

Mario Pereira Revolutionizes Events Industry with New Book on Deploying Artificial Intelligence



2021 – [Mario Pereira](#) has opened a world of new possibilities in event management with his book, “How Artificial Intelligence is Revolutionizing the Events Industry: Building Operating-Model Resilience”. The work delves into the ways artificial intelligence can take an event to the next level using powerful tools and functions.

“How Artificial Intelligence is Revolutionizing the Events Industry”, written by Mario Pereira, simplifies the role of AI in event management. It enlightens the reader with interesting real life stories and breaks down the many benefits of AI in easy to understand concepts.

The work gives in-depth knowledge about the many areas one can adopt artificial intelligence in events management to increase efficiency. Along with talking about the ever-changing landscape of event management, this book covers unique and critical topics like using facial recognition technology to improve efficiency and security, transforming catering services by integrating AI, intricacies of AI powered venue selection, using AI to decorate and design events, improving menu selection by utilizing AI-backed gastronomy programs, problems to expect when integrating AI and how to overcome them.

When asked about what motivated him to write this book, Mario said, *"I wanted a way to share my years of knowledge and expertise. This book illustrates the myriad ways technology and systematic innovation can change the industry's challenges"*.

After working for years with a well-known financial institution, Mario Pereira left the world of finance to pursue event management. Over the years, he has provided customized and one-of-a-kind experience for a wide variety of clients. What differentiated him from the others is his zeal and zest to embrace technology. Mario Pereira has utilized technology to improve efficiency, security, and guest satisfaction. With his creativity, combined with cutting edge technology like artificial intelligence (AI) he has managed to carve a niche for himself in the ever-changing world of event management.

This book is Mario's journey of adopting artificial intelligence in events. So, if one is looking to use the power of technology to make events better and make a name in the events industry then this book is the perfect place to start.

For more information, please visit: www.valuecreationplatform.com/author-page