ConnectOne: AI-Driven Event Synergy

Vision & Value Proposition

ConnectOne transforms the role of an event from a logistical challenge into a high-value hub for connection and insight.

It enables a 'future normal' where complex administrative processes vanish, liberating the event team to design deeper attendee engagement and participation.

Key Value Drivers:

- **Measurable Outcomes:** Converts paperwork into actionable data that justifies event budgets.
- **Sponsor ROI:** Offers automated procurement bidding and contract clarity that speeds up partner onboarding.
- **Scalability:** The AI backend is designed to handle the complexity of an intimate 50-person offsite as easily as a 5,000-person conference floor.
- **Post-Event Insight:** Data captured during the procurement and planning phase lives beyond the event, providing strategic intelligence for future sessions.

Attendee & Stakeholder Impact

The Event Producer (Alex)

Alex is responsible for event logistics and NPS scores but is currently buried under legal redlines and vendor contracts.

ConnectOne solves the administrative bottleneck, allowing Alex to focus on the 'Human Connection' aspect of the experience.

"I finally spend my time on experience design and attendee engagement, not chasing signatures and procurement approvals."

The Procurement Officer (Sarah)

Sarah manages the budget and risk but often delays timelines due to the complexity of event-specific legal requirements.

The innovation provides an automated contract synthesizer that speeds up approvals while maintaining strict compliance.

"The AI pre-vets standard clauses, allowing me to focus my expertise only on high-risk exceptions, accelerating our event lead-times by weeks."

The C-Suite Executive (David - Non-Obvious Persona)

David approves the event spend and needs to see strategic output rather than just high attendance numbers.

ConnectOne provides a unified dashboard that links back-office efficiency to relationship-building insights.

"I can now see a direct line between our administrative efficiency and the quality of strategic networking happening in the room."

Feasibility Assessment

A. Technology Readiness (TRL 4)

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.

This concept sits at TRL 4 because while AI for legal synthesis and procurement bidding exists in general business, it has not been specialized and integrated into a unified event-ecosystem model.

Validation is still needed for handling the high-pressure, low-latency environment of live event changes and onsite WiFi constraints.

B. Operational Feasibility (BRL 3)

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

Integration maturity is currently low, requiring custom builds for existing event tech platforms (Cvent, Whova), but the cost model (SaaS or per-event) shows high potential for scalability.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

- Develop the 'Legal Contract Synthesizer' as a standalone tool for internal departmental offsites.
- Success Metric: Reduction in time spent on vendor onboarding for a small test group.

Phase 2 — Controlled Live Pilot

- Deploy at a mid-scale industry conference with a willing production partner.
- Stress-test the AI bidding system during peak registration and speaker procurement phases.

Phase 3 — Iterate & Integrate

- Refine the AI Guide based on pilot feedback and integrate with major registration platforms.

Phase 4 — Scale & Ecosystem Integration

- Create a standardized implementation playbook for third-party AV and production companies to deploy ConnectOne independently.

Strategic Launch & Market Integration

Strategic Partnerships

- **AV & Production Companies:** Partner with teams who already handle major event contracts to bake ConnectOne into their core service offering.
- **Event Tech Platforms:** Integrate via API with Cvent or Hopin to capture data where it already lives.

Macrotrend Alignment

- **Intelligence Generation:** Aligns with the shift from 'broadcast-only' events to events that generate strategic, actionable output.
- **Budget Scrutiny:** Directly addresses the need for measurable ROI by quantifying administrative savings and connection quality.
- **AI Literacy:** Meets the audience's growing expectation to interact with AI as an assistant, not just a gimmick.

Next Step

Conduct a 'Back-Office Friction Audit' on your next event's procurement and legal cycle to identify the top three repetitive tasks that an AI Guide could automate within the next 30 days.