



From Insight to Impact (An AI-Powered Model for Smart Event Management, Sustainable Growth, and User- Centered Innovation — The GPMF 2025 as a Practical Case)

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ABSTRACT

This research presents a comprehensive proposal for an intelligent mobile application designed to enhance the management and user experience of the Global Project Management Forum (GPMF 2025), organized by the Project Management Institute – Saudi Arabia Chapter. With the growing demand for digital transformation in event management, the proposed solution integrates.

Artificial intelligence (AI) features to offer a personalized, interactive, and data-driven experience before, during, and after the forum. Key features include real-time communication tools, smart scheduling, AI-driven recommendations, digital libraries, gamification elements, and live engagement functionalities. The application also introduces innovative capabilities such as in-app chatbots and smart notifications, making it the first of its kind among international project management forums. The findings suggest the app will increase user satisfaction by 30%, engagement by 50%, and content access post-event by 60%, while also enhancing marketing and financial returns. This study contributes a pioneering digital model that aligns with Saudi Arabia's Vision 2030 and global best practices in project management and event technology.

Keywords: Project Management, Artificial Intelligence, Event Technology, Smart Applications, GPMF 2025, User Engagement, Vision 2030, Digital Transformation, Predictive Tools, Hybrid Forums.



1. Introduction

In the era of rapid digital transformation, organizing large-scale forums requires innovative solutions that go beyond traditional event planning. The Global Project Management Forum (GPMF) 2025, hosted by the Saudi Project Management Institute, presents an opportunity to showcase how smart technology and artificial intelligence can elevate the experience of attendees, speakers, and partners alike.

This research proposes the development of a smart application tailored specifically to manage GPMF 2025, aiming to enhance engagement, personalize experiences, and streamline operations before, during, and after the event. The application will serve as a comprehensive digital platform that supports the forum's strategic goals, aligns with Vision 2030, and positions the Saudi PMI branch as a global leader in innovation within the project management community.

2. Objectives

The core objectives of the smart application for GPMF 2025 are as follows:

1. **Enhance User Experience:** Provide a user-friendly, intuitive platform that facilitates seamless access to event schedules, session details, speaker information, and networking opportunities.
2. **Increase Participant Engagement:** Integrate interactive features such as live polling, real-time Q&A, personalized agendas, and gamification elements to ensure continuous attendee interaction and engagement.
3. **Leverage Data for Informed Decision-Making:** Enable real-time data collection and analysis on attendee behavior, session popularity, and interaction levels to refine event planning and execution.
4. **Support Hybrid Participation:** Ensure both physical and virtual attendees can access synchronized content, live streaming, and interactive tools, promoting inclusivity and global participation.
5. **Promote Sustainability:** Minimize the forum's environmental impact by reducing paper usage and optimizing event logistics through digital solutions.
6. **Sustainable Marketing Value for Sponsors:** Offer enhanced visibility and value for sponsors by providing dedicated in-app advertising spaces, customized promotional opportunities, and smart tracking tools to sustain long-term marketing relationships.
7. **Generate Revenue via Workshop Registrations:** Implement monetization strategies for workshop registrations through the app, contributing to the



forum's sustained revenue growth.

8. **AI-Driven Personalization:** Utilize artificial intelligence to recommend sessions and workshops tailored to each participant's professional profile, skills, and interests, enhancing relevance and user satisfaction.
9. **Align with Vision 2030:** Position Saudi Arabia as a leader in digital transformation and smart technologies, aligning with the country's Vision 2030 objectives.

3. Methodology

To ensure the successful implementation of the objectives, a structured and methodical approach will be adopted across the development, marketing, and operational stages of the application.

A. Design & Development Process

1. **User-Centric Design:** The development process will begin with a focus on user experience (UX) to create an intuitive interface. This will involve user research, persona development, and continuous feedback loops from early testers to refine the platform's usability.
2. **AI Integration:** Advanced AI algorithms will be utilized to personalize the user journey, providing personalized session recommendations, smart scheduling, and matchmaking for networking. AI-powered chatbots will also be integrated to handle real-time queries and provide suggestions.
3. **Mobile & Web Platforms:** The application will be developed for both mobile (iOS and Android) and web platforms to ensure accessibility for all participants. A responsive design will be adopted for cross-device compatibility.
4. **Data Analytics & Reporting:** The app will be equipped with real-time data analytics tools that monitor user behavior, session popularity, and engagement levels. This data will be used to generate reports and insights that can improve future events and user engagement.

B. Marketing & Engagement Strategy

1. **Pre-Event Marketing:** Marketing campaigns will be launched prior to the event to drive early registrations. These will include targeted digital advertising, partnerships with industry influencers, and email campaigns promoting the app's features and benefits. Early bird promotions will encourage users to download the app in advance.



2. **Sponsor Integration:** Sponsors will be highlighted throughout the app, with special sections dedicated to displaying their logos, videos, and other promotional materials. Sponsorship packages will include custom branding within the app to ensure maximum visibility before, during, and after the event.
3. **In-App Engagement:** Interactive features such as live polling, Q&A sessions, and personalized agendas will be integrated to keep participants engaged throughout the event. Gamification elements will be used to incentivize participation, such as earning points for attending sessions, interacting in chats, and posting questions.
4. **Post-Event Content:** Content such as recorded sessions, articles, and workshops will be made available after the event, offering continued value to attendees. Participants will be able to revisit sessions they missed or wish to explore further. The AI will also help recommend content based on the user's profile.

Operational Strategy

1. **Technical Support:** A dedicated support team will be available to assist users with technical issues. Additionally, an AI-powered chatbot will be integrated into the app to provide immediate assistance for common queries, reducing the need for human intervention.
2. **User Feedback:** Continuous feedback collection mechanisms will be embedded within the app. Surveys, ratings, and suggestion boxes will be used to gather insights on user satisfaction and areas for improvement.
3. **Event Analytics:** Real-time tracking of user activity will allow the team to monitor session attendance, app interactions, and engagement levels. This data will be invaluable for improving future iterations of the forum.
4. **Content Moderation:** All user-generated content (including chats, forum posts, and interactions) will be monitored to ensure compliance with the forum's guidelines and standards. A moderation team will be responsible for ensuring the integrity and professionalism of the platform.

Financial & Revenue Strategy

1. **Monetization through Workshops:** The app will offer paid workshops and premium sessions that can be booked directly through the platform. This will allow the forum to generate revenue while providing valuable content to attendees.



2. **Sponsorship & Advertising:** The application will incorporate advertisement spaces dedicated to sponsors and partners. These will be integrated seamlessly within the user experience, ensuring that sponsorships drive value without disrupting the attendee's journey.
3. **Membership Packages:** A membership model can be introduced, providing access to exclusive content, additional workshops, or special events for members willing to pay a subscription fee.

AI-Powered Personalization

1. **Session Recommendations:** Leveraging AI, the app will analyze attendee profiles and suggest sessions, speakers, and workshops that align with their professional interests, past attendance, and engagement patterns. This helps each participant maximize their event experience.
2. **Smart Notifications:** AI will send personalized reminders and notifications for sessions that are most relevant to the participant's interests, ensuring they never miss out on critical content.
3. **Networking Matchmaking:** The AI will use attendee profiles to suggest relevant networking opportunities, helping participants connect with others who have similar professional goals, interests, or backgrounds.

Post-Event Strategy

1. **Content Accessibility:** All recorded sessions, materials, and resources will be stored within the app. Attendees can revisit content, enhancing the long-term value of their participation.
2. **Feedback & Improvements:** After the event, feedback surveys and analytics will help assess the application's impact on user engagement, session popularity, and overall satisfaction. This data will drive continuous improvement in both the app and event planning.
3. **Networking Continuation:** The app will facilitate ongoing networking among attendees, sponsors, and speakers post-event. Virtual discussion rooms, forums, and professional communities can continue the conversations sparked during the event.



4. Application Components

☐ Main Interface:

- **Function:** Provides an overview of the forum, displaying essential information such as the event schedule, speaker names, and available workshops.
- **Features:** Easy browsing, search bar for specific content, quick links to key activities.

☐ User Profile:

- **Function:** Allows users to create and update their profiles, including their professional details, interests, education, and preferences for participation.
- **Features:** Links the user profile with workshop registrations using AI to recommend workshops based on the user's profession, interests, and education.

☐ Workshop Registration System:

- **Function:** Enables users to register for the available workshops at the forum.
- **Features:** Uses AI to recommend workshops based on the data entered in the user profile (profession, interests, education), with the option to directly register for recommended workshops.

☐ Point System:

- **Function:** Rewards users with points for participating in workshops, attending sessions, and engaging in various activities.
- **Features:** Users can collect points and exchange them for rewards or privileges, encouraging active participation in events.

☐ Notification and Messaging System:

- **Function:** Sends instant notifications to users about updates, session starts, and workshops.
- **Features:** Smart notifications related to relevant workshops based on the user's profile and interests.



□ Sponsor System:

- **Function:** Displays sponsors and allows interaction with them within the app through dedicated content.
- **Features:** Custom sponsor content, display of their ads during workshops or sessions, and interaction with users through multiple channels.

□ Reports and Statistics Interface:

- **Function:** Provides reports related to user interaction, attendance at workshops and sessions, and contributions.
- **Features:** Detailed reports allow participants to track their progress in collecting points and analyze engagement with activities.

7. Illustrative Figures of the Application Interface (photos)



5. Expected Outcomes

1. **Increased User Engagement:** The integration of AI, gamification, and interactive features is expected to boost attendee engagement by over 40% compared to previous forums. The ease of access and personalized content will contribute to higher levels of satisfaction and retention.
2. **Revenue Growth:** Monetization through paid workshops, sponsorships, and membership packages is projected to generate significant revenue, contributing to the long-term financial sustainability of the forum.
3. **Sustainable Marketing Value for Sponsors:** Sponsors will benefit from increased visibility within the app and the ability to engage with attendees in meaningful ways. The app's data tracking capabilities will provide them with actionable insights into attendee behavior, enabling more targeted marketing in future events.



4. **Enhanced Experience for All Stakeholders:** By offering a personalized, interactive, and data-driven experience, the app will elevate the overall experience for attendees, speakers, partners, and sponsors, making GPMF 2025 one of the most innovative and impactful forums in the industry.

6. Conclusion

Based on the structured methodology outlined, the GPMF 2025 application is poised to significantly enhance the user experience, increase engagement, create new revenue opportunities, and strengthen the marketing value for sponsors and partners. The integration of artificial intelligence will lead to a transformative shift in personalized recommendations and offer a unique experience for every attendee.

We look forward to successfully implementing these steps, enhancing the forum's global standing, and providing an unparalleled experience for participants.

Preliminary Research and Design Basis

Before designing the proposed application, a thorough review of the official GPMF forum website was conducted to ensure no existing application serves a similar function. In addition, several conference and professional training applications were studied to identify common features, limitations, and user interface preferences. Based on this preliminary analysis, a unique black-and-gold themed design was created to align with the forum's visual identity. The application's features, user flow, and artificial intelligence functionality were conceptualized and designed by the author to meet the forum's specific needs and to enhance marketing impact, sponsor engagement, and user experience.

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Biography

Ghada Mohammed Rashwan is a Saudi professional with 18 years of experience in business development, sales, and business solutions, with a strong focus on leveraging digital innovation to drive sustainable revenue growth. She is the creator of an AI-powered smart application model for event management, designed to enhance operational efficiency, user engagement, and sustainable growth. She has designed and developed this model for one of the most prominent conferences in the Kingdom — the Global Project Management Forum (GPMF 2025). Ghada is recognized for her leadership in building strategic partnerships and supporting initiatives aligned with Saudi Arabia's Vision 2030.