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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EVENT-MANAGEMENT

Artificial intelligence (AI) is a unique product of technological advancement that enables machines to learn, using human and personal experience, to adapt to new conditions within their application, to perform multifaceted tasks that have been for a long time human-only, to predict events and optimize resources of different nature [1].

Over the last few decades, artificial intelligence technologies have become densely rooted in many types of businesses and have become

a main trend in the current time. Today, when it comes to innovation, we are not just talking about experimental techniques and trying to use new approaches to solving business problems, but about real opportunities that have shown high efficiency in practice [2].

Advantages of artificial intelligence:

- accuracy in data processing;
- the ability to analyze large amounts of information at high speed;
- AI does not need rest, it does not make mistakes because of overwork;
- AI can be used where it is dangerous for a person to stay [3].

In different industries AI indicates different things. Nevertheless, in the event industry, it usually makes reference to machines or technology that can comprehend and communicate in an environment using smart learning, syntax and words.

AI is remarkably ameliorating the ways event companies can connect the attendees of an event. Today event business can use AI technology to more strategically match attendees of an event who share common interests, experience the similar challenges, and have aligning goals within an event industry, rather than just hoping that accidental connections guide to mutually advantageous business relationships.

Chatbots are being used to organize discussions with site guests, users of the event app, and within event distinct channels of the communication to emulate the way a human could answer. They can keep in contact with attendees, give answers to different questions, and provide requested information. Frequently, chatbots can operate through 3rd-party messaging apps that users already have and don't demand another app or addition. They are not only easy to install across numerous platforms, but also save the time of an event manager by responding to common queries, allowing event organizer to concentrate on other sectors of the event planning process [4].

AI is famous because its "deep-learning" potential. Using AI while managing events means better attendee apprehension, allowing event manager to provide more individual event experiences for different attendees, based on their inimitable interests. AI can assist to make an event much more individualized if it's recommending

which people to network with or sessions to attend.

The one thing AI can do the best is process and translate different languages. AI can uprightly and promptly translate content, web pages, and any other event communications, whether an event company is ready to simply connect people across cultures, or take a nationwide event global.

As stated by the International Association of Exhibition and Events study in 2018, 76% of nearly 9,000 participants showed that networking was a main driver when they were deciding if or not to participate in a conference or event [4]. Those numbers help to understand that event management and AI technologies need to cooperate for mutual benefits in future.

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THE STATUS QUO AND TRENDS OF SINO-JAPANESE ECONOMIC AND TRADE COOPERATION UNDER THE BELT AND ROAD INITIATIVE

The year of 2018 is the 40th anniversary of the conclusion of the Sino-Japanese Treaty of Peace and Friendship. Since the normalization of diplomatic relations between China and Japan in 1972, the economic and trade cooperation between the two countries has made