Deep Innovation: GenieWorks - Intelligent Task Orchestration for Live Events

Vision & Value Proposition

GenieWorks redefines the corporate event from a broadcast medium to a high-efficiency 'intelligence engine.' It enables an environment where logistics are invisible and strategy is paramount.

Deeper Engagement: Attendees interact with a conversational 'genie' to handle scheduling, networking, and content retrieval, moving from passive observers to active participants.

Measurable Outcomes: Every interaction is logged and analyzed, providing organizers with a heat map of attendee interests and operational friction points.

Sponsor Value: Goes beyond logo placement by offering sponsors AI-driven lead qualification and automated follow-up scheduling during the event.

Scalability: The platform's API-first architecture allows it to serve a 50-person executive retreat or a 5,000-person global summit with equal precision.

Operational Excellence: Eliminates manual data entry between event apps and CRM systems, ensuring the data lifecycle continues long after the doors close.

Attendee & Stakeholder Impact

The Attendee (The Efficient Connector): Needs to maximize every minute of the event without getting bogged down in logistics. GenieWorks manages their agenda and intro-requests via simple chat.

Quote: 'I didn't have to look at the app once; my AI assistant handled my meetings and reminded me of the sessions I actually cared about.'

The Event Producer (The Orchestrator): Accountable for the seamless flow of the event and real-time problem-solving. GenieWorks automates staff tasking and registration updates.

Quote: 'Instead of chasing radio calls, I watched the AI resolve three logistics bottlenecks before they even hit my dashboard.'

The C-Suite Executive (The Strategic Insight Seeker): Wants to know what the room is actually thinking and if the event is moving the needle. GenieWorks provides sentiment analysis and trend reports mid-event.

Quote: 'For the first time, I have a real-time pulse on what our customers are asking for during the breakout sessions, not two weeks later in a PDF.'

Feasibility Assessment

Technology Readiness Level (TRL): 4. The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

Assessment: Core conversational AI and integration logic are proven in standard office environments; however, the 'live event stress test' (high-density WiFi, rapid-fire simultaneous queries) remains the primary hurdle for validation.

Business Readiness Level (BRL): 3. The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Operational Fit: GenieWorks fits perfectly into the move toward 'EventTech' stacks. Its success depends on seamless API integration with giants like Cvent or Eventbrite to ensure organizers don't have to manage another siloed database.

Reliability: The failure mode must include a human-in-the-loop fallback for high-stakes requests (e.g., VIP transport) to ensure a 'white glove' experience is maintained even if the AI falters.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a 'Genie Lite' bot for a 20-person internal planning session. Focus exclusively on two tasks: agenda management and FAQ resolution.

Phase 2 — Controlled Live Pilot: Deploy at a small-scale industry workshop (100–200 people). Test the conversational interface against the 'noise' of a live floor and measure user adoption rates.

Phase 3 — Iterate & Validate: Refine the NLP (Natural Language Processing) based on event-specific jargon. Pilot a 'Sponsor Genie' module where exhibitors can pay for automated lead booking.

Phase 4 — Scale & Ecosystem Integration: Develop native integrations for major AV and registration platforms. Create a 'Playbook in a Box' so agency partners can deploy GenieWorks without direct developer support.

Strategic Launch & Market Integration

Partnerships: Focus on AV and Production houses (like Freeman or PSAV) who are looking to add a 'digital layer' to their physical builds. This creates a ready-made distribution channel.

Go-to-Market: Lead with a 'Strategic Insight Report' as the primary output. Sell GenieWorks not as a bot, but as a tool that delivers a comprehensive post-event intelligence dossier that justifies the entire event budget.

Macrotrend Alignment: Addresses the 'Death of the Passive Attendee.' As audiences demand more personalized, high-value experiences, AI orchestration becomes a necessity rather than a luxury.

Next Step: Conduct a 'Shadow Pilot' at your next event. Have one team member use the prototype to handle attendee queries manually on the backend to map out the most common 'Genie' requests before full automation.