

AMO Events Airtable Project Plan – Full System Design for I Love Medellín

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1. Overview & Strategic Goals

AMO Events is the core event management module in the "I Love Medellín" ecosystem. It powers: - Smart AI-based event creation & operations - Integrated ticketing, sponsor management, and monetization - Automated workflows via LangChain, n8n, WhatsApp, and Claude - A modular architecture built in **Airtable** via the **MCP Server**

Primary Stakeholders: - Event Organizers, Sponsors, Attendees, Venues, Exhibitors, AI Agents

2. Airtable Template Selection & Use Case Mapping

Top 5 Templates (w/ use cases)

Template	Use Case	Customization
AI Product Launch	Feature & event milestone planning	Replace product w/ event timeline
Marketing Agency PM	Campaigns, social channels, assets	Add WhatsApp & sponsor tracking fields
UX Research & Planning	Attendee surveys, feedback, session design	Combine with sentiment analysis table
Competitor Research	Local competitor events & sponsors	Add event categories & geo-filters
Project Tracker	Roadmap & backlog management	Integrate AI prompt backlog table

3. Airtable Base Design

Required Bases

1. **Event Planning** – Event creation, production, scheduling
2. **Sponsorships** – Lead generation, outreach, benefit tracking
3. **Marketing** – Campaign planning, automation, social content
4. **Ticketing & Pricing** – Inventory, dynamic pricing, QR codes
5. **Automation Hub** – Agent flows, Claude triggers, n8n sync
6. **CRM & Stakeholders** – Attendee profiles, vendors, speakers
7. **LangChain Prompts** – Prompt design, model results, history
8. **Webflow UI Tracker** – Figma assets, modules, statuses

4. Tables, Fields, and Views Schema

Each base has multiple tables and views:

Event Planning

Field	Type	Note
Event Name	Single line text	-
Start/End Date	Date	-
Location	Linked record (Venue table)	-
Production Status	Select	Planned / In Progress / Complete
Event Type	Select	Festival, Concert, Conference, etc.

Sponsorships

Field	Type
Sponsor	Linked Record (CRM)
Tier	Select (Gold/Silver/etc)
Value	Currency
Deliverables	Checklist

Marketing

Field	Type
Campaign Name	Text
Channel	Select (IG, FB, Email, WhatsApp)

Field	Type
Status	Select
Publish Date	Date
Claude Workflow	Linked Record (Automations)

Ticketing

Field	Type
Ticket Tier	Select
Price	Formula (Dynamic)
Availability	Number
QR Code	Attachment

5. Smart Automations & Agent Integration

Claude + MCP Triggers

- Claude-suggested session edits: trigger on event description change
- Claude to WhatsApp sync: auto-send tickets via n8n

n8n Automations

- Sponsor signed: notify team in Slack + generate task
- New ticket sale: update revenue table

LangChain Prompts Table

- Field: Prompt
- Field: Model
- Field: Output Summary

6. MCP Command Definitions

Use the following to generate, update, or delete Airtable records:

```
@execute_command("npx airtable-mcp-server --base='Event Planning' --table='Events' --create='{\"Event Name\": \"TechnoMed 2025\"}'")
```

More examples:

```
@execute_command("npx airtable-mcp-server --base='Marketing' --table='Campaigns' --create='{\"Name\": \"Launch Week\", \"Platform\": \"Instagram\"}'")

@execute_command("npx airtable-mcp-server --base='Sponsorships' --table='Sponsors' --update='{\"Record ID\": \"rec123\", \"Tier\": \"Gold\"}'")
```

7. LangChain & Claude Agent Flows

LangChain Workflow Use Cases:

- Session suggestions
- AI-driven sponsor matching
- Speaker discovery from Notion/Figma

Claude Agent Use Cases:

- Auto-email thank you notes after events
- Generate session summaries from transcripts
- Suggest discount offers based on location and inventory

8. Data Integrity & Access Management

- Use view-only roles for external sponsors/venues
- Enable logging via `Automation Log` table
- Backup rules via n8n + Supabase sync every 24hr

9. Future Extensions

- Travel & tourism planner integration
- Restaurant/experience packages
- B2B partner dashboard
- AI-generated event agendas

This system is ready to be built using Airtable MCP and extended with Claude & LangChain agents. Let me know if you want a JSON export or automation blueprint next.