EventNexus: AI-Powered Conference Navigator Dossier

Vision & Value Proposition

EventNexus moves the needle from passive consumption to active participation, ensuring every minute spent on-site contributes to professional growth.

Deeper attendee engagement: No more 'lost in the hall' syndrome; every participant follows a high-value, bespoke path.

Measurable outcomes: Generates reportable data on session popularity and networking success that justifies organizational spend.

Premium Differentiation: Positions your event as a cutting-edge experience that leverages AI for human connection, not just novelty.

Sponsor ROI: Connects sponsors with the most relevant leads based on professional interest data rather than random booth traffic.

Beyond the Survey: Insights are captured in real-time as interactions happen, providing a truer picture of event impact than post-event emails.

Scalability: Designed to function equally well for a high-stakes 50-person retreat or a massive 5,000-person industry expo.

Attendee & Stakeholder Impact

Persona 1: The Attendee (The Professional Navigator). Pain: Analysis paralysis caused by too many concurrent sessions. Solution: A curated 'Best Fit' agenda based on their LinkedIn profile and goals. Quote: 'I didn't waste a single hour; every session I attended felt like it was written for me.'

Persona 2: The Event Producer (The Data-Driven Strategist). Pain: The inability to prove session ROI or predict crowd flow. Solution: Real-time heatmaps and engagement metrics. Quote: 'For the first time, I can show our board exactly how attendees connected and which topics actually moved the needle.'

Persona 3: The Sponsor Manager (The ROI Hunter). Pain: Generic booth traffic leading to low-quality leads. Solution: AI-driven referrals that send qualified attendees to relevant sponsor booths. Quote: 'We stopped scanning badges of people looking for pens and started having deep conversations with high-intent prospects suggested by the app.'

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: 6. Why: Core recommendation engines and profile matching are proven in other sectors; integration into the 'chaos' of live event WiFi and high-density user loads is the final hurdle.

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: 4. Why: Problem-solution fit is high, but commercial integration into existing registration stacks (like Cvent or Eventbrite) requires standardized API development.

Operational Note: The system requires minimal setup for organizers if fed via registration data, but demands a robust 'offline mode' to ensure it doesn't fail if venue WiFi drops.

Prototyping & Pilot Roadmap

Phase 1 - MVP: Build a lightweight web-app that imports LinkedIn data and matches it to a CSV of the event schedule. Test with an internal team of 20.

Phase 2 - Controlled Pilot: Deploy at a small-scale leadership offsite (50-100 people). Monitor how often people deviate from the AI recommendation and why.

Phase 3 - Business Model Validation: Partner with an AV or Event Tech provider to bundle the AI as a 'Premium Concierge' tier for high-paying sponsors or VIP attendees.

Phase 4 - Full Integration: Develop native plugins for major event apps (Whova, Attendify) and create an automated 'Post-Event Impact Report' for organizers.

Strategic Launch & Market Integration

Strategic Partnerships: Align with AV production companies and speaker bureaus who can bundle the AI tool into their existing client proposals.

GTM Strategy: Focus on 'Social Proof' through one high-profile case study with a recognizable tech brand to create a 'fear of missing out' among other organizers.

Macrotrend Alignment: Addresses the shift from 'Broadcast' events to 'Intelligence' events, where the output is strategic data, not just attendance numbers.

AI Literacy: Audiences are no longer impressed by 'AI' in the abstract; they want tools that solve the very human problem of being overwhelmed in a large crowd.

Next Step

Run a 20-minute journey-mapping workshop with your last event's registration list to identify the 'top 5 missed connections' the AI could have prevented.