Deep Innovation: Broady – The AI Personal Event Concierge

Vision & Value Proposition

Broady shifts the event role from a logistical puzzle to a seamless flow of connection and insight. It acts as the 'connective tissue' of the event floor.

Deeper Engagement: Attendees interact naturally with the event's data, moving from 'Where is room 4?' to 'What is the most popular session for marketing directors right now?'

Measurable Outcomes: Organisers gain a real-time heatmap of attendee queries, allowing for immediate operational pivots during the show.

Sponsor Value: Sponsors can leverage 'sponsored answers' or highlight their presence when attendees search for relevant industry keywords.

Post-Event Intelligence: Every interaction is a data point, creating a qualitative map of attendee intent that informs next year's programming better than any survey.

Scalability: The cloud-based nature allows it to serve an intimate 50-person offsite or a 50,000-person trade show with the same level of precision.

Attendee & Stakeholder Impact

The Time-Poor Attendee: A VP trying to maximize a 4-hour window at IMEX. They need instant routing and meeting updates.

Pain Point: Wasted time navigating labyrinths or waiting at info desks. Transformation: 'I felt like the event was working for me, not the other way around.'

The Event Organiser: A producer managing a small team overwhelmed by basic FAQ requests.

Pain Point: Constant 'firefighting' of simple logistical questions. Transformation: 'Broady handled 80% of our frontline queries, letting my team focus on high-touch VIP support.'

The Non-Obvious Persona: The Chief Data Officer. They want to know what the 'room' actually cares about during the keynote.

Pain Point: Lack of real-time sentiment analysis during the live event. Transformation: 'We saw a 40% spike in queries about sustainability during the CEO's talk, giving us an instant lead for our next white paper.'

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 and deployed at scale.

Technology Readiness Level: 7. Large Language Models (LLMs) are mature, but the 'RAG' (Retrieval-Augmented Generation) layer specifically for event-specific data (floor plans, changing schedules) requires robust engineering.

What needs validation: Real-time latency under heavy simultaneous user load and 'hallucination' prevention regarding critical logistics like emergency exits or room changes.

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

Business Readiness Level: 5. The market demand is high, but the integration into existing 'event tech stacks' (Cvent, Whova) is the primary hurdle for frictionless adoption.

Operational Fit: Designed for non-technical teams via a simple dashboard for uploading event manifests and PDFs. Costs would likely follow a per-event or tiered attendee model.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a 'headless' WhatsApp or Web-based chatbot containing the event's full agenda and FAQ. Test with 20 internal stakeholders during an office planning day.

Phase 2 — Controlled Live Pilot: Deploy Broady at a 200-person regional conference. Success metrics include a 50% reduction in physical info-desk traffic and a 4+ star rating for the AI's helpfulness.

Phase 3 — Iterate & Validate: Refine wayfinding features using beacon technology or map integrations. Test a sponsorship model where vendors pay to be 'top of mind' in relevant AI responses.

Phase 4 — Scale & Ecosystem Integration: Develop a plug-and-play API for major event platforms. Create an 'event playbook' for organisers to train the AI in under 48 hours.

Strategic Launch & Market Integration

Strategic Partnerships: Focus on AV and production agencies. They are the trusted advisors to the big brands and can white-label Broady as a premium 'Concierge Tier' for their clients.

Rollout Strategy: Lead with a 'Show, Don't Tell' demo at a major industry trade show like IMEX. Let organisers ask Broady questions about the show they are currently attending.

Macrotrend Alignment: Aligns with the shift from 'broadcast' to 'participation.' In an era of AI literacy, attendees no longer want to search a PDF; they want to ask a question and get a reliable answer.

Next Step: Create a 'Digital Twin' of a single upcoming event's schedule and run a 30-day internal trial to see how accurately the AI handles complex scheduling conflicts.