DutyDash: The AI-Driven Attendee Engagement & Action Ecosystem

Vision & Value Proposition

The Future of Participation: DutyDash shifts the event paradigm from a broadcast to a laboratory of action, where every session has a defined 'task' and reward.

Deep Engagement: Uses a tiered notification system (Reminder 1, 2, 3) to nudge attendees from passive awareness to active execution.

Measurable Outcomes: Organizers receive a live dashboard of task completion rates, providing concrete proof of the event's strategic impact for stakeholders.

Sponsor Synergy: Transforms booth visits from generic badge scans into gamified 'quests' that deliver verified leads and deeper brand connection.

Data that Lives: Captures behavioral insights and commitment at the moment of action, ensuring event data is useful long after the final keynote.

Attendee & Stakeholder Impact

The Time-Optimized Attendee: Needs to justify their presence and maximize learning. DutyDash provides a 'GPS for value' that highlights the most impactful next steps. 'I finally felt like I had a clear mission for the day that translated into real takeaways for my team.'

The ROI-Driven Sponsor: Tired of passive traffic. They use DutyDash to gamify interaction, requiring attendees to perform an 'Action' to unlock rewards. 'The quality of our leads tripled because the system incentivized attendees to actually engage with our product demo.'

The Strategic Content Designer: This non-obvious persona uses the 'Action' data to see which speakers actually inspired change. 'We finally know which sessions moved the needle, allowing us to curate a much more effective program for next year.'

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. DutyDash's behavioral logic is proven in consumer apps but requires stress-testing in high-density, low-latency event environments.

B. Operational Feasibility (BRL 3): The BRL scale (1–9) measures readiness for real-world deployment. The concept integrates easily into existing mobile event apps but requires a standardized per-event or per-attendee SaaS licensing model to fit corporate procurement workflows.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Deploy a simplified 'Action' list at a small leadership offsite (50 people) to test the notification-to-action conversion rate.

Phase 2 — Controlled Live Pilot: Run the 'Reminder 1, 2, 3' flow at a mid-sized industry conference, specifically focusing on session-to-session transit engagement.

Phase 3 — Business Model Validation: Partner with a lead-gen sponsor to fund the reward pool, validating whether sponsors will pay a premium for gamified 'Actions'.

Phase 4 — Scale & Ecosystem Integration: Build the implementation playbook and API connectors to push event 'Actions' directly into corporate CRM systems like Salesforce or HubSpot.

Strategic Launch & Market Integration

Strategic Partnerships: Align with top-tier AV production houses and speaker bureaus who can embed the DutyDash 'Action Dashboard' into their core offerings.

Rollout Strategy: Lead with a 'Show-Don't-Tell' case study from a recognizable brand summit, proving that gamification increases attendee NPS and sponsor lead quality.

Macrotrend Alignment: Connects the shift from 'information broadcast' to 'collective intelligence generation,' satisfying C-suite demands for measurable strategic output from events.

Next Step

Actionable Next Step: Select one 'Gold Tier' sponsor for your upcoming event and map out a 3-step 'Reminder-to-Action' journey for their booth visitors within the next 30 days.