AttendSure: Predictive Event Attendance Analytics

Vision & Value Proposition

AttendSure shifts the event paradigm from reactive logistics to proactive resource optimization, ensuring every dollar spent reflects a real attendee in a seat.

Precision Resource Allocation: Drastically reduce catering waste and AV costs by right-sizing room layouts based on real-time probability data.

Enhanced Engagement: Automate personalized check-ins that feel like a concierge service rather than a generic reminder, increasing the attendee's sense of commitment.

Sponsor Transparency: Provide exhibitors with realistic footfall forecasts, allowing them to staff booths more effectively and manage lead expectations.

Actionable Post-Event Insights: Move beyond 'who showed up' to 'why they didn't,' uncovering scheduling conflicts that inform future event timing and programming.

Scalability: Applicable for 20-person executive roundtables or 10,000-person international summits via seamless API integration.

Attendee & Stakeholder Impact

The Overwhelmed Attendee: A busy professional juggling a packed calendar who appreciates a smart nudge that helps them prioritize their time or bow out gracefully. Quote: 'The smart reminder actually helped me clear my Friday morning; it felt like the event cared about my schedule, not just my registration fee.'

The Event Producer: The person accountable for the bottom line who is tired of paying for 500 lunches when only 350 people walk through the door. Quote: 'For the first time, I have a 'live' dashboard that tells me exactly how many chairs to put out two hours before the keynote.'

The Sustainability Officer: A strategic stakeholder focused on ESG goals who needs to report on reduced food waste and carbon footprint. Quote: 'Reducing our catering overage by 30% through predictive modeling isn't just a cost saving; it's a measurable win for our corporate sustainability targets.'

Feasibility Assessment

Technology Readiness Level (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.

Current Status: Predictive algorithms for scheduling exist, but integrating them with diverse, siloed event registration platforms (Cvent, Eventbrite) requires bespoke API development.

Validation Needs: The core challenge is high-accuracy 'cold start' predictions for first-time attendees versus those with historical event participation data.

Business Readiness Level (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.

Operational Fit: High compatibility with modern event tech stacks. The biggest hurdle is data privacy (GDPR/CCPA) regarding calendar access, requiring clear opt-in value for the attendee.

Cost Model: Suggested 'Per Registered Head' SaaS model or a 'Savings Share' model where the software is paid for by a percentage of the catering costs saved.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a standalone web-app that imports CSV registration lists and sends SMS/Email confirmation prompts. Test with an internal corporate town hall (100+ pax) to benchmark 'intent' vs. 'reality'.

Phase 2 — Controlled Live Pilot: Partner with a mid-sized industry conference. Integrate with one major registration platform and test the prediction model against actual badge-scans to refine the AI's accuracy.

Phase 3 — Iterate & Business Model: Develop a dashboard specifically for catering managers and AV teams to see real-time 'heat maps' of expected attendance per session.

Phase 4 — Scale: Launch a white-label API that allows major event apps to embed AttendSure's predictive engine directly into their own interfaces.

Strategic Launch & Market Integration

Strategic Partnerships: Target integration with 'Big 4' event platforms (Cvent, Whova, Bizzabo) to become a standard add-on feature.

Go-To-Market: Lead with a 'Sustainability Case Study' showing a 25% reduction in food waste at a major tech conference, appealing to corporate social responsibility budgets.

Macrotrend Alignment: Aligns with the 'Intelligence-First' event trend, where organisers are expected to use data to prove ROI to C-suite sponsors in a high-inflation environment.

Next Step: Conduct a 'Data Audit' of your last three events—compare your final registration list against actual check-in data to calculate the 'No-Show Cost Gap' and define your target ROI for this tool.