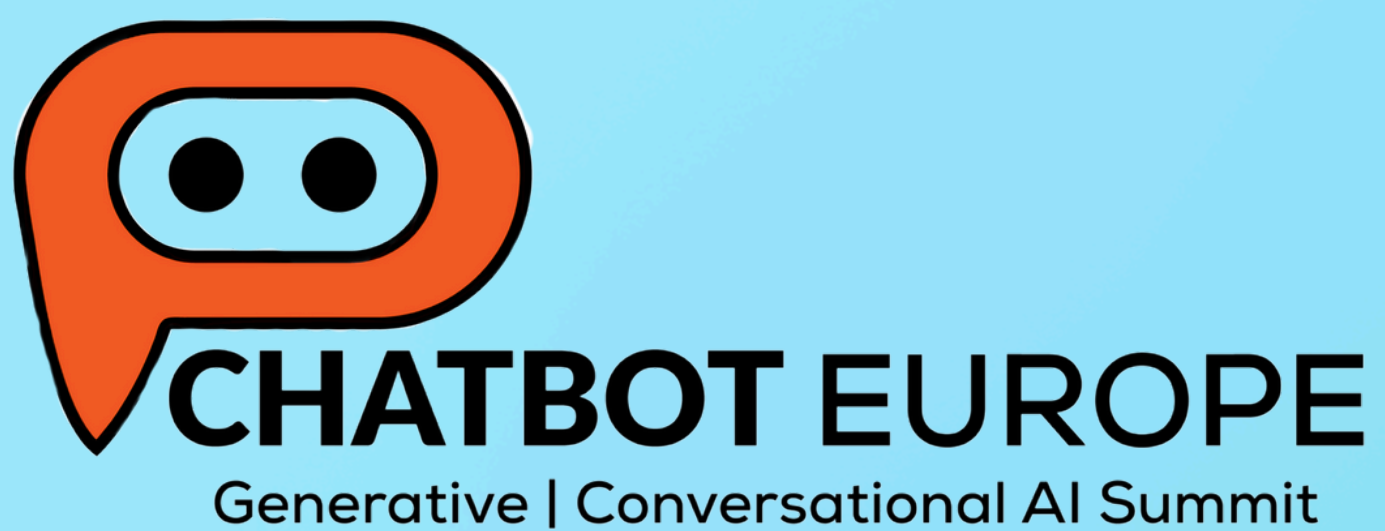


CASE STUDY

tagdigital

Bringing AI Innovation to Life:

The Chat-E Success Story at the European Chatbot Summit 2025



The European Chatbot & Conversational AI Summit wanted a custom AI digital influencer and event agent. We developed Chat-E, an engaging AI persona who became the Summit's face, voice, and 24/7 guide.

How Chat-E Solved Event Engagement at Scale

Problem 1:

Limited time & resource
for video creation

Solution:

We built an AI influencer who
autonomously produced 20+ videos
for social media promotion

Problem 2:

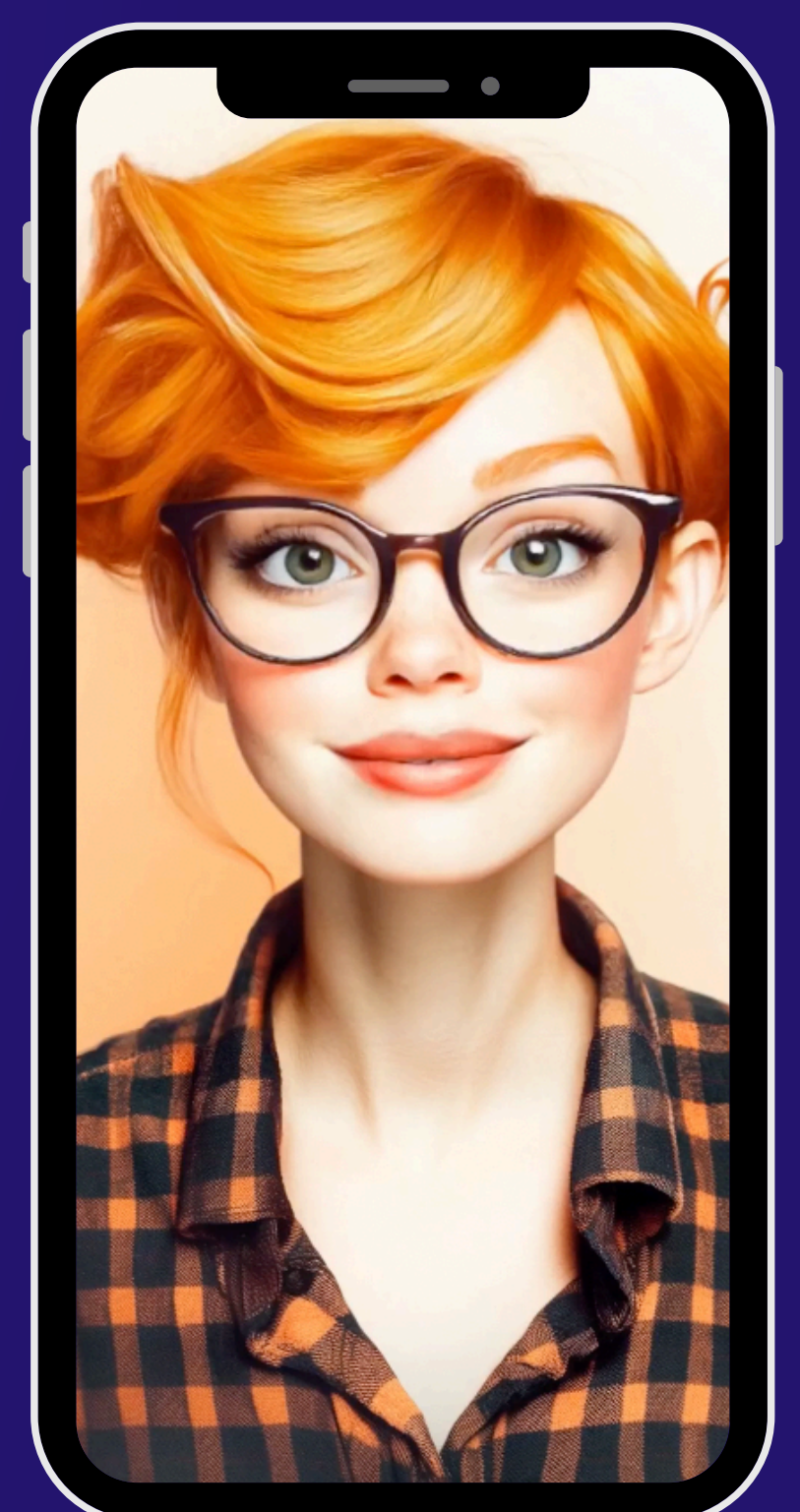
Overwhelmed by FAQs

Solution:

We launched a 24/7 AI agent to handle
enquiries and free up the team's time

The Chat-E Effect

- 👁️ 38.1K Impressions
- 🖱️ 4.2K Clicks
- ✅ 1.8K Reactions
- 💬 123 Comments
- 💖 12.25% Engagement Rate



The 3 Pillars Behind Chat-E's Success

1. Designing Chat-E's Character

- A strong visual identity
- A distinctive personality
- A memorable tone of voice



Together with the client, we developed Chat-E as a female, Scottish-accented persona, giving her a unique presence perfectly suited for a European AI event in Scotland's capital, Edinburgh.

Chat-E gave the event personality, consistency, and a unique digital touchpoint that stood out to attendees.



Caroline Laurenson

Event Programme Director
*The European Chatbot &
Conversational AI Summit*

"Chat-E has been so good for brand recognition and building relationships with our audience. There are so many ways we can use her going forward, we definitely want to build on what we did this year."

2. Creating Content with Chat-E

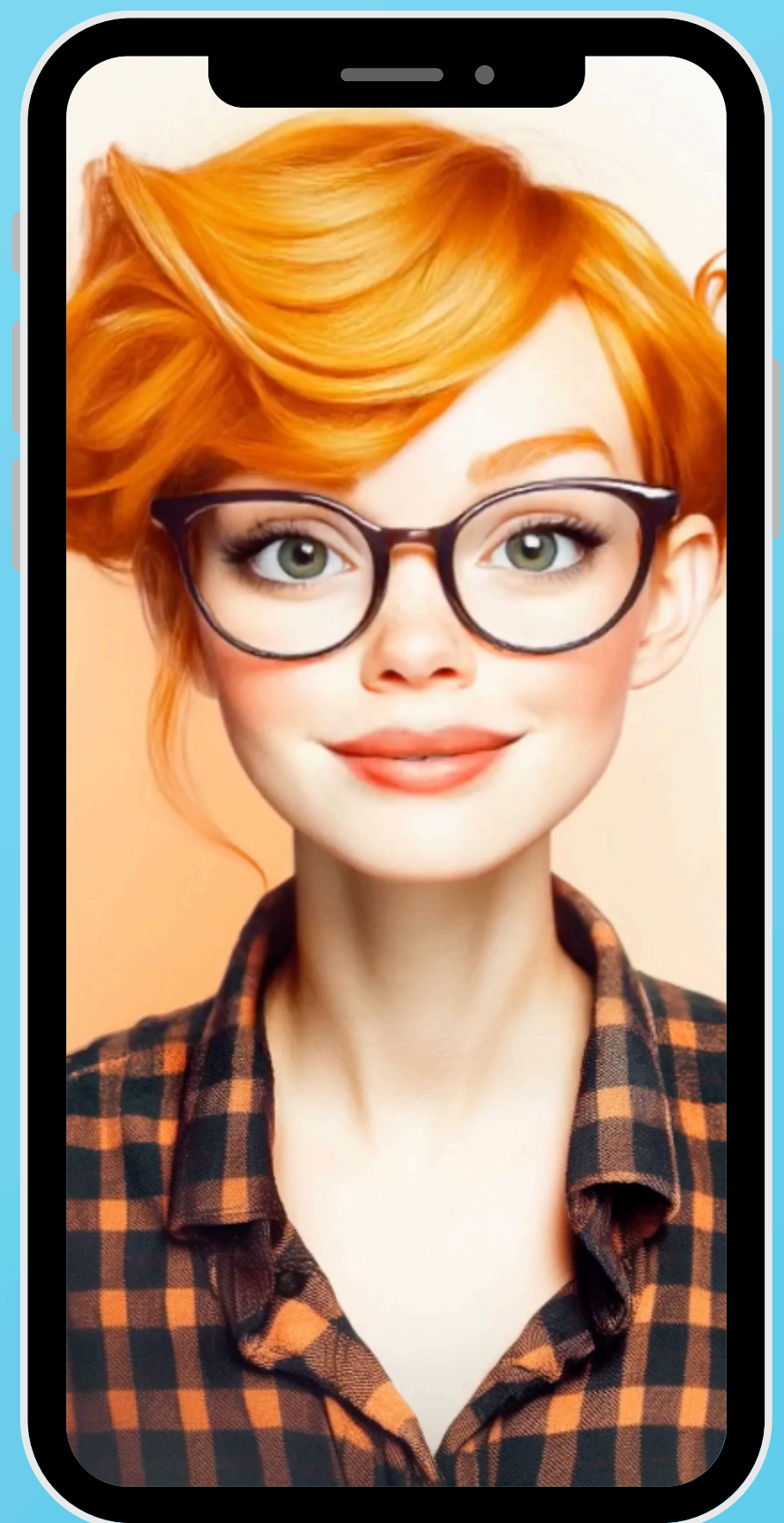
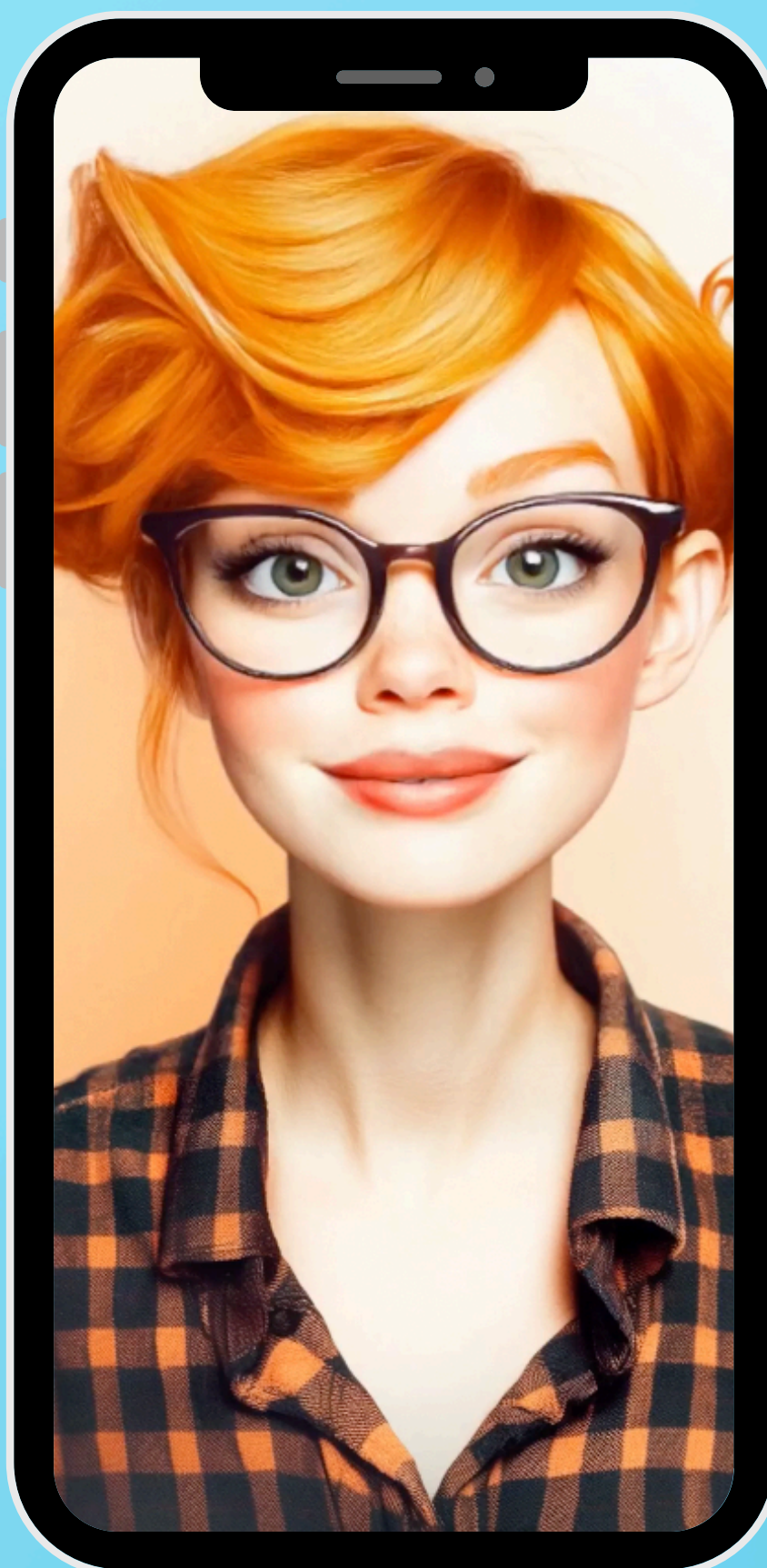
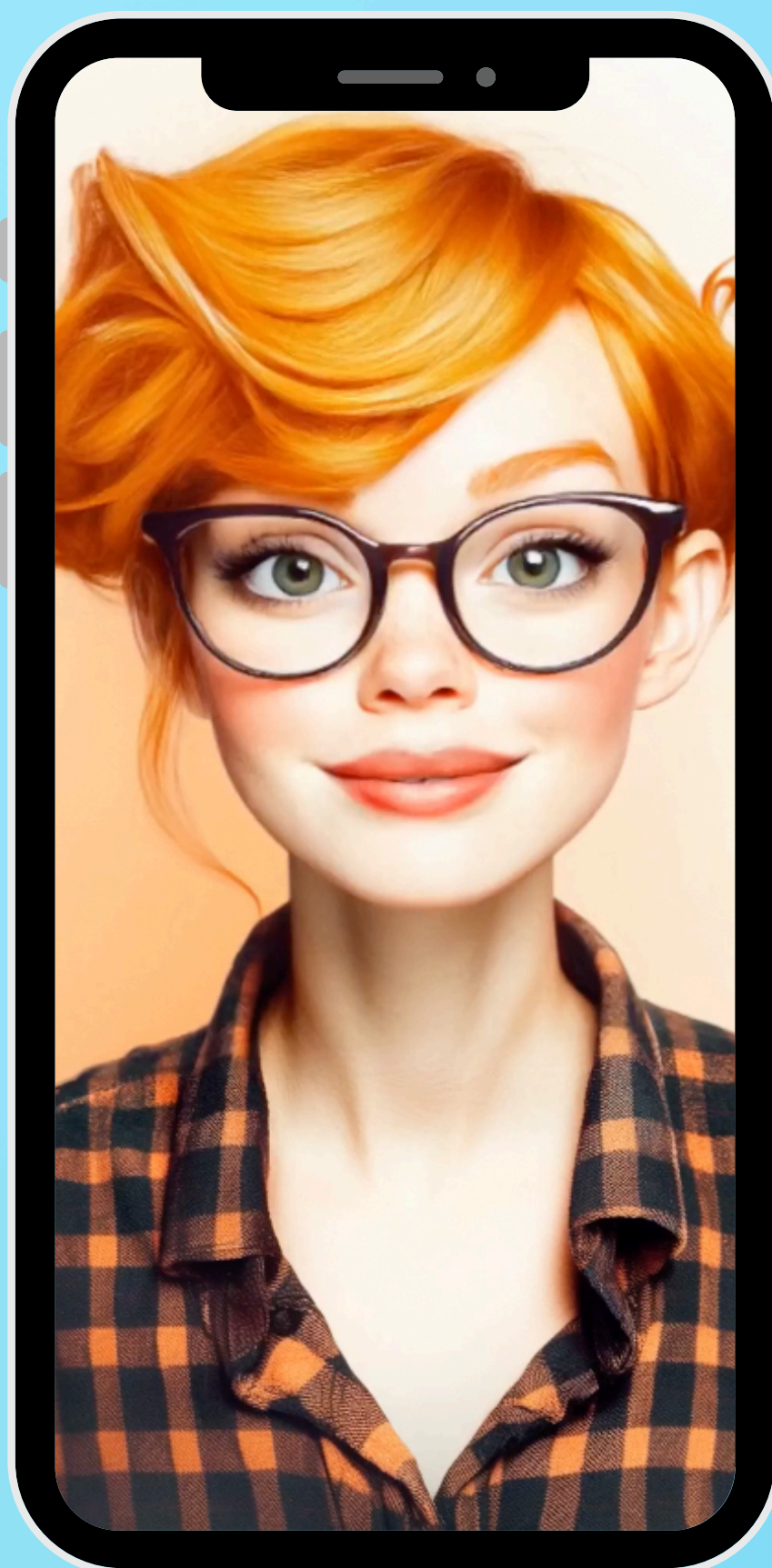
Once designed, we brought Chat-E to life across content formats:

Social video series: 20+ video clips were produced for marketing channels and generated 35,000+ impressions across LinkedIn and Instagram.

On-site video: Leading delegates through the day, sharing when sessions were beginning and key information, enhancing the event experience.

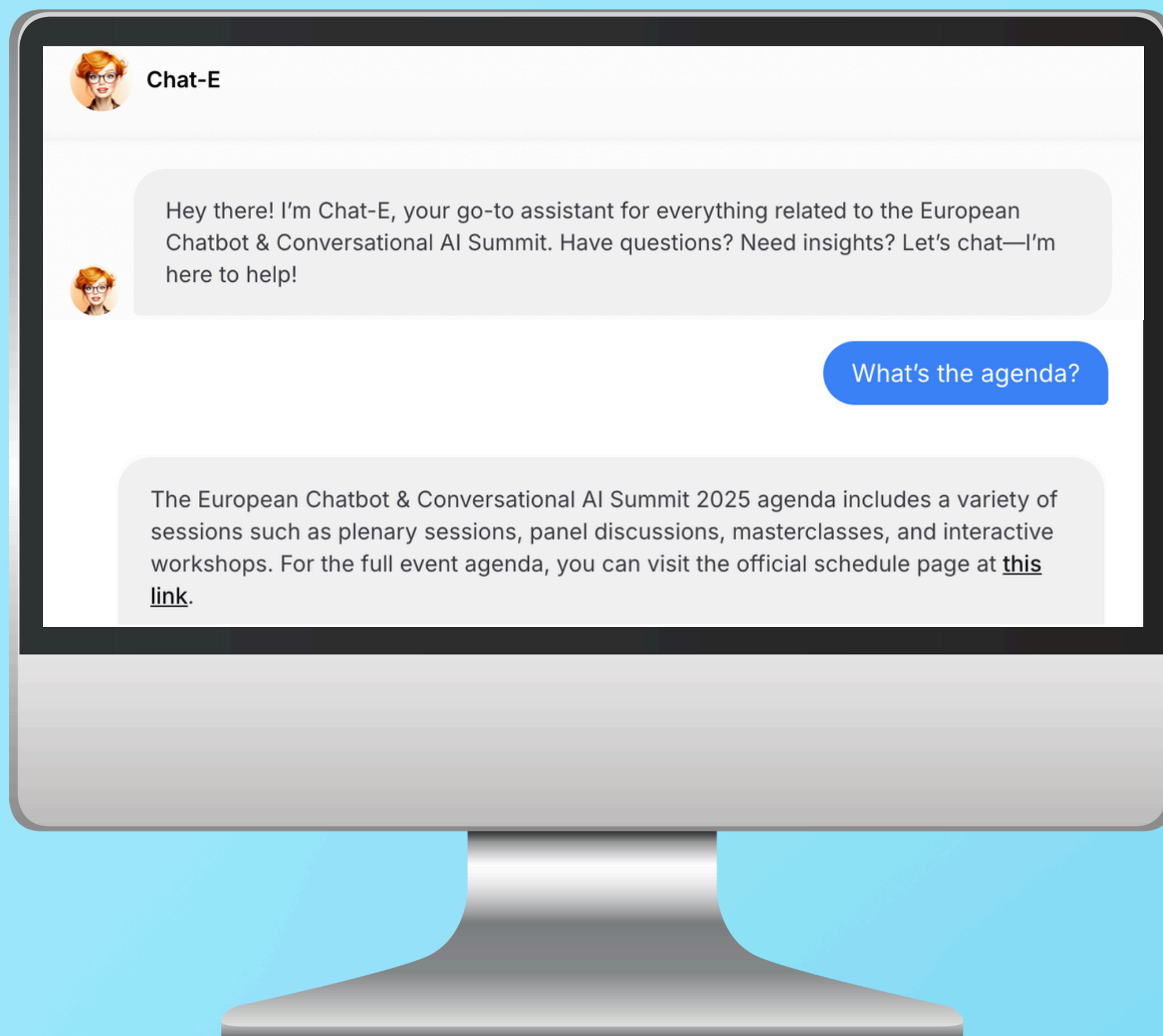
The system we built meant video content could be scaled rapidly.

Chat-E Video Showcase



Click on each video to play

3. Deploying Chat-E as an AI Agent



Chat-E became a 24/7 AI agent, answering attendee and exhibitor FAQs with the same avatar and tone.

This created a seamless experience across social, web, and the event itself.

[Click here to talk to Chat-E](#)

The Future of Event Engagement Starts Here

Chat-E shows what is possible when creativity meets AI.

Whether you want to build digital influencers, automate engagement, or scale content, we can help you transform your next event.

[Find Your AI Solution](#)