

GlobalLogic

A Hitachi Group Company

Improving event pages with GenAI-driven intelligence

Event organizers needed a smarter way to generate high-quality event pages. GlobalLogic developed a GenAI-powered Event Page Designer (EPD) that dynamically generates event names, descriptions, and taglines—customized to tone, length, and branding needs. GlobalLogic's solution:



enabled **AI-driven content** generation, reducing reliance on manual writing



improved **consistency** while maintaining creative flexibility



enhanced **efficiency** while speeding up creation timelines



Opportunity

This firm's event creators manually crafted landing pages, requiring significant time to ensure engaging, brand-aligned content.

The process made it **challenging to scale**, accommodate dynamic content, and meet fast-moving event timelines.

The client saw **an opportunity to leverage GenAI** to generate high-quality event pages that adapt to specific parameters while improving efficiency and reducing reliance on its domain experts.

Value Delivered

- Developed a **GenAI-powered Event Page Designer** (EPD) that creates event names, descriptions, and taglines based on minimal input.
- Enabled **dynamic customization**, allowing content to align with tone, branding, and audience preferences.
- Integrated a **self-learning model** that refines content suggestions over time using a knowledge base.

Impact

- **Increased efficiency** by streamlining event page creation.
- **Improved consistency** while maintaining creative adaptability.
- **Reduced reliance** on domain experts for content generation.
- **Lowered costs** by minimizing manual effort in event marketing.