EventEngine: AI-Powered Event Sourcing Dossier

Vision & Value Proposition

EventEngine transforms the 'blank page' problem into a curated ecosystem of partners ready to execute.

It shifts the organizer's role from a logistics clerk chasing quotes to a strategic experience designer.

Value Drivers:

- Deeper Engagement: Better-matched vendors deliver more cohesive and creative attendee experiences.
- Measurable Outcomes: The system tracks vendor performance and RFQ efficiency to justify event spend.
- Differentiation: Enables organizers to source niche, innovative partners that would be missed in manual searches.
- Sponsor ROI: Sponsors and vendors receive high-intent leads that perfectly match their expertise.
- Data Insights: Sourcing trends provide a macro-view of event industry demands beyond simple surveys.
- Scalability: Equally effective for a 20-person executive retreat or a 10,000-person global summit.

Attendee & Stakeholder Impact

The Event Producer: Responsible for delivering high-impact events under tight deadlines and budgets. This tool solves the pain of manual vendor vetting. Quote: 'I can finally spend time on the experience design instead of spending weeks chasing quotes that don't fit our budget.'

The Vendor/Sponsor: Specialized service providers looking for high-quality leads. It solves the frustration of 'blind' RFPs. Quote: 'Every lead I get through EventEngine is a perfect fit for our creative style and price point.'

The Chief People Officer: Sign-off authority who wants to ensure the event reflects company culture and delivers ROI. It provides a transparent audit trail of sourcing decisions. Quote: 'I finally have confidence that our event budget is being spent on partners that truly align with our strategic vision.'

Feasibility Assessment

A. 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.

Why TRL 4: The core components—Natural Language Processing (NLP) and matching algorithms—are mature, but the specific training on event-industry creative briefs is in early development.

Validation Needed: The system must be tested for its ability to interpret abstract creative 'Concepts' into concrete logistical requirements under high-pressure timelines.

B. Operational Feasibility (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.

Setup Complexity: Extremely low; requires no technical knowledge from the end-user beyond a text description.

Integration: Designed to plug into existing event management stacks (Cvent, Bizzabo) via API.

Data Privacy: Requires robust GDPR-compliant handling of vendor pricing and organizer contact details.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a 'Concierge MVP' using a standard LLM to categorize manual concept inputs and match them against a curated database of 50 trusted vendors.

Phase 2 — Controlled Live Pilot: Run a beta test with three corporate marketing teams to measure the delta between AI-sourced quotes and their traditional manual sourcing speed.

Phase 3 — Iterate & Validate Business Model: Refine the matching algorithm based on 'Success Scores' from the pilots; test a per-RFQ vs. annual subscription pricing model.

Phase 4 — Scale & Ecosystem Integration: Open API access for AV houses and venues to integrate their real-time availability calendars directly into the EventEngine 'GO' function.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with speaker bureaus and major AV production houses who can embed the sourcing tool into their preliminary planning packages.

Rollout Strategy: Lead with a high-profile case study from a major tech brand to demonstrate how EventEngine reduced 'time-to-launch' for their annual user conference.

Macrotrend Alignment: Addresses the industry shift from 'broadcast information' to 'strategic experience generation' by ensuring the right partners are in the room.

Next Step: Take your last three successful event briefs and run them through an LLM to see if it correctly identifies the vendor categories and budget constraints you actually used. This validates the logic before writing a single line of custom code.