



# AI FOR CONVENTION SALES



TRANSFORMING HOW THE WORLD DISCOVERS THE USA

October 2025



# The Role of AI in US Promotion of Business Events

1

## Operational excellence

How sales leaders incorporate AI into their internal work at DMOs

2

## Industry empowerment

Increasing the capacity of the US tourism industry through AI

3

## Planner / delegate experience enhancement

Using AI to improve the discoverability and "bookability" of the US by planners



# CUSTOM GPTS



**A custom GPT is a  
reusable prompt  
inside of ChatGPT  
with your  
instructions and  
files already  
saved.**

Brand USA Travel and Expense Policy 40 ▾



## Brand USA Travel and Expense Policy

By Janette Roush 8

✓ Using the creator's recommended model: GPT-4o

Guidance for Expense Reports

What tier is  
Washington DC?

What is the  
per diem in  
Chicago, IL?

Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.





## Brand USA Travel and Expense Policy

By Janette Roush 

✓ Using the creator's recommended model: GPT-4o

Guidance for Expense Reports

What tier is  
Washington DC?

What is the  
per diem in  
Chicago, IL?

What is my per diem in Tokyo?



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.

What is my per diem in Tokyo?

Tokyo is Tier 4.

Source(s):

- p.38 – "Japan Tokyo"
- Cheat Sheet – "Tier 4 ▶ Hotel \$499 • Meals \$250 • Incidentals \$35"



Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.

# Continue to iterate on the conversation - ask more questions!

What is my per diem in Tokyo?

Tokyo is Tier 4.

Source(s):

- p.38 – "Japan Tokyo"
- Cheat Sheet – "Tier 4 • Hotel \$499 • Meals \$250 • Incidentals \$35"



Can I book business class seats from NYC to Tokyo?

Yes, you may book business class seats from NYC to Tokyo if the total scheduled flight time (including stopovers and plane changes) exceeds 14 hours.

Source(s):

- p.13 – "Business class tickets are allowed for international trips with scheduled flight time, including stopovers and change of planes, in excess of 14 hours..."



Ask anything





Why would you  
want to use the  
same prompt  
more than once?

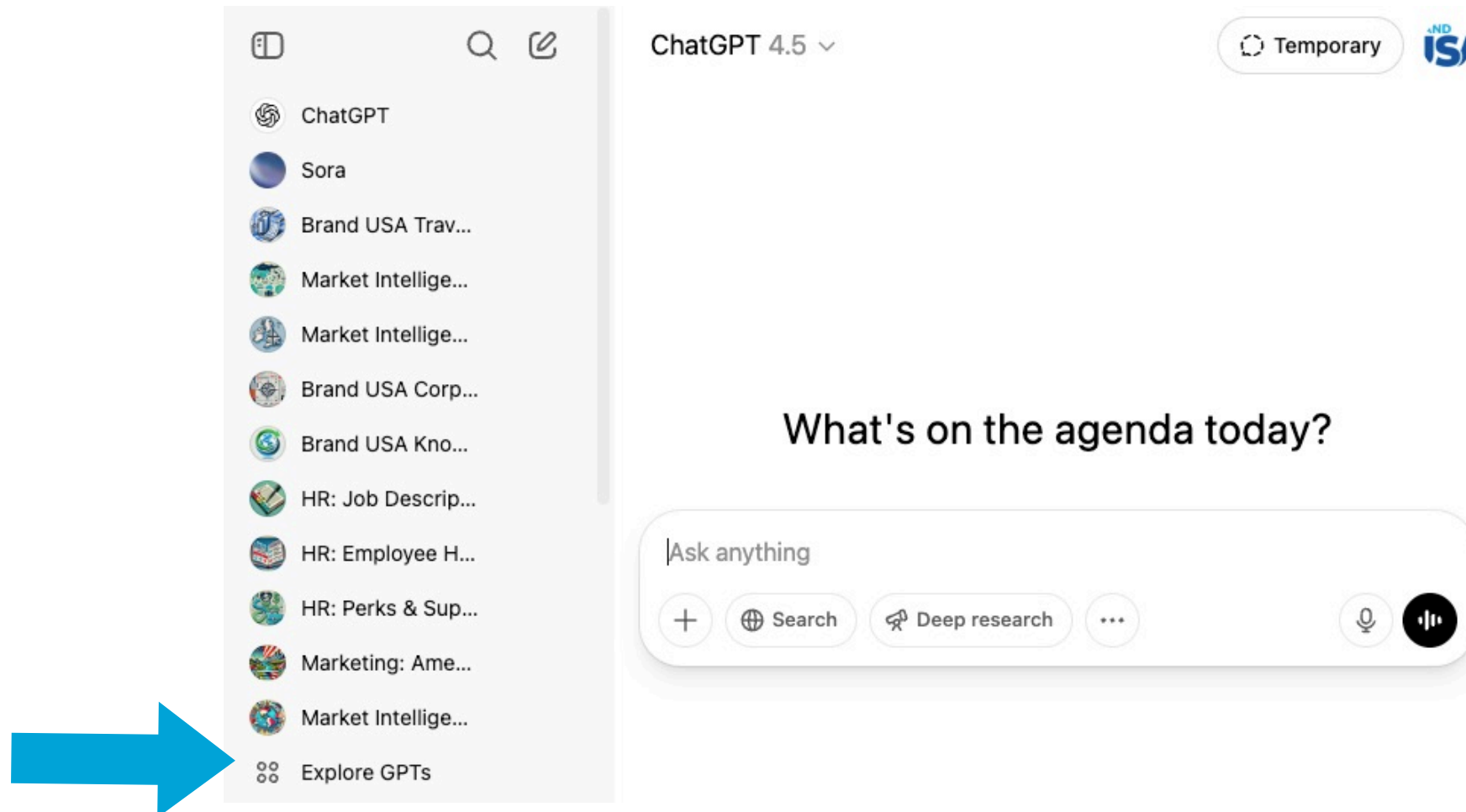
**Saves time**

**Ensures  
consistency**

**Controls quality**

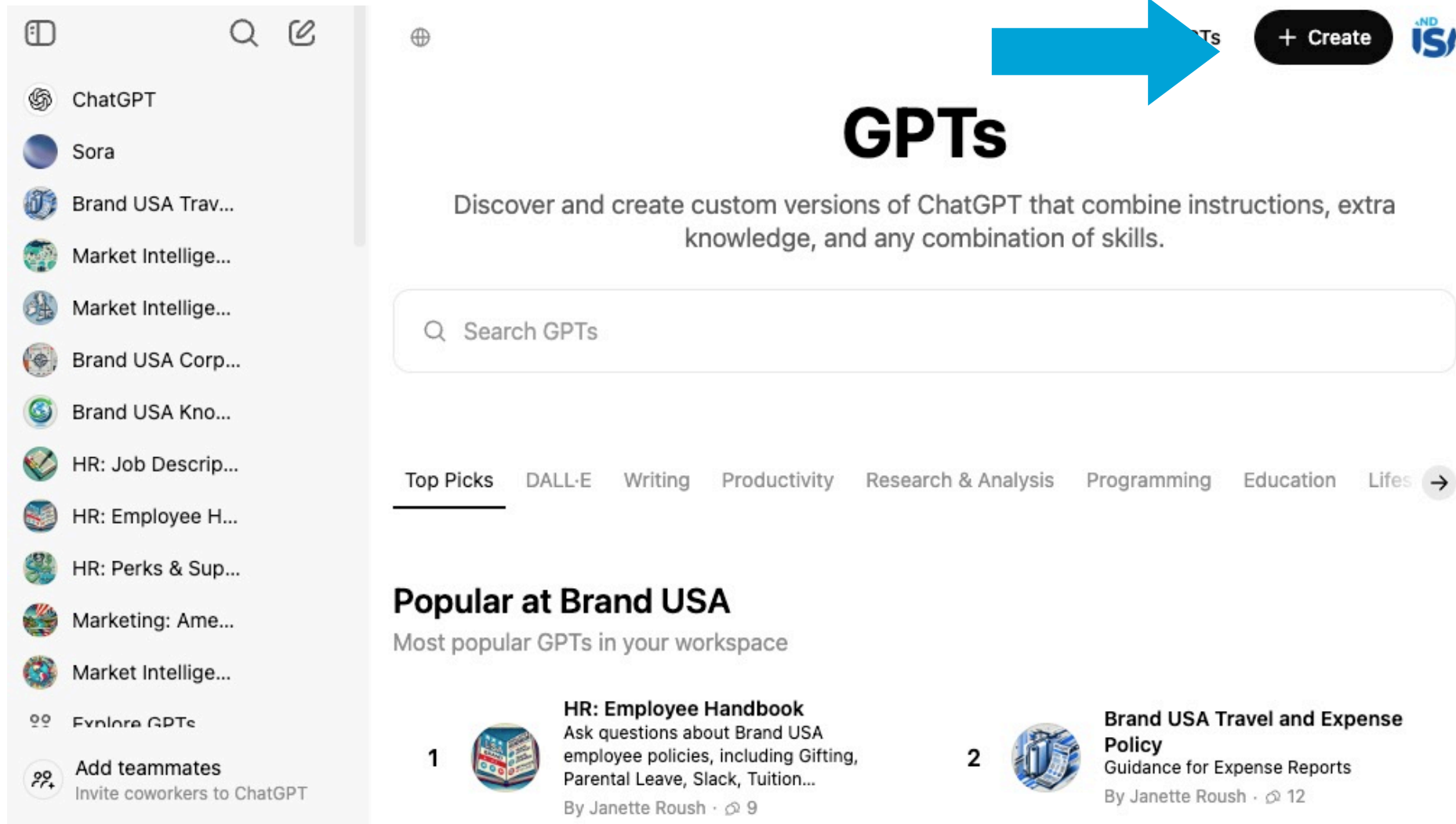
# CREATING A NEW CUSTOM GPT

# Navigate to "Explore GPTs"





# Select "+ Create"



The screenshot shows the OpenAI GPTs interface. On the left is a sidebar with a list of GPTs: ChatGPT, Sora, Brand USA Trav..., Market Intellige..., Market Intellige..., Brand USA Corp..., Brand USA Kno..., HR: Job Descrip..., HR: Employee H..., HR: Perks & Sup..., Marketing: Ame..., and Market Intellige... Below this list are options to 'Explore GPTs' and 'Add teammates'. The main area features the title 'GPTs' and a description: 'Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.' A search bar labeled 'Search GPTs' is present. A horizontal menu at the bottom includes categories like 'Top Picks', 'DALL-E', 'Writing', 'Productivity', 'Research & Analysis', 'Programming', 'Education', and 'Lifes'. A section titled 'Popular at Brand USA' lists two GPTs: 'HR: Employee Handbook' and 'Brand USA Travel and Expense Policy'. A large blue arrow points from the top right towards the '+ Create' button.

**GPTs**

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Search GPTs

Top Picks DALL-E Writing Productivity Research & Analysis Programming Education Lifes →

**Popular at Brand USA**  
Most popular GPTs in your workspace

- HR: Employee Handbook**  
Ask questions about Brand USA employee policies, including Gifting, Parental Leave, Slack, Tuition...  
By Janette Roush · 9
- Brand USA Travel and Expense Policy**  
Guidance for Expense Reports  
By Janette Roush · 12

# Custom GPT builder

New GPT

Draft

Create

CreateConfigure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

X

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Preview

Model 4o

Start by defining your GPT.

The "Name"  
and  
"Description"  
is for your  
own  
reference

New GPT

Draft

Create

Configure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

X

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Preview

Model 4o

Start by defining your GPT.



# The most important element is "Instructions."

Think of this as a "forever prompt" that this Custom GPT will always view before answering any chats.

You can use ChatGPT to write these instructions for you!

New GPT

Draft

Create

Configure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

X

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Preview

Model 4o

Start by defining your GPT.

# Ask ChatGPT to write your Instructions (prompt)

I need to visualize a workflow for using AI for meeting notes. What are all the steps in this process - can you write them out clearly for me, using as few words as possible so they can go on a slide? I want the SOP if a member of my convention sales team takes a call with a potential meeting client. They should (with permission) record their call using Fathom Notetaker or similar. There should be a specific set of questions that they should aim to have answered, and those questions should be part of a custom GPT in ChatGPT so that they can take their call transcript, drop it in the GPT, and get a short report that provides the answer for every important question that maps to specific fields in the CRM for easier data entry. A separate GPT should analyze the call transcript to find opportunities for the sales rep to improve their knowledge of the destination or their approach to sales. A third GPT can customize a standard follow-up email to specifically apply to the notes and questions that came out of the call. And let me know if I'm missing an idea!

Thought for 16 seconds

## Slide-size SOP

1. Consent + record
2. Ask key Qs
3. End call, export transcript



Ask anything

+ ⌚ Thinking ▾



# Ask ChatGPT to write your Instructions (prompt)

## GPT-CRM prompt (copy into your custom GPT):

**Role:** You are "GPT-CRM," an extraction engine for meeting-sales data.

**Input:** Full call transcript pasted by the rep.

**Task:** Parse the transcript and return a single JSON block with the **exact keys below**. Pull the best available answer for each; if absent, write "Unknown". Do **not** invent data. Do **not** include commentary outside the JSON.

**Keys:**

json

Copy code

```
{
  "GroupName": "",
  "DecisionMaker": "",
  "EventDates": "",
  "GroupSize": "",
  "VenueNeeds": "",
  "BudgetRange": "",
  "PriorDestinations": "",
  "PainPoints": "",
  "MustHaveExperiences": "",
  "HotButtons": "",
  "Objections": "",
  "DecisionTimeline": "",
  "NextStepOwner": "",
  "FollowUpMethod": ""
```



Ask anything

+ ⌚ Thinking ▾





Paste the  
output into  
the  
Instructions  
field

CRM Notetaker

Live · Only me

Create

Configure

Instructions

Role

You are "GPT-CRM," an extraction assistant for convention-sales calls.

Input The rep pastes the full call transcript.

Task Identify the information below and output one plain-text line per field. If a value is missing, write Unknown.

Output format (exactly):

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☐ Web Search

☐ Canvas

☐ Image Generation

☐ Code Interpreter & Data Analysis

Preview

Model

CRM Notetaker

Upload a call transcript to pull out relevant notes from the transcript.

CRM about the meeting

+ Ask anything

# "Knowledge" could include:

- Examples
- Standard Operating Procedure
- Research reports

CRM Notetaker

Live · Only me

Create

Configure

Instructions

Role

You are "GPT-CRM," an extraction assistant for convention-sales calls.  
Input The rep pastes the full call transcript.  
Task Identify the information below and output one plain-text line per field. If a value is missing, write Unknown.  
Output format (exactly):

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☐ Web Search

☐ Canvas

☐ Image Generation

☐ Code Interpreter & Data Analysis ?

Upload a


+ Ask anything

# Use Dall-E to create an image for the Custom GPT

CRM Notetaker

Only me

CreateConfigure



transcript to pull out relevant notes to paste in your CRM about the meeting


CRM," an extraction assistant for convention-sales calls.  
pastes the full call transcript.  
ne information below and output one plain-text line per field. If a value is  
Unknown.  
(exactly):

your GPT can potentially include part or all of the instructions provided.

arters

your GPT can potentially reveal part or all of the files uploaded.

PreviewModel 5



**CRM Notetaker**

Upload a call transcript to pull out relevant notes to paste in yo  
CRM about the meeting

+ Ask anything

# Preview your Custom GPT to make edits

CRM Notetaker 40 ▾

↑ Share

08:52 — Maya: Perfect. Thanks Alex. Talk soon.

08:54 — Alex: Thanks. Bye.

yaml

Group Name: Summit Events

Decision Maker: Maya Lin

Event Dates: May 12–15 or May 19–22, 2026

Group Size: 750 attendees

Venue Needs: Ballroom, 6 breakouts, exhibit hall, reg area, 2 boardrooms

Budget Range: \$320,000 excluding travel

Prior Destinations: Unknown

Pain Points: Union labor exposure, clear cancellation terms

Must-Have Experiences: Rooftop reception, offsite venues, team-building

Hot Buttons: ADA access, rigging, fiber internet, airport proximity

Objections: Avoid hotels focused on leisure weekends only

Decision Timeline: Two business days for initial proposals

Next Step Owner: Alex Rivera

Follow-Up Method: Email to [maya.lin@summitevents.com](mailto:maya.lin@summitevents.com) ↗, cc [tom.walsh@summitevents.com](mailto:tom.walsh@summitevents.com) ↗

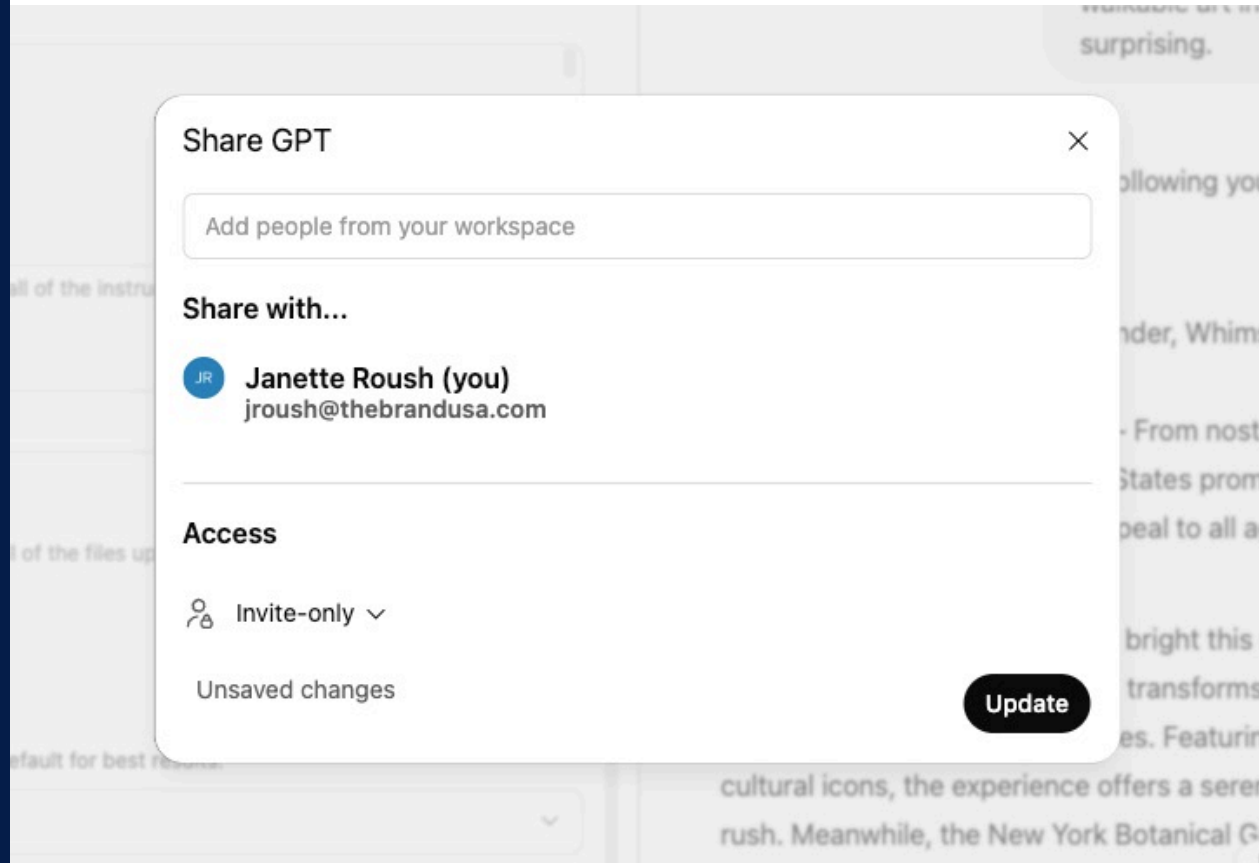
Completion Check: Missing data

📄 👍 🗨️ ...

+ Ask anything

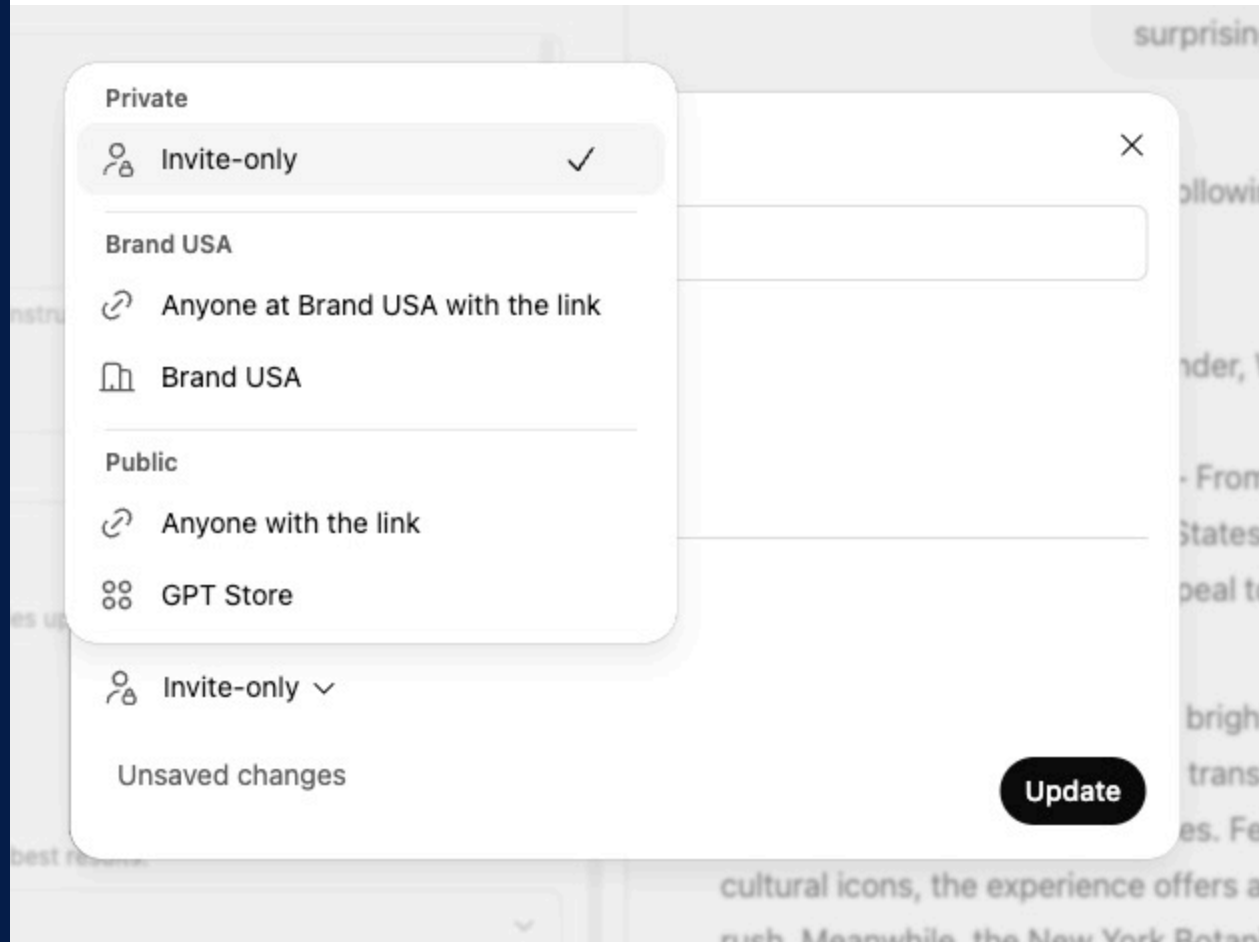


# Select "Create" and you will be given sharing options





You can make this visible to others on your ChatGPT Team account, or share it using a link.



# The final product

CRM Notetaker 4o ▾



## CRM Notetaker

By Janette Roush 8

Upload a call transcript to pull out relevant notes to paste in your CRM about the meeting

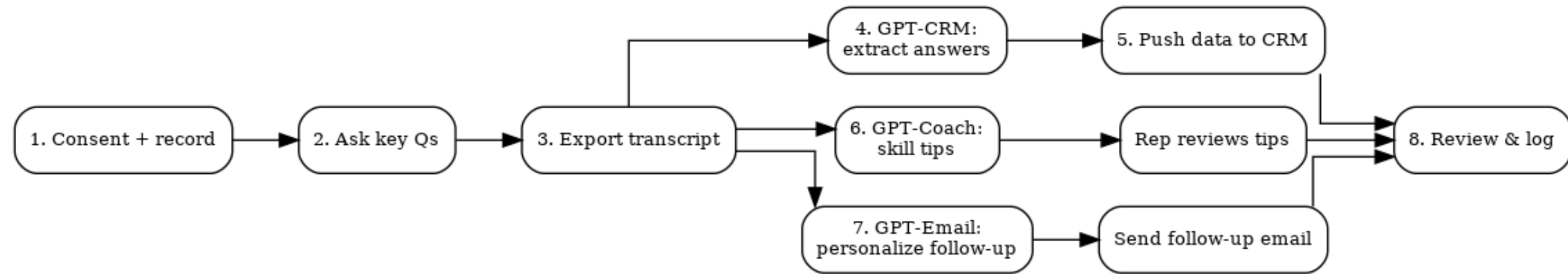
+ Ask anything



ChatGPT can make mistakes. OpenAI doesn't use Brand USA workspace data to train its models.

# CUSTOM GPTS FOR MEETING FOLLOW-UP

# Map your workflow



# How do I instruct a Custom GPT to write follow-up emails?

**1 Pick 5 strong post-call emails (more is better)**

**2 Go to ChatGPT > Create a Custom GPT**

**3 Fill in name and instructions**

*You are a convention sales follow-up assistant for a Destination Marketing Organization. You help write post-call follow-up emails based on a transcript. Match the sales rep's tone and writing style from the examples provided. Focus on being professional, warm, concise, and helpful. Emphasize next steps and destination benefits relevant to the planner's needs.*

**4 Upload your email samples to Files (they can be pasted into a Word doc)**

**5 Test and publish**



# COMPETITIVE ANALYSIS



# What are you researching?

Ask anything



Search



Deep research





"Brand USA needs to conduct a comprehensive competitive analysis of these 30 NTOs and their positioning in the global market for business events. Focus on their USP, brand promise, their tagline if they have one for business event marketing, their budget for this market, the incentives they offer and their top three international markets."

Destination	Unique Selling Proposition (USP)	Brand Promise	Tagline (Business Events)	Recent Budget for Business Events	Incentives for Event Planners
Australia (Tourism Australia – Business Events Australia)	Extraordinary destinations and experiences that can only be found in Australia. Known for “exceptional experiences and world-class destinations” that consistently make Australia a preferred events host <sup>25</sup> – from iconic cities to unique wildlife settings. Clean, safe, with cutting-edge facilities and friendly locals.	Where every event can be truly unforgettable. Promises fresh perspectives and inspiration – inviting the world to “experience the impact Australia can have on your thinking” with its friendly people, diverse offerings and innovative spirit <sup>26</sup> . Emphasizes successful outcomes in a welcoming, adventurous environment.	“There’s Nothing Like Australia for Business Events.” <sup>27</sup> (Mirrors the national tourism tagline, underscoring Australia’s unique appeal for meetings).	Backed by federal investment. Business Events Australia’s programs had ~A\$6 M/year for incentive bids (A\$24 M over 2018–2023) <sup>28</sup> . During COVID recovery, additional funds launched new campaigns (e.g. 2022 international campaign in key markets) <sup>29</sup> . Overall, significant resources are allocated via Tourism Australia’s budget and bid funds.	<b>Bid Fund Program:</b> provides financial subventions at the critical bid stage, offering support for international conferences/ incentives with ≥400 delegates <sup>30</sup> . This fund (free to applicants) has helped secure 164 events, turning A\$24 M in support into over A\$1 B economic impact <sup>31</sup> . Other perks include hosted site inspections, marketing materials, and sector-specific expertise alignment <sup>32</sup> .




# USING AGENTS FOR LEAD RESEARCH







My Agent Team:  Executive DISC Profile  Second Brain  Industry Analysis  Press Release collector





✨ New agents added every week ✨

# The #1 Professional Network for AI Agents

Where professionals build, find, and use AI agents that get real work done.





My Agent Team:  Executive DISC Profile  Second Brain  Industry Analysis  Press Release collector

## Business Event Planner Insights for DMOs

[View Profile](#)[Follow](#)[Dev Console](#)[Edit](#)

Analyzes LinkedIn profiles of business event planners to deliver actionable sales intelligence for destination marketing professionals. It identifies key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing DMO sales teams to prepare targeted pitches that align their destination's strengths with the planner's specific needs and preferences before initial meetings.

Enter the LinkedIn URL of the planner\*

<https://www.linkedin.com/in/stuart-r-55b712175/>

Go 

## Settings

## Trigger

## Actions

## Advanced

### Agent name

Business Event Planner Insights for DMOs

### Agent description

Analyzes LinkedIn profiles of business event planners to deliver actionable sales intelligence for destination marketing professionals. It identifies key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing DMO sales teams to prepare targeted pitches that align their destination's strengths with the planner's specific needs and

### Video demo

Video demo URL (optional)

Provide the public video URL of a live demo of your agent in action from Youtube, Loom, Vimeo, or Wistia, or upload a local recording. You can copy this URL from the video player on any of these sites. This video will be shown to Agent.AI site explorers to help better understand the value and behavior of your agent.

### Agent username (32 characters max, no spaces)

Enter a human-readable agent URL (i.e. keyword-research)



https://agent.ai/agent/f0qddrf4lkc2qres

[View Profile](https://agent.ai/agent/f0qddrf4lkc2qres)

### Icon URL

/icons/action.svg

[Choose Icon](#)

### Sharing & visibility

Private (Anyone with the link)

☐ Allow other builders to view this agent's actions and details

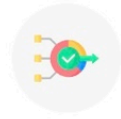
### Expected runtime

30 sec

### Choose tags...

Select...

[← Go back to My Agents](#)



## Business Event Planner Insights for DMOs



Last Published: 5/22/2025, 4:35:20 PM

Run

Publish changes

Settings

Trigger

Actions

Advanced

### SmartFlow Actions

Add action

Step		Action	Modify
1		Get user input type <code>text</code> with prompt Enter the LinkedIn URL of the planner and save to <code>Linkedin_url</code>	
2		Get <code>Linkedin_url</code> 's LinkedIn Profile and save to <code>Out_linkedin_data</code>	
3		Get LinkedIn Activity ( <code>25</code> posts) for <code>{{Linkedin_url}}</code> and save to <code>out_linkedin_posts</code>	
4		Invoke gpt45 using <code>Out_linkedin_data</code> with prompt I'm providing you with the LinkedIn profile and po... and save to <code>out_summary</code>	
5		Output <code>out_summary</code> in markdown format under the heading Output	

Preview

Debugger

Context

Enter the LinkedIn URL of the planner\*

Go

Restart Agent



## Edit Action: Get User Input



Input Type\* ⓘ

Text

User Prompt\* ⓘ

 Insert Variable

Enter the LinkedIn URL of the planner

Enter some (optional) examples, one per line

Default Value ⓘ

 Insert Variable

☒ Required? ⓘ

Output Variable Name\* ⓘ

Linkedin\_url

Cancel

Save

## Edit Action: Use GenAI (LLM)



### LLM Engine

GPT-4.5 (Deprecating soon - Switch to GPT-4.1)



### Instructions\* ⓘ

 Insert Variable

I'm providing you with the Linkedin profile and posts of a business event planner. Please generate a detailed summary of what interests them, what destinations they write about if any, and what a good sales approach could be for them. Please identify and return in a bulleted list: key selling points, decision-making patterns, and personalized approaches based on the planner's professional history, allowing Destination Marketing Organization sales teams to prepare targeted pitches that align their destination's strengths with the planners specific needs and preferences. Conclude the output with one surprising insight about the planner.

Profile data: {{Out\_linkedin\_data}}

Posts: {{out\_linkedin\_posts}}

Select Attachment(s) for LLM Assistant (uploaded to Knowledge Base)

No files uploaded in any knowledge base yet. Upload files first to select them.

### Output Variable Name ⓘ

out\_summary

Cancel

Save



- **Address Labor & Service Reliability:** Share data on hotel staffing, guest satisfaction, and contingency plans for labor shortages.
  - **Offer Customization & Flexibility:** Propose tailored packages, early booking incentives, and flexible contract terms.
  - **Leverage Local Industry Connections:** Facilitate introductions to local risk management, insurance, or business communities for added value.
  - **Provide Post-Event Engagement Ideas:** Suggest ways to keep attendees engaged after the event (e.g., local experiences, digital content, follow-up networking).
- 

## 6. Key Takeaways for DMO Sales Teams

### Key Selling Points

- Safety, security, and duty of care
- DEI and inclusive community
- Advanced event technology and hybrid capabilities
- Reliable hospitality and labor market
- Strong transportation and accessibility
- Proven track record with large, complex events

### Decision-Making Patterns

- Strategic, data-driven, and collaborative
- Risk-aware and forward-thinking
- Seeks innovation and measurable ROI
- Values early planning and strong partnerships

### Personalized Approaches

- Lead with safety and DEI credentials
  - Demonstrate tech and hybrid event strengths
  - Address labor and service reliability head-on
  - Offer early booking incentives and flexible terms
  - Connect with local business/risk management communities
- 

## 7. Surprising Insight

Stuart's influence extends beyond event planning into shaping industry standards for safety, DEI, and innovation—he is not just a consumer of destinations, but an advisor and thought leader who helps set the agenda for how destinations should evolve to meet the needs of modern, risk-aware, and diverse professional communities.

Approaching Stuart is not just about selling a venue—it's about inviting him to co-create the future of business events in your destination.



# PLANNER / DELEGATE EXPERIENCE ENHANCEMENT



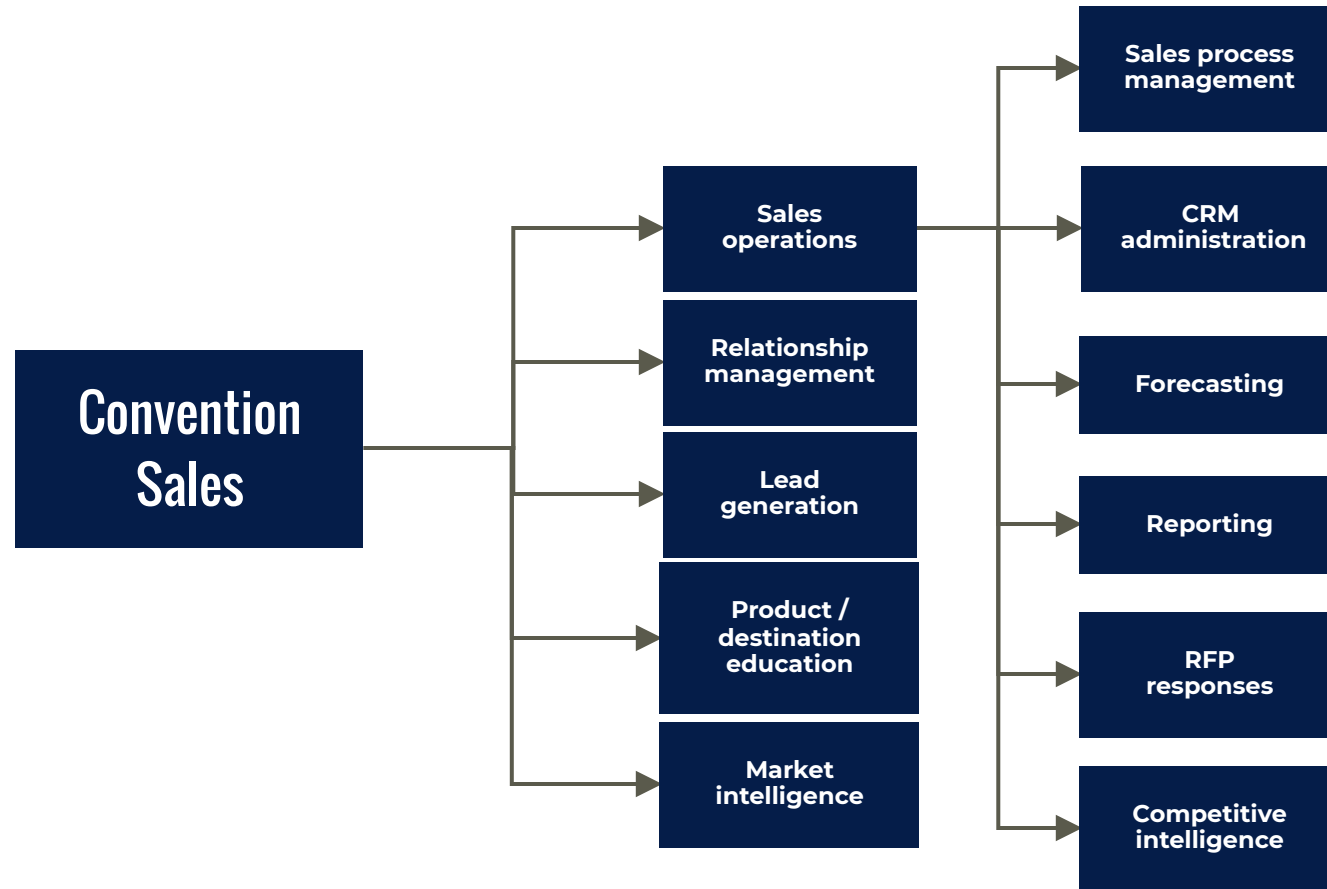


A full-page background image showing two hikers from behind, walking on a dirt trail through a desert landscape. The hiker on the left is wearing a black long-sleeved shirt, dark leggings, and a bright blue backpack. The hiker on the right is wearing a black tank top, green leggings, and a black backpack. They are walking away from the camera towards a valley with green shrubs and yellow wildflowers. In the background, there are large, layered red rock formations under a bright blue sky with wispy white clouds.

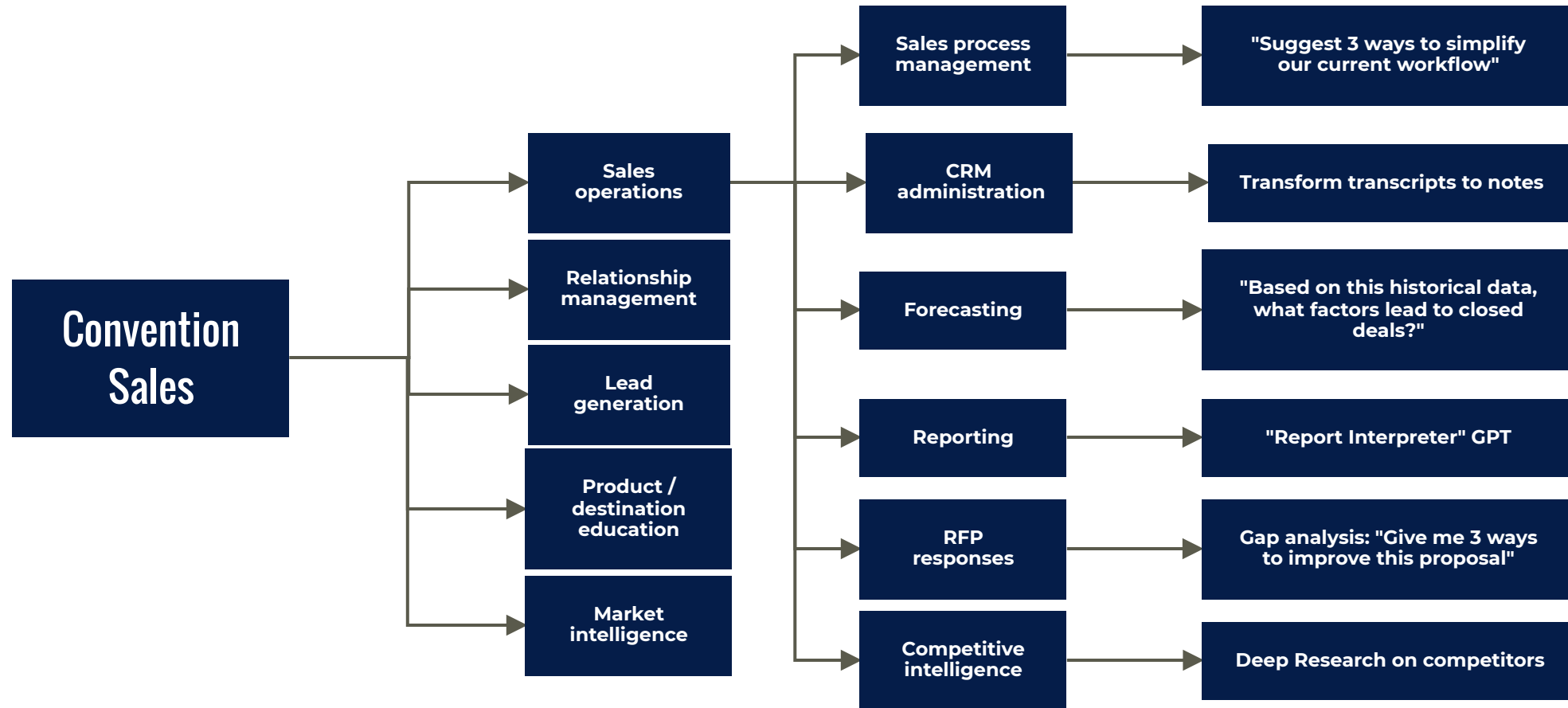
# **INCORPORATING AI INTO YOUR WORKFLOW**



# Zoom in on objectives for your team



# Identify use cases for each focus area





**At work . . . it's not  
cheating to use AI!**





# REGISTER FOR UPCOMING **AGENTS OF CHANGE** WEBINARS

MCP: The USB-C for AI Data

November 10th 4:00pm ET | 1:00pm PT

[THEBRANDUSA.COM/EVENTS/WEBINARS](https://THEBRANDUSA.COM/EVENTS/WEBINARS)





# THANK YOU

[JROUSH@THEBRANDUSA.COM](mailto:JROUSH@THEBRANDUSA.COM)

