Deep Innovation: EchoEvent - The AI-Driven Agenda Architect

Vision & Value Proposition

EchoEvent moves events from static delivery to dynamic, living ecosystems that learn from their participants.

Deeper Engagement: Attendees become co-creators of the next event, increasing buy-in and loyalty.

Measurable Outcomes: Provides concrete data on what worked and what didn't, justifying budget allocations.

Differentiation: Offers a unique selling point for conferences—your voice literally builds the next experience.

Sponsor ROI: Identify high-interest topics early to match sponsors with the most relevant audience segments.

Scalable Insights: Works just as effectively for a 20-person board retreat as it does for a 10,000-person summit.

Attendee & Stakeholder Impact

Persona 1: The Frustrated Attendee. Context: Spent $2k on a ticket but feels half the sessions are irrelevant.

Solution: Their real-time feedback directly influences the tracks and speakers for the next iteration.

Quote: 'I finally feel like my input isn't going into a black hole—I can see the program shifting to meet our needs.'

Persona 2: The Stressed Event Producer. Context: Responsible for increasing NPS and session attendance year-over-year.

Solution: Automates the weeks of work spent manually coding survey responses into actionable themes.

Quote: 'It took the guesswork out of our 2025 planning. The AI identified three trending topics we would have completely missed.'

Persona 3: The Chief People Officer (Non-Obvious). Context: Needs to prove that internal town halls are actually driving cultural alignment.

Solution: Provides a strategic audit of employee sentiment that informs future internal comms strategy.

Quote: 'EchoEvent gave us a data-backed roadmap for our leadership development program based on what staff actually asked for.'

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.

Why TRL 4: Core NLP for feedback analysis is mature, but real-time multi-modal gathering (speech-to-text in noisy rooms) requires specific validation.

What's Proven: Sentiment analysis and thematic grouping are industry standards in AI today.

What Needs Validation: Reliability under heavy simultaneous load and handling 'dirty' data like background noise in live settings.

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.

Setup Complexity: Requires a simple QR code or app integration; non-technical teams can deploy via a web dashboard.

Integration: Can be integrated with major platforms like Cvent or Whova via standard APIs.

Data Privacy: Requires clear opt-in and anonymization protocols to comply with GDPR/CCPA in corporate settings.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a web-based portal to ingest text feedback and output a 3-column program draft. Test on an internal team offsite.

Phase 2 — Controlled Live Pilot: Deploy at a 100-person regional industry event. Track the 'Delta' between AI-suggested topics and organiser-chosen topics.

Phase 3 — Iterate & Validate Business Model: Test a per-attendee licensing model vs. a flat fee per event. Partner with a boutique AV firm for hardware integration.

Phase 4 — Scale & Ecosystem Integration: Develop an implementation playbook so it can be handed off without the founder in the room.

Strategic Launch & Market Integration

Strategic Partnerships: Target speaker bureaus to offer 'Insight Reports' as a value-add for their keynote talent.

Rollout Strategy: Launch with a 'Founding Partners' program for three high-profile industry associations to build authority.

Macrotrend Alignment: Directly addresses the shift from 'broadcast' to 'community-led' content, meeting the demand for high AI-literacy experiences.

Next Step: Identify one upcoming small-scale event (under 50 people) and run a manual 'Wizard of Oz' pilot—manually inputting attendee comments into an AI tool like Claude to see if the resulting agenda makes sense to the organisers.