



AGRICULTURAL SHOWS AUSTRALIA

2025 Conference

Reimagining an Icon

Expression of Interest

Artificial Intelligence case study participant

Are you ready to see how Artificial Intelligence (AI) can streamline and transform your show operations? Organising an Ag show is a multifaceted task that demands precise event planning, efficient logistics, targeted marketing, and dedicated volunteer coordination. Imagine if AI could step in to simplify and automate some of these tasks, allowing your committee to focus more on what really matters.

We're seeking expressions of interest from shows attending the ASA Conference who are eager to be a part of this cutting-edge exploration. By sharing insights into your everyday operations, you'll help us build a real-world use case, demonstrating how AI can make planning and managing your next event easier, more efficient, and more effective.

We will pick one show society to be used as a case study.

Contact Name:

Show Society:

State:

Email:

Mobile:

Are you booked to attend the conference?

Yes / No

(preference will be granted to those shows who are attending the conference)

1. Operational Challenges

- What are the primary challenges you face when organising your show each year? (e.g., event planning, logistics, volunteer coordination, marketing)

2. Interest in Being a Case Study

- Why would you like your show to be considered as a case study for the AI presentation?

- What specific areas do you think could benefit most from AI solutions (e.g., automating ticketing, improving marketing outreach, streamlining volunteer management)?

3. Expected Benefits and Impact

- How do you believe being a case study could support or enhance your planning process for future shows?

- What specific outcomes would you hope to achieve by integrating AI-driven tools (e.g., reduced workload, increased attendance, improved engagement)?

4. Long-term Goals

- In what ways would you like AI technology to help your show focus on delivering a more impactful event for your community?

- Are there specific aspects of your show's mission or goals that you believe AI could help highlight or advance?

Signature: _____

By signing this form you acknowledge that you have read and accept the Conference Terms and Conditions contained in this document.

Bursary details:

Each bursary will include:

- Conference registration
- Onsite hotel accommodation & breakfast daily at The Island x 3 nights
- Welcome reception & conference dinner

Criteria:

Show Bursary recipients must be attending the 2025 ASA National Conference to be eligible.

Application Requirements:

1. Completed Application Form above

Review Process:

1. A panel determined by the ASA Board will review the EOI applications.
2. The panel will evaluate applicants based on their responses to the questions above.
3. The panel will select one show who will be used by Tecala as a case study in their presentation at the conference.

Submitting your application

All entries **MUST** be submitted via email by **5pm Friday 20th December 2024** to execofficer@agshowsaustralia.org.au