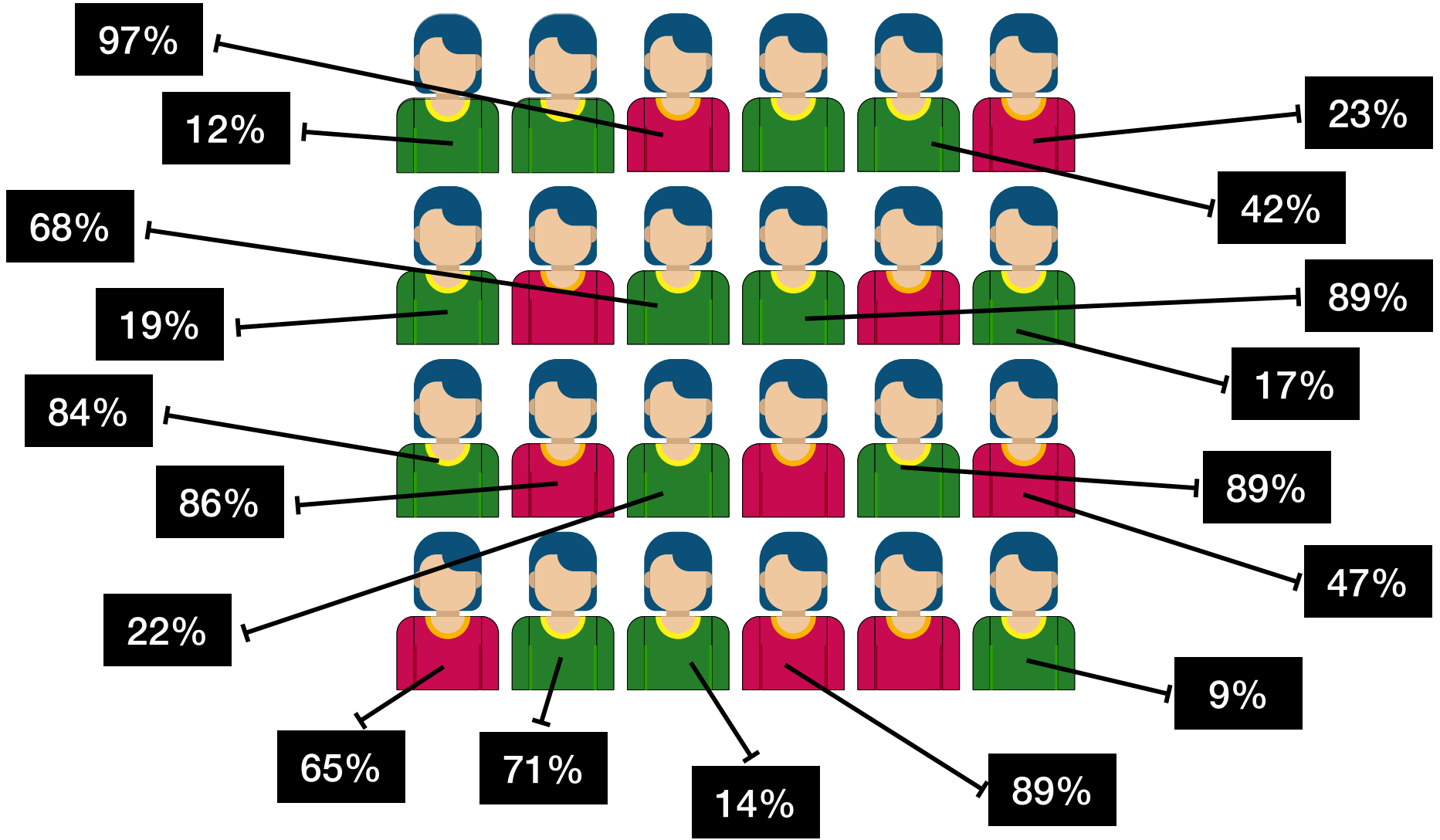
Types of AIs

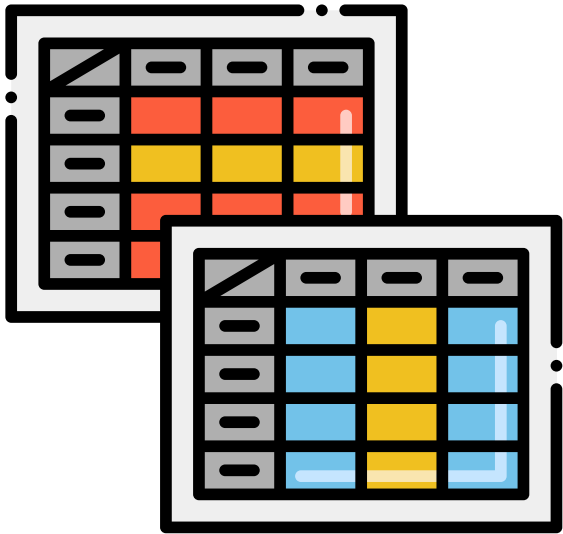


DISCRIMINATIVE

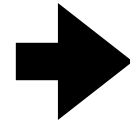


PREDICTIVE





**15 years of
registration data**

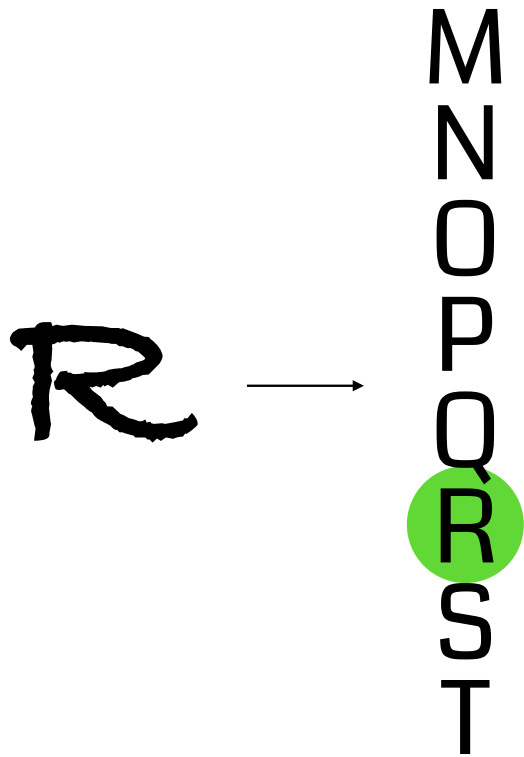


**Train a predictive
algorithm**

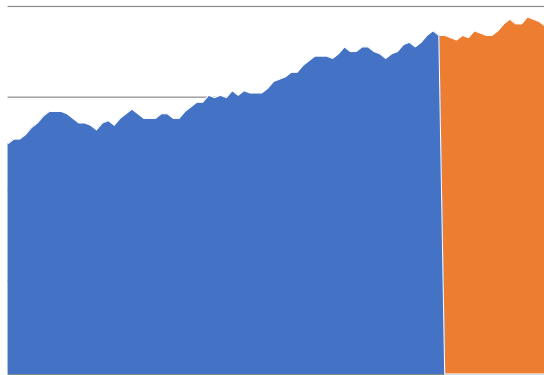
City	Job Function	State	Standard Job Function	NoShow Score
BARRAX	encargado		02222_General manager	0.51
REDONDELA	GERENTE		02222_General manager	0.22
San Cristobal d...	Gerente		02083_Freelancer	0.59
Alcalá de Henar...	Director de Compras		00014_Purchasing/procurement man...	0.56
Beniparrell	Gerente		00072_CEO	0.73
Murcia	Directora General		02222_General manager	0.45
Soto del Real	Artesano		02083_Freelancer	0.64
VALDERAS	GERENTE		02222_General manager	0.64
Palencia	Ingeniera		01135_Operations technician	0.52
Dos hermanas	Responsable compras		00014_Purchasing/procurement man...	0.35
Estepona	Administrador único		00072_CEO	0.72
MADRID	DIRECTOR COMPRA &...		00014_Purchasing/procurement man...	0.43



Types of AIs

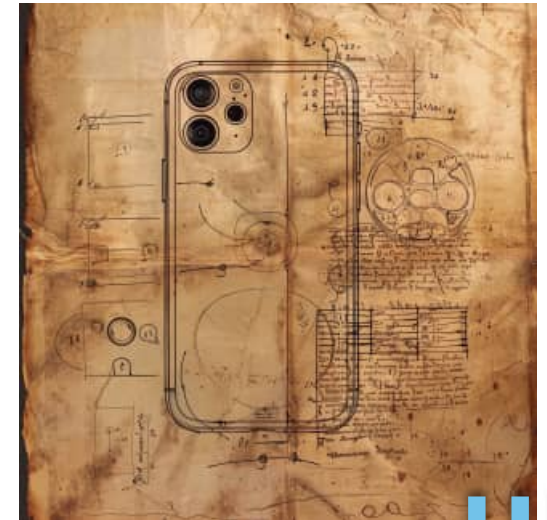


DISCRIMINATIVE



PREDICTIVE

*"A smartphone
drawn by Leonardo
Da Vinci."*

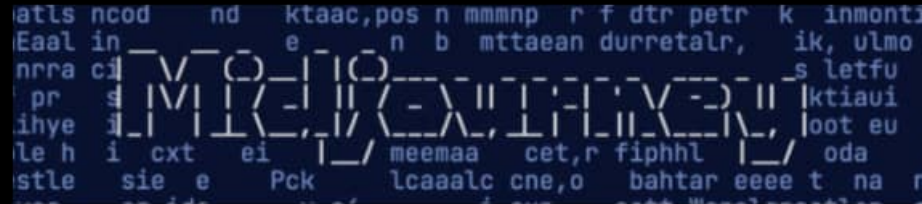


LLM

GENERATIVE



ChatGPT



PROMETHEAN AI



DALL-E 2

AIVA

ARTIFICIAL INTELLIGENCE VIRTUAL ARTIST



Bard AI



artbreeder



Grok

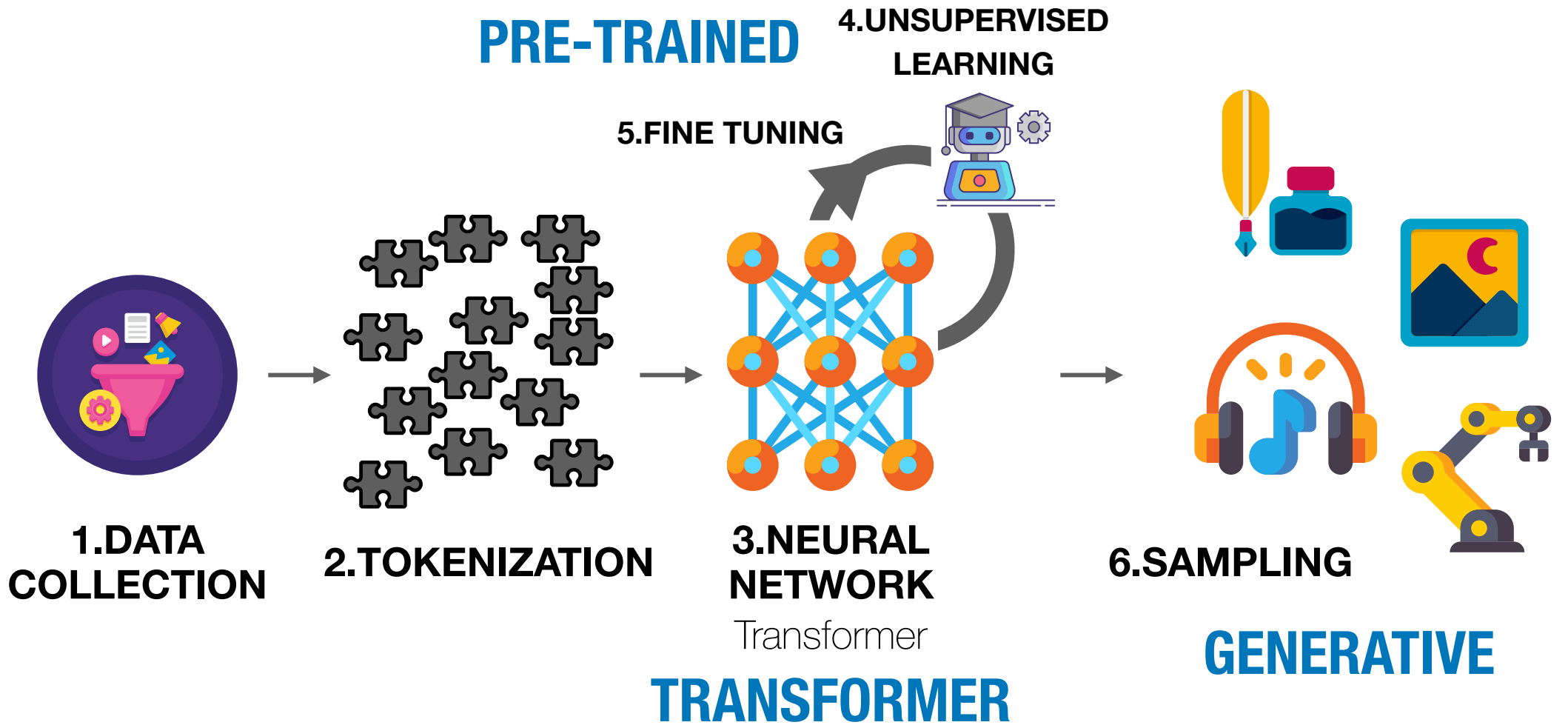
ValueWalk

MuseNet

Gemini



Bing



G.P.T.



High-quality content

Scalability

Flexibility

Creativity



Lack of common sense

Biais

Sensitivity to input

Zero creativity

Intellectual property

Two US lawyers fined for submitting fake court citations from ChatGPT

Law firm also penalised after chatbot invented six legal cases that were then used in an aviation injury claim

A judge said one of the fake decisions had 'some traits that are superficially consistent with actual judicial decisions' but other portions contained 'gibberish' and were 'nonsensical'.
Photograph: Richard Drew/AP

A US judge has fined two lawyers and a law firm \$5,000 (£3,935) after fake citations generated by ChatGPT were submitted in a court filing.

A district judge in Manhattan ordered Steven Schwartz, Peter LoDuca and their law firm Levidow, Levidow & Oberman to pay the fine after fictitious legal research was used in an aviation injury claim.

Schwartz was admitted to ChatGPT, a chatbot that generates text, to help write a brief in a case against a Colombian airline.

The Guardian



ChatGPT



ChatGPT



MyExhibitors - Google Sheets

docs.google.com/spreadsheets/d/1WGag9dRcgvLowRcr9BZJ5a0GnmK...

MyExhibitors

	A	B	C	D	E	F	G	H	I
1	Date	Status	Name	Stand No.	Website				
2	23/1	New	Cocacola Inc.	C23	www.cocacola.com				
3	15/2	New	Apple	A14	www.apple.com				
4	15/2	New	Microsoft	E85	www.microsoft.com				
5	15/2	New	BMW	Q29	www.bmw.com				
6									
7									

Feuille 1

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STEPHAN'S QUIRKY PACKAGING NEWS

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Latest news

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1 minute




The Art of Connection

In the ever-evolving world, the art of forging genuine connections remains timeless. Whether it's with colleagues, clients, or partners, establishing a genuine rapport paves the way for



Growth Unlocked

Every business has a unique potential waiting to be tapped. Recognizing the keys to unlock this growth can set an enterprise on the path to unprecedented success.




Collaboration Magic

The magic that emerges from effective collaboration is undeniable. When diverse minds converge with a shared purpose, the results can be transformative.


AUTHOR

Written by sforseil

RECENT POSTS



Uncategorized
The Art of Connection
sforseil





Get information about company **1. Name: Cocacola Inc.** by reading their website **1. Website: www.cocacola.com** and write an exciting news promoting their newley announced participation to the event. They will be on stand **1. Stand No.: C23**



MyExhibitors - Google Sheets

docs.google.com/spreadsheets/d/1WGag6dRcgvLowRcr9BZJ5a0GnmK...

MyExhibitors

	A	B	C	D	E	F	G	H	I
1	Date	Status	Name	Stand No.	Website				
2	23/1	New	Cocacola Inc.	C23	www.cocacola.com				
3	15/2	New	Apple	A14	www.apple.com				
4	15/2	New	Microsoft	E85	www.microsoft.com				
5	15/2	New	BMW	G29	www.bmw.com				
6	20/2	New	Tetra Pack	F32	www.tetrapack.com				
7									

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STEPHAN'S QUIRKY PACKAGING NEWS

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Latest news

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The Art of Connection
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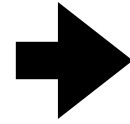


Generating Meeting Briefings

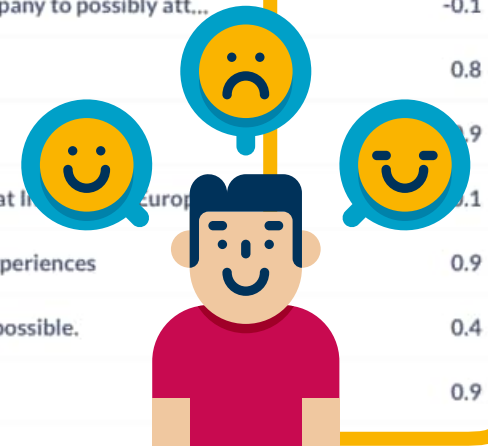
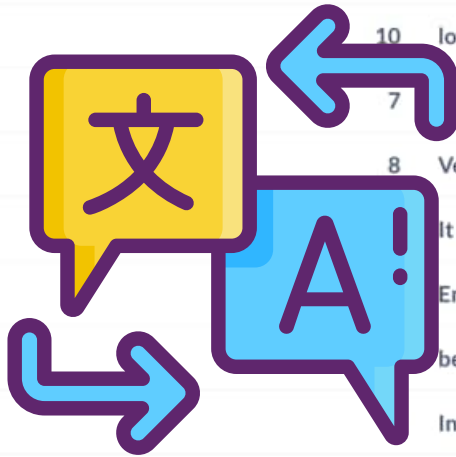
Tim Groot, CEO and founder at GRIP



DATA ANALYSIS



Why This Score Question		Why This Score Question En	Sentiment Score
compacte overzichtelijke beurs	9	compact, clear trade fair	0.7
Was voor mij een meerwaarde	9	Was an added value for me	0.9
Goede beurs	10	good scholarship	0.9
De beurs in Antwerpen is een pak aantrekkelijker dan deze in Gent alsook de vorige edities in Brussel	8	The fair in Antwerp is a lot more attractive than the one in Ghent as...	0.8
bcp de solutions pour el transport	10	lots of solutions for transport	0.8
OMDAT HET GOED WAS.	7	BECAUSE IT WAS GOOD.	0.6
Heel goed voor nieuwe contacten te maken	8	Very good for making new contacts	0.9
t was een goeie beurs!		It was a good fair!	0.8
Gevoelsmatig		Emotional	0.3
omdat ik mij heel goed geamuseerd heb		because I had a great time	0.7
Interessant en aangenaam		Interesting and pleasant	0.9
Deze beurs gingen we prospecteren voor ons bedrijf om er eventueel een volgende keer te staan, m...	2	We were going to prospect this fair for our company to possibly att...	-0.1
Goed georganiseerde beurs	9	Well organized fair	0.8
Goede beurs	9	good scholarship	0.9
There were more forwarding companies than at Intermodal Europe	9	There were more forwarding companies than at Intermodal Europe	0.1
Altijd leuk om nieuwe ideeën op te doen, nieuwe ervaringen te delen	8	Always nice to gain new ideas and share new experiences	0.9
Bedoeld als overwegend positief. Vele contacten mogelijk.	8	Intended to be mostly positive. Many contacts possible.	0.4
het was enorm leuk en leerrijk	10	it was great fun and educational	0.9



it was great fun and educational

Intended to be mostly positive. Many contacts possible.

Always nice to gain new ideas and share new experiences

There were more forwarding companies than at Intermodal Europe

good scholarship

Well organized fair

BECAUSE IT WAS GOOD.

We were going to prospect this fair for our company to possibly att...

because I had a great time

Interesting and pleasant

Was an added value for me

Very good for making new contacts

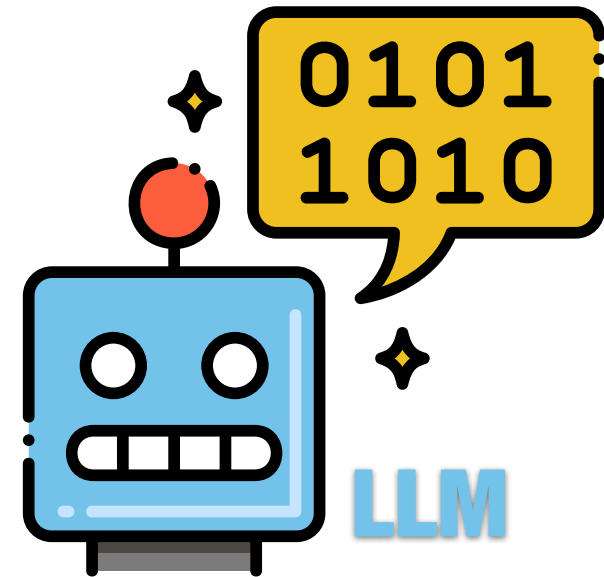
Emotional

lots of solutions for transport

good scholarship

The fair in Antwerp is a lot more attractive than the one in G

compact, clear trade fair



Edition Review

The [REDACTED] event received overwhelmingly positive feedback from both visitors and exhibitors. Visitors were impressed with the wide range of exhibitors and presenters, as well as the relevant and diverse information shared at the event. They found it to be a common platform for engineers to interact and share knowledge, and many visitors achieved their goals of meeting potential suppliers and making new connections. The event was also praised for being well managed, with a wide range of exhibitors and small stages with speakers on relevant and interesting topics.

However, there were some areas for improvement highlighted by both visitors and exhibitors. Some visitors felt that the event covered too much ground and was spread thinly in some areas, while others mentioned a heavy focus on plastics/carbon moulding companies. Some exhibitors expressed concerns about the low number of attendees for the price invested, as well as the lack of differentiation between visitors and exhibitors. There were also complaints about the declining numbers of visitors year on year, and the difficulty in accessing contact details of people who clicked on the smart badge button.

To improve the event for next time, it may be beneficial to address the concerns about the event covering too much ground and being spread thinly in some areas. This could involve a more focused approach to the selection of exhibitors and

- Improvement on the last event
- Plenty of interesting exhibitors and presenters
- Relevant information from participants at the show
- Common platform for engineers to interact and share knowledge
- Diverse fair with lots from the Automotive Sector that were of interest
- Worth the visit
- Fascinated by the materials, processes, and techniques used in the industry of engineers
- UK industry is transforming and adopting highly innovative technologies
- Useful to see a range of

- Event covers too much ground, spread thinly in some areas
- Dominated by plastics/carbon moulding companies
- Limited information on entire systems and the practice of engineering
- Low attendance for suitable professionals
- Nothing really new since previous shows
- Event getting smaller every year

DATA ANALYSIS



How can I help you today?



Add anything

Drop any file here to add it to the conversation

adjusted_visitors_optimized.csv



Come up with concepts
for a retro-style arcade game.

Brainstorm content ideas
for my new podcast on urban design.

Create a charter
to start a film club.

Compare storytelling techniques
in novels and in films.

Message ChatGPT...



Images & Video







Digitalize Namur 2022

Stephan Forseilles

Directeur Informatique

Easyfairs



Touch the reader to
receive stand info by email



VISIT



ChatGPT 4 ▾



How can I help you today?

Help me pick

an outfit that will look good on camera

Write an email

expressing your love for your parents

Help me debug

a linked list problem

Suggest fun activities

for a family of 4 to do indoors on a rainy day



Message ChatGPT...



ChatGPT can make mistakes. Consider checking important information.





How can I help you today?

Plan an itinerary
for a fashion-focused exploration of Paris

Plan a trip
to explore the rock formations in Cappadocia, Turkey

Write a thank-you note
to my interviewer

Explain options trading
if I'm familiar with buying and selling stocks

@ Message ChatGPT...



March 2023

“Will Smith eating spaghetti”



February 2024

OpenAI presents SORA

A young man in his 20s is sitting on a piece of cloud in the sky, reading a book.





11 MONTHS





TELLEGI




12/11/11

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File size up to 500 MB

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Choose target language Voice powered by  ElevenLabs 

Number of Speakers Auto 





**LONG-TERM
DECISIONS**
FOR A
BRIGHTER FUTURE

**LONG-TERM DECISIONS
FOR A BRIGHTER FUTURE**

Video generation



My Avatar

Instant Avatar Photo Avatar Studio



Demo **Finetune**

Demo **Finetune**

Public Avatar

Avatar Photo Avatar Studio Avatar



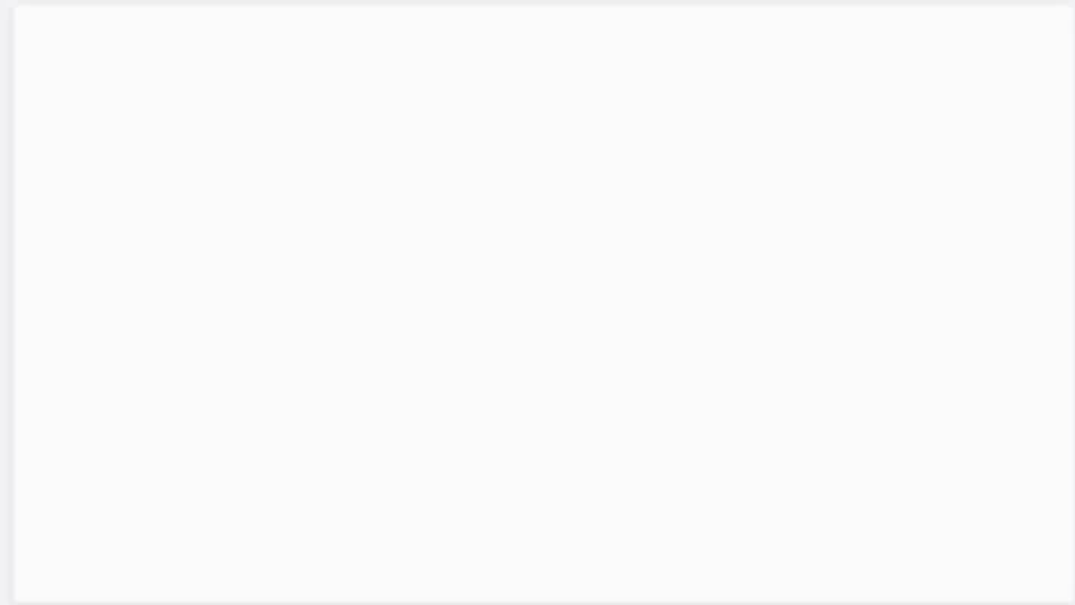
New 4K

New 4K



New 4K

New 4K



T Text Script Audio Script

▶ Type or paste a paragraph here.

Antoni - Friendly
Male, Middle-Aged, Natural, Ex...

Speed (1.0x)

Pitch (0%)

Play Scripts

[Tips to improve pronunciations](#)

1 5.7s

Pick an Avatar

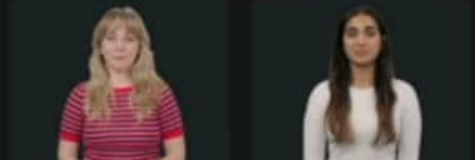
My Avatar

Instant Avatar Photo Avatar Studio



Public Avatar

Avatar Photo Avatar Studio Avatar



T Text Script Audio Script

Welcome to this presentation about artificial intelligence in the exhibition industry. Today, we have the privilege of being at a conference in the stunning city of Macau, known for its vibrant culture, thriving entertainment scene, and of course, the best audience! We are excited to share with you the incredible potential that artificial intelligence brings to the exhibition industry in this dynamic city. With the rapid advancements in AI technology, Macau is

stephan
From Instant Avatar, Multilingual

Speed (1.0x)

Pitch (0%)

Play Scripts

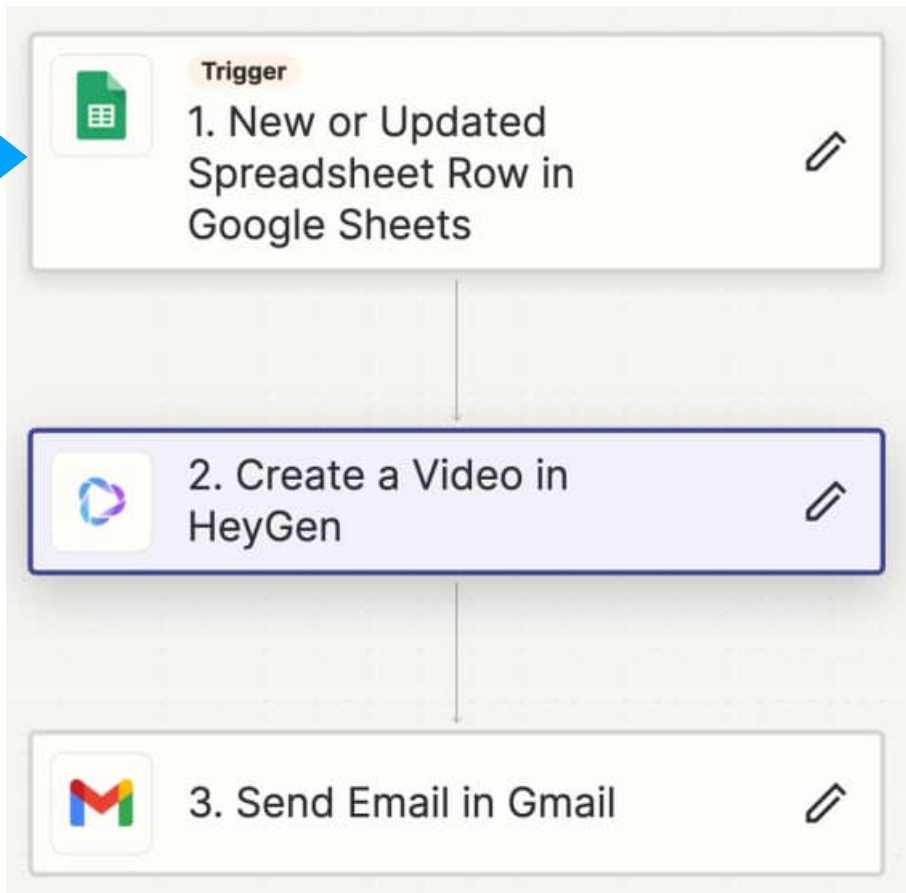
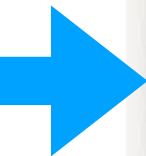


Tips to improve pronunciations



Automation + video generation





* Input Text (required)

Hi ! Thanks for making
 an exhibitor at Stephan's
Packaging Show 2024. I'm Edward, your customer
representative. Don't hesitate to call me at 5 5 5 3 2 9
if you have any question. See you there on stand
 !



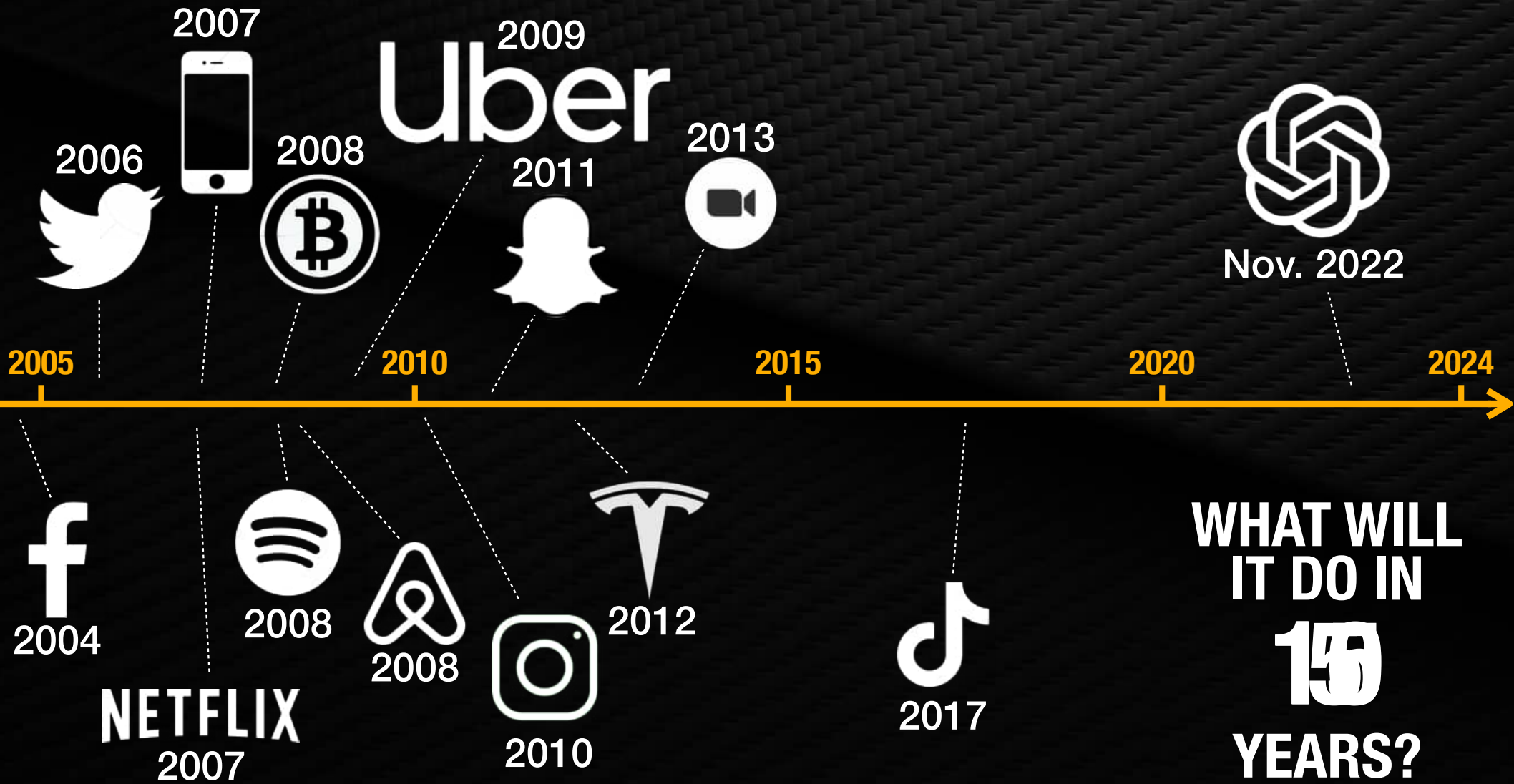
Hi Elon!

Thanks for making Tesla an exhibitor at Stephan's Packaging Show 2024.

I'm Edward, your customer representative.

Don't hesitate to call me at 555329, if you have any question.

See you there on stand R87!



WHAT WILL
IT DO IN
15
YEARS?

The tools used

Predictive AI



vertex.ai

See also...



Amazon SageMaker



Azure Machine Learning

Generative (text)



ChatGPT

See also...



Gemini



Copilot

LLaMA
by Meta



Claude



Generative (images)



Midjourney

See also...



DALL-E 3



Stable Diffusion



DeepDream

Generative (videos)



HeyGen

See also...



synthesia

Colossyan



Data visualisation



Metabase

See also...



tableau



Power BI



Google
Data Studio

Process automation



See also...



make



IFTTT



Power
Automate

Like to chat?

Stephan Forseilles

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