VibePulse: Real-Time Engagement Analytics

Vision & Value Proposition

VibePulse shifts the event role from a passive information broadcast to a session that actively generates collective intelligence.

Deeper Attendee Engagement: Moves the audience from passive observers to active participants who influence the flow of the session.

Measurable Outcomes: Provides hard data on session effectiveness and 'drop-off' points to justify event budgets and speaker selection.

Differentiation: Offers a cutting-edge 'tech-forward' experience that distinguishes your event from standard commodity conferences.

Sponsor Value: Enables sponsors to see exactly which segments of their sponsored content resonated most with the live audience.

Scalability: Designed to function seamlessly for a 50-person leadership offsite or a 5,000-person keynote in a stadium.

Attendee & Stakeholder Impact

The Time-Poor Attendee: Needs to ensure the session remains relevant to their specific professional challenges.

Pain Point: Feeling 'trapped' in a generic presentation that doesn't address their needs.

Quote: 'I felt like the speaker was actually listening to us—the moment the room felt bored, they switched gears and got us back on track.'

The Event Producer: Responsible for session quality scores and justifying the 'live' value proposition to the board.

Pain Point: Post-event surveys arrive too late to fix a session that is currently failing on stage.

Quote: 'VibePulse gives me a real-time dashboard of the room's energy, allowing us to coach speakers on the fly and guarantee high NPS scores.'

The Sponsor Activation Manager: Needs to prove that their 'Sponsored Keynote' investment actually captured audience attention.

Pain Point: Traditional logo placement on slides offers zero proof of actual engagement or message retention.

Quote: 'We showed our client exactly which part of their message caused a positive spike in engagement, proving the investment was worth every penny.'

Feasibility Assessment

A. Technology Readiness (TRL: 7)

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.

Why TRL 7: Real-time sentiment analysis and web-based polling are mature; the innovation lies in the AI-driven aggregation and the simplified speaker-facing UI.

Proven: Low-latency data transmission and browser-based interfaces (QR code entry).

To Validate: Speaker cognitive load management—ensuring the dashboard is an aid, not a distraction, during high-pressure keynotes.

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: Minimal; requires no app downloads for attendees and a standard secondary monitor for the speaker.

Reliability: High failure-safe; if the tech fails, the keynote simply proceeds as a traditional non-interactive session.

Integration: Built for easy embedding into existing event apps (Cvent, Whova) via iFrame or API.

Privacy: Fully anonymous by design to encourage honest, friction-free feedback from attendees.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a browser-based 'Vibe Slider' (Love it/Bored) and a simple speaker dashboard. Test at a 20-person internal workshop to refine the UI.

Phase 2 — Controlled Live Pilot: Deploy at a regional 100-person industry association meeting. Stress-test QR code onboarding speed and dashboard legibility under stage lighting.

Phase 3 — Iterate & Validate Business Model: Partner with a speaker bureau to offer VibePulse as a premium 'Insight Add-on' for their top-tier talent.

Phase 4 — Scale & Ecosystem Integration: Develop native integrations for major event tech platforms and build a 'Best Moments' auto-generator for post-event marketing.

Strategic Launch & Market Integration

Strategic Partnerships: Align with AV production companies and speaker bureaus who can bundle VibePulse into their standard service contracts.

Rollout Strategy: Lead with one high-visibility case study from a major tech conference to create the 'FOMO' effect among other organisers.

Macrotrend Alignment: Directly addresses the shift from 'Information Broadcast' to 'Collective Intelligence Generation' where audiences demand interactive experiences.

AI Literacy: Positions the event as an innovator, satisfying the modern audience's desire to interact with AI in a tangible, useful way.

Next Step

Identify one upcoming 50-person internal session and run a 'Low-Fidelity Pilot' using a simple real-time feedback tool to map audience sentiment against the speaker's timeline.