Deep Innovation: EventRapid AI Feasibility & Deployment Dossier

Vision & Value Proposition

EventRapid transforms event procurement from a manual bottleneck into a strategic asset. By automating the sourcing and RFP cycle, organizers shift focus from administrative logistics to experience design and stakeholder value.

Key Value Drivers:

- **Active Participation**: Streamlines the 'pre-event' journey, allowing organizers to engage stakeholders with concrete options faster.
- **Measurable Outcomes**: Generates data-backed budget models that justify spend to finance departments immediately.
- **Differentiation**: Positions your agency or team as 'tech-first' by providing instant international sourcing options.
- **Sponsor ROI**: AI-matched venue data ensures brand activations are placed in high-impact, correctly sized spaces.
- **Scalability**: Seamlessly handles a 10-person executive retreat or a 5,000-pax city-wide conference.

Attendee & Stakeholder Impact

The Agency Account Director (Efficiency focus): Needs to pitch winning concepts under tight deadlines. This tool solves the '48-hour wait' for venue quotes. 'I can now present a fully costed Barcelona conference plan to my client during our first discovery call.'

The Corporate Event Lead (Accountability focus): Responsible for NPS and budget fidelity. This innovation removes the guesswork from per-pax costing. 'Finally, I have a defensible audit trail for why we chose this specific hotel at this price point.'

The Hotel Sales Manager (Non-obvious persona): Struggling with poor-quality leads. This AI qualifies the RFP before it hits their inbox. 'I only receive inquiries that actually fit my capacity and price bracket, saving me hours of wasted admin.'

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. This sits at TRL 5 because LLM conversational interfaces are mature, but real-time integration with global hotel inventory APIs requires custom middleware to handle live data loads and multilingual nuances.

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. Fit highlights:

- **Setup Complexity**: Low; can be accessed via a web-app or integrated into existing Slack/Teams channels.
- **Reliability**: High risk of 'stale data' if APIs aren't synced; requires a fallback 'human-in-the-loop' for final contracting.
- **Data Privacy**: Requires strict GDPR/CCPA compliance for attendee count and budget data storage.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a wrapper around existing LLMs connected to a static database of top-tier event hotels in 3 major cities (e.g., London, Barcelona, New York).

Phase 2 — Controlled Live Pilot: Partner with one mid-sized agency to use the tool for 'Drafting Only' during three real client RFP cycles. Measure time saved vs. traditional manual outreach.

Phase 3 — Iterate & Validate: Refine the 'Negotiation Layer' to ensure the AI uses industry-standard terminology for pax, AV, and F&B requirements.

Phase 4 — Scale & Ecosystem Integration: Connect to Cvent or Eventbrite APIs to pull historical data, automating the 'Repeat Event' procurement process.

Strategic Launch & Market Integration

Strategic Partnerships: Align with global AV production companies and venue sourcing platforms to offer EventRapid as a 'Fast-Track' value-add for their premium clients.

Rollout Strategy: Lead with a '24-Hour Pitch' case study showing how an agency used EventRapid to beat competitors to a marquee contract.

Macrotrend Alignment: This innovation addresses the shift from 'broadcast events' to 'strategic intelligence,' meeting the C-suite's demand for data-driven ROI and faster operational cycles.

Next Step: Select your highest-volume destination and run a side-by-side 'Sprint Test' comparing manual sourcing against AI-assisted search to quantify your team's efficiency gain.