



BEEBOT AI

## Transforming Events with Automation and Conversational AI



Founder and CEO of Educate North is a multi-award winning Broadcaster, Producer and Creator, Rob is best known as the face of politics and elections as well as news and current affairs on Granada Television and as the creator of The Virtual Grand National. Rob co-hosted the first Weekend Breakfast programmes on BBC Radio Five Live with Jane Garvey and Julian Worricker. He was appointed an OBE for Services to Broadcasting.

Rob McGloughlin  
Founder and CEO, Educate North

### 1 What did you know about automation and conversational AI before meeting Beebot?

Having worked on the Virtual Grand National, which was powered by artificial intelligence, I was well aware of the capabilities and potential of AI technology. Whilst AI provides deep learning of data, it is the application of it such as Beebot's interface that makes it useful in numerous ways. The use of the Event Bot on the night, showed that it has huge potential, both in terms of events, as well as helping with other types of projects such as public safety in crowded places where the technology could be applied.

### 2 Why did you engage with and decide to use Beebot AI for the Educate North event?

We like to innovate - we're dealing with the education sector which is always innovating itself. Innovation and technology as you know has moved forward in the last two years primarily because of the pandemic, faster than it has probably moved in the last 20 years in some respects. We were very keen to try and see whether we could work with Beebot and engage with the technology. One of the goals was to see whether the audience would respond to information coming to them in a very different and interactive way. Normally we promote simply via a glossy brochure, but Beebot presented an opportunity to do something completely different and take the audience by surprise.

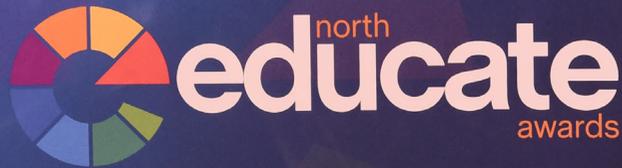
### 3 How do you see Beebot AI products changing and improving the Educate North event and brand going forward?

We are very keen to engage with and grow our audience and we use several traditional techniques to engage with them. We use commercial radio very effectively, such as Smooth and Heart, who are two of our most important partners, as well as direct communications, websites, and our main media. To be able to communicate and interact directly with our audience and at the same time build a database of information that can be used for future communications directly with them, is a major advantage going forward.

### 4 How do you see deploying Beebot Interface solution affecting your bottom line?

Coming from a background of TV and radio, gathering data was always an essential step in my role, to try to understand the audience; what they needed and what they watched. When you're doing a project like the Educate North Awards, a primary thing you want to know beforehand is, which awards are most popular so we can promote them to ensure we get a successful number of award entries. Also, the collection of data post event is equally as important for planning future events. The Beebot Interface and Bot is very useful for learning more about where the audience thinks education is doing well and what it should aim to accomplish. As the sector develops at a rapid pace, I think it would be great to have an opportunity to have a dialogue with a large number of people at once without any human involvement, and going forward we can cater to the audience and their needs better. The sector faces many challenges going forward, including the consequences of the pandemic, costs in the education sector, attracting academics, and the value that people put on degrees. Being able to interact with people on a number of different levels could really help with minimising and controlling these factors and be hugely important.





Thursday 7th April 2022 The Midland Hotel, Manchester #EducateNorth educatenorth.co.uk

## 5 What it was like to engage with and deal with Beebot as a company?

We have a history with the Beebot AI team, so they understood the event and what we were trying to achieve, and they cleverly looked at the event differently by recommending to use their event automation solution to make it more effective.

It was extremely successful on the night and we saw an opportunity to use their technology ongoing between events too.

The engaging interface and real-time conversational AI chat feature proved extremely useful as we were able to make quick changes and have them broadcast to our attendees at the click of a button. The 2022 awards were really important, as a come back year after 2 years break during the pandemic, so our main goal was to innovate in every way possible to try and capture the moment and ensure that the event came back bigger and better than ever before – Beebot's contribution to come along and look at it different was terrific.

### About Beebot Event Solution.

Beebot Interface and Bot transforms any event supporting and making it easier for the organiser whilst enhancing the experience pre, during and post event for the attendees with features like being able to thank attendees, share event highlights and encourage repeat attendance. It provides a next gen real-time communication platform and a wealth of information to event attendees in a way that is faster, easier and more natural than ever before. With innovative event technology now available, our goal in the events industry should be to serve attendees with the most personalised and engaging experience possible.

Find out more:

Visit [beebotai.com](https://beebotai.com)

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