Deep Innovation Dossier: AgentSync for Live Events

Vision & Value Proposition

The Vision: Imagine an event where every participant has a dedicated AI 'colleague' that facilitates their experience, summarizes complex sessions, and connects them with the right people at the right time.

Deeper Engagement: Moves beyond passive listening to active participation, where AI agents help attendees synthesize information and contribute to the event's collective intelligence.

Measurable Outcomes: Generates deep, qualitative data on attendee interests and discussion topics that standard post-event surveys completely miss.

Sponsor ROI: Offers sponsors 'intelligent lead qualification' where AI agents match attendee needs with sponsor solutions in natural conversation.

Scalability: The orchestration layer is designed to handle 50-person executive workshops or 5,000-person industry summits with consistent performance.

Attendee & Stakeholder Impact

The Attendee (The Strategic Learner): Needs to justify the time out of the office. Pain: Feeling overwhelmed by content and unable to find the 'right' connections. Quote: 'My AI partner didn't just summarize the keynote; it told me exactly how the concepts applied to my specific project.'

The Event Producer: Accountable for NPS and engagement. Pain: Lack of visibility into real-time session sentiment and interaction. Quote: 'For the first time, I have a live map of the topics actually resonating on the floor, allowing us to adjust the closing panel in real-time.'

The Sponsor Activation Manager: Seeking high-fidelity leads. Pain: Low conversion from badge scans. Quote: 'The AI agents qualified every visitor at our booth, ensuring our sales team only spent time with prospects whose pain points matched our product.'

Feasibility Assessment

Technology Readiness Level (TRL): 5. 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. Core LLM technology is mature, but the 'orchestration layer' for multi-user event environments requires specific stress-testing.

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.

Setup & Reliability: Deployment requires integration with existing event apps (Cvent, Whova). The primary hurdle is ensuring low-latency responses during high-density network usage (e.g., keynote peaks).

Privacy & Data: Requires a clear 'opt-in' consent framework for attendee data, managed through the event's existing registration platform.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Run a text-based version of AgentSync for a 20-person internal leadership offsite to act as a 'shared memory' for the group.

Phase 2 — Controlled Live Pilot: Deploy at a 200-person VIP retreat with high-quality WiFi to stress-test the AI's ability to facilitate simultaneous networking intros.

Phase 3 — Iterate & Validate: Refine the agent's 'persona' and integrate with AV providers to display live 'intelligence maps' on screens during the event.

Phase 4 — Scale: Develop a white-label 'Event Agent' package that can be handed off to event agencies for repeat deployment.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with top-tier speaker bureaus to offer AgentSync as a 'premium layer' for keynote speakers who want to interact with the audience through AI.

Rollout Strategy: Target high-budget corporate internal conferences first, where data privacy is easier to manage and ROI is measured by employee alignment.

Macrotrend Alignment: Aligns with the shift toward 'collective intelligence generation' and the C-suite's demand for events that produce strategic outputs rather than just 'engagement.'

Next Step: Identify one upcoming internal executive meeting to pilot a 'Meeting Agent' that captures and summarizes all breakout sessions into a post-event strategy doc.