



**TENT
EXPO**





TENT
EXPO

AI Demystified:

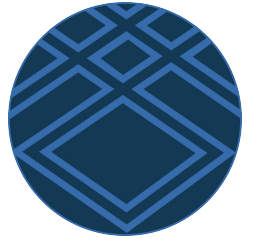
Practical Solutions for Tent Rental Companies

A Presentation by Krista Chapman of Path & Compass



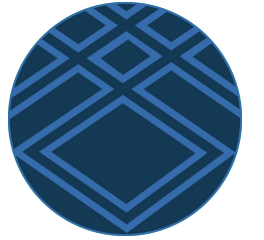
Krista Chapman

- Business strategist and intentional marketer
- Founded Path & Compass in 2011
- Work with party rental companies around the USA
- 15 years working in events, weddings, hospitality, and sales



How are you using AI?



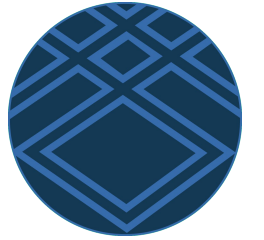


“It makes mistakes all the time.”

“It’s making business impersonal.”

“The tech is too complex & we’re falling behind.”

“It’ll replace all jobs.”

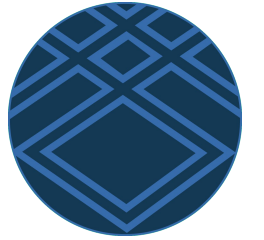


“It will amplify human intelligence and capabilities.”

“It tackles all the boring tasks and frees up my time.”

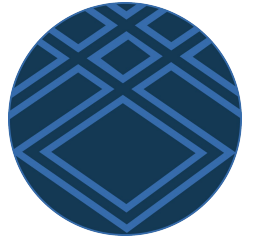
“It increases productivity and company output.”

“It will help solve complex world problems.”



Truth:

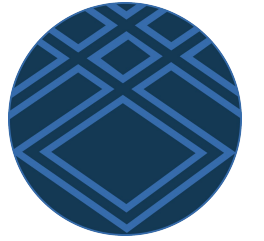
- Tech is evolving (again)
- AI is a tool
- AI has lost of knowledge
- Humans have lived experience



What AI Really Is (For Now)

“A very efficient, extremely literal assistant.”

- Organizes data
- Speeds up tasks
- Not uniquely creative
- Not independent



**AI scales ideas, labor
and output.**





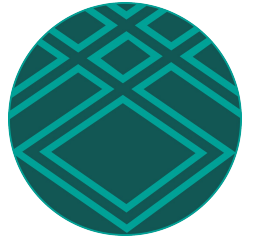
Section 1:

AI Definitions



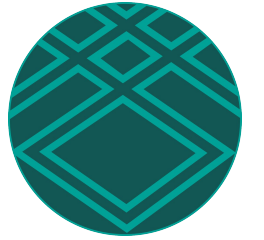
Types of AI

- **Narrow AI** → performs single, specific tasks
- **General Intelligence (AGI)** → matches human cognitive ability across any task
- **Superintelligence** → vastly surpasses human intelligence in all domains



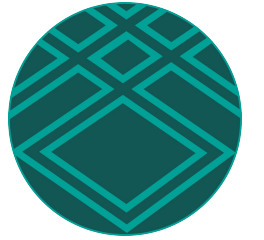
LLM

- Large Language Model
- Trained on massive data and text
- Generates predictive/patterned responses



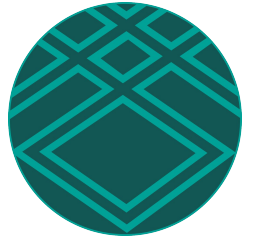
Agentic AI (Agents)

- AI that takes action
- ChatGPT Atlas



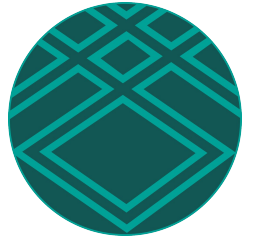
GEO

- Generative Engine Optimization
- AI-focused version of SEO whereas content is optimized to be discoverable in AI search engines



Prompt & Prompt Engineering

- Input or instruction given to model
- Bad Prompts = Bad Output



Hallucinations & AI Slop

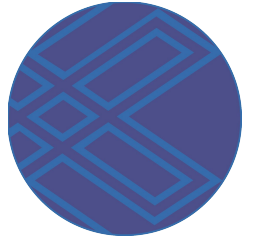
- **Hallucinations** → Confident but wrong
- **Slop** → Low-quality content made too fast

Solution → Review. Fact-check. Train your team.



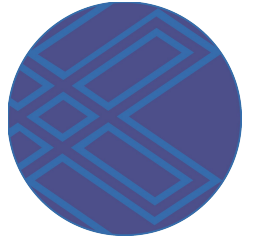
Section 2:

Practical Applications



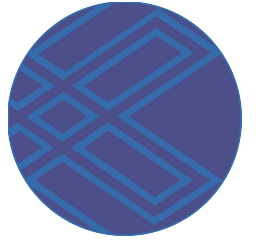
Tech Stack

- **ChatGPT/Claude/Gemini:** research, draft, brainstorm
- **Canva:** graphic design, QR codes
- **Synthia:** AI training videos
- **Grammarly:** editing and grammar
- **Scribe:** how-to manuals and process documentation
- **Loom:** Screencasting for documentation or walking users through a proposal
- **Fathom/Otter:** online meeting transcription
- **Termageddon:** website privacy compliance
- **Yoast:** SEO Plugin for WordPress
- **Userway:** website accessibility
- **Hostie, VenueX, chatbots:** manage initial inquiries
- **Zapier:** workflow automation
- **Prompy.app, Promptly.fyi:** save and share structured prompts



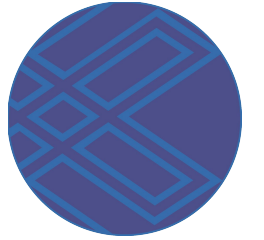
Operations & Logistics

- Route planning
- Inventory/timeline flags
- Set up checklists and training videos
- Implement & troubleshooting tech



Marketing & Sales

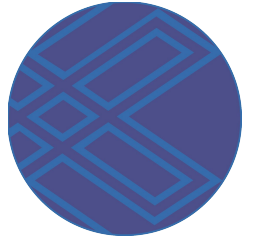
- Content brainstorming and outlines
- Deep research on client avatar
- Support SEO + AI search
- Simple Graphic Design
- Refining copy & personalize pitches
- Role-play sales scenarios



Customer Support

- AI supports humans
- Initial inquiry info and FAQs
- Automate onboarding/offboarding
- Automate event reminders

Humans can then deepen relationships - empower them to surprise and delight.



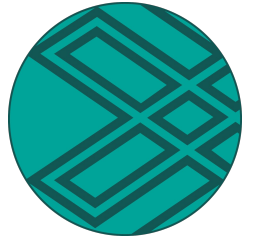
Strategy & Efficiency

- Automate follow-ups
- Reduce decision fatigue
- Give Pros & Cons: *“What am I not considering?”*
- Rapid or deep research into market opportunities
- Test positioning and strategic plans



Section 3:

Prompting Effectively



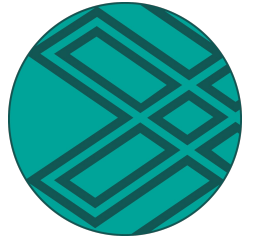
The RACE Formula

Role

Action

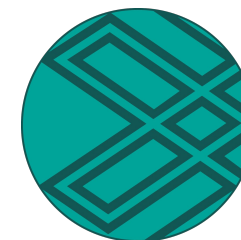
Context

Expectation



Logistics Prompt Example

“You are a logistics manager. Create a draft route schedule for five tent deliveries across two counties. Include distance estimates and flag any conflicts. Format as a calendar entry. **What else do you need before you get started?**”



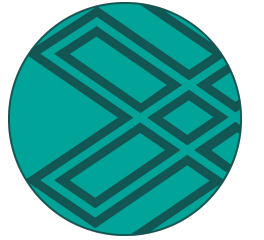
Sales Objection Prompt

“You are a sales representative for a tent rental company who is skilled at balancing empathy and clear communication. Respond to a bride who says the tent quote of \$8,500 is higher than she expected and she’s worried about budget.

Provide a professional and warm draft email reply that:

- Acknowledges her concern without being defensive
- Explains what’s included in the quote (example: labor, safety permitting, weather prep, delivery, setup/takedown)
- Emphasizes the value and peace of mind, especially for unpredictable weather
- Offers a potential cost-saving alternative (downsizing square footage or swapping flooring) without compromising safety or guest experience
- Invites her to talk through adjustments together

Tone should be reassuring, confident, and solution-oriented. Format response as a draft email I can edit.



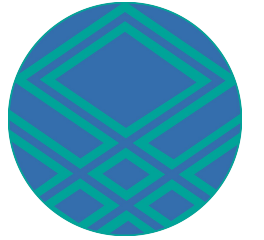
Starter Prompt Example

“I am new to AI. Interview me one question at a time to help me understand what you need to know to help me in my tent rental business.”



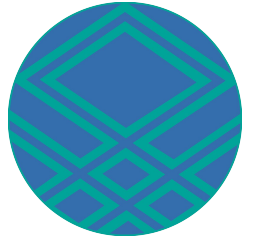
Section 5:

Best Practices and Pitfalls



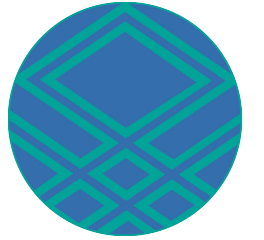
Accuracy

- Always, always fact-check and review
- Ask AI for data sources and links
- Watch out for confirmation bias



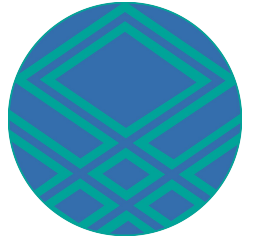
Data Privacy

- Used paid versions of all AI tools
- Assume you're using a public forum
- AI is not human—don't name or genderize
- Create an AI usage policy for staff



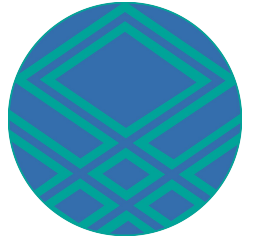
Intellectual Property

- AI-generated content is not protected by Copyright (*Thaler v. Perlmutter*, Aug 2023).
- Only humans can be named inventors and get Patents (USPTO, Feb 2024).
- You can Trademark AI-generated content when distinctive and used in commerce.



Delay or Defer

- Competitors using AI will be faster and more efficient.
- Clients increasingly expect speed and personalization.
- Inaction will make your business harder to find and easier to replace.



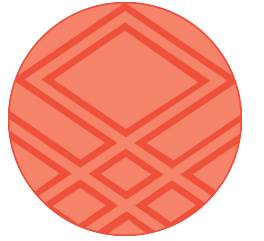
Lead with Wisdom

- Understand limitations of AI
- Be mindful where & how it's used
- Shortcut but at what cost?



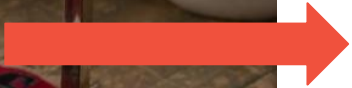
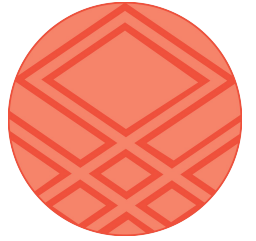
Section 6:

Start Here



Focus on Search

- Search behavior now = more places, deeper research
- Less trust, more skepticism
- Subtractive shopping
- Be transparent, truly unique, and niched



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