EventLogic: Post-Event Performance Analytics

Vision & Value Proposition

EventLogic transforms the event's role from a fleeting moment in time to a persistent generator of strategic intelligence and measurable connection.

Measurable Outcomes: Shift from vague 'feeling-based' success to hard data that justifies every dollar of the event budget.

Stakeholder Value: Provide sponsors with granular engagement data that proves ROI far beyond simple logo placement or booth traffic counts.

Data Continuity: Ensure event insights live in a dashboard for year-over-year benchmarking, rather than being buried in ignored post-event surveys.

Operational Scalability: Designed to work seamlessly for a 50-person executive retreat or a 5,000-person industry conference floor.

Attendee & Stakeholder Impact

The Event Producer (Persona): Accountable for engagement and repeat bookings. Pain point: Difficulty proving the specific 'why' behind event success. 'Now I can walk into the post-event debrief with a KPI scorecard that proves we hit our targets before the client even asks.'

The C-Suite Executive (Persona): Signs off the budget and wants strategic insights from the room. Pain point: Lack of visibility into what the workforce actually learned or valued. 'EventLogic tells me exactly which strategic themes resonated with my team and where we still have alignment gaps.'

The Sponsor Activation Manager (Persona): Trying to prove lead quality and ROI. Pain point: Traditional scanning only captures contact info, not depth of interest. 'I finally have a report that shows not just who we met, but how deeply they engaged with our specific product demos.'

Feasibility Assessment

Technology Readiness (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. This idea sits at TRL 6 because basic data ingestion and visualization are mature, but the proprietary KPI synthesis algorithms require validation against diverse, high-volume event data sets.

Operational Feasibility (BRL 5): The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model. Commercial readiness is mid-stage; the focus must remain on ensuring the platform integrates with existing registration systems (like Cvent) and AV tech without requiring specialized on-site engineers.

Data Privacy: A key feasibility factor is ensuring GDPR/CCPA compliance for attendee data capture, making consent a seamless part of the event registration flow.

Prototyping & Pilot Roadmap

Phase 1 - MVP & Internal Validation: Build a simplified dashboard that ingests CSV data from a standard lead-retrieval app. Test with a small (50-100 person) internal leadership offsite to validate the Insight Engine's accuracy.

Phase 2 - Controlled Live Pilot: Partner with a mid-sized conference (500+ people). Stress-test the automated reporting during the keynote and post-session networking to ensure data flows correctly under heavy concurrent loads.

Phase 3 - Business Model Validation: Refine the 'KPI Scorecard' format based on organizer feedback. Determine if the model should be a per-event license or a tiered subscription for large event portfolios.

Phase 4 - Ecosystem Integration: Build API connectors for major event-tech platforms and marketing automation tools (HubSpot/Salesforce) to allow event data to flow directly into the client's CRM.

Strategic Launch & Market Integration

Strategic Partnerships: Align with AV and production companies who are already on-site and looking to add high-margin 'analytics' services to their client proposals.

Macrotrend Alignment: Capitalize on the shift from 'information broadcast' to 'collective intelligence,' where C-suite leaders demand events that produce measurable strategic output, not just happy faces.

Rollout Strategy: Lead with a 'High-Impact Case Study' from a recognizable brand. A single report showing a 20% increase in measurable ROI is more powerful than any sales deck.

Next Step: Select one upcoming 100-person event and perform a 'Data Audit' on their current tech stack to see how much 'dark data' (unused interaction points) can be converted into the first EventLogic KPI prototype.