EventTailor: Crowd-Sourced Event Content Engine

Vision & Value Proposition

Transforming Events from Broadcasts to Conversational Hubs

Traditional conferences rely on speculative agendas planned months in advance by committees, often resulting in disconnected sessions and disengaged audiences. EventTailor turns registration into an active design phase, treating every attendee as a co-creator of the event program.

Key Value Drivers for Event Teams

- **Deeper Attendee Engagement:** Shift from passive observation to active participation. When attendees see their specific inputs directly reflected in the agenda, their investment in the event increases.
- **Measurable, Reportable ROI:** Provides precise data on audience interests and challenges, giving organizers concrete metrics to show leadership why the event succeeded and how budgets were justified.
- **Unfair Advantages for Sponsors:** Instead of static logo placement, sponsors receive hyper-focused data on attendee pain points, allowing them to tailor pitch sessions and generate high-quality, pre-qualified leads.
- **Scalable Across Event Sizes:** Works seamlessly for an intimate executive retreat of 30 leaders or a global convention of 10,000 industry professionals by dynamically clustering topics at scale.

Attendee & Stakeholder Impact

Persona 1: The Attendee (Sarah, Senior Marketing Manager)

Sarah is traveling across the country to attend an industry conference. She is highly protective of her time and needs to justify her travel expenses to her VP.

The Shift: Instead of sitting through generic panels, Sarah sees the sessions updated live to address her exact marketing attribution pain points.

"I usually skip the afternoon tracks, but this time every single session felt like it was hand-curated to solve my daily workflow bottlenecks."

Persona 2: The Event Organizer (Marcus, VP of Event Operations)

Marcus is responsible for attendee retention, NPS scores, and managing a chaotic speaker lineup under tight deadlines.

The Shift: Marcus uses real-time clustering to direct keynotes and panels, replacing guessing games with hard crowd-sourced data.

"We no longer argue over topics in planning meetings. The audience data told us exactly what to program, and our NPS scores rose by 25%."

Persona 3: The Sponsor Activator (Elena, Enterprise Account Executive)

Elena manages a high-tier exhibition booth and wants actionable business leads, not just passive booth visits.

The Shift: Elena receives aggregated, anonymized insights showing exactly what percentage of the audience is struggling with cloud migration, enabling her to pitch precisely the right solutions on-site.

"We closed double the pipeline because our on-site team spoke directly to the active, declared problems the audience voted on."

Feasibility Assessment

A. Technology Readiness

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 solution sits at **TRL 6**.

What is Proven: Natural Language Processing (NLP) models, LLM-based clustering, and automated text categorization are mature technologies used daily across enterprise applications.

What Needs Validation: Real-time data processing under high-intensity live conference conditions, handling noisy/unstructured registrant inputs, and integration with legacy event management systems.

B. Operational Feasibility

The BRL scale (1-9) measures how ready an innovation is for real-world deployment — from early concept through to a proven, scalable business model. This solution sits at **BRL 4**.

- **Setup Complexity:** Extremely low for event teams; can be deployed as an automated email sequence trigger tied directly to standard ticketing software.
- **Reliability Under Pressure:** High stability since the analysis is completed pre-event, removing the risk of live runtime failures during keynotes.
- **Data Privacy & Consent:** Highly compliant as inputs are gathered voluntarily during registration with clear opt-ins, and outputs are shared anonymously.
- **Cost Model:** Structured as a SaaS model based on event size tier (number of registered attendees) or an annual enterprise subscription for repeat event portfolios.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation (Months 1-2)

- Create a lightweight questionnaire triggered immediately after registration on an upcoming internal corporate offsite or small user conference.
- Manually clean and feed the inputs into a structured LLM prompt to generate top thematic clusters, session abstracts, and targeted Q&A questions.
- Measure the accuracy of the generated topics against the manual evaluations of the content team.

Phase 2 — Controlled Live Pilot (Months 3-4)

- Partner with a mid-sized industry conference (500-1,000 attendees) to deploy a semi-automated version of the tool.
- Deliver dynamic agenda recommendations to speakers 2 weeks prior to the event, asking them to incorporate the insights into their slide decks.
- Compare session feedback scores of customized sessions against traditional, pre-planned sessions.

Phase 3 — Business Model & Integrations (Months 5-6)

- Build native API integrations with primary registration platforms (Cvent, Eventbrite, HubSpot).
- Refine the pricing strategy, validating if organizers will pay per-event or prefer a recurring subscription model to optimize their entire event pipeline.

Phase 4 — Scale & Ecosystem Integration (Months 7+)

- Develop a standardized playbook for speakers, organizers, and sponsor teams on how to leverage the data.
- Create post-event automated summaries that outline how audience sentiment changed from pre-registration to post-event survey.

Strategic Launch & Market Integration

Strategic Partnerships

- **Ticketing & Registration Platforms:** Form integration partnerships with major event platforms to offer EventTailor as a one-click add-on in their app marketplaces.
- **AV & Production Agencies:** Collaborate with agencies who design physical stage experiences, enabling them to upsell live dynamic audience Q&A features.
- **Speaker Bureaus:** Equip keynote bureaus with the tool so their speakers can tailor presentations to audiences before setting foot in the room.

Rollout Strategy

- Launch with a flagship case study featuring a well-known tech brand to illustrate the tangible engagement gains.
- Offer a "show-don't-tell" live interactive demo for prospect organizers where they can submit their own event ideas and see a clustered agenda output in 60 seconds.

Macrotrend Alignment

- **Active Co-Creation:** Matches the modern workforce shift away from static top-down lectures toward interactive, collaborative experiences.
- **Efficiency & Budget Scrutiny:** Directly addresses corporate demands to prove the tangible value and strategic ROI of gathering people physically.
- **Next Step for the Next 30 Days:** Run a simple pilot by adding a single open-ended question to your next event's registration confirmation: "What is the #1 challenge you are hoping this event helps you solve?" Run the answers through an LLM to generate three custom session formats, and share the results with your speakers.