EventPulse: AI-Driven Logistics Command

Vision & Value Proposition

The platform turns event logistics into a proactive intelligence stream, enabling a move from 'survival mode' to 'strategy mode' for organisers.

Measurable Outcomes: Automated budget-to-actual visibility provides instant ROI data for stakeholders.

Scalability: Designed to handle the logistical density of 50-person boardrooms and 5,000-person multi-track conferences with equal precision.

Post-Event Insight: Generates an automated logistics post-mortem, replacing weeks of manual data gathering with a single, accurate report.

Attendee & Stakeholder Impact

The Lead Producer: Accountable for thousands of moving parts across vendors. Solution: Proactive risk detection and next-step generation. 'EventPulse turns my stress into a prioritized checklist.'

The C-Suite Executive: High-stakes budget signer. Solution: Real-time financial transparency. 'I finally have a dashboard that tells me the health of our flagship event in three seconds.'

The VIP Speaker: High-pressure schedule with complex requirements. Solution: Seamless travel and schedule management. 'The team knew about my flight delay before the airline did—and already had a solution ready.'

Feasibility Assessment

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. **TRL Score: 5**. The core logic for data ingestion exists; the cross-referencing predictive engine is at the functional prototype stage.

The BRL scale (1-9) measures how ready an innovation is for real-world deployment. **BRL Score: 3**. Strong concept validation with clear market demand in the corporate event sector.

Operational Readiness: Success depends on robust API integrations with platforms like Cvent and TravelPerk. Must prioritize bank-grade security for PII and attendee travel data.

Prototyping & Pilot Roadmap

Phase 1: MVP & Internal Validation: Build a read-only dashboard using historical data to test AI summarization accuracy.

Phase 2: Controlled Live Pilot: Deploy as a shadow system at a mid-sized corporate summit to stress-test real-time flight and hotel updates.

Phase 3: Iterate & Model Validation: Refine the 'Next Step' logic based on pilot feedback and determine a per-event vs subscription pricing model.

Phase 4: Ecosystem Integration: Launch direct plugins for major event tech marketplaces to automate data flow and scale deployment.

Strategic Launch & Market Integration

Strategic Partnerships: Target production agencies and speaker bureaus who can bundle the tool as a premium management service for their high-value clients.

Strategic Rollout: Lead with a 'Crisis Avoidance' case study that demonstrates the AI identifying a critical logistical failure before it impacted the live event.

Macrotrend Alignment: Taps into the shift from 'information broadcast' to 'collective intelligence' by freeing staff from admin tasks to focus on human connection.

Next Actionable Step

Identify the top three logistical friction points from your most recent event and conduct a 'Data Audit' to see how an integrated dashboard would have mitigated those risks.