Ai Era: Embracing Project-Based Learning for Effective Meeting and Event Education

Dr. Godwin-Charles Ogbeide, PhD, MBA

Professor of Strategy, Leadership, & Hospitality

Director, Day Leadership Academy

Metropolitan State University of Denver

Takeaways

In this session, some of the takeaways include:

- The assessment challenges of meeting and event education in the era of AI
- Effective assessment methods for meeting and event education in the era of AI
- The implications of utilizing PjBL in combination with AI without ethical worries

Assessment Challenges

- Currently, higher education is changing to adapt to changes in global knowledge in the era of AI.
- The following simple and straightforward assessment process is a challenge in the era of AI
  - Multiple choice questions
  - Fill-in-the-blank questions
  - Discussion questions
  - True or false questions
- Affecting learning experience, genuine understanding, critical thinking, and independent thought.

Assessment Challenges

- Many professors are at a loss as to how to respond to AI.
- Some have resurrected the pre-digital era assessments with many other complications, such as
  - Hand-written exam
  - Proctored exams or in-person oral presentations
  - Others have chosen to remain willfully ignorant.
- We need to acknowledge that AI has rendered much of our pedagogical styles obsolete and adjust
- Just as math teachers did when pocket calculators first appeared in the 1970s

Complex Problem-Solving Assessment Methods

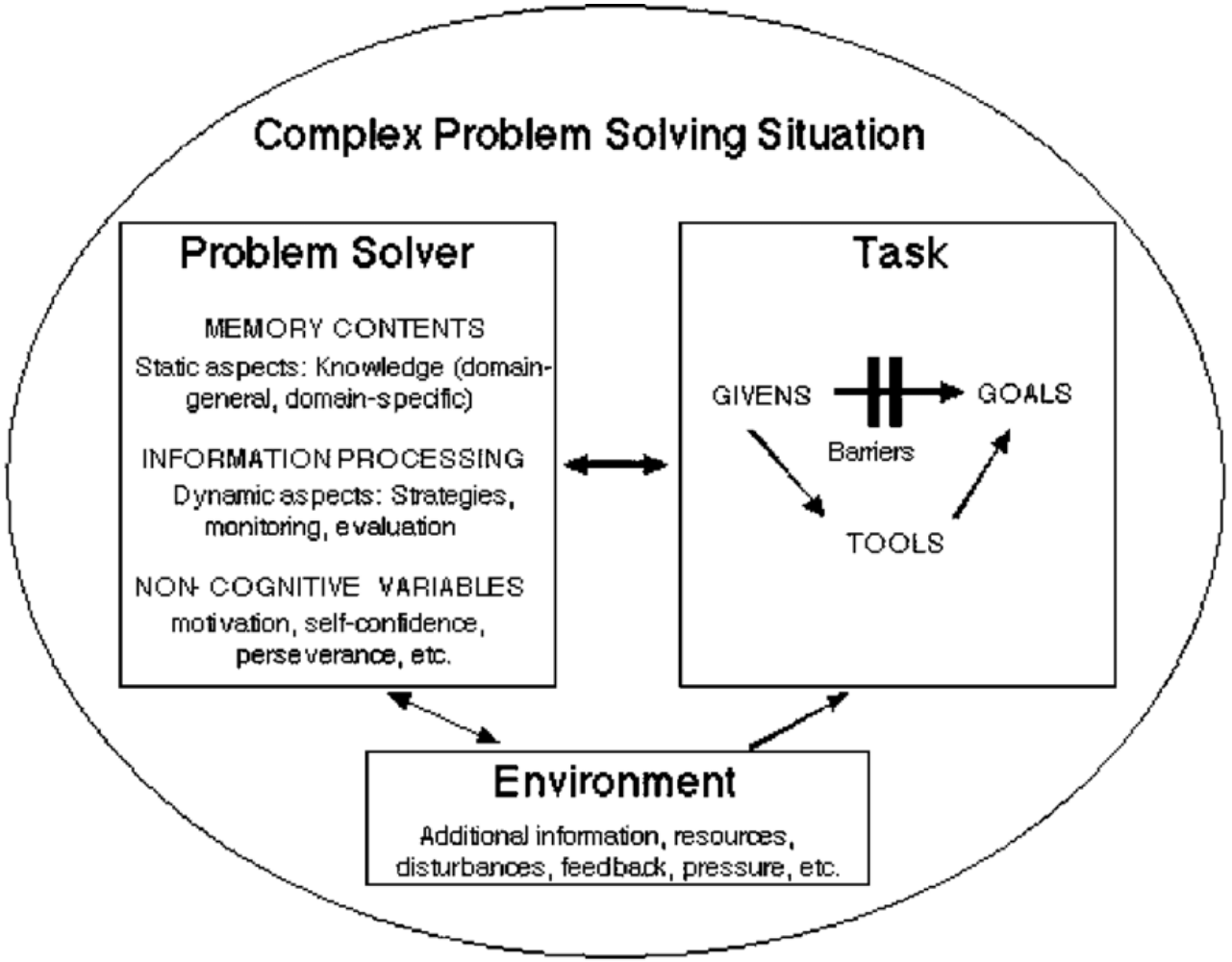
Shift in Assessment

- Transition from knowledge-based assessments (‘what”)
- To higher-order thinking evaluations for students (“why”).

Advanced Learning

- Project-based learning
- Inquiry-based learning
- Socratic questioning
- Reflective practices
- Debate-based assessment
- Scenario-based assessment

Complex Problem-Solving Model



Effective Assessment Methods

- Project-based learning (PjBL) method
- The PjBL is an active student-centered instruction style
  - Based on students' goal-setting
  - Self-determination
  - Collaboration
  - Communication
  - Constructive investigations, and
  - Reflection within real-world ventures
- The PjBL model is a learning method that starts with ***tasks*** that require ***practical experience*** to accomplish

Project-Based Learning (PjBL) Method

- Using PjBL method, students can learn complex processes including
  - Planning
  - Making decisions
  - Solving problems
  - Effective communication
- PjBL is a way for higher educators to prudently integrate AI into teaching and learning to ensure the ethical and responsible use of AI.

Practical Example of PjBL

- First, grant students the autonomy to select a real-world problem of interest that is relevant to the course's subject.
- Then make them responsible for an innovative solution to the problem they have chosen.
- Grant them the access to AI tool
- Coach them on the use of AI

Ideation and Concept Development

- **How ChatGPT was used**: In the initial brainstorming session, students used ChatGPT to generate ideas for the event's theme, potential topics for panels and workshops, and innovative ways to make the event interactive and engaging.
- **Impact**: ChatGPT provided diverse suggestions for keynote speakers, session topics such as "Green Event Technologies" or "The Future of Hybrid Events," and helped the team refine their overall event theme.
- **Learning Outcome**: Students learned how to frame questions to extract useful, creative insights from AI while broadening their thinking through AI-assisted ideation.

Task Management and Workflow Automation

- **How ChatGPT was used**: ChatGPT helped students generate templates for various essential documents such as task lists, budget outlines, sponsor request emails, and press releases. It also assisted in prioritizing tasks and suggesting timelines based on project deadlines.
- **Impact**: This automation freed up more time for students to focus on complex tasks like negotiation and problem-solving, while AI helped manage and organize smaller details.
- **Learning Outcome**: Students learned how to effectively delegate administrative tasks to AI, improving productivity and task management efficiency. They also understood the potential for AI tools to streamline workflow in professional settings.

Audience Engagement and Event Marketing

- **How ChatGPT was used**: For event promotion, the students used ChatGPT to draft engaging social media posts, email newsletters, and content for the event website. They were also able to create targeted marketing messages tailored to different segments of the audience (e.g., students, professionals, sponsors).
- **Impact**: AI helped the team craft consistent and compelling marketing messages, saving time and ensuring they had professional communication at each touchpoint.
- **Learning Outcome**: Students gained experience in AI-assisted marketing and learned how AI could amplify their reach through rapid content generation tailored to diverse platforms and audiences.

Virtual Event Platform Integration

- **How ChatGPT was used**: The conference had a hybrid format, and ChatGPT was embedded in the event's virtual platform to act as a virtual assistant. It helped answer attendee questions in real-time about event schedules, speaker bios, and session locations.
- **Impact**: This helped reduce pressure on human staff and provided attendees with instant access to information, enhancing the event experience.
- **Learning Outcome**: Students saw the role AI could play in improving event operations and guest services, learning how AI integration can improve attendee experience and increase efficiency.

Post-Event Evaluation and Reporting

- **How ChatGPT was used**: After the conference, students used ChatGPT to help analyze attendee feedback and generate a summary report. ChatGPT assisted in sorting through survey data, identifying key trends, and drafting a reflection report on the event's successes and areas for improvement.
- **Impact**: By speeding up the data analysis process, ChatGPT allowed students to focus on actionable insights rather than spending excessive time on data organization.
- **Learning Outcome**: Students learned the value of using AI in post-event reporting, including how to leverage it for data analysis, improving the accuracy and speed of their evaluations.

Implications

By using ChatGPT in various stages of the event project, students:

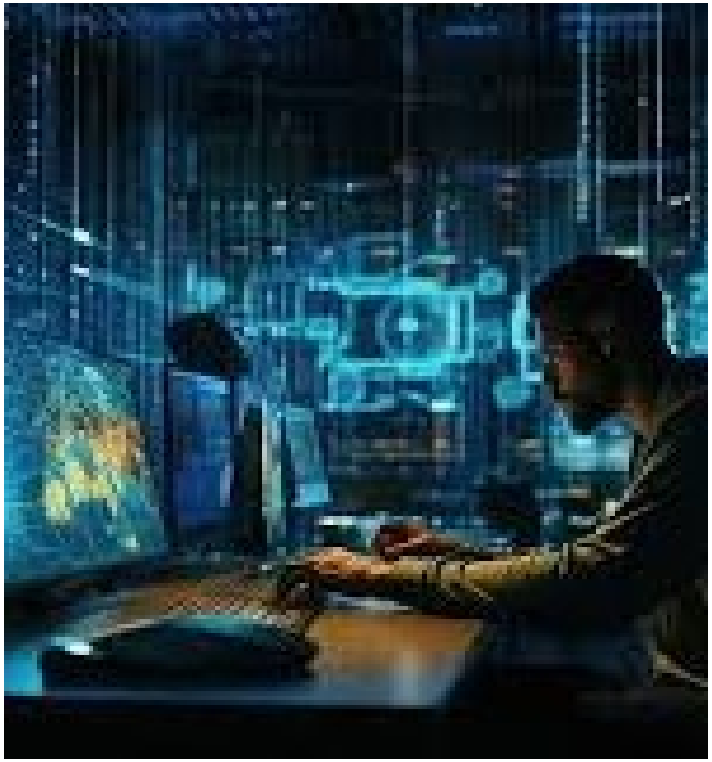
- Improved their decision-making and creative thinking by using AI for ideation and strategy.
- Enhanced their communication and marketing skills through AI-generated content.
- Streamlined event planning and administrative tasks, making the process more efficient.
- Gained exposure to real-world applications of AI in both virtual and hybrid events, where it played a role in improving attendee experience and engagement.

Implications

- Educators should embrace innovation and creativity in event education
- Adopt strategies that align with the current marketplace
- Undertake AI training to stay updated on the latest AI advancements
- Gain practical insights into AI's evolving role
- Many educators have adopted AI to be more productive.
- Educators must take leadership in research and development to enhance AI generated contents

Conclusion

- AI will not take your job. Those who know how to use AI will dominate and be more productive!
- AI responses are based on a mixture of licensed data, data created by human trainers, and publicly available data. Thus, educators must take leadership in creating the data (contents) for correctness and accuracy.



SCHOOL OF HOSPITALITY
METROPOLITAN STATE UNIVERSITY OF DENVER

Questions?

Dr. Godwin-Charles Ogbeide, PhD, MBA

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