ClarifySync: Automated Event-to-Action Pipeline

Vision & Value Proposition

Turning Conversation into Measurable Progress

Traditional event workshops often end with a flipchart photo that is forgotten the moment attendees head to the airport. ClarifySync shifts the live experience from passive listening to active, outcome-driven collaboration.

Key Event-Industry Value Drivers:

• **Deeper Attendee Engagement:** Participants focus fully on the debate and collaboration, knowing that the AI is accurately capturing, organizing, and structuring the action items in the background.

• **Measurable, Reportable ROI:** Organizers can present corporate sponsors and enterprise ticket buyers with tangible proof of the actual strategic decisions and task lists generated during the event.

• **Unlocking Persistent Value:** Instead of letting event insights die in an unread post-event survey, ClarifySync outputs clean, actionable data that directly enters the attendee's daily workflow.

• **High-Impact Sponsor Opportunities:** Sponsors can brand the personalized "Action Dashboard" sent to every attendee, ensuring high-value, high-retention brand placement associated with productivity.

• **Frictionless Scalability:** Works seamlessly for an intimate, 12-person executive board meeting or across 50 simultaneous breakout roundtables on a massive conference floor.

Attendee & Stakeholder Impact

Persona 1: The Active Attendee (The Professional Builder)

• **Context & Pain Point:** Attends high-ticket workshops to gather actionable ideas but struggles to translate messy notebook scribbles into concrete tasks once they return to a mountain of unread emails.

• **The Transformation:** They leave the session with a clean, pre-populated list of next steps integrated directly into their personal workflow tool.

• "I used to spend my flights home trying to organize my workshop notes. With ClarifySync, my personal action plan was in my inbox and synced to my task manager before I even walked out of the venue."

Persona 2: The Event Producer (The Experience Architect)

• **Context & Pain Point:** Needs to design interactive sessions that feel genuinely collaborative, but has historically struggled to measure or showcase the concrete value of networking sessions.

• **The Transformation:** Receives a global dashboard showing engagement metrics, key topics discussed, and aggregate action items across all workshops to share with stakeholders.

• "ClarifySync helped us prove that our roundtables aren't just polite networking hours—they are functional business incubators that drive measurable action."

Persona 3: The Chief People Officer / Sponsor (The Budget Holder)

• **Context & Pain Point:** Approves thousands of dollars in travel and ticket budgets for employees to attend conferences, but has zero visibility into the actual business value returned to the company.

• **The Transformation:** Receives a structured report detailing the specific key learnings, decisions, and task pipelines mapped directly to their team's project boards.

• "For the first time, I can see a direct line between our event sponsorship budget and the concrete operational momentum our team brought back to the office."

Feasibility Assessment

A. Technology Readiness Level (TRL): TRL 6

The TRL scale (1-9) measures how close a technology is to real-world deployment—1 being a concept and 9 being fully proven. ClarifySync sits at TRL 6 (Technology demonstrated in a relevant environment).

• **What is Proven:** Generative AI transcription, natural language summarization, and task extraction are mature. Standard APIs easily connect LLM engines with productivity suites like Jira, Asana, and Slack.

• **What Needs Event-Specific Validation:** Multi-speaker voice isolation in a chaotic, echoey ballroom with overlapping table conversations, and maintaining pipeline reliability over unstable venue WiFi networks.

B. Operational Feasibility & Business Readiness Level (BRL): BRL 5

The BRL scale (1-9) measures commercial readiness—from concept to scalable business model. ClarifySync sits at BRL 5.

• **Setup Complexity:** Highly streamlined. The system can run via ambient boundary microphones placed on workshop tables, or as an audio recording feature embedded directly into the official event app.

• **Reliability Under Pressure:** Audio inputs are cached locally at each table. If venue WiFi drops, recordings queue up and upload automatically as soon as connectivity is restored, preventing data loss.

• **Event Tech Integration:** Built with open APIs to sync smoothly with registration databases (to match attendee voices/profiles with their corporate emails) and mobile event apps.

• **Privacy & Consent:** Secure, opt-in registration processes ensure that attendees explicitly consent to voice capture. The system can automatically anonymize proprietary data or exclude sensitive discussions.

• **Commercial Cost Model:** Offered as a tiered SaaS license for event organizers (flat fee per event or per-seat pricing), which can be easily upcharged to sponsors or packaged into premium corporate ticket options.

Prototyping & Pilot Roadmap

Phase 1: The Internal Pilot (Weeks 1-4)

• Build the simplest functional MVP using off-the-shelf transcription tools combined with structured LLM prompt templates.

• Test the setup internally during a small 20-person team workshop or advisory board meeting.

• Success Metric: 90%+ accuracy in separating multi-speaker dialogue and correctly mapping tasks to the appropriate team members.

Phase 2: The Controlled Live Trial (Weeks 5-8)

• Partner with a friendly corporate client to run a live test during a 100-person, multi-table leadership summit.

• Deploy portable directional table mics to stress-test ambient noise rejection and multi-speaker extraction in a lively room.

• Gather immediate qualitative feedback via on-site surveys regarding user comfort, data privacy, and dashboard utility.

Phase 3: Integration & Optimization (Weeks 9-12)

• Build direct webhook integrations into major project management ecosystems (Slack, Trello, Asana, Jira).

• Create a simplified, self-serve onboarding portal for event organizers to configure their workshops and customize report branding.

• Validate sponsor monetization options (e.g., placing branded call-to-actions directly inside the attendee task dashboards).

Phase 4: Full-Scale Launch (Week 13+)

• Launch the platform widely through preferred AV partners and event management networks.

• Package a comprehensive "Implementation Playbook" detailing acoustic best practices, mic placement, and pre-written attendee privacy consent language.

Strategic Launch & Market Integration

Strategic Partnership Channels:

• **AV & Production Agencies:** Partner directly with the AV crews who design high-end workshops; they can upsell ClarifySync as an advanced "Digital Recording & Activation" package.

• **Event Apps (Whova, Cvent, Hopin):** Integrate directly into existing app ecosystems to access attendee profiles, schedules, and push notifications without friction.

• **Strategic Facilitators & Keynotes:** Position the tool as a value-add for professional workshop facilitators who want to deliver a premium, high-tech follow-up package to their clients.

Rollout & Go-To-Market Strategy:

• Lead with a highly compelling, visual case study from a recognizable brand summit, showcasing the exact workflow pipeline from a live table to a completed Jira ticket.

• Provide a lightweight "Self-Serve Demo" where planners can upload a 5-minute Zoom recording and instantly view a generated, branded task dashboard.

Alignment with Live Event Trends:

• **From Listening to Co-Creation:** Modern audiences demand interactive, hands-on masterclasses over passive keynote presentations.

• **Inconvertible ROI:** As corporate travel budgets face strict scrutiny, planners must provide concrete evidence that their events directly drive business performance and active workflows.

Immediate Next Step

Take Action in the Next 30 Days:

Identify an upcoming internal workshop, retreat, or committee meeting, and run a low-risk test. Use a basic omnidirectional table microphone to record a 15-minute brainstorming session, run the audio through an LLM with structured prompts, and manually share the resulting task dashboard with participants to gauge their reaction to automated workflow routing.