🔍 Guest Finder Agent

AI-Powered Podcast Guest Discovery

AIToday Live Podcast

Intelligent Guest Search & Management

What is the Guest Finder Agent?

Purpose:

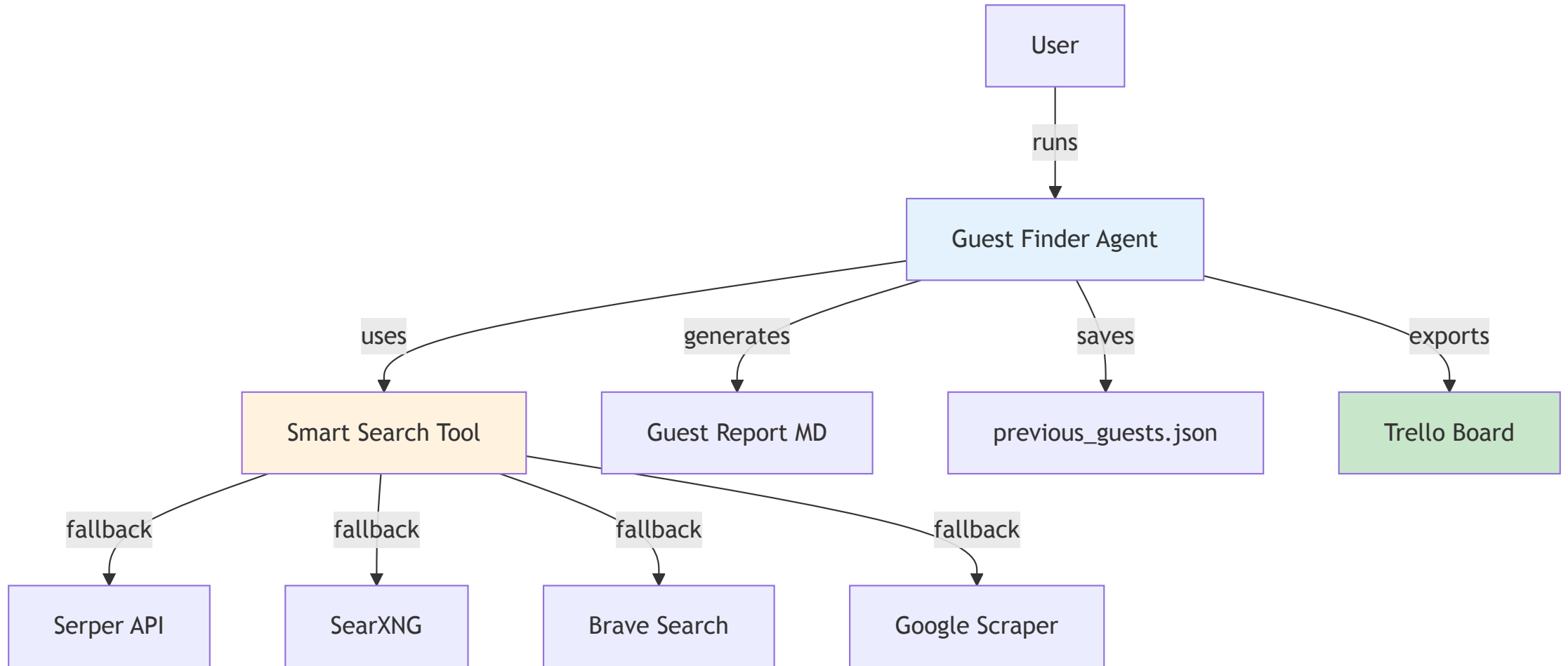Find potential Dutch AI podcast guests automatically

Powered by:

- Claude Sonnet 4 with extended thinking
- Multi-provider web search
- Smart deduplication system

Output:

- Curated guest list with context
- One-click Trello export
- Source verification

System Architecture

How It Works: 3 Phases

Phase 1: Planning 🧠

- Analyze current AI trends in NL

- Identify underrepresented sectors

- Create strategic search queries (8-12)

- Consider recent events
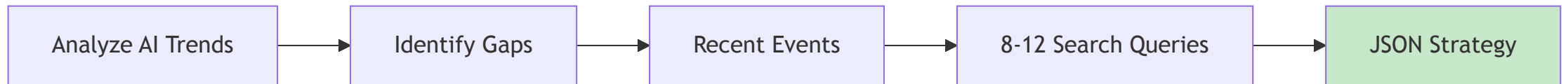
Phase 2: Search & Analysis 🔍

- Execute multi-provider search

- Fetch full page content

- Extract person names & roles

- Check deduplication

Phase 2.5: LinkedIn Enrichment 🔗

- Auto-search LinkedIn profiles
- Extract linkedin.com/in/ URLs

Phase 1: Strategic Planning

What the agent does:

```
Analyze AI Trends → Identify Gaps → Recent Events → 8-12 Search Queries → JSON Strategy
```
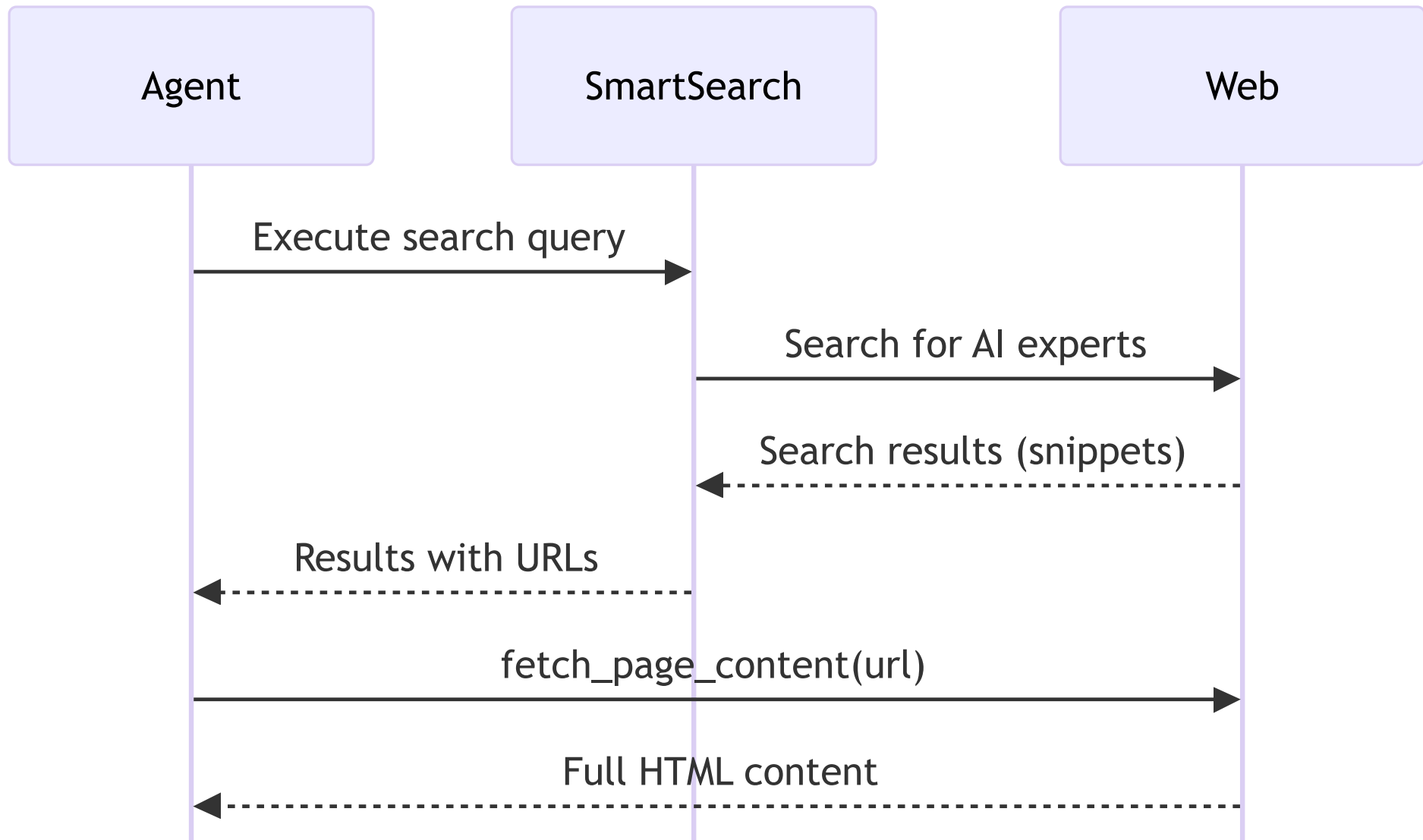
Example Queries:

- "AI healthcare startups Netherlands 2025"

- "Dutch AI ethics researchers universities"

- "Nederlandse AI consultancy founders"

- "AI Act implementatie Nederland experts"

Output: Prioritized JSON strategy with rationale

Phase 2: Search & Analysis

Smart Search Tool

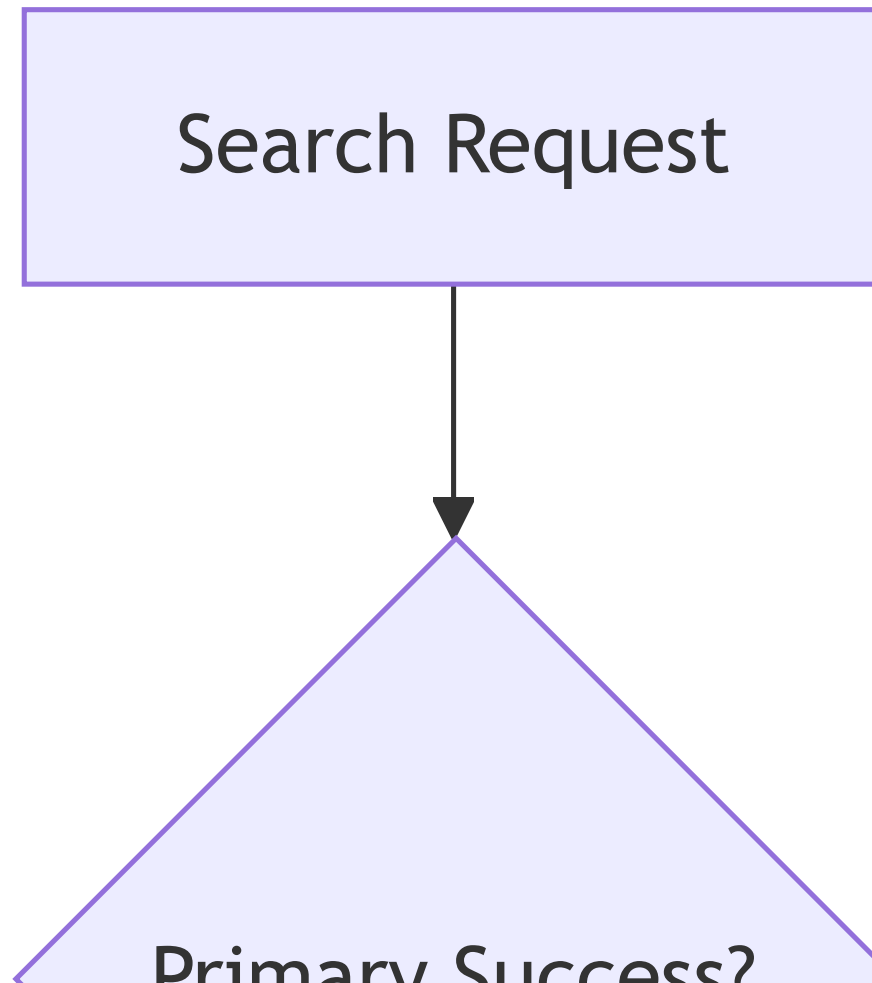**Multi-Provider Fallback:**

Primary:

1. **Serper API**
   - Best quality
   - 2,500/month free

Fallbacks:

2. **SearXNG** – Free, no key
3. **Brave** – 2,000/month free
4. **Google Scraper** – Last resort

Smart Search Features

Intelligent Handling:

Search Request

Primary Success?

Deduplication System

Smart Guest Tracking:

```
{
  "name": "Dr. Sarah Veldman",
  "organization": "TNO",
  "date_added": "2025-10-12",
  "source_url": "https://tno.nl/...",
  "why_now": "Published AI Act guide"
}
```

Rules:

- ✅ Won't recommend same guest within **12 weeks**

- ✅ Tracks URLs to avoid duplicate sources

- ✅ Stores context (why_now) for future reference

- ✅ Manual override possible via JSON edit

Phase 3: Report Generation

Generates Markdown Report:

```markdown
# AI Guest Recommendations – Week 41 2025

## Dr. Sarah Veldman
**Senior AI Advisor bij TNO**

**Waarom interessant:**
Specialist in AI Act implementatie...

**Mogelijke onderwerpen:**
– Praktische AI Act compliance
– EU AI regulering voor bedrijven

**Bronnen:**
– [AI Act Praktijkgids](https://tno.nl/...)
```

Includes:

- Role & organization

Interactive Selection UI

Features:

- 🎨 Rich terminal rendering
- 🔗 Full source URLs
- 📧 Contact info display
- ✓ Duplicate warnings
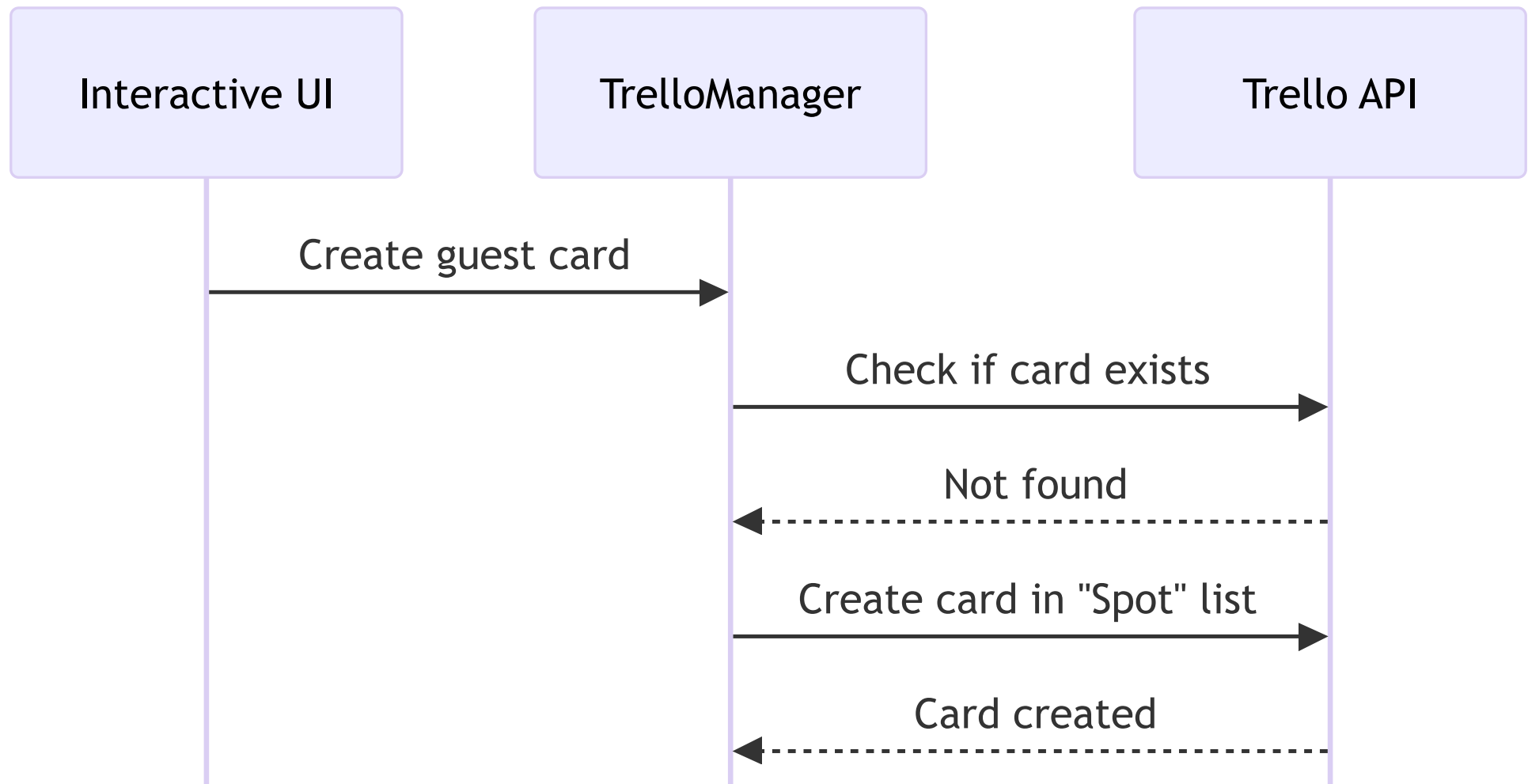- 📋 Multi-select support

Commands:

- Enter numbers: `1,3,5`
- Select all: `all`
- View in terminal first
- One-click Trello export

Workflow:

1. Review all candidates
2. Select by number
3. Export to Trello
4. Cards auto-created

Trello Integration

Direct API Implementation:

Trello Card Format

Auto-Generated:

```
**Senior AI Advisor bij TNO**

**Waarom interessant:** Expert in AI Act
implementatie, praktische ervaring NL.

**Context:** Recent uitgebreide gids
gepubliceerd over AI Act compliance.

**Onderwerpen:**
- AI Act compliance bedrijven
- EU AI regulering praktijk

**Contact:** s.veldman@tno.nl
LinkedIn: linkedin.com/in/sarahveldman

**Bron:** [AI Act Gids](https://...) (12 oct)
```

Configuration

Environment Variables:

```
# Required
ANTHROPIC_API_KEY=key

# Recommended (≥1)
SERPER_API_KEY=key
BRAVE_API_KEY=key

# Optional
TRELLO_API_KEY=key
TRELLO_TOKEN=token
```

Settings:

- `TARGET_CANDIDATES` = 5
- `EXCLUDE_WEEKS` = 12
- `MAX_SEARCH_ITERATIONS` = 10

Trello (Optional):

- Connect to board
- Export to "Spot" list
- Duplicate detection

Usage

Complete Workflow:

```
python guest_search.py
```

What Happens:

1. ✅ Planning Phase → Strategy summary
2. ✅ Search Phase → Progress bar with candidate count
3. ✅ Report Generation → MD file saved
4. ✅ Optional: View report in terminal
5. ✅ Interactive Selection → Browse & select guests
6. ✅ Trello Export → Create cards in "Spot" list

Alternative Commands:

Output Files

Directory Structure:

```
output/
├── reports/
│   └── week_41_20251012.md     # Guest report

data/
├── previous_guests.json        # Deduplication DB
└── candidates_latest.json      # Latest search results
```

Report Naming:

- Format: `week_{week}_{date}.md`

- Example: `week_41_20251012.md`

- Automatically dated

- Git-friendly markdown

Testing Coverage

166 Tests - All Passing ✅

Infrastructure:

- API integration (30)

- Search providers (35)

- File operations (25)

- JSON parsing (20)

More Infrastructure:

- Date logic (15)

- Configuration (10)

Integrations:

- Web scraping (18)

Performance & Costs

API Usage per Run:

Token Breakdown:

- Planning: ~1,000 tokens
- Search: ~20,000 tokens
    - 8-12 search queries
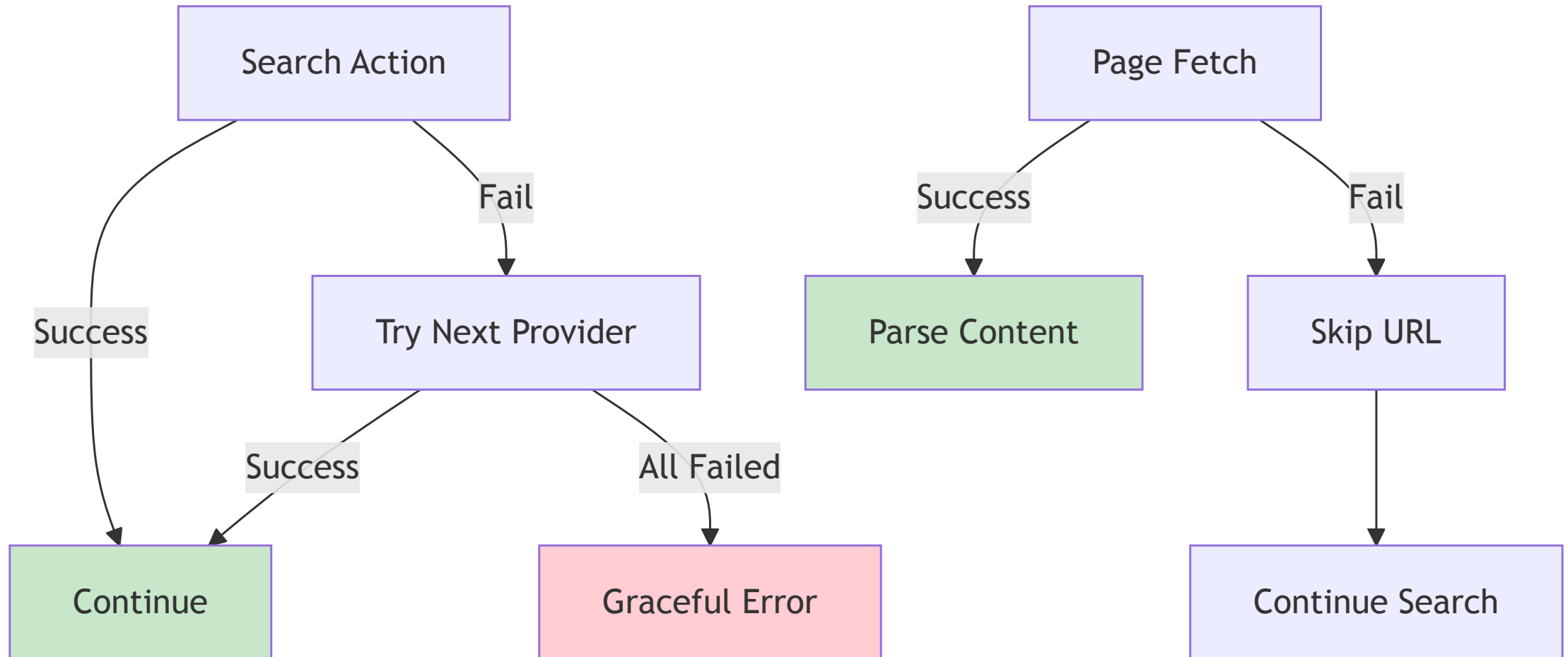   - Page content fetching
- Report: ~5,000 tokens

Total: ~26,000 tokens/run

Estimated Costs:

- Claude Sonnet 4: ~$0.40/run
- Search APIs: Free tier sufficient
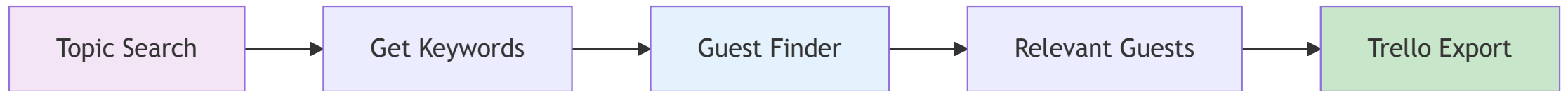- **Total: ~$0.40 per guest search**

Error Handling

Robust Fallback System:

Integration with Topics

Workflow: Topics → Guests

Topic Search	→	Get Keywords	→	Guest Finder	→	Relevant Guests	→	Trello Export

Example Flow:

1. Topic: "RAG implementation in healthcare"

2. Keywords: "RAG, retrieval augmented generation, healthcare AI"

3. Guest Search: Finds Dutch consultants implementing RAG

4. Export: Relevant guests to Trello

Result: Topic-aligned guest recommendations

Best Practices

Recommended Workflow:

1. **Morning:** Run topic search (separate tool)
2. **Review:** Check topics and extract keywords
3. **Search:** Run guest finder with topic keywords
4. **Select:** Use interactive UI to review candidates
5. **Export:** Send selected guests to Trello
6. **Weekly:** Clean up Trello board (Spot → Contacted)

Tips:

- ✅ Verify URLs before outreach
- ✅ Update previous_guests.json manually if needed
- ✅ Keep API keys secure in .env

Tech Stack

Core Technologies:

- Python 3.10+

- Anthropic Claude Sonnet 4

- Rich (Terminal UI)

- BeautifulSoup4 (HTML parsing)

- Requests (HTTP client)

Search Providers:

- Serper API

- SearXNG

- Brave Search API

- Google Scraper (fallback)

Testing:

- Pytest (166 tests)

- Unittest.mock

💰 Prompt Caching: Cost Optimization

Problem: Search phase repeats same ~1500 token instructions 8-12x

Solution: Anthropic prompt caching with split prompts

Creates cache

Cacheable Instructions

~1500 tokens

Query 1

Reuses cache

+

Dynamic Status

~200 tokens
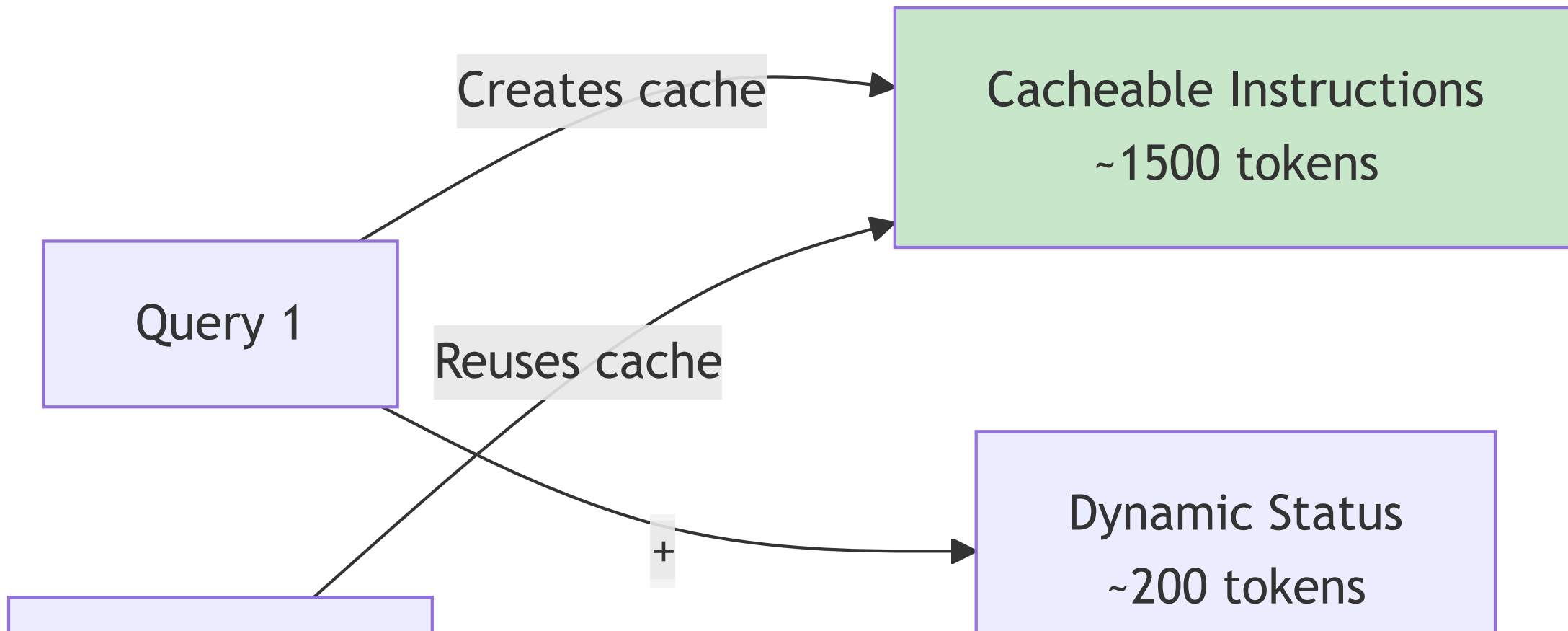
✨ Content Enrichment: Rich Trello Cards

Problem: Reports had detailed content, but Trello cards only showed basic data

Before:

```
{
  "topics": ["AI", "regelgeving"],
  "relevance": "Expert op gebied van AI wetgeving"
}
```

After (via enrich_candidate tool):

```
{
  "topics": [
    "Praktische implementatie van de EU AI Act in Nederland",
    "Privacy- en databeschermingsregels voor AI-systemen"
  ],
  "relevance": "Professor Global ICT Law met focus op praktische toepassing van nieuwe AI wetgeving. Expertise op snijvlak van juridische compliance en ethische AI-ontwikkeling..."
}
```

Content Enrichment Flow
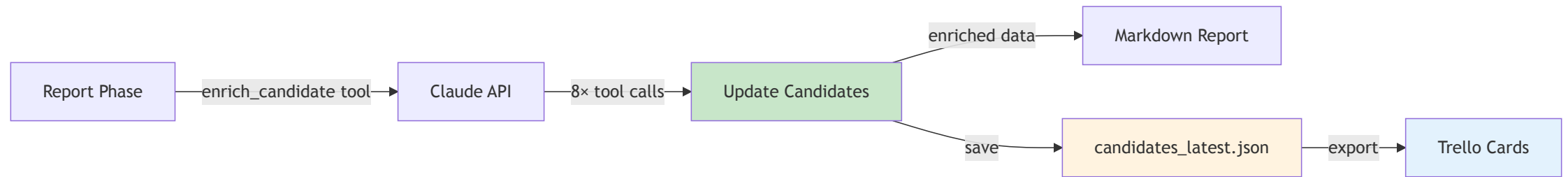
Result: Same rich content in reports AND Trello cards!

🔗 LinkedIn Enrichment: Easy Contact

Problem: Production team needs to manually search LinkedIn for each guest

Solution: Automatic LinkedIn profile discovery after search phase

How it works:

1. For each candidate: Search `"{name} {organization} LinkedIn"`

2. Extract first `linkedin.com/in/` URL from results

3. Add to `contact_info["linkedin"]`

4. Show at top of Trello cards

Example output:

```
✓ LinkedIn gevonden: Lokke Moerel
✓ LinkedIn gevonden: Maarten Stolk
LinkedIn profielen: 2/2
```

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Key Features Summary

What Makes It Special:

- ✅ **AI-powered strategic planning** - Not just keyword search

- ✅ **Content enrichment** - Rich details for Trello cards

- ✅ **LinkedIn enrichment** - Automatic profile discovery

- ✅ **Prompt caching** - 70-80% cost reduction via Anthropic caching

- ✅ **Multi-provider fallback** - Never fails due to rate limits

- ✅ **Automatic name extraction** - Regex-based person detection

- ✅ **Multi-turn conversations** - Proper tool call sequences

- ✅ **Smart deduplication** - 12-week guest tracking

- ✅ **Beautiful terminal UI** - Professional & user-friendly

- ✅ **One-click Trello export** - LinkedIn links at top of cards

- ✅ **Comprehensive testing** - 192 tests, all passing

Future Enhancements

Potential Features:

Integration:

- 🔍 LinkedIn profile search
- 📧 Email finder integration
- 🤖 Automated outreach drafts
- 📱 Slack/Discord notifications

Intelligence:

- 📊 Analytics dashboard
- 🔔 Weekly scheduled runs
- 🎯 Custom search profiles
- 🌐 Multi-language support

Contributions welcome!

Repository: https://github.com/Joopsnijder/guest_search

Documentation

Available Resources:

- 📘 README.md - Quick start & overview

- 📗 USAGE.md - Complete usage guide

- 📙 RATE_LIMIT_HANDLING.md - Search details

- 📕 TRELLO_SETUP.md - Trello configuration

- 📊 TEST_COVERAGE_SUMMARY.md - Test details

- 🏗️ architecture.md - Arc42 documentation

All docs: Maintained and up-to-date

Demo Time! 🎬

Let's see the Guest Finder in action:

1. Strategic Planning Phase

2. Multi-Provider Search

3. Report Generation

4. Interactive Selection UI

5. Trello Export

Questions? 💬

Repository: https://github.com/Joopsnijder/guest_search

License: MIT

Built with: Claude Code by Anthropic

Thank You! 🎉

Happy Guest Hunting! 🔍 🎙️