VoxPlan: Voice-Driven Event Schedule Companion

Vision & Value Proposition

Transforming the Live Event Experience

VoxPlan shifts the conference agenda from a static PDF that people ignore into an active, conversational partner that optimizes every hour of the attendee's day.

Key Value Drivers for Corporate Organizers:

• **Active Attendee Engagement:** Encourages attendees to verbalize their learning goals upon arrival, turning passive listeners into highly intentional, active participants.

• **Measurable, Reportable ROI:** Provides direct insight into attendee intentions, shifting session preferences, and real-time interest trends, generating data that goes far deeper than post-event surveys.

• **Formidable Format Differentiation:** Distinguishes your event from commodity conferences by offering cutting-edge, voice-driven personalization that feels premium and innovative.

• **Unlocking Sponsor Value:** Intelligently matches attendee verbal interests with sponsor offerings, dynamically routing them to relevant exhibition booths during open schedule blocks.

• **Scalable Personalization:** Works flawlessly whether catering to an intimate C-suite retreat of 50 or dynamically guiding 5,000 attendees across a multi-hall convention center.

Attendee & Stakeholder Impact

Persona 1: The Overwhelmed Attendee (The Busy Professional)

Context: Arrives at a large-scale event with dozens of parallel tracks, wanting to maximize learning but feeling paralyzed by choice and distracted by work back home.

Pain Point: Struggles with manual planning apps and feels guilty about missing key sessions due to poor time management.

Transformation: "I just whispered my goals into VoxPlan on my way in, and it built me a perfectly tailored agenda. It even nudged me gently when it was time to transition, so I didn't miss a thing."

Persona 2: The Event Producer / Experience Designer

Context: Under intense pressure to maintain high session attendance, drive positive NPS scores, and prove overall event value to internal stakeholders.

Pain Point: Lacks real-time visibility into why attendees drop off or which topics are generating the most buzz during the live show.

Transformation: "VoxPlan didn't just keep our attendees on track; it gave us real-time data on exactly what topics our audience cared about, allowing us to pivot our mainstage discussions on day two."

Persona 3: The C-Suite Sponsor Activation Manager

Context: Investing heavily in booth space and looking to move past superficial badge-scanning to secure high-quality, intent-driven conversations.

Pain Point: Frustrated by passive foot traffic and struggles to connect with attendees who actually have a business need for their services.

Transformation: "Because VoxPlan understood attendees' verbal goals, it organically recommended they stop by our booth when we matched their interests. The quality of our leads quadrupled."

Feasibility Assessment

A. Technology Readiness Level (TRL): 6 (System Prototype Demonstration)

The TRL scale (1-9) measures how close a technology is to being reliably used in the real world. VoxPlan sits at TRL 6 because basic speech-to-text, natural language processing, and LLM scheduling agents are highly mature. However, the system must still be validated under challenging live event conditions: navigating high-density, low-bandwidth conference WiFi, filtering out heavy ambient background noise, and handling rapid, simultaneous user queries during session transitions.

B. Operational Feasibility & Business Readiness Level (BRL): 4 (Validated Concept)

The BRL scale (1-9) measures how ready an innovation is for commercial launch. At BRL 4, the business model is defined, but the operational deployment playbook must be streamlined for non-technical event teams.

• **Setup Complexity:** Extremely low for the event team. VoxPlan can run as a web-app, avoiding the friction of native app store downloads.

• **Reliability under Pressure:** Designed with offline-first fallbacks. If internet connectivity drops temporarily, the app preserves local voice recordings and synchronizes once reconnected.

• **Event Tech Integration:** Easily integrates via APIs with standard registration platforms (Cvent, Eventbrite) and existing mobile event apps to sync schedules instantly.

• **Data Privacy & Consent:** Highly secure, opt-in-only voice data capture with immediate text transcription and anonymization, ensuring strict GDPR/CCPA compliance.

• **Commercial Cost Model:** Priced on a tiered platform license fee plus a minor variable per-active-user fee, making it easily budgetable for corporate organizers.

Prototyping & Pilot Roadmap

Phase 1: MVP & Internal Validation

Develop a lightweight, web-based prototype featuring basic voice-to-text scheduling. Pilot the tool internally with 20-30 team members during an internal company offsite or planning meeting. Measure baseline metrics including transcription accuracy, scheduling relevance, and ease of voice-interaction.

Phase 2: Controlled Live Pilot

Partner with an innovative corporate client to run a live pilot at a mid-sized event (150-300 attendees). Stress-test the conversational AI's performance during peak morning registration rush and post-keynote transitions. Gather direct UX feedback on voice latency and conversational helpfulness.

Phase 3: Iterate & Monetize

Refine the AI's prompting based on real-world conversational data. Introduce the sponsor-matching engine, allowing the AI to organically suggest relevant sponsor booths. Test the commercial viability by offering it as an upgraded, premium add-on for VIP ticket holders or high-tier sponsors.

Phase 4: Scale & Ecosystem Integration

Build deep, native integrations into major event management software platforms (Cvent, Whova). Launch a standardized, white-labeled toolkit enabling event agencies and production companies to deploy VoxPlan for their own corporate clients without hands-on developer intervention.

Strategic Launch & Market Integration

Strategic Partnerships

• **AV & Production Agencies:** Partner with premier production agencies who design high-end corporate experiences and can white-label VoxPlan as a premium value-add.

• **Keynote Speakers:** Collaborate with industry thought leaders to prompt their audiences to 'brain dump' takeaways directly into VoxPlan immediately following their talks.

• **Corporate Event Venues:** Position VoxPlan as a smart-venue amenity, helping venues differentiate their spaces with built-in digital concierge capabilities.

Rollout Strategy

Launch with a high-impact, 'show-don't-tell' case study from a recognizable brand summit. Offer a 20-minute live, interactive sandbox demo for event planners to try speaking to the bot themselves. Provide a risk-free pilot program for a single track at an organizer's upcoming conference.

Macrotrend Alignment

VoxPlan aligns perfectly with the event industry's massive shift from passive 'broadcast' events to highly curated, active learning experiences. As corporate budgets face increased scrutiny, companies demand clear ROI. VoxPlan's voice interactions capture rich, qualitative intent data, proving exactly what attendees wanted, learned, and actioned during the event.

Concrete Next Step (Next 30 Days)

Build a basic, 5-minute interactive WhatsApp or web-based prototype of VoxPlan. Speak to it, have it generate a draft daily agenda, and share the interactive link with 5 trusted corporate event planners to gather raw, unfiltered feedback on the utility of voice-driven event planning.