

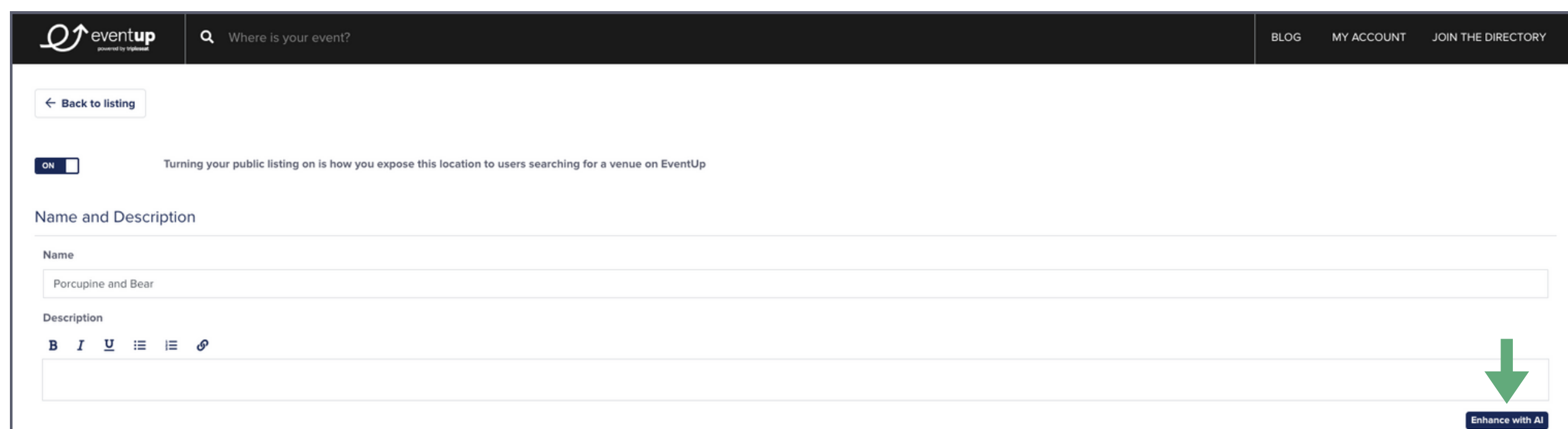
# How to Enhance Venue Descriptions with AI



Use the new ChatGPT integration to create a more engaging description of your EventUp venue to entice event planners and secure more leads. Use these three different ways to engage with the "Enhance with AI" feature to get started!

## 1. Access in EventUp portal.

- Log in to the EventUp Portal > My Listings > Edit Venue, or if you use Tripleseat, go to Settings > EventUp > Edit Listing.
- In the "Name and Description" section, there is a new "Enhance with AI" button that you can click and use to begin generating the venue description of your dreams!



## 2. Give a command.

- One way to utilize the Chat GPT integration is to write out a simple command in the text box for AI to begin generating a new description. You can improve your outcomes if you incorporate the following tips:

### Tone

- Including tone words in your command will help guide the emphasis of your description and are a great way to market to different audiences.
  - Wedding planners: romantic, sincere, celebratory
  - Social planners: casual, fun, lighthearted
  - Corporate planners: professional, polished, formal

### Length

- Choosing the ideal length of your venue description for Chat GPT can ensure that you have just the right amount of words when it comes to describing your venue.

**Pro-Tip:** Ask AI for both a certain length in the description as well as bullet points that summarize your description -- event planners may want to skim the description for details to get a feel for your venue!

## Details

- Incorporating both relevant keywords applying to your description and SEO keywords will increase the visibility of your venue when planners are searching online. Consider including the following types of keywords:
  - Location → Neighborhoods, notable landmarks, etc.
  - Venue Types → Restaurant, hotel, bar, etc.
  - Event Types → Weddings, birthday parties, corporate events, etc.
  - Event Styles → Private dining, group reservations, catering, etc.
  - Amenities → Outdoor dining, open space, dog-friendly, etc.

Check out the example below to see how including these tips can help AI generate a great description!

Description

**B** *I* U ☰ ☷ 🔗

Write a 300-word description about Porcupine and Bear - a family-owned Italian restaurant in Boston with an outdoor tent for weddings and private events. Include three bullet points at the end. Write in an excited and celebratory tone for wedding planners.

Enhance with AI



Description

**B** *I* U ☰ ☷ 🔗

The charmed, family-owned Porcupine and Bear is an Italian restaurant nestled in the heart of Boston that brings a unique and unforgettable experience to any wedding or private event. Their outdoor tent is the perfect setting for you and your guests to enjoy the Italian culinary experience with vibrant and an intimate atmosphere. The restaurant offers a wide array of Italian dishes, from classic Italian pizzas and ravioli to home-famous Porcupine and Bear creations such as the Geronimo pasta dish. A variety of wine and craft cocktails are also available to enhance and accent the meal. The Porcupine and Bear staff are passionate about making your special event perfect, providing personalized service and assistance with curating a memorable menu and environment for your celebration. The restaurant's all-inclusive package also makes it easy to create an experience that fits into your budget. For your wedding or private event, Porcupine and Bear is the ideal place to create a lush, sophisticated atmosphere that your guests will never forget!

Three reasons to choose Porcupine and Bear:

- An intimate and unique setting for your special day
- A variety of Italian-inspired dishes, cocktails, and wines
- Personalized and all-inclusive service to make your event memorable

Enhance with AI

### 3. Revise when necessary.

- You are able to click the "Enhance with AI" button as many times as you would like to reach the venue description that works best for you.
- If you are looking to add seasonal updates or changes to your venue (i.e. a new extension to the building or room added) you can simply add some keywords to the end of your description and click "Enhance with AI" and it will add those additions in for you!

**Pro-Tip:** There is no "undo" option, so if you see a description you like and don't want to lose it, copy and paste the description into a word-processing document so you can keep experimenting with the AI feature.



Still have further questions or need some assistance?  
Please reach out to [support@eventup.com](mailto:support@eventup.com) to speak with one of our helpful EventUp experts!