BrewNetwork: AI Innovation Feasibility & Deployment Dossier

Vision & Value Proposition

Vision: Shifting the event's role from a moment of passive consumption to a dynamic experience that generates active insight and connection for every stakeholder.

Deeper Engagement: Moves attendees from passive listeners to active participants by facilitating high-relevance networking.

Measurable ROI: Provides hard data on connection volume and quality, moving beyond unreliable post-event surveys.

Sponsor Value: Offers sponsors direct access to high-intent leads through 'BrewNetwork Hubs' rather than static logo placement.

Scalability: Designed to function seamlessly for intimate 50-person offsites and large-scale 5,000+ attendee conventions.

Strategic Data: Captures networking trends and interests that inform future event programming and content strategy.

Attendee & Stakeholder Impact

The Attendee (Strategic Networker): Needs to justify the trip to their manager by making high-value connections. Innovation solves the 'awkward small talk' problem. Quote: 'I didn't waste a single minute at the buffet; every conversation was curated and relevant.'

The Event Producer (NPS Focused): Accountable for engagement scores and repeat bookings. Innovation provides real-time engagement metrics. Quote: 'For the first time, I can report exactly how many meaningful business connections happened during the coffee break.'

The Sponsor Activation Manager (ROI Hunter): Trying to prove value beyond the booth. Innovation matches them with qualified leads in real-time. Quote: 'We met more qualified Tier-1 leads in 20 minutes at the coffee station than a whole day at the exhibition stand.'

Feasibility Assessment

Technology Readiness Level (TRL) 6: 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. BrewNetwork logic is proven, but needs validation under high-density event WiFi and simultaneous user loads.

Business Readiness Level (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. The concept is commercially viable but requires integration playbooks for diverse registration platforms.

Operational Fit: Setup is low-complexity for organisers; the primary failure mode is unreliable venue WiFi, requiring an offline-first mobile architecture.

Data Privacy: Requires robust opt-in mechanisms and GDPR-compliant data handling for attendee LinkedIn or profile data.

Prototyping & Pilot Roadmap

Phase 1 — MVP: Test simple matchmaking UI with an internal 50-person leadership offsite. Success metric: 80% opt-in rate.

Phase 2 — Live Pilot: Deploy at a mid-sized (500 person) industry conference to stress-test concurrent logins during the morning keynote break.

Phase 3 — Iterate: Refine matchmaking algorithms and validate sponsor-tier features for premium networking slots.

Phase 4 — Scale: Full integration with Cvent and Eventbrite APIs to automate attendee profile creation and implementation playbooks.

Strategic Launch & Market Integration

Strategic Partnerships: Target AV and production companies to bundle BrewNetwork into their existing event packages.

Rollout Strategy: Lead with a 'show don't tell' demo for corporate event planners, focusing on a single high-profile brand case study.

Macrotrend Alignment: Addresses the shift from 'information broadcast' to 'collective intelligence generation' where the audience is the primary asset.

AI Experience: Positions the event as a leader in AI adoption, fulfilling attendee expectations to experience AI, not just hear about it.

Next Step: Select your most valuable 'white space' slot in your next major event and identify three high-intent attendee clusters to map out a manual pilot of the matchmaking logic.