

FEATURED

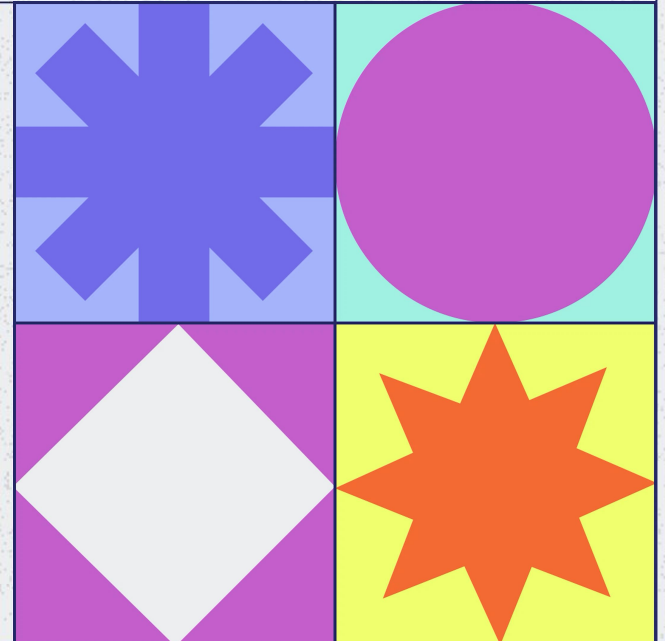
Rewriting the Event Playbook with AI



Cory Decareaux

Global Head of Events

OpenAI



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Event Playbook with AI

Cory Decareaux, Global Head of Events



Sora

nikola20250404 · Moonlit Ocean Serenity

OpenAI DevDay [2025]

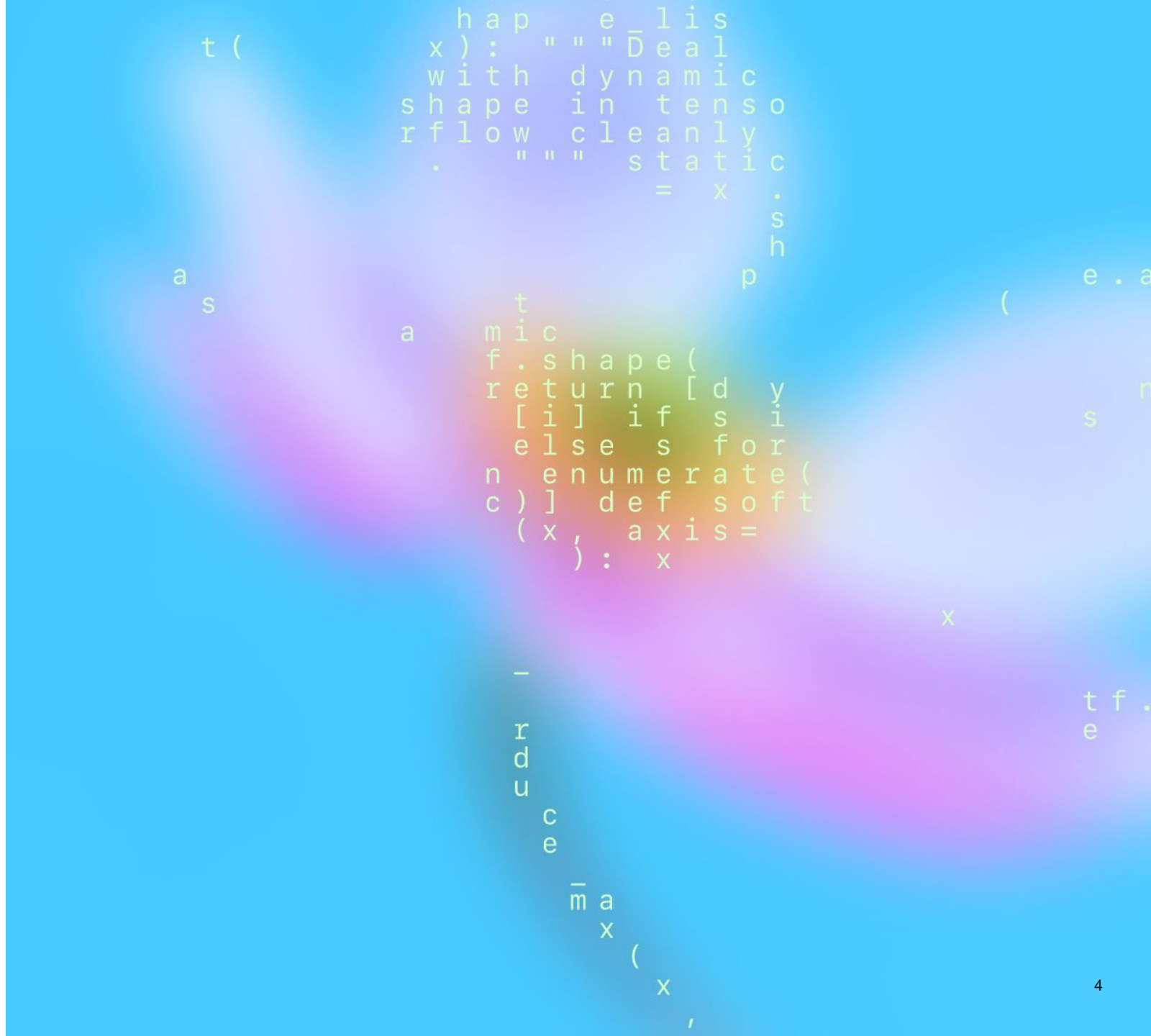


The Accidental Rocketship

ChatGPT wasn't launched as a marketing moment — it went viral on its own

Seemingly overnight, OpenAI shifted from research lab to global spotlight

Events suddenly became a strategic channel, not just a support function



We were building
the foundation as
the world was
already watching.

0 → 1 → 1000

Trust became the product

Events became the proving ground. Mistakes are visible. Wins are cultural moments. For added cushion, we relied heavily on our tools and technology to support this growth. Not just tactically, but as a thought partner and research tool too.

Events didn't just support the story — they shaped it

We were forced to invent a new playbook instead of inheriting one. The way we built events mirrors the way we build product: fast, bold, human-first.

The old playbook didn't work

“One keynote, one big reveal” era is gone

The scale of a traditional product doesn't always match the feeling you want your audience to leave with. That's the North Star.

Vibes matter.



We ditched the big-tech shine for something sharper: sincerity



12 Days of OpenAI



Sora Selects: New York City



OpenAI Deutschland: Expansion Celebration

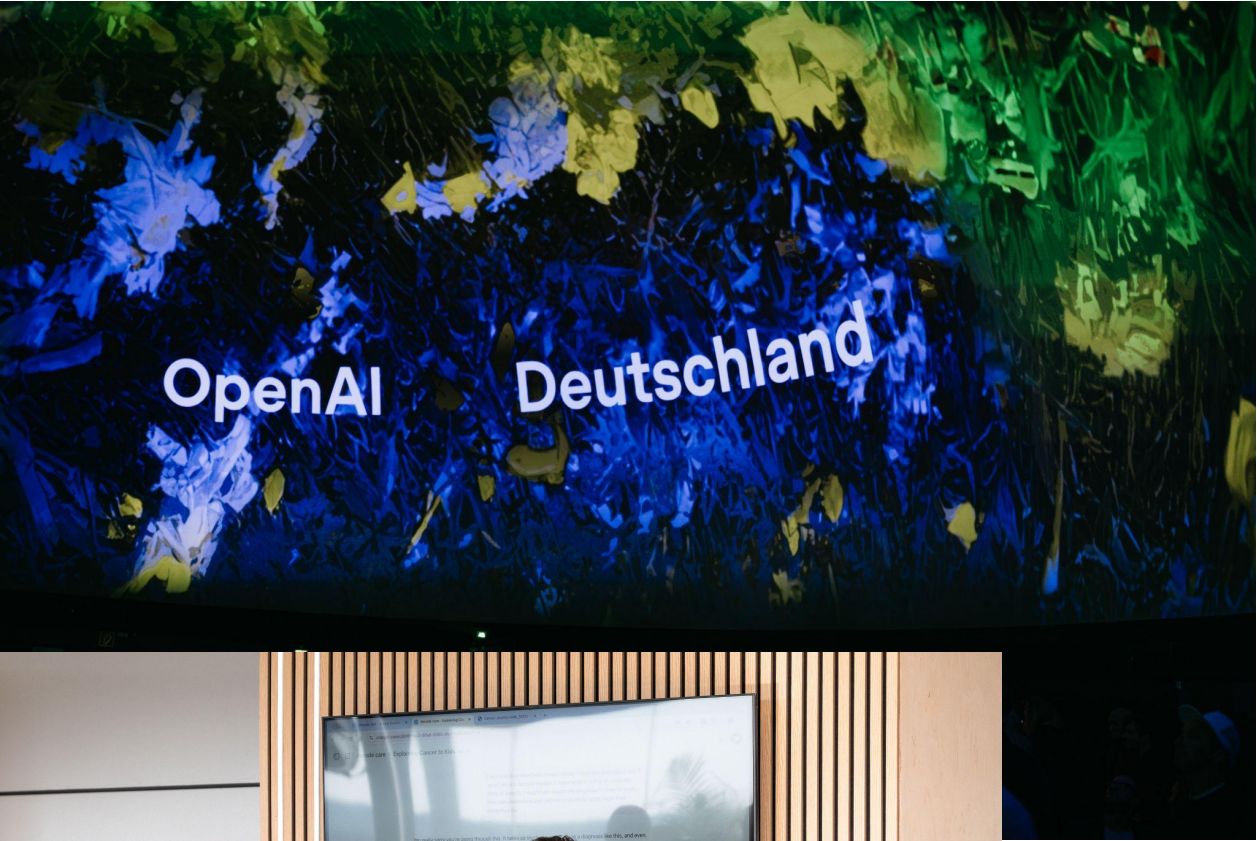


Live matters

Authenticity earns trust; especially in a topic as hard to (and scary to) understand as AI.

Technical complexity = narrative power

Real demos force rigor and inspire belief



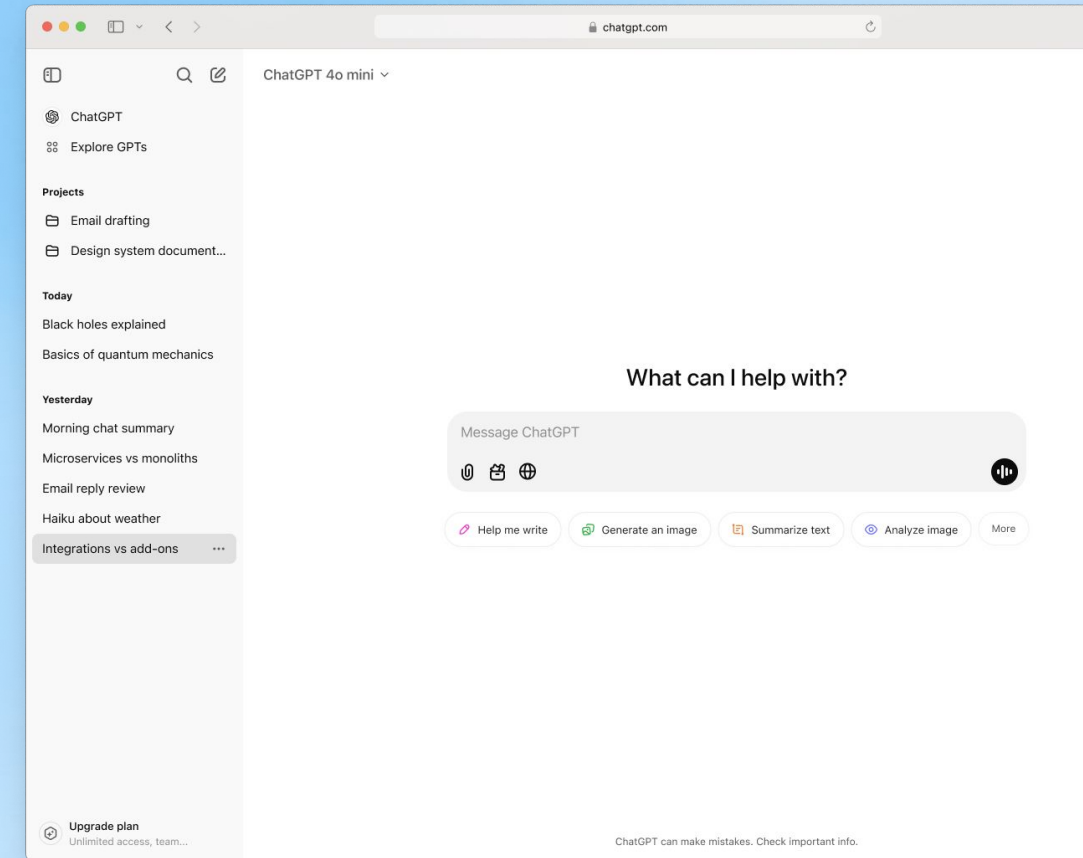
Quality that scales

High Bar, High Speed

- Ambition and discipline coexist
- “Fast but thoughtful” as operating mantra – using AI as a tool to keep you in high-speed and keep you in check along the way

Systems That Enable Creativity

- Rituals → clarity
- Constraints → creativity
- Checkpoints → confidence



AI as a Creative
Partner

AI as an Ops
Multiplier

Prompts for power

Event Design Frameworks

Help me design a playbook for [event name] that outlines our goals, design principles, audience journey, and key workstreams. It should capture the event's ethos, define success metrics, and serve as a North Star for everyone from creative to logistics.

Creative sounding board

Here are a few concepts we're exploring for [event name]. Build on these directions with three to four fresh ideas, explain what works, what doesn't, and why.

Workbacks and plans

Build a detailed workback timeline for [event name] with key milestones, dependencies, and deadlines. Assign logical project owners for each stream (creative, comms, production, etc.) and suggest checkpoints to keep the team aligned.

Industry research

Summarize the latest event, marketing, and tech trends — what leading companies launched, who's hiring, and what strategies are resonating or missing the mark.

Operate and fill in space

Help me organize ongoing project operations for [event name] — create weekly check-ins, track next steps, and draft updates that keep everyone aligned.

Feedback and growth

Summarize key themes from event feedback below. Identify what resonated most, what didn't, and any actionable improvements for future events. Organize findings by category (content, logistics, experience, brand perception). End with 3–5 concise recommendations.

The job evolves

Producer → Systems Architect

Event Manager → Experience
Strategist

Post-Event Analyst → Insight
Curator

In moments of
radical change,
the bravest thing
you can do is
invent a new
playbook.

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