



Breakout Session Takeaways

Session Title: How to Use AI to Grow Your Event

Presenter(s): Sam Browne, Lucy Miller, Josh Tuddenham

Contact Info: sam@letsdothis.com

Key takeaways from our session:

Let's Do This is growing in North America. Over the past two years, we've significantly expanded our US presence and now partner with 20+ of the top 100 races in North America.

We're bringing AI to endurance events at the right moment. The industry is booming, which means more opportunities for incredible experiences but also more complexity. Now is a great time to leverage AI to avoid spending too much time in spreadsheets, and more time focused on putting on life changing experiences.

Nova is our AI Growth Agent built for event organizers. Nova has three core capabilities: data analysis, marketing strategy and deploying a customer service agent. It's designed to support organizers from launch all the way through to event day.

In the demo, we showed how Nova can help you:

- Review past performance and identify improvements
- Track progress toward registration goals in real time
- Monitor Meta ad performance and spot optimization opportunities
- Set up A/B tests on marketing email subject lines
- Install a participant facing agent on your website to help manage customer service inbound in minutes