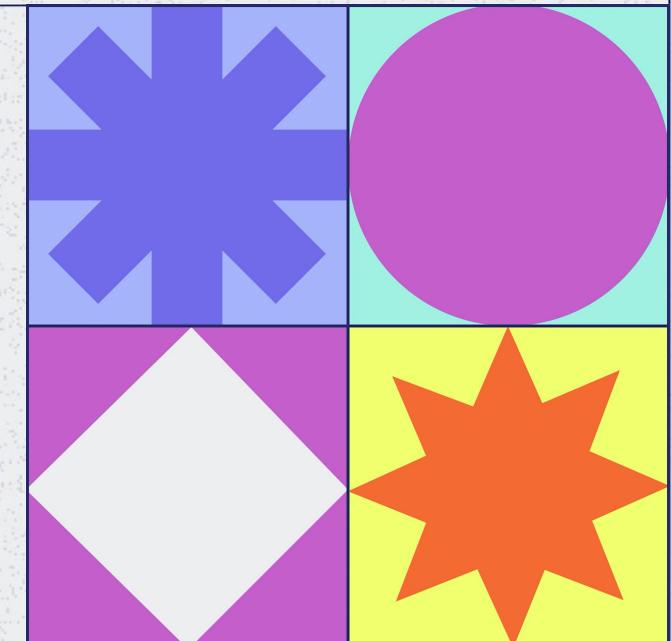


FEATURED

Rewriting the Event Playbook with AI



Cory Decareaux
Global Head of Events
OpenAI



OpenAI

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Event Playbook with AI

Cory Decareaux, Global Head of Events





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

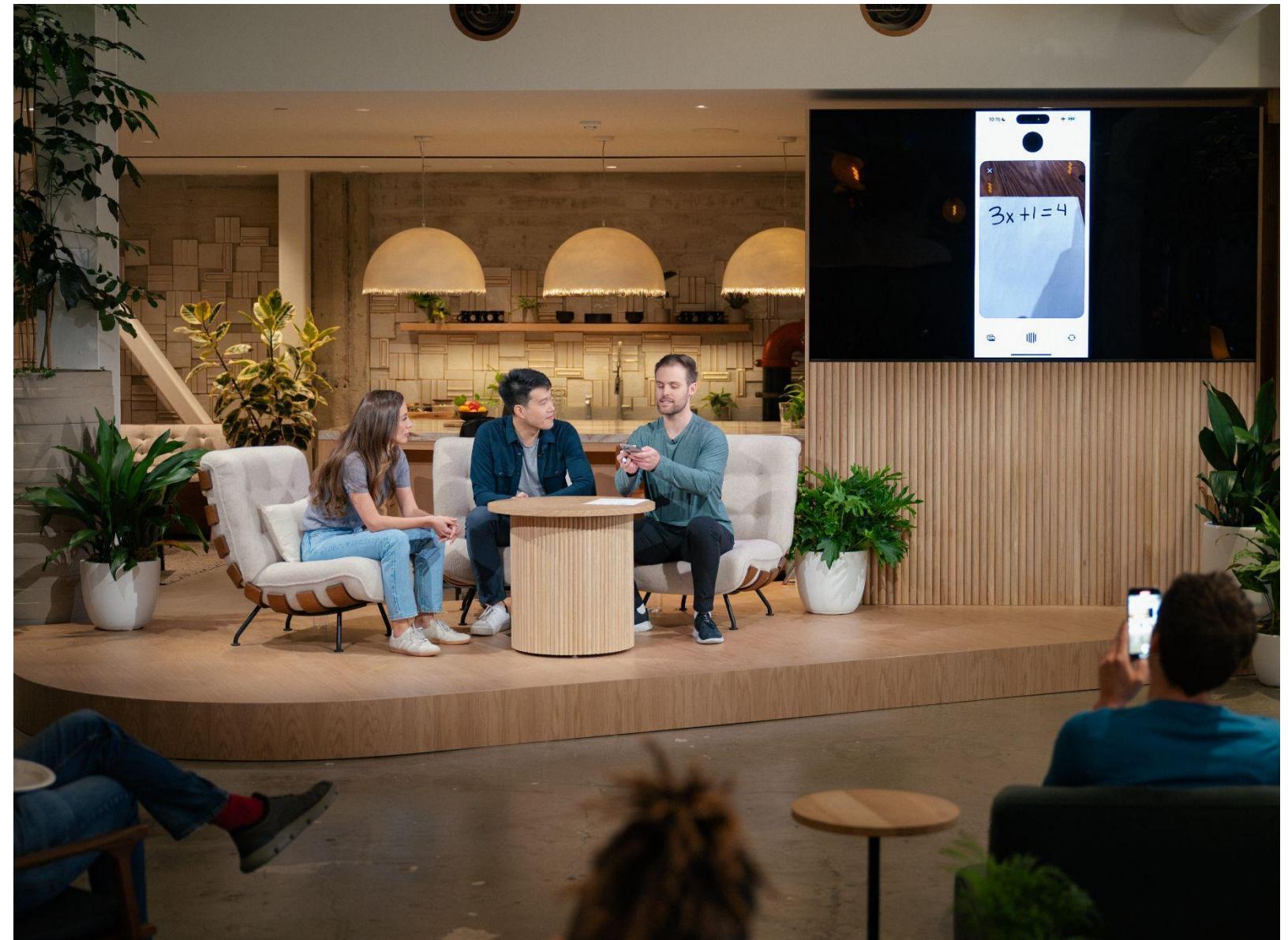
We were forced to invent a new playbook instead of inheriting one. The way we built events mirrors the way we build product: fast, bold, human-first.

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

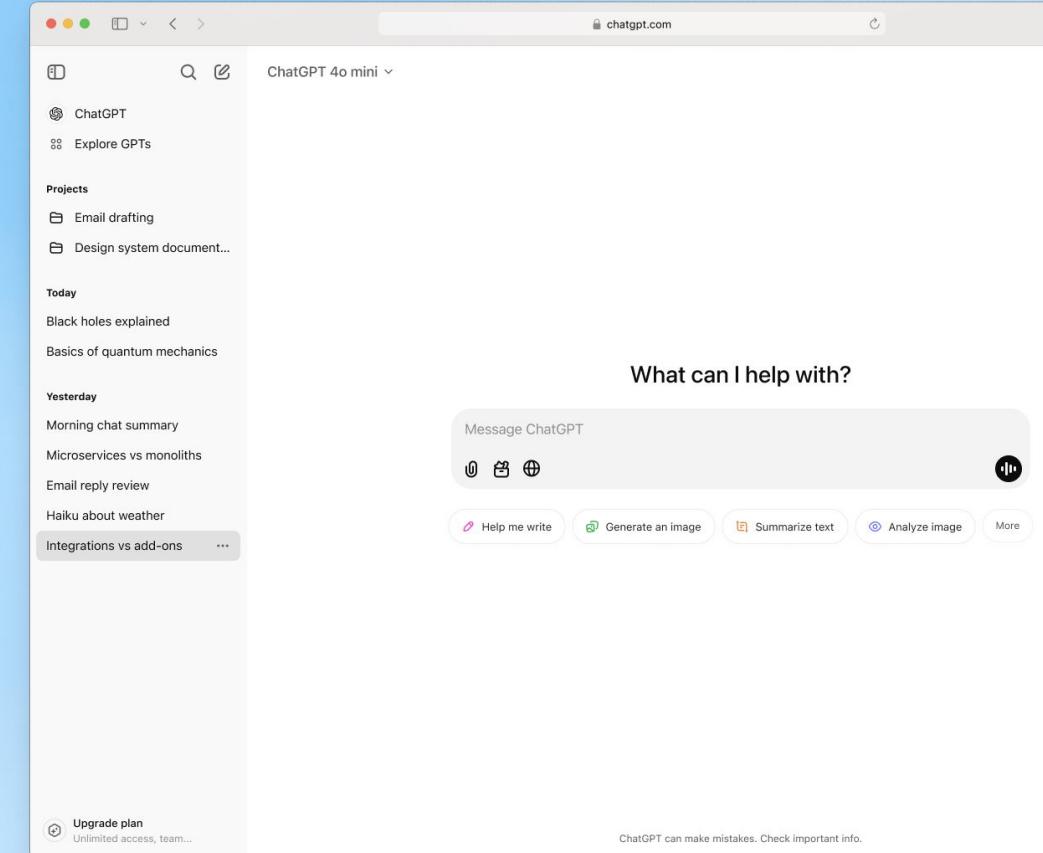
Real demos force rigor and inspire belief



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.

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.

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.

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.

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.

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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