EchoAction: Event Follow-up Automator - Innovation Dossier

Vision & Value Proposition

EchoAction reimagines the corporate event as a productivity engine rather than a time-sink. By automating the transition from conversation to action, it ensures that 'event energy' results in tangible business outcomes.

Deeper Engagement: Attendees move from passive listening to active intent, knowing their verbal promises are captured and structured.

Measurable Outcomes: Organizers can report on the volume of intent generated during the event, providing hard data for future budget justifications.

Sponsor Value: Moves beyond logo placement by offering sponsors a way to ensure follow-ups with leads are actually scheduled before the exhibition floor closes.

Scalability: Designed to function equally well in a 20-person executive retreat or a 5,000-person global summit via modular app-based deployment.

Attendee & Stakeholder Impact

The High-Velocity Attendee

Context: Driven professionals who network heavily but struggle to manage follow-ups upon returning to the office.

Impact: Removes the cognitive load of remembering every handshake and promise.

Quote: "I used to lose half my leads in my pocket; now they're in my Asana before I've even left the hotel bar."

The Event Producer

Context: Accountable for attendee satisfaction and proving the event's value to the board.

Impact: Solves the 'post-event drop-off' where enthusiasm fades once attendees return to their daily routine.

Quote: "Our post-event NPS skyrocketed because attendees felt the event actually moved the needle on their real-world work."

The Chief Revenue Officer (Non-Obvious Persona)

Context: The executive who approves the travel and registration budget for their sales and marketing teams.

Impact: Provides visibility into the productivity generated by event attendance, turning travel costs into measurable pipeline activity.

Quote: "For the first time, I can see a direct line from our event budget to a 30% increase in post-conference follow-up activity."

Feasibility Assessment

A. Technology Readiness (TRL: 6)

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.

Current Status: Core components (NLP, voice-to-text, and API integrations with tools like Notion/Asana) are mature. The challenge lies in optimizing performance for loud environments and intermittent venue WiFi.

B. Operational Feasibility (BRL: 4)

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

Deployment: Can be integrated as a lightweight web-app or a plugin for existing event platforms (Cvent/Whova). Requires minimal onsite support.

Privacy: Requires clear opt-in consent for voice capture to meet GDPR/CCPA standards, focusing on individual productivity rather than mass surveillance.

Prototyping & Pilot Roadmap

Phase 1 — Internal Alpha

Test a basic voice-to-task wrapper with a 10-person leadership team at an offsite. Goal: Validate accuracy of intent detection in casual conversation.

Phase 2 — The Managed Pilot

Deploy at a mid-sized internal corporate sales kickoff (200 people). Focus on testing API reliability and concurrent user load during networking sessions.

Phase 3 — Commercial Validation

Partner with a niche industry association event to test the commercial model (per-user vs. flat event fee) and capture data on 'follow-up completion rates'.

Phase 4 — Ecosystem Integration

Full release with direct integrations into major Event Tech stacks, allowing organizers to offer EchoAction as a premium 'productivity add-on' during registration.

Strategic Launch & Market Integration

Strategic Partnerships

Align with Event Tech giants like Cvent or Bizzabo to become a featured integration in their app marketplaces. Partner with speaker bureaus to have keynotes promote the tool as a way to capture insights from their talks.

Macrotrend Alignment

EchoAction leverages the shift toward 'Strategic Output' where events are no longer just about content, but about generating collective intelligence and ROI in a high-scrutiny budget environment.

Next Step

Run a 15-minute 'Proof of Concept' at your next internal planning meeting: have participants record one commitment each into a shared EchoAction demo and see the tasks appear in your project board instantly.