



Sports ETA

SPORTS EVENTS & TOURISM ASSOCIATION

AI Playbook for Sports Events & Tourism Leaders

How to Use AI for Efficiency, Storytelling, and Economic Impact

By Jackie Reau, CEO, Game Day



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Introduction: Leading the Next Era of Sports Events with AI

By Jackie Reau, CEO, Game Day



For more than two decades, I've had the privilege of working with leaders in sports, tourism, and media to shape how destinations tell their stories and welcome the world. From major championships to hometown tournaments, I've seen firsthand how sports events drive not only economic impact, but civic pride, community engagement, and cultural connection.

Now, we're entering a new chapter, one where artificial intelligence is changing how we plan, promote, and measure our success. But let me be clear: This isn't about robots replacing relationships. It's about equipping your teams with tools to work smarter, move faster, and stay ahead in an increasingly competitive landscape.

At Game Day, a media and marketing agency, we've embraced AI not as a shortcut, but as a strategic advantage. We use it to draft bid responses, uncover media trends, personalize messaging, and spot opportunities we might have otherwise missed. We believe that when used ethically and creatively, AI can amplify human intelligence, not replace it.

This AI Playbook for Sports Events & Tourism Leaders is designed to do just that: Give you the frameworks, prompts, and practical steps to integrate AI into your work while staying true to the values that make this industry so powerful: Collaboration, community, and credibility.

Whether you represent a CVB, a sports commission, a host city, or an event production company, this guide is for you. Inside, you'll find ways to save time, strengthen bids, craft compelling content, and enhance every phase of the visitor experience. You'll also find ethical guardrails because trust, like reputation, takes years to build and only moments to lose.

AI isn't the future of sports tourism, it's the present. And with curiosity, courage, and a little creativity, we can lead this transformation together.

Jackie Reau, CEO, Game Day

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What AI Means for Sports Events & Tourism

If you work in sports events & tourism, whether you're leading a convention and visitors bureau (CVB), running a sports commission, writing bid proposals, or promoting events; AI is no longer optional. It's essential.

Artificial intelligence has quickly evolved from a tech industry trend to a game-changing tool for destination marketers, event planners, and tourism professionals. But before we dive into how AI can save time, sharpen strategy, and expand your impact, let's get grounded in what it actually is and what it isn't.



UNDERSTANDING THE BASICS: AI VS. AUTOMATION

Let's clear up a common misconception: AI is not just automation.

- **Automation** handles repetitive tasks, like sending confirmation emails, transcribing meeting notes, or updating spreadsheets.
- **AI**, especially generative AI like ChatGPT, does much more. It can analyze patterns, summarize economic impact studies, draft social posts, generate new ideas, and even help personalize your communications to athletes, sponsors, and fans.

AI acts like a superpowered assistant: Fast, scalable, and always learning. But it still needs human judgment, strategy, and creativity to be effective.

CORE AI TERMS YOU SHOULD KNOW

- **Generative AI:** AI that creates new content, like bid narratives, itineraries, press releases, or digital ad copy.
- **Natural Language Processing (NLP):** AI's ability to understand and respond in human language.
- **Large Language Models (LLMs):** AI systems (like ChatGPT or Claude) trained on massive amounts of text to generate thoughtful responses.
- **Prompt:** The instruction you give to AI. (The better your prompt, the better your result.)
- **Hallucination:** When AI makes up facts. Never publish or act on AI content without verifying.

**AI is no longer
optional.
It's essential.**

WHY AI MATTERS FOR YOU ... WITHOUT THE HYPE

In sports events & tourism, your time is limited, your deadlines are tight, and your stakeholders expect results.

AI can help by:

- **Drafting faster:** Bid responses, media releases, recaps, and itineraries.
- **Researching deeper:** Summarizing economic studies or surfacing new trends.
- **Customizing outreach:** Tailoring messaging to different audiences (from sponsors to out-of-town visitors).
- **Spotting patterns:** Analyzing visitor sentiment, tracking social buzz, or identifying competitor strategies.
- **Enhancing storytelling:** Turning stats and logistics into narratives that inspire travel and investment.

For example, a tourism board might use AI to quickly summarize last year's hotel data into bullet points for a bid. A sports commission could analyze social media trends to identify which types of events drive engagement. A freelancer might use AI to repurpose a single event recap into a LinkedIn post, press release, and sponsor newsletter.

A NEW PLAYBOOK, NOT A REPLACEMENT PLAN

AI is here to enhance, not replace your skills. Think of it as a collaborator that never sleeps, doesn't miss deadlines, and helps you think bigger.

The key is to use AI intentionally:

- With clear goals: Know what you're trying to achieve, whether it's more room nights, media coverage, or better attendee experience.
- With ethical boundaries: Never let AI speak for your organization without oversight.
- With creative curiosity: The more you experiment, the more value you'll unlock.

What's Next

In the chapters ahead, we'll break down how to build your AI-ready team, write more efficiently, create smarter marketing, and use AI in everything from media relations to crisis response.

But for now, here's your first step:
Try one prompt.

Prompt to Try

"Draft a two-paragraph pitch for a youth volleyball tournament coming to [your city] this summer, emphasizing family-friendly attractions and economic impact."

You don't have to use it. You just have to start.

Because the future of sports events & tourism won't be about who has the most data, it will be about who uses it the best.



2 | Ethical AI Use in Sports Event Promotion & Planning

Guardrails for reputation, relationships, and results.

In the world of sports events & tourism, trust is your currency. Whether you're securing a national championship bid, working with a Fortune 500 sponsor, or inviting families to travel for a youth tournament, your credibility and reputation matter.

Artificial intelligence can help you move faster, work smarter, and scale your messaging but only if you use it responsibly. That's where ethics come in.

This chapter lays out the guardrails to help you harness AI's power without compromising the trust you've worked so hard to earn.

WHY ETHICS MATTER IN SPORTS EVENTS AI

Let's be clear: AI can't distinguish between a harmless shortcut and a reputation-wrecking misstep. That's your job.

If AI writes a press release that misrepresents hotel room capacity, or exaggerates the economic impact of an event, you could risk losing partners, sponsors, or credibility with media. If AI-generated content unintentionally excludes certain communities or demographics, you may lose trust with your audience and attendees.

Ethics in AI isn't just about compliance, it's about leadership.

Five Key Ethical Risks to Watch

1. Inaccuracy & Hallucination

AI sometimes "confidently" invents details. Never publish content without human verification.

2. Bias & Exclusion

AI learns from existing data, which may reflect historical inequalities. That can mean biased language, assumptions, or imagery.

3. Lack of Disclosure

When stakeholders or media don't know AI was involved in content creation, trust can erode if it's discovered later.

4. Privacy & Confidentiality

Don't input sensitive bid details, proprietary sponsorship information, or internal reports into public AI tools like ChatGPT.

5. Over-Automation

If everything sounds robotic, you risk losing your authentic voice and your audience.



HOW TO USE AI RESPONSIBLY

Always Verify Before You Publish

Use AI to draft, not to decide. Every fact, figure, and quote must be reviewed by a human, especially when it involves economic impact, partner commitments, or travel logistics.

Disclose When Appropriate

If AI helps generate significant copy (like a media alert or event script), you can include a note such as:

"Drafted with AI assistance, reviewed and finalized by [Your Name]."

Avoid Sensitive Inputs

Never copy/paste RFPs, attendee data, sponsorship terms, or unreleased media into a public AI tool. Use internal, secure platforms when working with confidential material.

Review for Bias and Inclusion

Ask yourself: Does this message reflect the diversity of our audience? Is the tone inclusive and accessible? Use inclusive language checkers or collaborate with diverse team members.

Protect Your Voice

AI should enhance your brand tone, not flatten it. Train your AI outputs to reflect the spirit of your destination, whether that's energetic, welcoming, bold, or innovative.



Case Study:

A Cautionary Tale

A mid-sized destination used AI to write a press release about a new regional pickleball tournament. The release included made-up data about economic impact, citing a \$2.5 million boost that was never validated. A local journalist fact-checked the release and exposed the exaggeration. The result? Embarrassment, mistrust, and a strained relationship with both the press and the event organizer.

Lesson: Speed is not worth your credibility. Double-check everything AI generates.





BUILDING AN AI ETHICS CULTURE ON YOUR TEAM

- **Create an AI Use Policy**

Outline what tools are approved, what inputs are off-limits, and how disclosures should be handled.

- **Train Everyone on Ethical Prompts**

Host internal workshops. Include real-world examples and walk through “before and after” AI-assisted content.

- **Make Editors the Final Gatekeepers**

Whether it’s a CVB blog or a national tournament recap, final review must stay in human hands.

- **Monitor AI Outputs Over Time**

Track errors, inconsistencies, and biases in AI content. Share learnings and refine your process.

Three Prompts to Use Responsibly

1. “Draft a sponsor thank-you letter for a youth soccer tournament, including references to community impact and tourism growth.”
→ *Be sure to verify all names, dollar figures, and attributions before sending.*
2. “Write a social media post about our sports complex that highlights accessibility and family-friendly amenities.”
→ *Review for tone and inclusivity. Consider how diverse audiences will perceive the language and imagery.*
3. “Create a short summary of our 2025 event calendar, emphasizing what’s new this year.”
→ *Ensure all dates and venues are confirmed and up to date.*

Final Thought: Guardrails Empower Creativity

Ethics are not about limitations, they’re about clarity. When you establish ethical guardrails for how your team uses AI, you create a foundation that allows you to experiment, innovate, and lead with confidence.

In an industry driven by relationships, authenticity, and results, that’s the competitive edge you can’t afford to ignore.

3

Building Your AI-Ready Destination Marketing Team

Skills, roles, and workflows to future-proof your operation.

AI is not just a tool, it's a team member. And like any great teammate, it performs best when everyone understands how to collaborate with it.

In the fast-paced world of sports events & tourism, where planning timelines are tight and expectations are high, AI can free up your team to focus on creativity, strategy, and relationships. But before AI can transform how you work, it has to be integrated into who you are as a team.

This chapter is your guide to building an AI-ready destination marketing operation: one that's agile, informed, and positioned to lead.

START WITH YOUR TEAM'S MINDSET

Adopting AI is not a tech upgrade, it's a culture shift.

Instead of asking, "Will this replace my job?" the better question is: "How can this make my job more impactful, strategic, and scalable?"

An AI-ready team isn't just curious, they're collaborative, ethical, and unafraid to test, tweak, and improve. They see AI as a creative partner, not a shortcut.

**Adopting AI is not
a tech upgrade,
it's a culture shift.**



ESSENTIAL SKILLS FOR SPORTS EVENTS & TOURISM TEAMS

Here's what your team needs to thrive with AI:

- **Prompt Writing ("Promptsmanship")**

The ability to craft clear, specific, goal-oriented prompts that produce quality results.

- **Data Literacy**

Interpreting AI outputs, dashboards, and summaries accurately and knowing what's useful and what's noise.

- **AI Tool Fluency**

Comfort using tools like ChatGPT, Canva AI, Descript, GrammarlyGO, Jasper, and others relevant to marketing and media.

- **Ethical Sensibility**

A strong sense of responsibility when it comes to audience trust, data privacy, and inclusive language.

- **Change Agility**

Willingness to adapt, iterate, and evolve as new AI capabilities become available.

NEW AND EMERGING ROLES FOR THE AI ERA

To embed AI effectively into your workflow, consider how these roles, or hybrid responsibilities, might fit into your team structure:

- **Prompt Editor**

Crafts and refines prompts for content creation, research, and analytics. Translates strategy into AI inputs.

- **AI Research Coordinator**

Uses AI to gather intelligence on trends, competitors, economic impact, and upcoming bids.

- **Multimedia AI Producer**

Leverages tools like Descript, Lumen5, and Canva AI to create social videos, graphics, and digital assets.

- **Automation & Workflow Manager**

Oversees task automation, like media monitoring, calendar generation, or social scheduling, using tools like Zapier, Hootsuite AI, or ChatGPT APIs.

- **AI Ethicist (or Gatekeeper)**

Ensures outputs are accurate, inclusive, and aligned with your brand's voice and values.



BUILDING AN AI-READY WORKFLOW: A 5-STEP PLAN

To embed AI effectively into your workflow, consider how these roles, or hybrid responsibilities, might fit into your team structure:

1. Audit Your Toolbox

- What tools are in use? Are they secure and approved?
- Are people using free AI tools or licensed platforms with privacy protection?

2. Train the Team on Prompts

- Run interactive workshops: One prompt, five team members, five different outputs.
- Teach how to iterate prompts to get closer to the desired result.

3. Define Your Guardrails

- Create an internal AI usage policy that covers ethics, disclosure, and review protocols.
- Clarify what should never be put into AI tools (e.g., proprietary data, confidential RFPs).

4. Encourage Experimentation (With Accountability)

- Introduce “AI Jam Sessions” once a month to demo tools, share outputs, and refine processes.
- Allow teams to test AI with low-stakes content (e.g., event teaser copy, social captions).

5. Track & Share ROI

- Keep metrics on time saved, content created, and improved engagement or media placement.
- Use real examples to build internal confidence and momentum.

Pro Tip: Appoint an AI “Champion”

Designate one person on your team to stay on top of AI trends, test new tools, and help others get up to speed. This doesn’t have to be someone in IT, it should be someone with curiosity, communication skills, and a strategic mindset.

Final Thought: Teams Who Learn AI Together, Lead Together

Building an AI-ready team isn’t about hiring tech experts. It’s about nurturing creative thinkers, clear communicators, and responsible marketers who are excited about the future.

The destinations that lead in the next five years will be the ones who combine data, storytelling, and human ingenuity with AI as the amplifier.



> Prompt to Try

Try This Team Prompt Exercise:

“Create a three-paragraph email pitch to a sports event rights holder showcasing why our city is the ideal host for their 2026 tournament. Include references to facilities, lodging, and community support.”

Have each team member run the prompt. Then review, edit, and compare together.

Discuss:

- What worked?
- What missed the mark?
- What edits made the biggest difference?

You’re not just testing AI, you’re developing your team’s editorial judgment and creativity.

4

Using AI for Event Discovery, Bid Writing & Economic Forecasting

Turn research and data into competitive advantage.

In sports events & tourism, knowledge is power, but *timing* is everything. Whether you're chasing a championship bid, attracting niche tournaments, or forecasting visitor impact, the key to success is having the right information before your competitors do.

This is where artificial intelligence becomes your competitive edge.

In this chapter, we'll explore how sports commissions, CVBs, and event planners can use AI to discover event leads, build stronger bids, and deliver smarter economic forecasting, without adding hours to your workload.



THE OLD WAY: REACTIVE & MANUAL

Too often, bid opportunities and event trends are discovered by chance, a forwarded email, a trade show meeting, or a hunch. Economic impact studies take weeks to compile.

Bids are built from scratch under tight deadlines.

With AI, that reactive cycle turns proactive.

In sports events & tourism, knowledge is power, but *timing* is everything.

AI for Event Discovery: Spotting Leads Before the RFP Drops

AI can monitor public data, industry calendars, news articles, social trends, and even job postings to identify potential leads before they're announced.



Prompt to Try

"Scan sports industry websites, governing bodies, and news sources to identify upcoming events in pickleball, esports, and women's basketball for 2026. Return potential leads, host history, and contact info."

You can also set up AI-powered dashboards using tools like:

- **Feedly AI** – Topic-based alerts from the open web
- **Perplexity or ChatGPT with plugins** – For deeper, real-time query-based research
- **Google Alerts + BigQuery + Slack integrations** – For pushing trend summaries to your team daily

The result? You'll be first to know when new events, rights holders, or venue announcements surface.

AI for Bid Writing: Draft Faster, Pitch Smarter

AI can help draft compelling, tailored bid responses that still reflect your voice and values. You provide the core assets: Venue specs, lodging capacity, transportation access, community impact, and AI helps weave them into a persuasive narrative.



Prompt to Try

“Write a bid introduction for a 2026 USA Gymnastics regional meet. Emphasize proximity to the airport, availability of full-service hotels, and past experience hosting youth sports events.”

AI can also generate:

- Executive summaries
- Hotel charts and bullet-pointed lodging benefits
- Sample itineraries
- Community engagement plans
- Sponsor and media activation ideas

Warning: Always fact-check, update stats, and apply your brand voice. AI can build the structure, but only you can bring the local knowledge and authenticity.

AI for Economic Impact Forecasting

AI can help draft compelling, tailored bid responses that still reflect your voice and values. You provide the core assets: Venue specs, lodging capacity, transportation access, community impact, and AI helps weave them into a persuasive narrative.



Prompt to Try

“Based on a 3-day youth volleyball tournament with 120 teams, estimate hotel room nights, average visitor spend, and overall economic impact using conservative assumptions for a mid-sized Midwest city.”

While this won't replace full-scale economic impact studies, it gives your team a strong starting point to:

- Justify investment
- Make early-stage go/no-go decisions
- Include baseline numbers in pre-bid conversations

Tools like **ChatGPT with Wolfram Alpha**, **Tourism Economics AI modules**, and **custom Excel + GPT integrations** can speed this up dramatically.

Bonus: Competitive Intelligence at Scale

Want to see what other cities are doing? AI can help you scan:

- Competitor press releases
- Sports calendars
- Social media mentions
- Google search trends



Prompt to Try

“Compare bid themes and talking points used by Denver, Indianapolis, and Columbus in recent press releases promoting NCAA-hosted events.”

You can uncover patterns that help you differentiate your bid or spot events that have moved locations due to cost, logistics, or attendance.

Practical Next Steps

1. Set up one AI-powered lead-tracking tool

(Try Feedly AI or Perplexity for RFP discovery.)

2. Build a Bid Library in Notion or Google Drive

Use AI to generate templates, summaries, and supporting documents.

3. Develop a forecasting prompt library

Standardize 3–5 prompts your team can use to run pre-bid modeling for hotel nights, tax revenue, and attendance.

4. Host a “Bid Hackathon”

Assign one person to run prompts, another to fact-check, and another to apply your brand tone. Watch how much you can accomplish in 90 minutes.

Final Thought: From Reactive to Predictive

The future of sports events & tourism will belong to those who can anticipate opportunity, not just respond to it. AI gives you that advantage. It helps you uncover what’s coming, articulate why you’re the best host, and back it up with meaningful data.

The winning bids of tomorrow are already being drafted today by leaders who know how to combine human insight with machine speed.

5

Drafting Smarter, Proposals, Pitches & Press Releases with AI

How to write faster, better, and with strategic intent without losing your voice.

Every destination marketer knows the pressure of staring at a blank screen the night before a bid is due. Or the scramble to get a press release out before your media window closes. Or the challenge of writing a dozen personalized sponsorship emails that don't sound like they were copied and pasted.

That's where AI comes in, not as a ghostwriter, but as a creative partner.

This chapter shows you how to use AI to streamline your writing process while keeping your message on-brand, on-target, and rooted in your unique story.

WHAT AI CAN HELP YOU WRITE (IN MINUTES)

- Event bids and RFPs
- Press releases and media alerts
- Sponsorship proposals
- Executive remarks and speaking notes
- Email campaigns to rights holders, media, or partners
- Social media captions and teasers
- Recaps and post-event reports

And the best part? It helps you start fast, so you have more time to *refine* and *strategize*.

THE AI WRITING PROCESS: 3-PART FORMULA

1. Start With a Strong Prompt

Think of a prompt as your brief. The more context you provide, the better your output.

2. Review and Edit for Accuracy & Tone

Never copy/paste AI content directly. Check every number, name, and stat. Then apply your brand voice. Ask:

- Does this sound like us?
- Would our partners and media respect this message?



That's where AI comes in, not as a ghostwriter, but as a creative partner.



Prompt to Try

"Draft a 300-word press release announcing that [Your City] will host the 2026 National Pickleball Championships. Emphasize venue quality, hotel inventory, past event success, and local economic impact."



Sponsorship is storytelling. You're not just asking for money, you're showing how a brand fits into your event's impact and culture.

3. Add Local Detail & Human Touch

AI can write the first draft, but only you can include:

- A quote from your mayor or sports commission
- A unique anecdote about your city's sports history
- A tailored CTA for your audience (e.g., "Book hotel blocks now" or "Contact our team to plan your site visit")



USING AI TO PERSONALIZE SPONSORSHIP PROPOSALS

Sponsorship is storytelling. You're not just asking for money, you're showing how a brand fits into your event's impact and culture.

Prompt to Try

"Write a sponsorship pitch email to a regional grocery chain to support our city's youth soccer invitational. Emphasize family audiences, healthy living, and local brand exposure."

You can then ask AI to:

- Generate three versions with different tones (friendly, professional, passionate)
- Create a one-page executive summary
- Suggest five social media activation ideas with branded content opportunities

Refining Tone Without Losing Your Voice

AI tools like **Writer.com**, **GrammarlyGO**, and **Notion AI** can polish grammar, adjust tone, and tighten flow, but they can't replicate you.

Before sending or publishing anything, ask:

- Would I say this out loud to a partner or reporter?
- Does this match the tone of our destination or event?
- Is there emotion, authenticity, and clarity?

If it sounds robotic, generic, or overly formal, revise. Use contractions. Add rhythm. Insert real-world examples. AI drafts, it doesn't *connect*.

SPEED UP THE ROUTINE SO YOU CAN FOCUS ON THE STRATEGY

Use AI to handle the time-consuming first draft so you can focus on what matters:

- Tailoring messages to different stakeholders
- Layering in economic impact stats
- Crafting creative event themes and positioning
- Adding personalized follow-ups or calls to action

Example Workflow:

1. Prompt AI to draft a bid response paragraph on transportation access.
2. Edit and insert real bus route data.
3. Add a personal note about your city's investment in public transit.
4. Drop into final template and move on to the next section, and fast.

Three Templates to Try Today

1. Press Release Prompt

"Write a 350-word press release announcing our city will host the 2026 NCAA DII Women's Volleyball Regionals at [Venue]. Include quotes from the CVB and event rights holder."

2. Proposal Summary Prompt

"Summarize this 5-page bid document into a one-page overview for city council members with a focus on economic benefits and community impact."

3. Pitch Email Prompt

"Write a pitch to a regional sportswriter inviting them to cover the 2026 USA Archery Trials in our city, including unique athlete stories and local tie-ins."

FINAL THOUGHT: AI CAN HELP YOU WRITE. ONLY YOU CAN PERSUADE.

AI can give you structure, speed, and style. But the best proposals and pitches still come from your insights, your understanding of what makes your city shine, your event matter, and your relationships flourish.

Use AI to write smarter, not shallower. It's not about replacing your voice. It's about giving your voice more time to shine.



6

AI for Media Relations and Influencer Marketing

How to target smarter, pitch stronger, and build buzz that travels.

In the sports events & tourism world, earned media isn't just a vanity metric, it's a key driver of economic impact, reputation, and visitor conversion. A well-placed story or social post can fill hotel blocks, drive fan engagement, and boost sponsorship value. But in a crowded media landscape, it's harder than ever to stand out.

That's where AI can help, not by replacing your relationships with media and influencers, but by enhancing how you discover, pitch, and promote to them.

This chapter explores how sports marketers and CVBs can use AI to sharpen their media strategies, target the right people, and generate buzz that delivers real-world results.

THE POWER OF AI IN MODERN MEDIA RELATIONS

Traditionally, pitching media meant scanning spreadsheets of contacts, writing from scratch, and guessing who might bite. Today, AI makes this process faster and smarter.

You can use AI to:

- Identify the best reporters, bloggers, or podcasters for your event
- Draft custom media pitches or press alerts
- Track coverage, sentiment, and social engagement
- Tailor influencer briefs with audience and brand alignment in mind

Finding the Right Journalists and Outlets with AI

AI-powered research tools like Muck Rack AI, Prowly, SparkToro, or ChatGPT with plugins can:

- Scan recent bylines to match reporters with your story
- Identify trending beats (e.g., adaptive sports, esports, women's athletics)
- Recommend new outlets based on topic and geography



Prompt to Try

"Generate a media pitch for the upcoming [Event Name] that targets lifestyle reporters in the Midwest. Emphasize travel, family-friendly activities, and local food culture."



Prompt to Try

"List 10 journalists who have recently covered women's sports or youth tournaments in the Midwest with links to their work."

This research can help you pitch the *right* story to the *right* person, at the *right* time.

Writing Smarter Pitches with AI

You already know a generic press release isn't enough. AI can help you draft tailored outreach emails with speed and structure.

Prompt to Try

"Write an email pitch to a podcast host who covers high school sports, inviting them to do a live episode from our upcoming tournament. Mention community impact and access to star athletes."

Tips for refining AI-generated pitches:

- Add a personal touch: reference the reporter's past coverage
- Insert relevant stats or success stories
- Include specific interview opportunities or visuals

And always double-check for tone. If it reads too formal or "sales-y," revise for clarity and authenticity.

Activating Influencers with AI

AI tools like **Influencerity**, **Upfluence**, and **ChatGPT** can help you:

- Identify micro- and mid-level influencers who align with your event
- Analyze audience demographics (e.g., parents, athletes, foodies)
- Draft partnership briefs, talking points, and content calendars

Streamlining Media Kits and Event Press Rooms

AI can also help you build and update:

- Press kits (bios, schedules, photos, key facts)
- FAQ pages
- On-site media center scripts and signage

FINAL THOUGHT: RELATIONSHIPS STILL RULE ... BUT STRATEGY WINS

AI can help you pitch faster, research better, and scale your outreach but your relationships, storytelling, and follow-up still make the difference.

Use AI as your assistant, not your voice. The smartest media teams in sports events & tourism are those who combine the speed of AI with the sincerity of experience, access, and hospitality.



Prompt to Try

"Write a collaboration brief for an influencer attending our youth sports festival. Include hashtags, photo opportunities, and talking points around family fun and local pride."

You can also prompt AI to:

- Suggest five Instagram Reel ideas for influencer content
- Recommend timing for posts based on event flow
- Create call-to-action captions that drive ticket sales or hotel bookings

Prompt to Try

"Create a one-pager for media attending our collegiate track championship, including parking info, interview times, and local dining options."

7

Multimedia & Social Content Creation with AI

From press release to reel to recap: How to make your content work harder, faster, and everywhere.

Earned media isn't just a vanity metric, it's a key driver of economic impact, stakeholder value, and destination awareness. A well-placed news story, podcast appearance, or influencer post can translate into hotel bookings, fan attendance, and future event bids.

But in today's fragmented media landscape, where reporters are stretched thin and social content cycles reset hourly, getting noticed requires more than a good story, it requires *smart targeting and strategic amplification*.

AI and data tools, when used together, can give destination marketers and sports commissions the edge they need. And with resources like the **Sports ETA Earned Media Calculator**, members now have access to a standardized way to quantify results and tie publicity directly to economic value.

WHY AI + EARNED MEDIA MEASUREMENT MATTERS NOW

Traditionally, media relations was a time-intensive mix of list-building, cold-pitching, and hoping for a hit. Post-event recaps often relied on anecdotal success or vanity impressions. But with AI-powered pitching and real-time media intelligence, the game has changed.

Add to that the **Sports ETA Earned Media Calculator**, and members now have a clear path from *headline to headline value*.

Use AI to pitch.

Use Sports ETA tools to prove impact.

That's the future of earned media in sports tourism.

Smarter Media Targeting with AI

Use AI tools to identify the right journalists, bloggers, and podcasters based on your event's sport, audience, and regional reach to:

- Surface reporters actively covering relevant beats
- Track who's writing about similar events in peer cities
- Recommend niche media based on your event theme (e.g., adaptive sports, women's events, esports)

Prompt to Try

"Identify 10 journalists in the Southeast who've written about youth soccer or family travel in the past year. Include links to their work."



AI-Crafted Pitches That Get Noticed

Don't start from scratch every time. AI can help you generate a first draft for pitches, then refine for tone and personalization.

Prompt to Try

"Draft a 200-word pitch to a regional sports editor inviting them to cover the 2026 National Youth Baseball Invitational. Highlight economic impact, athlete stories, and family-friendly attractions."

After review, personalize by referencing previous coverage or making a direct tie to their audience. AI handles the heavy lifting; you add the insight and relationship-building.

Influencer Marketing at Scale with a Personal Touch

Finding and managing local influencers or athlete ambassadors?

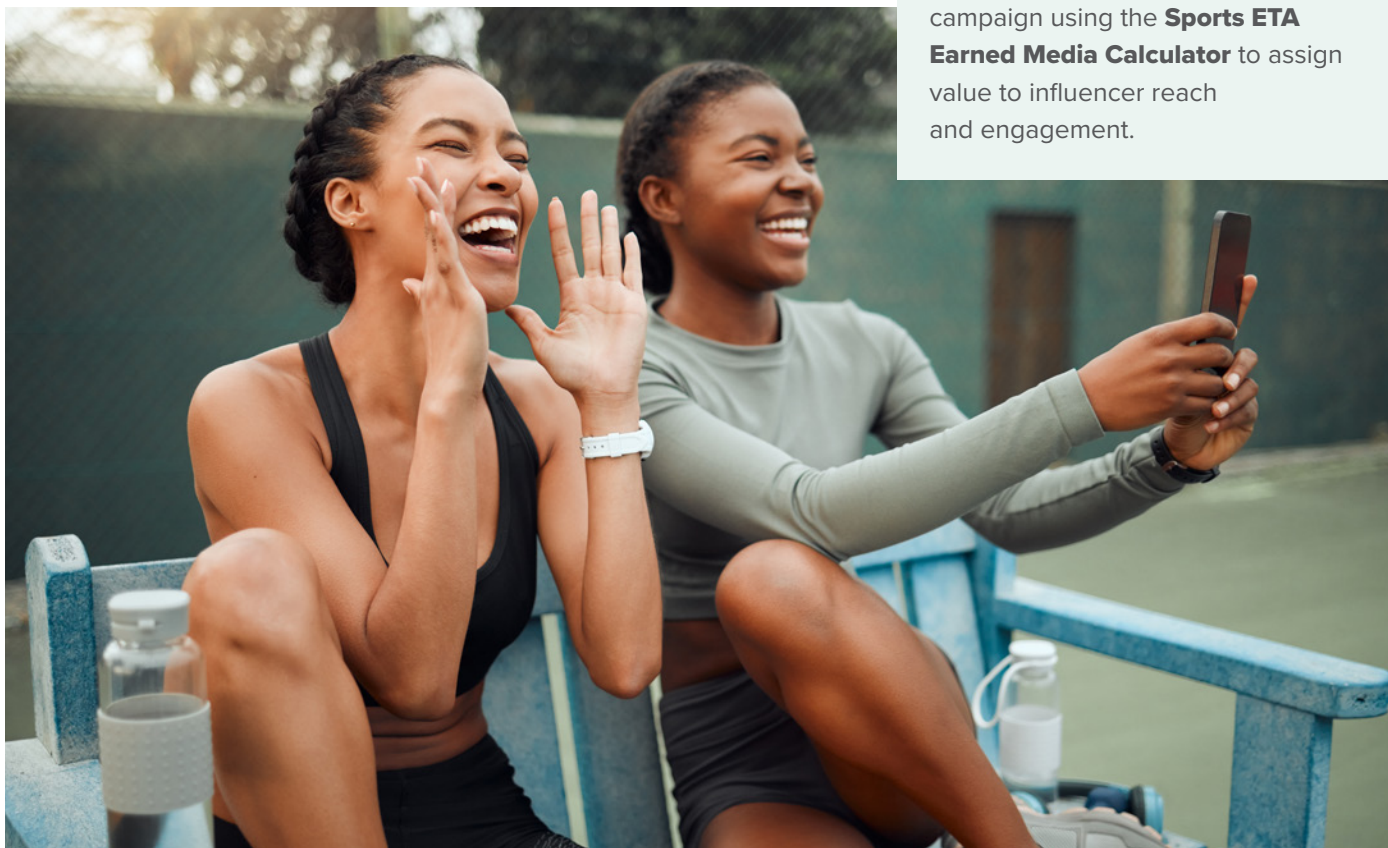
AI can help:

- Identify micro-influencers whose followers align with your event audience
- Draft outreach DMs or briefing documents
- Generate content ideas and post timelines
- Analyze engagement and suggest CTAs

Prompt to Try

"Write a partnership brief for an influencer attending our 3v3 basketball tournament, including photo ops, hashtags, and brand messaging around community and competition."

Then, connect the dots post-campaign using the **Sports ETA Earned Media Calculator** to assign value to influencer reach and engagement.



Monitor, Measure, and Report with Confidence

AI tools can track media coverage and social sentiment in real time. Combine those insights with **ChatGPT** for fast summaries of tone, topics, and volume.



Prompt to Try

“Summarize the tone and top talking points from five articles covering our recent pickleball tournament in under 150 words.”

Then input the earned media metrics into the **Sports ETA Earned Media Calculator**, a trusted resource to:

- Quantify the PR value of media placements
- Show ROI to stakeholders and funders
- Compare event-to-event results in a consistent framework

Create Assets Faster for Your Digital Press Room

AI can also streamline your media kits and press assets:

- Event overviews
- Speaker/athlete bios
- Interview sign-up forms
- Social post templates



Prompt to Try

“Write a one-sheet for media attending our gymnastics invitational. Include key contacts, interview availability, photo policies, and local dining tips.”

FINAL THOUGHT: COMBINE AI SPEED WITH HUMAN STRATEGY AND MEASURE IT

In media relations, AI accelerates outreach, but strategy still wins headlines. And with the **Sports ETA Earned Media Calculator**, you don’t have to wonder if your PR push worked, you can prove it.

The smartest sports tourism teams are using AI to work faster, influencers to expand their reach, and earned media tools to validate their efforts.

That’s how you build buzz that travels.

8

Personalization & Audience Engagement with AI

From one-size-fits-all to one-for-each-fan: using AI to build lasting connections.

In our industry, we don't just market destinations, we build experiences. But in a world of crowded calendars, limited attention spans, and fragmented digital channels, the generic blast email or one-size-fits-all campaign simply isn't enough anymore.

Fans, families, sponsors, and athletes expect personalized, relevant communication. The good news? AI makes it possible to deliver that level of engagement at scale, without adding hours to your day.

This chapter explores how to use AI to tailor content, emails, itineraries, and fan interactions to create deeper, more memorable connections that convert into visits, ticket sales, and loyalty.

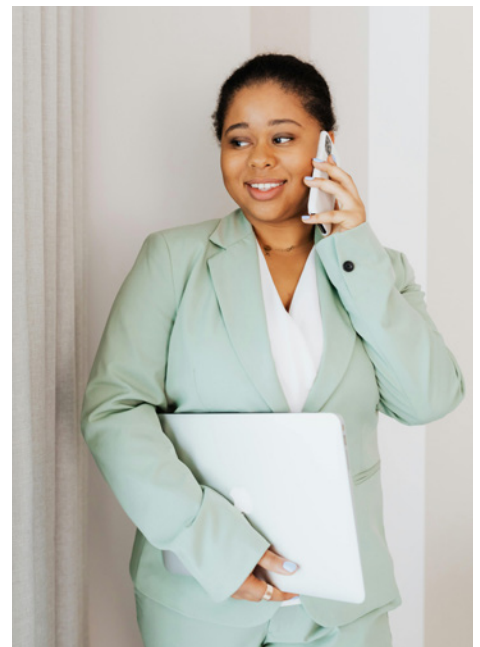
WHY PERSONALIZATION MATTERS IN SPORTS TOURISM

Every stakeholder in your ecosystem: Parents of youth athletes, sports fans traveling for the weekend, event organizers, corporate sponsors, wants to feel seen and understood.

Personalization leads to:

- Higher email open and click-through rates
- Longer time spent on websites and social posts
- Increased registrations and bookings
- Greater satisfaction and word-of-mouth referrals

And with AI, you can now deliver that personal touch automatically, ethically, and at scale.



AI for Smarter, Segmented Messaging

Instead of one generic newsletter for everyone, use AI to segment audiences by interest, behavior, or geography, then tailor the message accordingly.



Prompt to Try

“Write two email intros: One targeting families attending a youth soccer tournament, and one targeting business travelers attending a sports conference. Use friendly, informative tone.”

You can do the same with:

- Push notifications
- Itinerary recommendations
- Retargeted ad copy
- Event welcome messages

Tools like **Mailchimp AI**, **HubSpot**, or **ChatGPT** with **audience inputs** can help you personalize messaging without reinventing the wheel each time.

BUILDING AUDIENCE JOURNEYS WITH AI

AI can help you map and automate engagement across the full lifecycle, from awareness to attendance to post-event feedback.

Example Journey: A Family Visiting for a Swim Meet

1. Receives personalized welcome email with hotel and restaurant options
2. Gets text alert for parking updates and weather forecast
3. Sees targeted Instagram post featuring family-friendly activities nearby
4. After event, gets recap email with highlight photos and link to plan their next visit



Prompt to Try

“Draft a 3-part email series for fans attending the pickleball championship. Include pre-event planning tips, what to expect during the event, and a thank-you note with a visitor survey.”

AI CHATBOTS AND ON-DEMAND HELP

Event attendees want quick answers: Where to park, what time games start, how to get tickets.

AI-powered chatbots can handle these FAQs instantly while collecting data on audience needs and behavior.

Platforms like **Tidio**, **Intercom**, or even **AI widgets** connected to your website or app can:

- Respond 24/7 to common questions
- Direct users to schedules, maps, and ticketing
- Provide language support for international guests

Bonus: Post-event, you can prompt AI to summarize chatbot interactions into key trends to improve next year's experience.

CONTENT RECOMMENDATIONS POWERED BY AI

Keep fans and visitors engaged by offering content they care about, automatically.



Prompt to Try

"Suggest three article links or videos to recommend at the end of a blog post about our upcoming lacrosse festival, based on user behavior and interest."

Use tools like:

- **ChatGPT** for content summaries + suggestions
- **FeedOtter** or **RightMessage** for automated content personalization
- **Dynamic email modules** that swap content based on user profiles

Event attendees want quick answers: Where to park, what time games start, how to get tickets.

AI-powered chatbots can handle these FAQs instantly while collecting data on audience needs and behavior.

PRIVACY, ETHICS & TRANSPARENCY

Personalization should never come at the cost of trust.

- Always inform users when content is personalized
- Give opt-out options for tailored messaging
- Never input private or sensitive data into public AI tools
- Use anonymized, behavior-based insights whenever possible



TURN ENGAGEMENT INTO COMMUNITY

Personalization doesn't end with content. Use AI to:

- Suggest fan forums or social groups to join
- Prompt fans to share photos with branded hashtags
- Curate user-generated content galleries or highlight reels

FINAL THOUGHT: SPEAK TO ONE TO REACH MANY

AI allows us to scale human touch. It helps us treat every fan, sponsor, or visitor like the VIP they are, without adding more staff or hours to the clock.

When fans feel like you *made this for me*, they don't just show up. They come back, they tell others, and they become advocates for your destination.

Prompt to Try

"Write a thank-you message for attendees who submitted photos during our marathon. Include a link to a curated photo album and a call to share their experience on social."



9

AI for Event Organizers, Freelancers & More

How lean teams can work big, stay visible, and grow smarter with AI.

Whether you're a one-person sports commission, a freelance event producer, or a lean staff at a CVB, the demands rarely match the resources. You're responsible for bids, press, partners, logistics, social content, and follow-up, all while delivering a seamless visitor experience.

That's where AI becomes your most valuable teammate. It gives small teams superpowers.

In this chapter, we'll explore how freelancers, event organizers, and compact CVB teams can use AI to scale operations, streamline marketing, and stay competitive, without needing a large budget or a big staff.

That's where AI becomes your most valuable teammate. It gives small teams superpowers.



WORK LIKE A TEAM OF TEN (EVEN IF YOU'RE A TEAM OF TWO)

AI allows you to automate what's repetitive, accelerate what's creative, and focus on what matters: Building relationships, driving attendance, and maximizing impact.

Use AI for:

- Writing event descriptions, social posts, and email copy
- Transcribing meeting notes and converting them into action items
- Researching trends or rights holders in new sports verticals
- Drafting grant applications or sponsorship decks
- Recapping events and calculating PR value with tools like the **Sports ETA Earned Media Calculator**

Prompt to Try

"Draft a 1-page sponsorship proposal for a regional bank supporting our youth basketball tournament. Emphasize local economic impact, family engagement, and media reach."



Freelancers & Contractors: Build Faster, Sell Smarter

If you're a freelance event planner, publicist, or consultant, AI can streamline your workflow:

- Pitch more clients with less effort
- Customize services (e.g., AI-enhanced proposals or influencer lists)
- Automate back-office tasks like invoicing, reports, and follow-ups

Prompt to Try

“Create a scope of work for a social media campaign for a summer sports festival, including deliverables, timeline, and estimated reach.”

You can even use AI to refine your personal branding:

- Write LinkedIn posts
- Create thought leadership blogs
- Draft case studies from past events

CVBs and Sports Commissions: Scale Content with Confidence

If you're part of a CVB or sports commission, you likely juggle:

- Partner outreach
- Site visit coordination
- Event promotion
- Economic impact tracking

Use AI to:

- Build email nurture series for rights holders
- Write itineraries and welcome letters
- Summarize post-event surveys into key insights
- Develop board reports with headline stats and media wins

Prompt to Try

“Summarize the feedback from our post-event survey for the USA Wrestling regional meet. Highlight common themes and three recommendations for next year.”



TIME-SAVING TACTICS FOR SMALL TEAMS

1. Build an AI Content Library

Create a folder of reusable AI prompts for:

- Press releases
- Bid intros
- Partner emails
- Social captions
- Volunteer thank-you notes

2. Use AI to Repurpose Everything

One blog post =

- Social post
- Email teaser
- LinkedIn article
- Video script
- Sponsor spotlight

3. Schedule a Weekly “AI Hour”

Spend 60 minutes a week generating or refining content using AI tools. Treat it like a standing creative brainstorm.

AI doesn't just level the playing field, it tilts it in your favor. For lean teams, AI offers speed, consistency, and sophistication without the overhead.



AI TOOLS THAT WORK FOR SMALL BUDGETS

- **ChatGPT or Claude** – Affordable content and research assistant
- **Canva AI (Magic Studio)** – Graphics and templates without a designer
- **Descript** – Edit video, create reels, transcribe interviews
- **Google Workspace + GPT Add-ons** – AI-powered writing inside Docs & Sheets
- **Zapier + GPT** – Automate repetitive admin or content workflows
- **Sports ETA Earned Media Calculator** – Quantify and report PR value without hiring an analyst

PROTECT YOUR VOICE, STAY PROFESSIONAL

Small teams often *are* the brand. Use AI to scale *your* tone, not generic automation.

Review, revise, and make sure every AI-generated message still feels like *you*.

- Double-check for accuracy and authenticity
- Customize call-to-actions and sign-offs
- Inject personal stories, local flavor, or past success references

FINAL THOUGHT: IT'S NOT ABOUT HEADCOUNT, IT'S ABOUT MINDSET

AI doesn't just level the playing field, it tilts it in your favor. For lean teams, AI offers speed, consistency, and sophistication without the overhead.

You don't need a big budget to look big, sound smart, and stay relevant.

You just need the right tools and the mindset to use them.

10 | Crisis Communications and Real-Time Event Monitoring

When every second matters, AI helps you move fast, stay accurate, and protect your reputation.

With sporting events, things can change in an instant. A weather delay. A security issue. A last-minute venue change. A controversial social media post. When the unexpected happens, your response can define your destination's brand for years to come.

Crisis communication isn't just about putting out fires, it's about preserving trust, protecting partnerships, and maintaining momentum. And in those high-pressure moments, AI can help you move with speed *and* precision.

This chapter explores how AI can support crisis preparedness, real-time monitoring, and message delivery when it matters most.

THE CRISIS CLOCK IS ALWAYS TICKING

Every minute counts during a crisis. The public, media, and stakeholders expect fast, accurate information. But without the right tools, your team risks:

- Delayed responses
- Inconsistent messaging
- Misinformation spreading faster than facts
- Overwhelmed staff missing critical updates

AI doesn't replace your crisis team; it empowers them to *act faster, monitor smarter, and communicate clearer.*

Step One: Real-Time Monitoring and Alerts

AI-powered platforms like **Signal AI**, and **Brandwatch** can scan news outlets, social platforms, and influencer posts in real time to:

- Detect spikes in sentiment or keywords
- Identify emerging narratives or misinformation
- Monitor competitor and partner mentions
- Alert you to changes in public perception

In high-pressure moments, AI can help you move with speed and precision.

Prompt to Try

"Summarize top social media sentiment in the last two hours about our regional swim meet, and flag any negative or trending topics."

You can also use **ChatGPT** with plugins or **Zapier** integrations to get instant summaries of social chatter or media coverage pushed directly to Slack or email.

Step Two: Drafting Rapid Responses with AI

When you need a holding statement, press alert, or talking points, fast, AI can provide a draft in seconds that you can quickly edit and approve.

Prompt to Try

“Draft a 150-word holding statement for a power outage at our sports complex that caused a temporary game delay. Emphasize safety, transparency, and appreciation for fans’ patience.”

Use AI to:

- Create multiple tone variations (formal, reassuring, action-oriented)
- Generate FAQs for social channels
- Update scripts for on-site announcers, volunteers, and staff

Step Three: Coordinating Internal Communications

AI can help organize your crisis messaging across channels, ensuring your team speaks with one voice.

Use AI to:

- Draft internal updates to staff or volunteers
- Write templated texts for participants and vendors
- Summarize press coverage for leadership in near real-time

Prompt to Try

“Write an internal Slack message for volunteers about changes to the awards ceremony schedule due to weather. Include clear instructions and next steps.”



Step Four: After-Action Reporting and Reputation Repair

Once the crisis has passed, AI can help you debrief and learn.

Use AI to:

- Compile and summarize media coverage
- Flag areas where messaging could be improved
- Draft a public thank-you or apology post
- Create a post-crisis press release or sponsor recap

Prompt to Try

“Summarize all media coverage from July 16–17 about the venue change at our esports event. Categorize coverage as positive, neutral, or negative.”

This analysis feeds directly into your post-event evaluation and supports transparency with your board, sponsors, and community.



PRO TIPS FOR USING AI RESPONSIBLY IN A CRISIS

- Always have human review before publishing crisis content
- Don't use AI to speculate, confirm facts, or make legal statements
- Avoid synthetic imagery or misleading headlines
- Disclose when AI was used, if content is being widely distributed
- Protect sensitive information, never input confidential or legal details into public AI tools

INTEGRATE AI INTO YOUR CRISIS PLAN

Update your official crisis communications plan to include:

- A list of approved AI tools
- Go-to prompts for rapid content generation
- Monitoring dashboards and alert triggers
- Disclosure and accuracy guidelines for AI-generated content

Schedule monthly “AI + Crisis” drills or tabletop exercises with your team to build comfort and speed.

FINAL THOUGHT: THE BEST CRISIS RESPONSE IS PREPAREDNESS

In a high-stakes moment, clarity and confidence are everything. AI doesn't replace human empathy or judgment, but it can help you get to the right words, the right channels, and the right tone faster.

When seconds matter, AI helps you lead.

The Future of AI in Sports Events & Tourism

What's next, what's possible, and how to lead with innovation, not just catch up to it.

Artificial intelligence isn't coming, it's already here. But the AI tools we use today are just the beginning.

In the years ahead, AI will not only shape how sports events are marketed, managed, and measured, it will redefine how fans experience them, how destinations compete, and how communities benefit. The most successful sports tourism leaders won't just adopt AI, they'll *shape* it.

This final chapter explores where AI is headed, what trends are emerging, and how you can stay ahead, not as a follower of technology, but as a leader in innovation.

PREDICTIVE PLANNING BECOMES THE NORM

Imagine knowing the best time to bid on a new event based on global sports cycles, or forecasting attendance and hotel demand with 90% accuracy. That's the future of AI-powered predictive planning.

Emerging AI tools will be able to:

- Forecast weather disruptions and reallocate resources
- Predict social buzz based on pre-event activity
- Suggest ideal venues or event dates based on historic demand and regional competition
- Anticipate bid trends by analyzing patterns across RFPs and event awarding history



Prompt to Try

"Based on historical data and weather trends, recommend the ideal weekend to host a regional cross-country championship in 2027."

REAL-TIME PERSONALIZATION AT SCALE

Soon, AI will help you deliver one-to-one experiences at mass scale, across emails, event apps, digital signage, and social media.

Think:

- Live schedule updates tailored to each attendee's preferences
- Venue signage that shifts based on crowd density or weather
- Custom hotel and dining itineraries generated on arrival
- Interactive chatbots that remember fans' favorite teams, players, or past visits

This level of personalization will deepen engagement, increase loyalty, and create data-rich insights to improve every future event.



Sponsorship is storytelling. You're not just asking for money, you're showing how a brand fits into your event's impact and culture.

AI-POWERED ACCESSIBILITY AND INCLUSION

AI will unlock new possibilities for accessibility:

- Real-time translation for international events
- Voice-to-text tools for hearing-impaired attendees
- Adaptive wayfinding for neurodivergent or mobility-challenged guests
- Automated content creation in multiple languages for global reach



These innovations will make sports tourism more inclusive, and more powerful, as a platform for connection and community.

GENERATIVE MEDIA AND FAN-DRIVEN CONTENT

Expect more use of AI to:

- Generate highlight reels instantly
- Personalize recaps for each athlete or fan
- Create immersive post-event videos with AI avatars or narration
- Enable fans to generate their own content from raw event footage using simple prompts

This will shift your team from *content creators* to *content curators and strategists*, with more time to focus on storytelling and brand-building.

HUMAN VALUES WILL MATTER MORE THAN EVER

As AI evolves, so will the need for:

- Ethical leadership to guide how tools are used
- Transparency in how content is created and shared
- Creativity that only humans can provide: Emotion, empathy, and nuance
- Community that technology can amplify, but never replace

AI will give you data. You'll still need to turn that into *insight*.

AI will draft the story. You'll still need to make people *feel* it.

HOW TO STAY AHEAD

Here's how you can lead, not just keep pace, with AI innovation in sports events & tourism:

1. Invest in AI training for your team

Make AI fluency part of your onboarding, professional development, and staff culture.

2. Pilot one new AI tool per quarter

From planning to promotion, build a culture of testing and refining.

3. Collaborate with tech-forward partners

Work with agencies, universities, and startups innovating in AI for sports and tourism.

4. Use data to lead conversations

Combine AI insights with the Sports ETA Earned Media Calculator, economic impact tools, and post-event analysis to advocate for resources and results.

5. Stay curious

Innovation isn't a department, it's a mindset. Ask better questions. Test new prompts. Share learnings. Keep building.

FINAL THOUGHT: AI WILL AMPLIFY THE LEADERS WHO EMBRACE IT

The future of sports events & tourism will belong to the creative, the curious, and the courageous, those who see AI not as a threat or trend, but as a tool to elevate what they already do best: connect people, grow communities, and tell powerful stories through sports.

AI isn't here to take your place. It's here to take your *impact* to the next level.

So don't just adapt. Lead.



ABOUT US



Our Expert

Jackie Reau is CEO of Game Day, a media and marketing agency based in Cincinnati that focuses on sports and cultural events. Jackie has more than 25 years of experience in media relations and has been an adjunct professor in Sports PR at University of Cincinnati and Xavier University. She is also the founder and President of Cincinnati Fear, a professional esports organization.

Game Day, an award-winning media and marketing agency founded in 2002, is based in downtown Cincinnati and led by co-founders Betsy Ross and Reau. The agency provides full-service capabilities to achieve the business objectives set forth by our clients. Game Day has been the PR Partner for Sports ETA for more than a decade.



Sports ETA

As the only non-profit 501(c)3 trade association for the sports events and tourism industry in the United States, Sports ETA is the most essential resource for sports commissions, sports destinations, sports event owners, and industry partners. We believe sports tourism and the events that our members own and host have the power to transform society for the better. Our passion is to help sports events and tourism professionals achieve previously unimaginable levels of performance. We do this by nurturing a community of smart, creative, and interesting people: our members. Visit sportseta.org.



Our Sponsor

The Fort Worth Sports Commission is a 501(c)3 focused on enhancing the image, economy and quality of life for the community through the power of sports. Additionally, we remain committed to leveraging to the power of sport to benefit our local partners and residents. We actively pursue high-profile events that bring national exposure to Fort Worth while driving thousands of athletes, coaches and fans to our great city.

This past year alone, the Fort Worth Sports Commission secured 125 events that will bring more than 500,000 visitors to area restaurants, hotels and attractions – equating to more than \$83 million in Direct Spending. For more information on what we do and the impact those events are having, [click here](#).

A

Appendix A: AI Prompt Library for Sports Events & Tourism

Use these tested prompts as plug-and-play tools to accelerate your workflow, personalize outreach, and create high-quality content across every stage of your event planning and promotion.

BID SUMMARIES

“Write a 250-word executive summary for our bid to host the 2026 Midwest Youth Softball Championship. Emphasize our venue capacity, walkable hotels, and track record with USA Softball.”

“Summarize this 10-page bid response into a one-pager for local government stakeholders, focused on economic impact and community benefits.”

SPONSOR REPORTS

“Create a post-event report summary for a regional grocery sponsor of our marathon. Highlight brand visibility, on-site engagement, and social media reach.”

“Draft a thank-you letter to a hotel partner including room night impact, visitor feedback, and future partnership opportunities.”

MEDIA PITCHES

“Write a media pitch to a travel writer for coverage of our fall sports tourism campaign. Focus on scenic venues, seasonal events, and local food culture.”

“Draft a press alert for an upcoming volleyball invitational highlighting star athletes, hotel sell-outs, and youth sports tourism growth.”

SOCIAL MEDIA PROMPTS

“Write three Instagram captions with different tones (funny, informative, inspiring) for a behind-the-scenes look at event setup day.”

“Draft a LinkedIn post for destination leaders summarizing our impact from hosting the regional esports tournament.”

EMAIL & PARTNER OUTREACH

“Write a partner update email summarizing key takeaways from our spring tournament series, including hotel performance and community feedback.”

“Draft a welcome email to event attendees with hotel check-in info, dining guides, and transportation tips.”

B

Appendix B: Ethical AI Use Checklist for Destination Marketing

Use this checklist to ensure your AI use aligns with professional standards and community values. Review before publishing or sharing AI-assisted content.

TRANSPARENCY

- ☐ Have we disclosed if AI assisted in drafting this content (where appropriate)?
- ☐ Would a sponsor, journalist, or partner be surprised to learn AI was used?

ACCURACY

- ☐ Have all names, dates, stats, and claims been fact-checked by a human?
- ☐ Are any AI-generated statements verified with original sources?

BIAS & INCLUSION

- ☐ Does the content avoid stereotypes or exclusionary language?
- ☐ Are we promoting fair representation across gender, race, ability, and geography?

DATA PRIVACY

- ☐ Did we avoid inputting sensitive bid documents, attendee lists, or contracts into public tools?
- ☐ Are our AI platforms compliant with relevant data privacy laws?

VOICE & BRAND ALIGNMENT

- ☐ Does the tone match our destination's brand identity?
- ☐ Have we ensured AI outputs don't feel robotic or impersonal?



Appendix C: AI Tools Watchlist for Event & Tourism Pros

Use this curated toolset across writing, research, multimedia, and data to enhance your destination marketing and event production.

WRITING & CONTENT

- **ChatGPT** – Versatile assistant for writing, research, and summaries
- **Jasper** – Marketing-focused writing platform with tone presets
- **GrammarlyGO** – AI-powered grammar and tone refinement
- **Writer.com** – Enterprise-grade brand voice and content governance

RESEARCH & ANALYTICS

- **Perplexity** – Research assistant with citation-rich summaries
- **SparkToro** – Audience behavior and influencer insights
- **Tourism Economics** – Destination data forecasting and impact modeling
- **Sports ETA Earned Media Calculator** – Calculates PR value and media impact

VIDEO & MULTIMEDIA

- **Descript** – Transcribe, edit, and repurpose video/audio
- **Lumen5** – Auto-generate videos from blog or article content
- **Runway ML** – AI video editing, B-roll generation
- **ElevenLabs** – Voiceovers and clean narration tools

SOCIAL & SCHEDULING

- **Canva Magic Studio** – Design quote cards, graphics, and reels
- **Sprout Social / Hootsuite AI** – Scheduling, caption generation, analytics
- **Feedly AI** – Track industry trends and events across topics

D

Appendix D: Pitching & Social Content Calendar Generator

Use this monthly framework to generate consistent and creative content for your events, partners, and fans.

MONTHLY THEMES & PROMPTS

Week	Theme	Sample Content Prompt
1	Trending Topics	<i>"Write a post about why pickleball is exploding in youth sports and how our city is embracing it."</i>
2	Behind-the-Scenes	<i>"Create an Instagram caption for load-in day at our track & field championship with 3 hashtags."</i>
3	In Case You Missed It	<i>"Write a Facebook post resurfacing our best event photo gallery from last fall."</i>
4	Data or Impact Story	<i>"Generate a LinkedIn post highlighting hotel revenue from last weekend's soccer invitational."</i>

PLATFORM-SPECIFIC PROMPTS

- **LinkedIn:** *"Share your perspective on why sports events are a long-term win for community development."*
- **Instagram:** *"Post a carousel showing volunteers, athletes, and fans with playful captions."*
- **Facebook:** *"Promote event registration with a friendly tone and community call-to-action."*
- **X (formerly Twitter):** *"Share live updates, quotes, or key stats with emojis and trending hashtags."*

AI can enhance your media accuracy and real-time awareness, if you pair it with strong verification tools.

FACT-CHECKING TOOLS

- **Google Fact Check Explorer** – Search aggregated fact-checks across verified sources
- **ClaimBuster** – AI-powered claim detection in press releases or transcripts
- **Snopes / PolitiFact** – Public claims verification
- **FullFact.org Toolkit** – Editorial checklist for responsible reporting

REVERSE IMAGE & VIDEO TOOLS

- **TinEye** – Reverse image search
- **RevEye** – Image search across multiple platforms
- **InVID** – Detect altered video, verify metadata
- **CrowdTangle (Meta)** – See how links or videos are spreading on social media

AI-ENHANCED MONITORING

- **Signal AI** – Crisis detection and issue monitoring
- **Brandwatch** – Tracks brand mentions, visual trends, influencer reach
- **BuzzSumo** – Identify top-shared stories and event-related influencers

F

Appendix F: AI Glossary for Sports Events & Tourism Leaders

Artificial Intelligence (AI)

A branch of computer science that simulates human intelligence processes, such as learning, reasoning, and problem-solving, often used to automate tasks, generate content, or analyze data.

Machine Learning (ML)

A subset of AI where algorithms learn from data to make predictions or decisions without being explicitly programmed for every outcome.

Generative AI

A type of AI that can create new content such as text, images, audio, or video, used for drafting press releases, social captions, or highlight videos.

Large Language Model (LLM)

An AI model trained on vast text data to understand and generate human-like language. Examples include ChatGPT (OpenAI), Claude (Anthropic), and Gemini (Google).

Prompt

A text-based instruction or question you give to an AI model. It tells the model what to do, e.g., “Write a LinkedIn post summarizing our soccer tournament’s economic impact.”

Prompt Engineering

The craft of writing clear, effective prompts that guide AI to produce better, more accurate, and more useful results.

Prompt Chaining

A technique where multiple AI prompts are used in sequence to complete a complex task, e.g., Step 1: Draft press release → Step 2: Summarize for social → Step 3: Convert to newsletter.

Hallucination

When an AI confidently generates false or misleading information. Always verify names, dates, stats, and quotes before publishing.

Token

The smallest chunk of text an AI model processes, usually a few characters or a short word. Token limits affect how much content you can input or output in a single prompt.

Model

The trained AI engine that generates responses. You may interact with different “models” (e.g., GPT-4, Claude 3) depending on your tool or platform.

Fine-Tuning

Training a general AI model on custom data (e.g., your past press releases or bid documents) to make it more relevant to your use case.

Temperature

A setting that controls randomness in AI outputs. A higher temperature = more creative and varied; lower temperature = more focused and predictable.

Human-in-the-Loop (HITL)

A safeguard approach where humans review and approve AI-generated content before it's shared externally, essential for media relations, sponsorship, or legal-sensitive work.

Bias

Systematic error or unfairness in AI outputs, often reflecting patterns in the training data. Watch for bias in language, image generation, or representation.

Training Data

The information used to teach an AI model. Most LLMs are trained on public internet data through a certain cutoff date.

Context Window

The total amount of text the AI can “remember” during a single session or interaction, older inputs may get dropped as limits are reached.

Multimodal AI

AI models that can process and generate different types of media, like text, images, audio, and video, all in one system.

Plugin

A third-party tool or add-on that expands AI capabilities (e.g., live internet search, sentiment tracking, or event calendar integrations).

Synthetic Media

Media generated by AI that mimics human-created content. Common in highlight reels, B-roll generation, or personalized recap videos.

Guardrails

Policies, filters, or design choices that limit how AI tools are used, especially around ethics, safety, and misinformation.