



# ChatGPT Prompts for **Event Planners**



Thank you for downloading the Expo Pass guide to **event planning with ChatGPT!**

This packet includes various prompts and explanations on how they can improve your planning process. It's organized into five sections, each geared towards a different aspect of event planning. See the index for our given sections.

The prompts were designed using a principle of maximum output for minimum input; or in pre-morning coffee terms, solving the most problems with the least amount of actions. For example, by streamlining your venue search, you'll reduce research time, avoid budget conflicts, ensure available transportation, etc.

Each prompt was written for ease-of-use. Simply copy and paste a given prompt into ChatGPT then fill in the designated spaces with your specific needs/information. Then, press enter and let the AI work its magic. You can request more advanced information or a simplified response depending on your needs.

## Section Index

- |  |   |
|--|---|
| 1. Venue Selection and Booking Assistance  | 4. Venue Selection and Negotiation Assistance |
| 2. Budgeting and Financial Planning Advice | 5. Guidance on Event Theme and Decor          |
| 3. Creating Event Timelines and Schedules  | 6. Further Resources                          |

## 1. Venue Selection and Booking Assistance

Tackle one of the biggest elements of the planning process with these two prompts, designed to organize the multiple aspects of venue selection and booking.



### Prompt 1

“Hello! I’m an event planner and I need venue recommendations in [location] for an event designed to host [ estimated number of people]. It needs to be within [distance] of an airport, preferably near public transportation options. The cost of renting the venue for [x number of days] shouldn’t exceed [percentage] of our total budget of [budget amount].”

#### Prompt Purpose

This prompt organizes the major requirements of your venue including location, budget, guest count, and more, to create a context for ChatGPTs search for possible venues. Reduce the time-consuming research for venues into a single prompt!



### Prompt 2

“Develop a step-by-step guide to streamline the registration process of an event designed to host [number of people] and scheduled for [date of event], with regular email reminders and templates for each email in the sequence. The email templates should be warm, engaging, and target the [demographic].”

#### Prompt Purpose

This prompt lays out an efficient process for managing your registrations as well as designing email templates to engage your chosen demographic. This prompt will improve the management of your registration as well as take care of the detailed administrative work, allowing you to focus on fulfilling the higher-level creative work.

## 2. Budgeting and Financial Planning

This section is devoted to the often headache inducing process of developing and refining your budget. One of the things ChatGPT is best at is collating large amounts of information, analyzing it, and producing beneficial insights quickly and efficiently.



### Prompt 1

“Create three possible budgets for an event held at [venue] in [location] across [duration] with an estimated guest count of [number/range], including catering options, transportation, entertainment, speakers, and technical logistics. Include costs for potential contingency plans in your estimates.”

#### Prompt Purpose

This prompt provides three detailed estimates which you can use to design your ideal budget. If you know your maximum spending capacity, include this at the end of the prompt in order to plan within your means: “Each budget should not exceed [maximum cost].”



### Prompt 2

“Study the following budget and find opportunities to save money without altering the venue selection or the guest count. The current budget is as follows:”

#### Prompt Purpose

This prompt will help refine your budget or create alterations to it should the need arise. You can add additional caveats to the prompt should there be other elements that can not be altered.

### 3. Creating Event Timelines and Schedules

Like many of the previous prompts, these are designed to streamline and organize the planning process for an event of any size. By removing the time-consuming logistics, you can focus your energy on the spaces where your creativity can have the biggest impact.



#### Prompt 1

“Prepare a detailed event agenda for [event name] that includes all sessions, speakers, and activities. This event takes place across [number of days] starting on [date]. The key events and speakers are as follows: [events and speakers].”

##### Prompt Purpose

This prompt is best used to create an initial layout for the event schedule, which can be refined as the planning process goes forward and new information or opportunities arise.



#### Prompt 2

“Take the following schedule and rework it to include a(n) [estimated time] [event or speaker] without removing any current events or speakers. Please create [number] alternative schedule options.”

##### Prompt Purpose

This prompt can be used to help you solve if there are last minute additions that need to be factored into the schedule. It can provide you with as many options as needed to help you find the perfect solution.

### 4. Venue Selection and Negotiation Assistance

One of the trickiest aspects of event planning is negotiation with venues, vendors, suppliers, etc. Humans are complicated and it can be difficult to keep the many variables of a negotiation in our heads while piecing together a strategy. This is where ChatGPT comes in to provide detailed, insightful assistance and advice.



#### Prompt 1

“[Describe the negotiation situation, your interests, your goals, the company you’re negotiating with, their interests, their goals, and your intended strategy.] Identify potential weaknesses or blind spots in my negotiation strategy and offer solutions.”

##### Prompt Purpose

Hone your negotiation strategy with the above prompt and identify key problem areas prior to going into the negotiating room. This will reduce surprises and allow you to present as being better prepared.



#### Prompt 2

“[Describe the negotiation situation, anonymously describe the communication you’ve received from your negotiation counterpart] Help me analyze the other party’s negotiation style and preferences, and recommend a method for appealing to this style.”

##### Prompt Purpose

Gain insights into the other party’s communication style, allowing you to tailor your negotiations/proposal in a manner that will naturally appeal to them.

## 5. Guidance on Event Theme and Decor

These prompts are best used to reduce time-consuming research and to inspire your creativity. Use them as a starting point for your decor/theme design, to increase brainstorming efficiency, and to speed up research around detailed or historical styles.



### Prompt 1

“Hello. I’m an event planner organizing an event titled [event name] that needs to appeal to [demographic]. Can you recommend a decor strategy that will appeal to this demographic and include explanations for why these decor choices appeal to these groups?”

#### Prompt Purpose

Use this prompt to begin the design process for your event in the context of your demographic and what styles appeal to them most. It is especially useful for beginning planners who’ve yet to develop their own strategy/style of decor.



### Prompt 2

“Come up with a strategy to create a(n) [theme] themed event that includes decor, catering, music playlists, and other relevant factors. Include venue recommendations, color pallets, and options for bands and possible menus including possible foods.”

#### Prompt Purpose

This prompt is especially helpful for historical or cultural themes that may require detailed research in order to create a rich atmosphere. Introduce your location, date, and event audience prior to the above prompt for more accurate suggestions.

## 6. Further Resources

### How to write an effective ChatGPT prompt

The better you are at writing ChatGPT prompts, the more efficient, effective information you’ll receive. As an event planner, this will become one of your biggest assets. Below is a brief outline of best practices for writing a ChatGPT prompt.

- 1. Clarity:** It is important to use clear language when writing your prompts. The more specific you are, the easier it will be for ChatGPT to provide what you need. Clearly state the desired outcome or question.
- 2. Background:** Provide any relevant background information to put your prompt in the context that ChatGPT needs to understand how best to help you. This is especially important if you’re planning a specific event for a specific demographic. You’ll want your answers to be tailored to this group and not a more general populous.
- 3. Define restraints:** If there are any guidelines you wish ChatGPT to follow, include these to ensure that no irrelevant or unhelpful information is provided. This goes hand-in-hand with the importance of clarity in your prompt.

### Extra information

Explore these resources for further information on ChatGPT and how it can elevate your game as an event planner!

#### Articles

- [🔗 How AI/ChatGPT is changing the game for event planners. \(Webinar Recap\)](#)
- [🔗 ChatGPT: What is it and how can it transform your events.](#)

#### Videos

- [🔗 How AI/ChatGPT is changing the game for event planners. \(Video Replay\)](#)

Thank you.

