

# Trends of Artificial Intelligence Development in EVENT

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In this article we explored the general trends in the development of artificial intelligence in the world, advantages and disadvantages of its implementation, analyzed the options for using artificial intelligence in organizing events — from creating content using holography and other modern methods to using it in promoting an event. We believe that an intensive increase in the volume of investments in the IT sphere, the development of service artificial intelligence, including meeting the needs of clientele, has been proven to be the decisive trend of several coming years. The development and expansiveness of artificial intelligence also affects the event industry, which increases its use both in terms of creating the event itself and in the expanding possibilities of its promotion.

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