PITCH DECK

Team Name: GenX H4CK3RS!

Problem Statement: 2

Team Leader: Jayadithya.G

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PROBLEM STATEMENT

Organizations—whether educational institutions, corporate offices, or professional communities—host a variety of events such as seminars, workshops, conferences, and social gatherings. However, fragmented communication channels often lead to missed opportunities for participants. Event organizers face challenges in managing schedules, handling registrations, and collecting feedback manually. A unified, digital platform can streamline event management while enhancing attendee engagement. To build a platform that streamlines the lifecycle of events—from discovery and registration to real-time engagement and post-event feedback.

PROPOSED SOLUTION ON AI – DRIVEN EVENT MANAGEMENT AND EVENT ENGAGEMENT SYSTEM

1. Personalized Event Recommendations
2. Dynamic Waitlist Management & Pricing
3. Poll Analytics & Feedback Dashboard
4. Optimized Resource Allocation
5. Event Success Prediction
6. Event Notifications & Alerts
7. Targeted Marketing Strategies
8. Web Scraping for Insights
9. AI-Powered Sponsored Ads
10. Optimal Social Media Marketing
11. Influencer Identification for Promotion
12. Virtual Event Enhancements
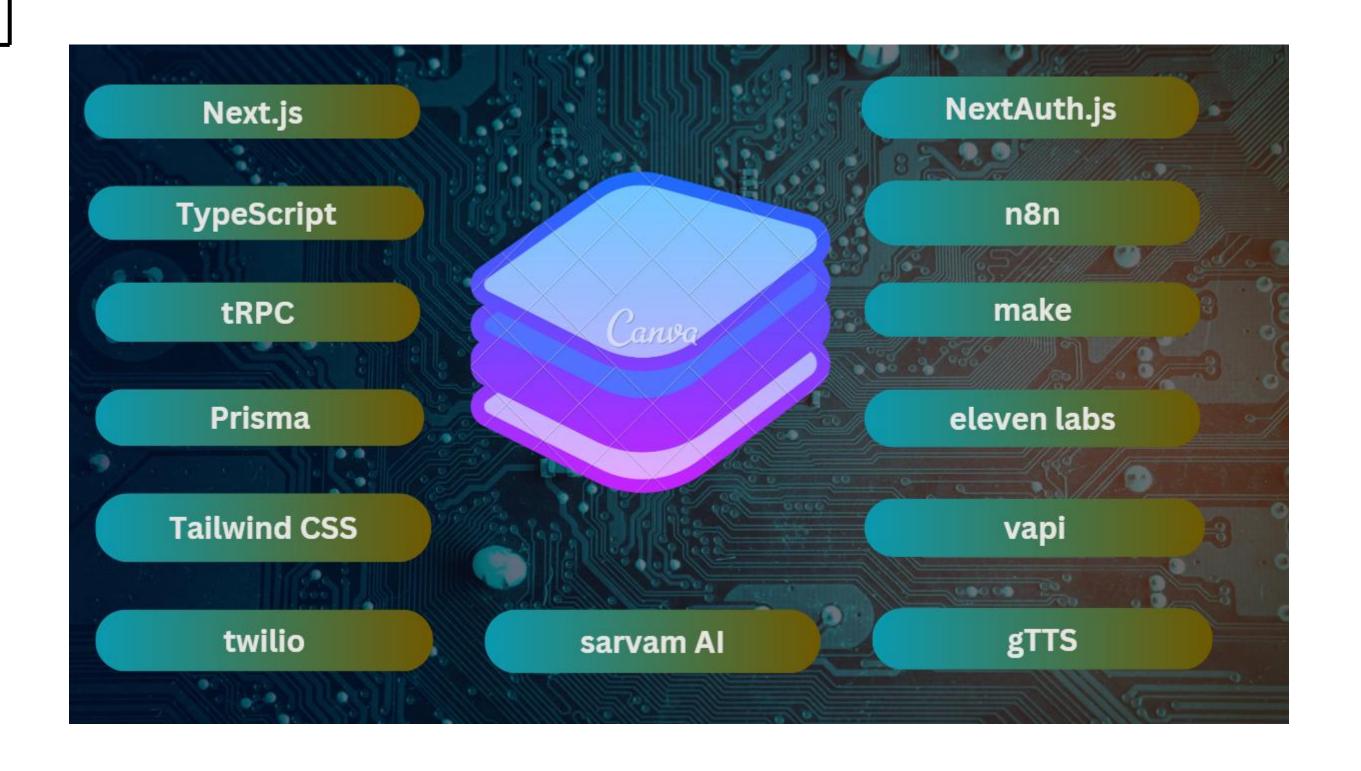13. Live Transcription & Translation
14. Automated Event Updates

INNOVATION AND UNIQUENESS

- AI-Driven Influencer Identification with n8n Agents built from scratch
- We use n8n software agents to identify the best influencers based on audience engagement, relevance, and content. This ensures that organizers can connect with top influencers who can effectively promote the event, expanding its reach and increasing attendance.
- Conversational AI for Event Insights
- Our conversational AI acts as an intelligent assistant that allows users to ask questions and learn more about the event. This offers a dynamic and interactive way for attendees to get detailed information about the event, enhancing their experience and engagement prior to attending.
- AI Agents for Seamless Event Ticket Booking
- Through AI-driven agents, we simplify the event ticket booking process, providing attendees with a hassle-free, automated system to book tickets. This reduces manual intervention and ensures a smoother, quicker registration process.

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TECHNICAL ARCHITECTURE

FEASIBILITY AND VIABILITY

Feasibility & Viability

✅ **Technical Feasibility**

•Uses AI, automation (n8n), and web scraping for event marketing.

•Scalable cloud-based system with AI-powered engagement.

✅ **Operational Feasibility**

•Automates ticket booking, influencer marketing, and event insights.

•Easy integration with event platforms and social media.

✅ **Economic Feasibility**

•Cost-effective with open-source tools.

•Revenue from premium event promotions, AI ads, and sponsorships.

✅ **Market Feasibility**

•High demand for AI-driven event management.

•Works for tech events, corporate meetups, and virtual conferences.

🎯 **Scalability & Sustainability**

•Cloud-based and modular for future upgrades.

💰 **Revenue Model**

•Subscription plans, AI ad placements, influencer partnerships.

🚀 **Competitive Advantage**

•AI-driven marketing, live transcription, and success predictions.

📈 **Long-Term Impact**

•Improves event accessibility, reduces failures, and connects organizers, influencers, and attendees.

DEMO, IMPACT AND BENEFITS

https://drive.google.com/file/d/1W9iIe0OYeKQQgYSFwDcUVAz1oFKl5g84/view?usp=sharing

RESEARCH AND REFERENCES

https://drive.google.com/file/d/1eDayi6Lp_XgfQzcgsCzkzz1j Mi0634gY/view?usp=drive_link

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