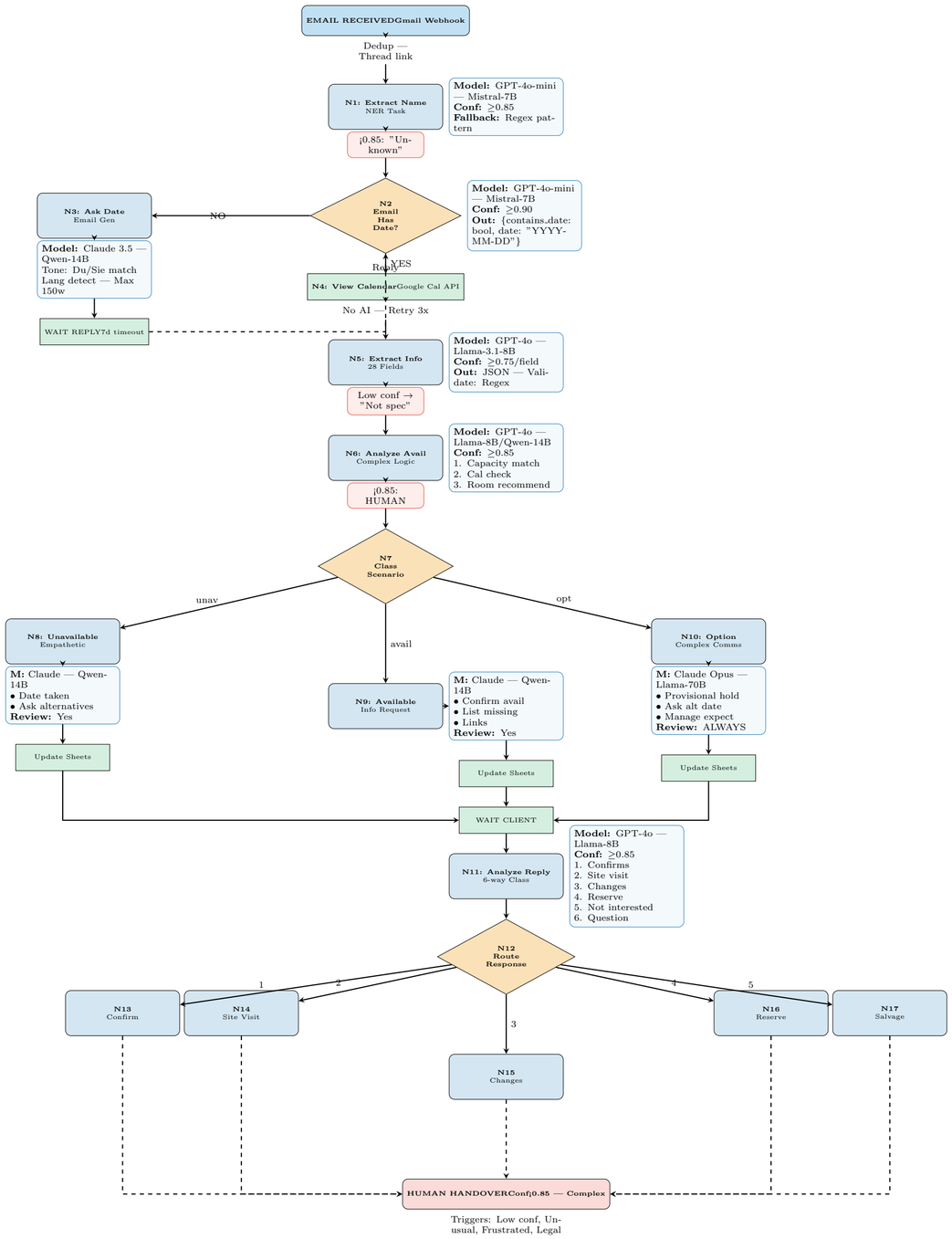
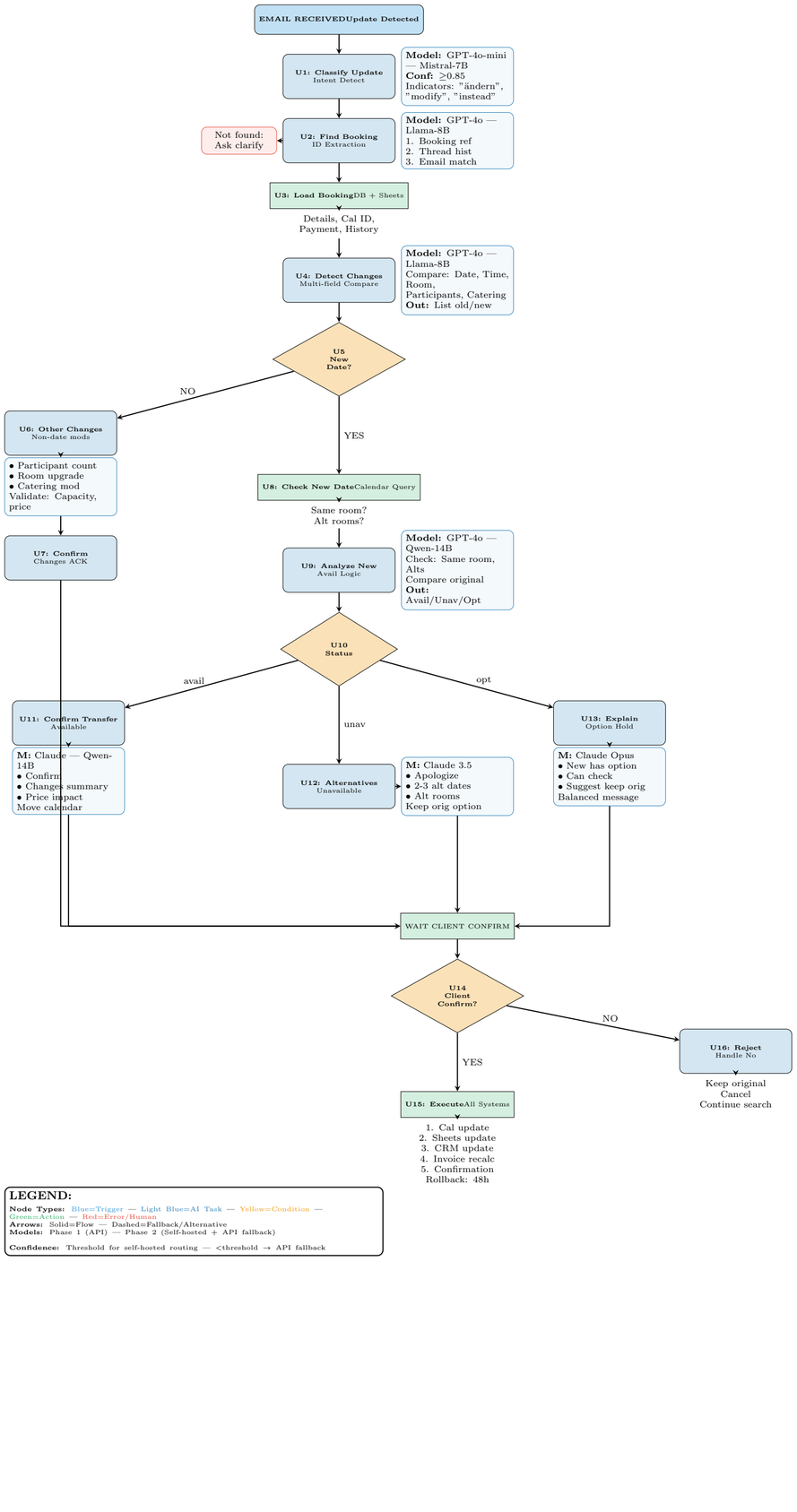
NEW EVENT REQUEST WORKFLOW

Complete AI Pipeline with Models, Logic & Error Handling



UPDATE EXISTING EVENT WORKFLOW

Modification & Change Request Handler



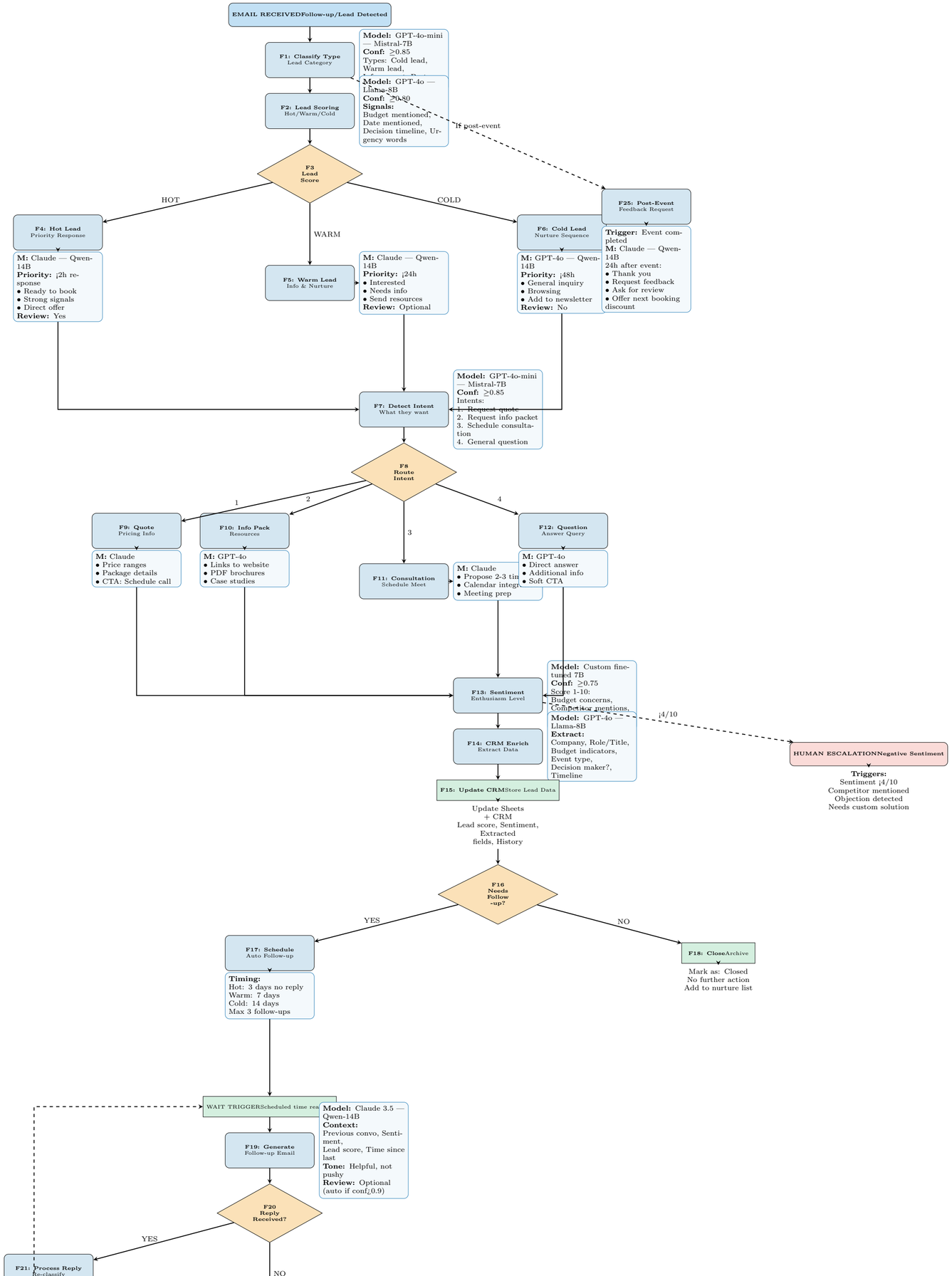
LEGEND:

Node Types: Blue=Trigger — Light Blue=AI Task — Yellow=Condition — Green=Action — Red=Error/Human
Arrows: Solid=Flow — Dashed=Fallback/Alternative
Models: Phase 1 (API) — Phase 2 (Self-hosted + API fallback)

Confidence: Threshold for self-hosted routing — <threshold → API fallback

CLIENT FOLLOW-UPS / LEADS WORKFLOW

Lead Nurturing & Engagement Handler


EMAIL RECEIVEDFollow-up/Lead Detected
F1: Classify Type
Lead Category
Model: GPT-4o-mini — Mistral-7B
Conf: ≥0.85
Types: Cold lead, Warm lead,
Model: GPT-4o — Llama-8B
Conf: ≥0.80
Signals:
Budget mentioned,
Date mentioned,
Decision timeline, Urgency words
F2: Lead Scoring
Hot/Warm/Cold
If post-event
F3
Lead
Score
HOT
WARM
COLD
F25: Post-Event
Feedback Request
Trigger: Event completed
M: Claude — Qwen-14B
24h after event:
• Thank you
• Request feedback
• Ask for review
• Offer next booking discount
F4: Hot Lead
Priority Response
M: Claude — Qwen-14B
Priority: ¡2h response
• Ready to book
• Strong signals
• Direct offer
Review: Yes
F5: Warm Lead
Info & Nurture
M: Claude — Qwen-14B
Priority: ¡24h
• Interested
• Needs info
• Send resources
Review: Optional
F6: Cold Lead
Nurture Sequence
M: GPT-4o — Qwen-14B
Priority: ¡48h
• General inquiry
• Browsing
• Add to newsletter
Review: No
F7: Detect Intent
What they want
Model: GPT-4o-mini — Mistral-7B
Conf: ≥0.85
Intents:
1. Request quote
2. Request info packet
3. Schedule consultation
4. General question
F8
Route
Intent
1
2
3
4
F9: Quote
Pricing Info
M: Claude
• Price ranges
• Package details
• CTA: Schedule call
F10: Info Pack
Resources
M: GPT-4o
• Links to website
• PDF brochures
• Case studies
F11: Consultation
Schedule Meet
M: Claude
• Propose 2-3 tim
• Calendar integr
• Meeting prep
F12: Question
Answer Query
M: GPT-4o
• Direct answer
• Additional info
• Soft CTA
F13: Sentiment
Enthusiasm Level
Model: Custom fine-tuned 7B
Conf: ≥0.75
Score 1-10:
Budget concerns,
Competitor mentions,
¡4/10
Model: GPT-4o — Llama-8B
Extract:
Company, Role/Title,
Budget indicators,
Event type,
Decision maker?,
Timeline
HUMAN ESCALATIONNegative Sentiment
Triggers:
Sentiment ¡4/10
Competitor mentioned
Objection detected
Needs custom solution
F14: CRM Enrich
Extract Data
F15: Update CRMStore Lead Data
Update Sheets
+ CRM
Lead score, Sentiment,
Extracted
fields, History
F16
Needs
Follow
-up?
YES
NO
F17: Schedule
Auto Follow-up
Timing:
Hot: 3 days no reply
Warm: 7 days
Cold: 14 days
Max 3 follow-ups
F18: CloseArchive
Mark as: Closed
No further action
Add to nurture list
WAIT TRIGGERScheduled time rea
Model: Claude 3.5 — Qwen-14B
Context:
Previous convo, Sentiment,
Lead score, Time since last
Tone: Helpful, not pushy
Review: Optional (auto if conf¿0.9)
F19: Generate
Follow-up Email
F20
Reply
Received?
YES
NO
F21: Process Reply
Re-classify