Attendlytics: Predictive Attendance Engine

Vision & Value Proposition

Attendlytics transforms the event role from a logistical gamble into a precision-engineered experience.

Deeper Engagement: Targets 'at-risk' registrants with personalized re-engagement campaigns before they decide to skip.

Measurable Outcomes: Provides a 'Waste Reduction Report' post-event, proving the exact dollar amount saved via AI optimization.

Sponsor ROI: Ensures maximum floor density, guaranteeing exhibitors the traffic they were promised.

Data Longevity: Builds a behavioral profile of your audience's 'intent to attend' that informs future marketing cycles.

Scalable Impact: Functions equally well for a 50-person executive retreat as it does for a 5,000-person flagship conference.

Attendee & Stakeholder Impact

The Event Producer: Under pressure to maximize NPS while staying under a tightening budget.

Pain Point: The fear of a half-empty room and the embarrassment of massive food waste.

Quote: 'I used to order for 100% of registrants; now I order for the 82% the AI knows will actually show up.'

The Sustainability Lead (Non-Obvious): Responsible for the company's carbon footprint and zero-waste initiatives.

Pain Point: Events are often the biggest source of 'avoidable' waste in the corporate calendar.

Quote: 'Attendlytics gave us the data to cut our catering waste by 40%, directly hitting our ESG targets.'

The Attendee: Expects a high-energy environment and seamless logistics.

Pain Point: Arriving at a session to find it 'full' on paper but half-empty in reality because of no-shows.

Quote: 'The event felt perfectly paced and efficiently run; there were no awkward gaps or wasted space.'

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.

While predictive modeling is mature, it needs specific validation against 'human factors' like last-minute travel disruption and conference-specific fatigue.

B. Operational Feasibility

BRL 5: 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 Complexity: Low; designed as a 'data-in, forecast-out' plugin for existing registration systems.

Reliability: High; the 'failure mode' is simply reverting to traditional manual buffers.

Data Privacy: Minimal risk; operates on anonymized registrant metadata without requiring PII access.

Cost Model: Scalable per-attendee fee or an annual subscription for multi-event portfolios.

Prototyping & Pilot Roadmap

Phase 1 — The Back-Test: Run your past 3 years of registration data through the engine to see how accurately it would have predicted your actual historical turnouts.

Phase 2 — The Shadow Pilot: Deploy Attendlytics alongside your current manual process for one mid-sized event to compare AI predictions vs. your internal gut-feel.

Phase 3 — Behavioral Triggers: Integrate with your email marketing to trigger 'Confirmation Required' emails only to the segment of attendees flagged as 'likely no-shows'.

Phase 4 — Ecosystem Integration: Standardize the API to automatically update catering orders and room assignments 48 hours before doors open.

Strategic Launch & Market Integration

Strategic Partnerships: Align with catering giants and venue groups to offer 'Predictive Planning' packages as a value-add.

Macrotrend Alignment: Connects directly to the rise of 'Sustainable Events' and the corporate demand for higher transparency in spend.

Rollout Strategy: Focus on the 'Cost of Inaction' — show organizers how much money they are currently 'throwing in the bin' at every event.

Next Step: Provide your registration and attendance records from your most recent event for a free 24-hour 'No-Show Audit' to visualize your potential savings.