

MARKETING PERSPECTIVE ON THE CHALLENGES OF DIGITIZATION AND AI IN PUBLIC RELATIONS AND EVENT MANAGEMENT

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Abstract: Today, the inevitable is common for societies, companies, and consumers. It is generated by the changes that are emerging, the transformations that are taking place, and the impact they have on economic activity and people's lives. For this reason, both companies and consumers must face the evolution and pace of emerging phenomena. The acceleration driven by digitization and the integration of artificial intelligence (AI) is a reality that we must embrace. Both companies and consumers must align with the accelerating pace of digitization and AI integration. The acceleration driven by digitization and the integration of artificial intelligence (AI) is evident, especially in business and particularly in consumer behavior. So, we are seeing new models in which organizations communicate, promote, and interact with customers. In this regard, the fields of marketing, public relations, and event planning are currently undergoing conceptual redefinition and practical reconstruction. This is especially true under the impact of digital technologies and new market trends. In the past, the effectiveness of PR campaigns and marketing events depended largely on creativity, intuition, and access to traditional media. In this context, they are now increasingly influenced and shaped by automation processes, big data, predictive analytics, and personalized interactions.

As a result, this paper aims to identify the challenges associated with the integration of artificial intelligence and digitization in the field of public relations and event management and to highlight the impact on companies' marketing performance.

Keywords: public relations, PR campaigns, event marketing, event management, digitalization, artificial intelligence

JEL Classification: M 31, M 37, M 15, O 33

1 Introduction

Because of its universal implementation and adaptability, as well as the tools it uses, marketing is a broad and constantly evolving field. The acceleration of management and marketing processes is due to digitalization, and Artificial Intelligence is becoming more and more evident in economic, social, and cultural activities. The effects of digitization and AI integration are felt by consumers through the way that companies communicate, interact, and establish relationships. As a result, public relations and event management are remodeled, combining non-traditional practices that have considerable effects.

2 Methodology and results of the study

According to the literature consulted, public relations or PR is a promotional technique that can influence the audience and aims to build the company's image, reputation, and consumer trust. Technology and the evolution of the digital environment have generated new forms of PR such as digital PR and experiential marketing, and the latest research indicates that the automation, predictive analysis, and digital interactivity are real opportunities for companies to grow. Event management is a field with dual meaning, combining creativity with planning, marketing with management. This form of promotion takes on a strategic role and is considered "an integrated platform for communication and organizational development" that creates unique and memorable experiences.

The article explores how digitization and artificial intelligence are redefining the content of public relations and event management, highlighting the effectiveness of marketing, communication, and promotion campaigns by creating unique, personalized experiences and value for the consumer.

Although we identify certain emerging aspects in the literature regarding digital PR and innovative technologies in event management (or marketing) or studies on the impact of technologies on communication and events, we do not find the relationship between the two influenced by digitization and AI. This confirms an insufficient level of research in the field and the necessity to analyze how digitization and AI are involved in PR and event management and affect interaction with the public. The purpose of the article is to analyze these aspects and highlight its significance for managers, marketers, and consumers.

To achieve the proposed objective, the paper combines bibliographic analysis, theoretical investigation of concepts, and the study and the comparison of results published in secondary sources. A holistic understanding of terms, notions, and concepts has required a review of the specialized literature, digital scientific resources, and recent studies in the field, as well as comparison, deduction, and interpretation as scientific and research methods.

3. Defining and delimiting public relations and event management

Under the digitization pressure and in the current market circumstances, the goals and objectives of a modern company are to constantly interact and communicate with consumers. These become essential for various reasons—one relates to achieving objectives, and the other to promoting the image of the company, its products, and services. Thus, the decision-making system and marketing specialists can use effective tools and means, including public relations and marketing events. In this way, decision-makers and marketing specialists can use effective tools and means, including public relations and marketing events.

Public relations is a promotional tool that ensures good communication with the target audience, and PR strategies and techniques develop trusting relationships with stakeholders, thus facilitating interactive relationships between different levels of society. As markets have developed, public relations have evolved in terms of both concept and content. History shows that PR has ancient origins and was used as a technique to promote wars, lobby for political causes, promote religion, sell products, raise money, and publicize events and people. After the post-war period, the concept of PR incorporates notions specific to two-way communication: reciprocity and inter-relationship. In this context, many authors define and interpret public relations, both from a theoretical and practical perspective, as a complex field through which public opinion can be influenced. Or, they are presented as "a distinctive managerial function that facilitates communication, cooperation, and mutual understanding between organizations and the public (Harlow, Rex, 2016)." As a component of the PR promotional mix, "it represents the element that connects the company, consumers, and society through non-personal and non-verbal communication (Kotler, Keller, 2012)."

These approaches allow us to understand the scope and importance of public relations and to highlight the effects that PR has in practice. They refer to persuading the public, establishing trusting relationships between the organization and the public, ensuring the smooth functioning of society, and ensuring communication with the general public and with specific groups. From a marketing perspective, public relations become a priority in promoting the image of companies, products, and services, but also allow for the establishment of trusting relationships with consumers. Analyzing public relations from these positions, we notice a particular aspect related to goals, functions, content, and the fact that companies are allocating time and resources to adopt PR programs and projects (Remeşovschi, 2025). These fulfil five basic functions (Kotler, Keller, 2012), such as: *press relations, product promotion, corporate communications, lobbying, and consulting*.

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Therefore, public relations are effective and can generate significant effects - economic and non-economic, but public relations tools must be carefully selected. We note that the key areas of public relations relate to effective tools aimed at good communication with consumers and the public, and complex techniques for promoting a product, business, or person. Thus, the most trusted channels used by PR specialists, but also those that give the best results, are traditional media (print newspapers, television, radio), public events, and more recently, social networks. A good PR strategy is based on a thorough knowledge of the general public and the strengths, vulnerabilities, and opportunities for promoting a company or person.

An important area of interest in promoting company's image, products and services is **event management**. These have evolved along with changes in the market and in marketing tools for promotion. Today, this field is very advanced in terms of the types of events, the means used, the objectives pursued, and the process of implementation. Individuals, companies, destinations, social and political groups organize events of different sizes and for different purposes to achieve their goals. Event management is considered as a dynamic profession that combines creativity with strategic organizational impact.

In the context of changes and developments in the modern economy, events are becoming marketing and management tools that companies use in their strategies to connect with consumers and differentiate themselves from the competition. The marketing perspective considers events as "integrated platforms for communication and organizational development (Zarantonello, Schmitt, 2012)" that contribute to customer relationship building and brand image creation. Management perspective identifies events as "complex projects involving planning, resource allocation, operational coordination, and evaluation of results (Geeksforgeeks. (n.d.), Computer Science portal for geeks, <https://www.geeksforgeeks.org/business-studies/>)" Accordingly, the activities of planning, coordinating, evaluating, and conducting events are considered important.

Sources suggest several definitions of events, which are considered "organized occasions (APEX, 2005)," "unique moments celebrated through ceremonies and rituals (Goldblatt, Joe, 2013)," or "unique spatial and temporal phenomena (Getz, Donald, 2012)." In this regard, we consider that "an event is not just a marketing act, but a cyclical managerial process" corresponding to "successive, unique, well-designed phases that build trust, consolidate reputation, and transform customers into brand promoters (EMBOK, 2005)". Marketers focus on organizing events based on message, audience, and image results, while managers place emphasis on planning, resource allocation, and operational efficiency. Both of these approaches are important and should be taken into account because, when integrated, management ensures sustainability and success, and marketing makes sure consumers are convinced (Setiawana, Wibisonoa, Purwanegaraa, Mustika, 2022).

From a marketing perspective, event management encompasses (Hoyle, CAE, CMP, 2002) *the process of organizing, managing the marketing of events, and events as a strategy*. The organization itself corresponds to the activities of preparation, actual execution, and post-event actions, including special techniques. Event marketing management includes communication as an integrated strategy through social media channels, email marketing, traditional and digital advertising, aiming at image building and sales. Or events highlight the experience, are "based on innovative technologies through virtual and augmented reality or interactive installations, which have an **"impactful brand"** (Johnson, P. (2025)". As a strategy, events are "used to differentiate from competitors and position oneself as a unique brand in the minds of consumers, but also as a tool for building loyalty through memorable experiences capable of building lasting emotional relationships with the target audience (Okhiria, 2020)."

4. PR and event management in the digital era

We point that public relations and events are important in promotion, but with the digitization and development of information technologies, they have undergone significant changes in

structure and content, as well as in the way they are carried out and the channels through which they are disseminated.

As a result, in PR today, we are witnessing a complementation of tools, the transition from traditional PR to digital PR. The basic idea, deduced from Figure 1, is that both aim to raise brand awareness and convey positive messages. These must be considered and analyzed by the managers and especially by marketers, as they form the foundation of any public relations strategy. Whatever channel and means we use to get the message delivered (mass media, social media, or press), the goal, but especially the end result, should be to build public perception and trust.

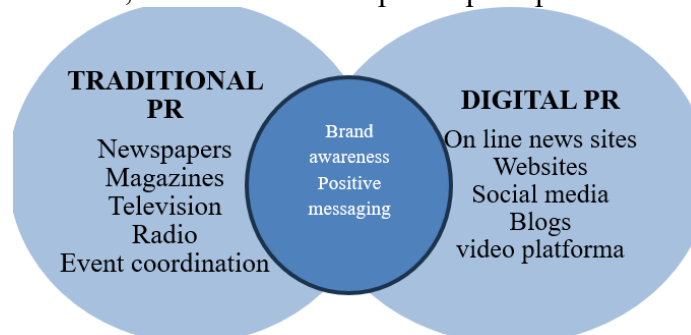


Figure 1. What’s the Difference Between Traditional PR and Digital PR?

Source: Zlatin George, Traditional PR vs. Digital PR, [online] Available at: <https://www.digitalthirdcoast.com/blog/whats-the-difference-between-traditional-pr-and-digital-pr?>. [Accessed 18 September 2025].

In the same context, traditional public relations should not be neglected, as the channels used to deliver the message can be effective in communicating with other categories and segments of the public. Digital public relations operate online—through social media, blogs, video platforms, and websites—reaching more specific, tech-savvy, and younger audiences in real time. In terms of effectiveness, both traditional and digital PR are important because:

- both categories enable and strengthen communication by attracting a wider audience, allowing for credibility and deeper engagement;
- they enable two-way interaction;
- they ensure greater consistency - messages remain unified and impactful at both offline and online touchpoints.

With regard to events, we see a transformation in user interaction, which is triggered by digitization, namely (Kurzweg, 2025):

- interaction with digital interfaces (such as clicks, form submissions, videos, scrolls, logins);
- digital systems and platforms generate system events (backend);
- connected devices generate Internet of Things (IoT) events
- commercial operations generate transactional or business events (placing orders, recording payments, issuing invoices, or shopping cart activity)

As a result of digitization, events refer to the trigger interactions or digital events that follow or influence processes within digital systems. These can happen in software apps, websites, mobile apps, or on digital platforms and networks.

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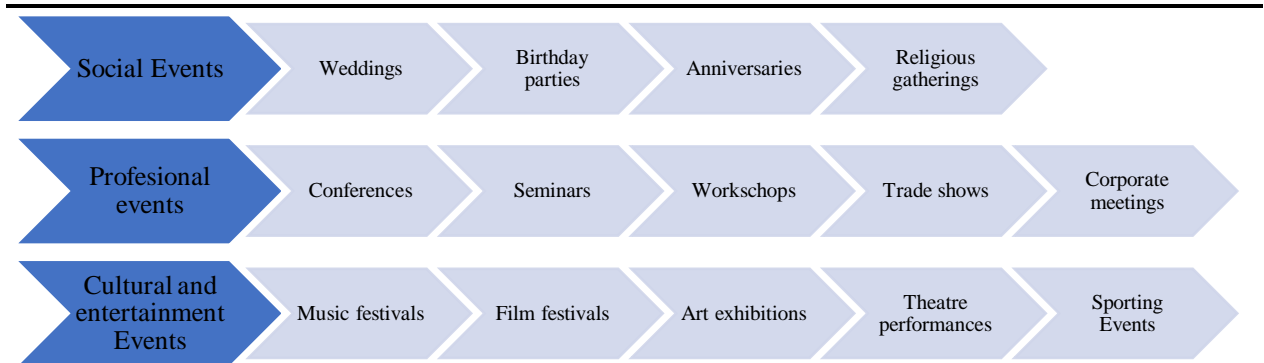


Figure 2. Types of Events

Source: [online] Available at: <https://www.theknowledgeacademy.com/blog/types-of-events/>. Accessed 17 September 2025].

Public relations (PR) and events are currently undergoing transformations driven mainly by rapid digitization and the integration of artificial intelligence (AI). These changes are reshaping traditional strategies, providing new tools for measurement and engagement, and creating both opportunities and challenges. This article confirms that, in the digitalization context, PR and event management, when effectively integrated, can significantly enhance brand image, market position, and the quality of relationships with consumers and partners. A review of research and bibliographic sources shows a strong impact of digitization and AI on event management and PR. According to the DPI Measurement Commission and ANA report, AI is deeply integrated into these fields. (O'Neil, Dwyer, Czabovsky, Ele Hulud; Association of National Advertisers). We find that digitization has disrupted conventional public relations and event practices, while the shift from print to digital, the emergence of social media platforms, and the use of data analytics have redefined how professionals approach audience engagement. On the other hand, the implications of artificial intelligence support the optimization and streamlining of PR and event processes through media monitoring, feedback analysis, personalized content delivery, data automation, and predictive modeling of operations.

The sources consulted also note some challenges in implementing AI and using digital tools in PR and event management. These mainly relate to technological gaps, demonstrating that not all organizations have equal access to advanced AI tools. PR and event management companies may face budget constraints or a lack of technical expertise, leading to a digital divide. There is also a gap in the use and implementation of digital tools and AI. Although we establish clear benefits, many professionals are reluctant to adopt AI due to fear of obsolescence or lack of training.

A culture change and continuous professional development are necessary to reduce this gap. The complexity of business and data overload generated by AI tools can generate overwhelming volumes of data. Without proper frameworks, it becomes difficult to extract useful information. Human oversight is essential for filtering, contextualizing, and meaningfully interpreting data. As digital platforms multiply, so do the risks of data breaches and misinformation. AI-generated content can be manipulated, raising the bar for fact-checking and veracity in PR. Investment and impact on the human factor are considered a key challenge, with some companies unwilling to incur expenses and investments, as well as make changes to their company structure.

5. PR and event management challenges generated by digitization and AI

If we analyze how digitization has influenced the field of public relations (PR), we are talking about how organizations communicate, build their image, and manage their relationship with the public, and this refers to (Özgen, Şeyma, 2022):

- new communication channels. With the advent of social media, blogs, and content sharing platforms, companies no longer depend exclusively on traditional media (TV, radio, print) to reach

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their audience. They now communicate directly through direct and highly personalized channels (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, newsletters, and podcasts).

- By changing audience dynamics, digitization has transformed one-way communication into a continuous dialogue. Audiences can react instantly to messages, criticize, like, or redistribute content.

- Real-time monitoring and analysis through digital tools such as Google Analytics, Brandwatch, Meltwater, or Hootsuite allows them to quickly adapt strategies, prevent crises, and better understand their audience.

- The ability to personalize messages based on socio-demographic criteria makes PR more targeted, effective, and relevant.

- advantages in crisis management in the digital age, as image crises can erupt at any time on social media;

- effective alternatives for creating digital content;

- automation of repetitive tasks and more.

AI manifests itself in PR by transforming the field from an intuition-based discipline into one that is increasingly data-driven, automated, and efficient:

- AI does not replace human creativity or empathy, but it provides tools that can amplify and refine communication efforts;

- AI changes the way professionals communicate, analyze, plan, and manage the public image of brands by automating repetitive tasks with AI platforms and tools (e.g., ChatGPT, Jasper, Grammarly, Lately.ai);

- we use AI tools to monitor the media and analyze media sentiment (e.g., Meltwater, Brandwatch, Talkwalker);

- creating AI-generated content through advanced language models (e.g., ChatGPT, Claude, Copy.ai), etc.

When it comes to events, we see that digitalization has radically transformed this field, from planning and promotion to delivery and evaluation. Technology has not only streamlined processes, but also created new opportunities for interaction, personalization, and impact measurement. Digitalization is fundamentally changing event management (Whova Team, 2025, <https://whova.com/>):

- through technology – organizers have more control, visibility, and efficiency;

- through data – they can make informed decisions and measure real impact; and through interaction – they can create engaging and personalized experiences. In fact, events are no longer just about "bringing people together in one place," but about building integrated experiences between the physical and digital worlds;

Artificial intelligence (AI) is increasingly influencing event management, changing the content of the process (Cal, 2024, <https://www.cvent.com/>), AI not only automates tasks but also provides strategic information and more personalized interactions with participants. Thus, AI influences event management by (Yousaf, 2025, <https://vfairs.com/>):

- automating operational tasks with virtual assistants, chatbots, planning algorithms (e.g., ChatGPT, Drift, Tars);

- enabling facial recognition and automated check-in through facial recognition and biometric technologies (e.g., Zenus AI, Clear).

Therefore, AI is not just a technological innovation in event management, but a strategic tool. Through automation, personalization, analysis, and intelligent interaction, events become more efficient, relevant, and memorable.

6. Conclusions

To summarize, we can say that digitization and artificial intelligence not only improve public relations and event management, but redefine them. Thus, integrating these technologies requires

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new skills, ethical awareness, and innovative thinking. By using these tools responsibly, industry professionals can create more effective, attractive, and measurable PR campaigns and events. The future of public relations and event management will belong to those who embrace change, exploit data intelligently, and stay connected with consumers. In the context of digitalization and artificial intelligence, it is becoming important for companies that want to promote themselves through public relations and events to develop a few strategic actions:

1. Companies should invest in continuous staff training to ensure that teams can use AI and digital tools effectively and ethically. Training should focus not only on technical skills, but also on critical thinking and data literacy.

2. Cross-functional collaboration between departments—IT, marketing, PR, and legal teams need to work together to develop compliant and innovative solutions.

3. Initiate change through pilot projects that allow for risk-free experimentation on a large scale. Test AI tools in limited areas, such as internal events or controlled PR campaigns. This can build trust and provide best practices.

4. Conduct post-campaign analysis using AI-generated insights. Evaluation and analysis in this regard leads to frequent improvements. Organizations should adopt an agile mindset, using data to continuously refine and recalibrate strategies.

The study allows for:

- identifying opportunities and challenges generated by digitization and AI in the field of public relations and event management;

- raise awareness that marketing tools are becoming more effective through the use and integration of algorithms and impact metrics, data, hybrid solutions, and predictive tools.

These amplify the effectiveness of PR and events, bring new ethical and managerial responsibilities, propel the company's image and position in the market, and redefine the strategic paradigm.

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