EventBlueprint AI: Intelligent Corporate Event Planner

Vision & Value Proposition

EventBlueprint AI shifts the corporate event from a logistical burden to a strategic asset that generates insight and value.

Deeper Engagement: Converts creative themes into interactive touchpoints, moving away from passive consumption.

Measurable Outcomes: Every task in the generated checklist is mapped to corporate standards, allowing for quantifiable reporting on brand alignment.

Sponsor ROI: Identifies specific moments in the agenda for high-value sponsor activations that go beyond simple logo placement.

Data Beyond the Room: Captures the 'Creativity' of the planning phase into structured data that informs future event strategy.

Scalability: Standardizes event quality across the entire portfolio, from intimate boardrooms to 5,000-person conference halls.

Attendee & Stakeholder Impact

Persona 1: The Accidental Organiser (e.g., HR Lead). Context: Tasked with the annual kickoff but lacks technical event training. Impact: Removes 'blank page' paralysis. Quote: 'I turned my rough ideas into a professional logistics map in under five minutes.'

Persona 2: The Attendee. Context: Professional seeking value for time. Impact: Experiences a cohesive, intentional event where the creativity feels purpose-built for their needs. Quote: 'The event felt like a unified brand experience, not just a series of disconnected sessions.'

Persona 3: The Brand Guardian (CMO). Context: Strategic executive worried about brand dilution. Impact: Acts as an automated gatekeeper ensuring all decentralized events adhere to Company C.I. Quote: 'I can finally trust every department to represent our brand correctly without my direct oversight.'

Feasibility Assessment

A. Technology Readiness (TRL 5).

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.

Assessment: Core LLM logic for checklist generation is proven; the specific 'Brand-Alignment Engine' requires validation against complex corporate identity documents.

B. Operational Feasibility (BRL 4).

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

Complexity: Low barrier to entry for non-technical teams via a web-based prompt interface.

Reliability: High operational safety as the tool is used in the planning phase, meaning it is not a point of failure during the live event.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a 'Standards Uploader' and 'Creative Prompt' interface. Test with a single internal team to measure time savings.

Phase 2 — Controlled Live Pilot: Partner with a mid-sized conference producer to use the AI for planning one session track. Stress-test the technical checklist accuracy.

Phase 3 — Iterate: Refine the 'How?' translator based on feedback from AV and venue partners to ensure checklists are technically sound.

Phase 4 — Scale: Integrate with existing event tech (Cvent/Monday.com) to automate the transition from checklist to task assignment.

Strategic Launch & Market Integration

Strategic Partnerships: Collaborate with Speaker Bureaus and AV production houses to offer EventBlueprint AI as a planning value-add.

Rollout Strategy: Lead with a 'Hero Case Study' from a recognizable brand to prove that AI-planned events achieve higher internal NPS scores.

Macrotrend Alignment: Addresses the rising C-suite demand for strategic event output and the shift toward 'collective intelligence generation' rather than simple information broadcast.

Next Step

Take one existing set of Company Brand Standards and three 'wild' creative ideas, then run them through a custom-tuned AI prompt to generate and review a 10-point feasibility checklist.