



FREE TOOLKIT FOR EVENT PROFESSIONALS

AI Prompt Library **for Event Professionals**

53 ready-to-use prompts that take your event from first idea to the post-event report. Copy, fill in the brackets, get a first draft in minutes.

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Better prompts, better events.

AI will not run your event. It will give you a first draft in minutes for the work that used to take an afternoon: the brief, the run of show, the sponsor email, the survey, the report. These 53 prompts are written for event professionals and tested in ChatGPT, Claude, Gemini and Microsoft Copilot.

The 5 part formula

Every prompt in this library follows it. Use it for your own.

1. ROLE

Tell the model who to be. "You are an experienced conference producer for B2B tech events."

2. CONTEXT

Give the facts it cannot guess: audience, size, date, city, budget, goal, constraints.

3. TASK

One clear job per prompt. Ask for a draft, a list, a plan or a critique, not all four.

4. FORMAT

Say exactly what you want back: a table with columns, 5 bullets, 120 words, an email.

5. QUALITY BAR

Ask it to check its own work: "List your assumptions" or "Flag anything you are unsure of."

Inside

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Three rules

- Replace every [bracket] with real facts. Specific in, specific out.
- Ask for a second version. The first answer is rarely the best one.
- You own the result. Check facts, numbers and quotes before anything is published.

Concept and theme

Start with why the event exists and what attendees should leave with.

01 Find the real objective

Before anything is booked.

You are a senior event strategist. Our event: [name], [format], [number] attendees, [date], [city]. Stakeholders want: [list what each stakeholder said]. Write the single objective this event should serve in one sentence, then three measurable outcomes we can check 30 days after the event. Point out any stakeholder wishes that conflict.

Make it better: Paste the actual words stakeholders used. The conflicts it finds are often the most valuable output.

02 Generate themes that mean something

When you need a theme or tagline.

Act as a creative director for professional events. Audience: [who they are and what keeps them up at night]. Objective: [objective]. Give me 10 theme lines under 6 words each. For each, add one sentence on the story it lets us tell and one risk (cliche, too vague, already used by a competitor).

Make it better: Ask for a second round that avoids the three words that appeared most in round one.

03 Write the attendee promise

For the website hero and the invite.

Write the promise of [event] from the attendee's point of view: what they will be able to do on Monday that they cannot do today. Give 5 versions: one practical, one ambitious, one for skeptics, one for executives, one for first-time attendees. Max 25 words each.

04 Map the audience

Before choosing speakers or formats.

Create 4 attendee personas for [event] based on this data: [registration fields, past survey results, job titles]. For each persona give: role, top 3 problems, what would make the day worth it, what would make them leave early, and the session format they prefer. Use a table.

Make it better: Remove names and emails from any data you paste. Job titles and company size are enough.

05 Pressure test the concept

Before you present to leadership.

Here is our event concept: [paste]. Play three critics: a CFO who thinks events are a cost, a busy target attendee, and a sponsor deciding where to spend. For each, list their three toughest objections and the evidence that would answer them.

06 Name the sessions

When the agenda reads like a list of topics.

Rewrite these session titles so each promises an outcome and creates curiosity, max 8 words, no jargon: [list titles]. Then give a one line description for each that starts with a verb.

Programme and speakers

Design the content and find voices that fit the room.

07 Build the agenda arc

When you have topics but no flow.

Design a [length] agenda for [event] with [number] sessions. Objective: [objective]. Audience energy is lowest after lunch and at [time]. Create an arc: opening that creates urgency, middle that builds skills, close that commits people to action. Output a table: time, session, format, purpose, energy level.

Make it better: Tell it which slots are fixed (sponsor sessions, meals) so it plans around them.

08 Write the speaker brief

Every time you book a speaker.

Turn these notes into a one page speaker brief: [notes]. Sections: event and objective, audience (size, roles, knowledge level, mood), the one thing they must leave with, topics to avoid, what other speakers cover, format and timing, AV, logistics, deadlines. Flag anything missing that the speaker will need.

Make it better: Use the Speaker Briefing and Run of Show Kit for the full checklist.

09 Shortlist speakers by fit

When you compare candidates.

I am comparing these speakers for a [topic] keynote to [audience]: [names with links or bios]. Create a comparison table on: relevance to our objective, evidence of delivering to similar audiences, tailoring, energy on video, practical takeaways, fee level if known, and risk. End with the questions I should ask each one on a 15 minute call.

Make it better: Ask the model to say where it has no information instead of guessing.

10 Prepare the speaker call

Before the 15 minute call with a speaker or bureau.

Write 10 questions for a 15 minute call with a keynote speaker for [event]. I want to learn how they tailor, how they handle a tough audience, what they need from us, and what happened at a similar event. Order them so the most decisive questions come first.

11 Design a panel that is not boring

When a panel is on the agenda.

Design a 40 minute panel on [topic] with [panelists and roles]. Give: a provocative title, an opening question each panelist answers in 60 seconds, three questions that create real disagreement, one audience poll, and a closing question that produces a takeaway. Add moderator notes for keeping answers short.

12 Write the speaker introduction

For the host or MC.

Write a 45 second stage introduction for [speaker] based on this bio: [bio]. Lead with why this person matters to this audience today, include one human detail, end with the session title and the speaker's name. Make it easy to read aloud.

13 Plan workshops that produce output

For breakouts and executive sessions.

Design a [duration] workshop for [number] people from [roles] on [topic]. It must end with a concrete output: [e.g. three prioritized pilots with owners]. Give the timed agenda, the exercise instructions, the materials, and the template the groups fill in.

14 Check diversity and balance

Once the programme is drafted.

Review this programme: [paste]. Check balance of perspectives, industries, regions, seniority and speaking formats. Point out where the programme repeats itself and where the audience will hear only one point of view. Suggest specific changes.

Sponsorship and budget

Fund the programme you actually want.

15 Build a sponsor menu

When you need to fund a keynote or a stage.

Our event: [audience profile, size, dates]. We need [amount] to fund [keynote or stage]. Create a sponsor menu with three packages: presenting partner, supporting partner, community partner. For each: deliverables, what the sponsor really gets (leads, brand, access), price and why that price is fair.

Make it better: Pair it with the Keynote Sponsor Proposal Template.

16 Find likely sponsors

Before outreach.

Which types of companies would pay to be associated with a keynote on [topic] in front of [audience]? Give 15 categories, why each cares, the job title that usually holds the budget, and the angle that will make them reply.

17 Write the sponsor email

First touch to a potential partner.

Write a 120 word first email to [name, title] at [company] offering the presenting partnership for our keynote on [topic] at [event]. Lead with their goal, not ours. One clear number on the audience, one sentence on the package, a soft ask for a 15 minute call. No attachments mentioned.

18 Calculate the break even

When the budget is tight.

Help me model the budget for [event]. Costs: [list]. Revenue sources: [tickets with price, sponsors, other]. Build a simple table showing break even attendance, the effect of one extra sponsor, and the effect of a 10 percent drop in attendance. Show your formulas so I can rebuild them in Excel.

19 Negotiate respectfully

When a fee or quote is above budget.

I want to book [speaker or supplier] but the quote is [amount] and my budget is [amount]. Suggest 6 ways to close the gap without asking for a discount first: format changes, added value for them, timing, sponsor funding, bundling, payment terms. Draft the email for the best two.

Make it better: Speakers often say yes to value (recording, introductions, extra session) before price.

20 Write the internal business case

To get budget approved.

Write a one page business case for investing [amount] in [keynote or event]. Audience: our CFO. Include: objective, expected outcomes with how we will measure them, cost per attendee, comparable alternatives and their costs, and the risk of doing nothing. Plain language, no hype.

Marketing and ticket sales

Fill the room with the right people.

21 Plan the campaign

8 to 12 weeks before.

Create a [number] week marketing plan for [event] to reach [target] registrations from [audience]. Channels available: [list]. Give a week by week table: message, channel, asset needed, owner, KPI. Put the strongest reason to register in week one.

22 Write the event page

For the registration page.

Write the registration page for [event]. Sections: headline (max 10 words), sub-headline, who it is for, what you will leave with (5 bullets starting with verbs), speakers, agenda highlights, practical info, FAQ (6 questions people really ask), and a closing call to action. Tone: [tone].

23 Turn one keynote into ten posts

When the speaker is confirmed.

Our keynote speaker [name] will talk about [topic and promise]. Write 10 LinkedIn posts for the event account over 6 weeks: 3 teasers with a question, 2 with a surprising fact (mark facts I must verify), 2 speaker quotes (mark them as placeholders to approve), 2 practical tips, 1 last call. Max 120 words each.

Make it better: Ask the speaker for one short video. It outperforms text posts on almost every channel.

24 Email sequence that converts

For your registration emails.

Write a 4 email sequence inviting [audience] to [event]. Email 1: the problem. Email 2: the speakers and what they will solve. Email 3: social proof and urgency. Email 4: last chance. Each email: subject (max 6 words, no question marks), preview text, 100 words, one link.

25 Price the tickets

When you set or change prices.

Suggest a ticket pricing structure for [event] for [audience] in [market]. Consider early bird, group, member and VIP tiers. Explain the psychology behind each, the deadline for each tier, and how to avoid discounting the last two weeks.

26 Rescue slow registrations

When numbers lag 4 weeks out.

We have [number] registrations, target [number], [weeks] weeks left. Our audience is [audience]. Diagnose the 5 most likely reasons and give one fast action for each that costs under [budget]. Rank them by expected impact.

27 Write the press release

When you have news.

Write a 300 word press release announcing [news] for [event]. Include a headline under 12 words, a first paragraph that answers who, what, when, where and why, one quote from [person] (placeholder to approve), practical details and a boilerplate.

28 Make the invite personal at scale

For VIP or executive invitations.

Write a short personal invitation template from [sender] to senior [audience] for [event]. Leave two fields to personalize: a sentence on their company and a sentence on why this session matters to them. Then give 5 examples of good personalized sentences for typical companies in [industry].

Attendee experience

Design the day around the people in the room.

29 Write the know before you go

One week before.

Write a 'know before you go' email for [event] at [venue], [city]. Include: arrival time, registration, what to bring, dress code, transport and parking, Wi-Fi, accessibility, app or agenda link, and one thing to think about before the keynote. Friendly, scannable, under 250 words.

30 Design networking that works

For breaks and receptions.

Suggest 6 networking formats for [number] [audience] that work for introverts as well as extroverts. For each: how it works, time needed, what we need to prepare, and how we know it worked.

31 Plan accessibility

During planning, not on the day.

Create an accessibility checklist for [event] at [venue] covering mobility, hearing, vision, neurodiversity, dietary needs, language and quiet spaces. Add the question we should ask on the registration form for each.

32 Prepare for difficult questions

Before Q&A sessions.

Our audience is [audience] and the session is about [topic]. List the 10 hardest or most sensitive questions they might ask, and a short guidance note for the moderator on how to handle each respectfully.

33 Run a live poll

To involve a large audience.

Write 6 live poll questions for a [topic] keynote to [audience]: 2 warm-ups, 2 that reveal a surprising split, 2 that ask for commitment. Give answer options and how the speaker can use each result on stage.

34 Make it multilingual

For international audiences.

Translate this session description into [languages] for [audience]. Keep it natural, not literal, and keep the length within 10 percent of the original. Flag any phrase that does not travel well culturally: [paste text].

Make it better: Always have a native speaker check translations that will be printed or shown on stage.

Logistics and run of show

Make the plan hold when reality hits.

35 Draft the run of show

Two weeks before.

Create a run of show for [event] from doors open at [time] to close at [time]. Sessions: [list with durations]. Include walk-on music cues, MC links, AV cues, stage resets, and a 5 minute buffer every 90 minutes. Output a table: time, item, duration, on stage, AV cue, owner.

Make it better: The Run of Show Kit recalculates times automatically when you move a slot.

36 Plan the contingencies

Before the final production meeting.

List the 12 most likely things to go wrong at [event] (speaker delayed, slides fail, fire alarm, overrun, no-show, power, Wi-Fi). For each: early warning sign, the plan B, who decides, and the exact words the MC says.

37 Write the AV brief

For the production company.

Turn this into a clear AV brief for the production company: [notes]. Sections: room and stage, screens and ratios, audio (headsets, lavaliers, handheld backups), video playback, recording and streaming, lighting, confidence monitor, rehearsal times, contacts.

38 Compare venues

When choosing a venue.

Compare these venues for [event]: [names and key facts]. Score each on capacity, flexibility of rooms, AV, access and transport, catering, cost per attendee, and atmosphere. Give a recommendation and the three questions to ask before signing.

39 Build the staff briefing

The day before.

Write a 1 page staff and volunteer briefing for [event]: purpose of the day, key times, roles and where each person stands, how to answer the 10 most common attendee questions, escalation contacts and the one rule everyone must follow.

40 Plan travel for speakers

When speakers fly in.

Create a speaker logistics plan for [number] speakers arriving at [city] for [event]: flights, transfers, hotel, green room, rehearsal slots, and departure. Output a table per speaker and a checklist of what to confirm 7 days and 1 day before.

On the day

Fast help when time is short.

41 Rewrite on the fly

When the agenda changes.

A session has moved: [what changed]. Rewrite the MC link, the app notification (max 140 characters) and the sign text for the room door. Keep it calm and clear.

42 Summarize a session live

During or right after a session.

Here are my notes from [session] by [speaker]: [notes]. Write: 5 key takeaways, 2 quotable lines (mark for the speaker's approval), and one question the audience should discuss at the break. Use the speaker's terms, not generic ones.

Make it better: Ask the speaker before you publish quotes.

43 Write the social posts from the room

During the event.

Write 3 short posts for [platform] about [session] using these notes: [notes]. One takeaway post, one behind the scenes post, one question to the audience. Tag placeholders for [speaker] and [event].

44 Handle a complaint

When something goes wrong.

An attendee is unhappy about [issue]. Write a short, empathetic reply that acknowledges the problem, says what we are doing now and what we will do next, without blaming anyone. Give a version for face to face and a version for email.

45 Close the event with action

For the closing remarks.

Write 2 minutes of closing remarks for [event]. Recap the three biggest ideas of the day, invite each attendee to commit to one action in the next 7 days, thank the people who made it happen, and give one clear next step (survey, next event, community).

Post-event and ROI

Prove the value and make next year easier.

46 Write the follow-up email

Within 24 hours.

Write the post-event email to attendees of [event]: thank them, give the 5 key takeaways, link to slides and recordings, ask for feedback with a 2 minute survey, and announce the next date. Under 200 words, one main link.

47 Design the feedback survey

Before the event, sent right after.

Write a 6 question post-event survey for [event] that measures: overall value, likelihood to recommend (0 to 10), best session, one thing they will do differently, what to improve, and permission to quote them. Keep it under 2 minutes.

Make it better: The Event Impact Measurement Kit has 42 questions to choose from.

48 Analyze open feedback

When the survey closes.

Here are the open answers from our survey, with personal details removed: [paste]. Group them into themes, count how often each appears, quote 2 representative comments per theme, and list the 5 changes that would most improve next year.

49 Write the results report

For leadership and sponsors.

Write a one page results report for [event] using these numbers: [attendance, NPS, session scores, leads, revenue, costs]. Structure: objective, what happened, what changed, value created, what we learned, recommendation for next year. Plain language, one chart suggestion.

50 Thank and report to sponsors

Within two weeks.

Write a sponsor recap for [sponsor] after [event]: what they got (deliverables with numbers), audience reached, leads or interactions, two moments that mattered, and a proposal to renew with one improvement. Under 300 words.

51 Turn the event into content

After the event.

From this session transcript or notes: [paste], create a 600 word article, 5 social posts, a 3 question quiz for the community newsletter and a 60 second video script. Keep the speaker's language and mark quotes for approval.

52 Plan next year in one hour

At the debrief.

Run our event debrief. Inputs: what worked [list], what did not [list], feedback themes [list], budget result [numbers]. Output: keep, stop, start lists, the three decisions to make now, and a timeline for next year's planning starting [month].

53 Ask for testimonials and referrals

One week after.

Write a short email to [speaker, sponsor or partner] thanking them for [event] and asking for a 2 sentence testimonial we may publish with their name and title. Make it easy: suggest what they could mention and offer to draft it for their approval.

Protect your attendees.

Event teams handle a lot of personal data. Five rules keep you on the right side of GDPR and your attendees' trust.

- Never paste personal data (names, emails, phone numbers) into a public AI tool unless your company has approved it.
- Use your organization's approved AI tool or an enterprise account where data is not used for training.
- Remove names from survey answers and registration data before analysis.
- Treat every fact, number and quote from AI as a draft. Verify before you publish.
- Get approval from speakers and partners before publishing AI written quotes in their name.

Save your best prompts

Keep a shared document with the prompts that worked for your team, with the facts about your event filled in. Next year you start from 80 percent done.

Want this for your team?

Karl runs a practical AI session for event and marketing teams: your own events, your own tools, a prompt library your team leaves with.

ABOUT THE AUTHOR

Bring AI to your stage.

Karl Lillrud is an AI keynote speaker and entrepreneur since 1996. He helps leaders turn AI into clear decisions and measurable action, with keynotes in English and Swedish across Europe, the Nordics and the Middle East. Global Gurus 2026 Top 30 (#16), Thinkers360 Top 10 Thought Leader, member of the Harvard Business Review Advisory Council.

If your audience is asking what AI means for their work, Karl's keynotes give them the answer and the first steps, tailored after a 15 minute call.

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