

AI Generative Statement

At Escentral we're dedicated to harnessing generative AI with integrity and purpose—using innovation to elevate every event experience.

Guided by our **AI Leadership Group**, we ensure that every AI integration reflects Escentral's values, drives measurable impact, and enhances human connection.

Our AI Philosophy

- **Enhancing Experiences**
We use AI to enrich content, streamline event journeys, and amplify creativity—empowering exhibitors, attendees, and partners alike.
- **Data Protection First**
Every AI application is built on a foundation of trust. We strictly follow GDPR and leading global standards to safeguard data, ensuring privacy and security while unlocking valuable insights.
- **Operational Excellence**
Through smart automation, we free our teams from repetitive tasks—focusing instead on strategy, innovation, and creating moments that matter.
- **Personalisation and Engagement**
AI enables us to understand and respond to each participant's unique needs, creating deeper engagement and more meaningful connections across every touchpoint.
- **Ethical Integration**
Fairness and transparency are central to our AI use. We continuously monitor our systems to minimise bias and maintain trust in every interaction.

Guided by Expertise

Our **AI Leadership Group** ensures every initiative reflects Escentral's commitment to innovation, ethics, and excellence. Their oversight helps us build trust, deliver extraordinary experiences, and set new benchmarks for responsible AI in the events industry.



Ben Moreland

DIRECTOR