

Story ID	Issue Type	Feature Name	Summary
	Story	<b>MSR Event Hub Scaffold</b>	Engineering: multi-event support
	Story	<b>Baseline Admin Experience</b>	Admin: create & configure events
	Story	<b>Baseline Admin Experience</b>	Admin: manage agenda & sessions
	Story	<b>Baseline Admin Experience</b>	Admin: manage posters/projects
	Story	<b>Baseline Admin Experience</b>	Content validation & curation
	Story	<b>MSR Events Homepage</b>	List & promote events
	Story	<b>MSR Events Homepage</b>	Event card metadata
	Story	<b>MSR India Event Site</b>	Event home page
	Story	<b>MSR India Event Site</b>	About page
	Story	<b>MSR India Event Site</b>	Multi-day agenda with tracks/themes
	Story	<b>MSR India Event Site</b>	Session detail subpages (on-demand)
	Story	<b>Poster / Project Experience</b>	Poster hub page

	Story	<b>Poster / Project Experience</b>	Poster tiles
	Story	<b>Poster / Project Experience</b>	Project detail page
	Story	<b>Poster / Project Experience</b>	Venue context & discovery
	Story	<b>Bookmarking &amp; QR</b>	Generate QR codes for projects
	Story	<b>Bookmarking &amp; QR</b>	Scan to bookmark
	Story	<b>Bookmarking &amp; QR</b>	Bookmark list & post-event access
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Pre-event unique users
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Post-event unique users
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Extended-reach users
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Connections/leads initiated
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Adobe Analytics 1DS Configuration
	Story	<b>KPIs, Analytics &amp; Launch Readiness</b>	Platform KPIs
	Story	<b>MVP Authoring Agent (stretch goal)</b>	AI abstract assist (poster upload)
	Story	<b>MVP Event Agent (stretch goal)</b>	Base chat/copilot (event scope)

Role	Owner	Description
Engineer		As an engineer I want establish a scalable baseline platform in a single code base so that we can quickly and efficiently stand up new events
Admin		As an admin I want to create event sections with core pages so that I can launch MSR India and future programs
Admin		As an admin I want to add/update sessions with required data so that the agenda stays accurate pre- and post-event
Admin		As an admin I want to add/update posters with structured fields so that the hub displays consistent assets
Organizer		As an organizer I want to review and validate content before publishing so that data quality remains high
Attendee		As an attendee I want to see a list of upcoming and current MSR events on the homepage so that I can quickly navigate to the event I care about.
Organizer		As an organizer I can create and publish new event sites on the hub so they appear on the homepage
Attendee		As an attendee I want an event-specific home page modeled after RRS so that I can orient and access key sections
Attendee		As an attendee I want an About page with logistics so that I know the purpose, venue, and how to attend
Attendee		As an attendee I want to browse a multi-day agenda filtered by tracks or themes so that I can find sessions relevant to me
Attendee		As an attendee I want a session detail page so that I can watch the recording and access related assets
Attendee		As an attendee I want a poster hub page with optional themes so that I can browse posters by area of interest

Attendee		As an attendee I want visually scannable poster tiles so that I can quickly decide what to open
Presenter		As a presenter I want a structured project detail page so that our research is represented with high-quality digital assets
Attendee		As an attendee I want to locate posters within the venue so that I can plan my route during the event
Organizer		As an organizer I want auto-generated QR codes for each project so that attendees can bookmark quickly at the poster
Attendee		As an attendee I want to scan a poster's QR code and add it to my bookmarks so that I can revisit it post-event
Attendee		As an attendee I want a personal list of bookmarked projects so that I can follow up after the event
Product Owner		As a product owner I want metrics on pre-event visits so that we can measure early planning behavior
Product Owner		As a product owner I want post-event traffic metrics so that we can gauge durability of content
Product Owner		As a product owner I want geo/time-zone reach metrics so that we can validate value beyond live attendance
Product Owner		As a product owner I want to track follow-up actions so that we can measure collaboration sparks
Product Owner		As a product owner I want to ensure that we have metrics captured on all pages in the app so that we can measure engagement
Program Owner		As a program owner I want platform adoption metrics so that we can aim for default usage across MSR
Presenter		As a presenter I want to upload a poster PDF and receive suggested abstract edits so that our summary is clear and consistent
Attendee		As an attendee I want a simple chat based on abstracts so that I can explore research at a high level

Acceptance Criteria	Status
<ul style="list-style-type: none"> <li>Baseline admin capabilities functionally equivalent to RRS</li> <li>Multi event support that meets the needs of MSR India with a scalable baseline platform</li> </ul>	
<ul style="list-style-type: none"> <li>Admin can create hub sections (home, about, agenda)</li> <li>Set permissions for hub/event/session (if applicable)</li> </ul>	
<ul style="list-style-type: none"> <li>Fields: title, abstract, speakers, date/time, duration, location, links</li> <li>Toggle for Before vs After state</li> </ul>	
<ul style="list-style-type: none"> <li>Supports poster entity fields (core identity, event context, people/contact, related links)</li> <li>Bulk import optional</li> </ul>	
<ul style="list-style-type: none"> <li>Workflow: Draft → Review → Published</li> <li>Audit trail of changes</li> </ul>	
<ul style="list-style-type: none"> <li>Homepage displays the following events with title, date/time, location (if available), and a "View event" CTA           <ul style="list-style-type: none"> <li>Redmond Research Showcase</li> <li>MSR India TAB</li> <li>Project Green</li> <li>Cambridge Research Showcase</li> <li>MSR East: TBD</li> <li>MSR Asia TAB (pending future discussions)</li> <li>Lecture series: Whiteboard Wednesdays, AI &amp; Society Fellows, Leaders @ Microsoft</li> <li>For events not hosted on the hub yet, the CTA links to an external event site</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>Card fields: name, dates, optional tracks/themes</li> <li>Cards render consistently across desktop / mobile</li> </ul> <p>* Admin can add event metadata and homepage updates automatically</p>	
<ul style="list-style-type: none"> <li>Hero + quick links (About, Agenda, Posters, Sessions)</li> </ul>	
<ul style="list-style-type: none"> <li>Overview, venue, dates/times, registration/Teams link (pre-event), embedded talk (after-event)</li> <li>Map/address block, if in-person</li> </ul>	
<ul style="list-style-type: none"> <li>Multi-day agendas</li> <li>Filter by tracks/themes</li> </ul>	
<ul style="list-style-type: none"> <li>Session data includes title, abstract preview, speaker(s), date/time, duration, location, links to decks, related papers, repos, etc.</li> </ul>	
<ul style="list-style-type: none"> <li>Generate subpage from agenda data</li> <li>Before: Teams link + date/time/location</li> <li>After: embedded recording</li> </ul>	
<ul style="list-style-type: none"> <li>Related assets: decks, papers, repos</li> </ul>	
<ul style="list-style-type: none"> <li>List all posters</li> <li>Optional theme grouping (RRS model)</li> </ul>	

• Tile includes title, theme/track, thumbnail, team preview • Click opens project detail	
• Required: title, abstract, team list (name, title, image, email), contact • Optional: image, embedded video • Links: repos, decks, papers, project sites	
• Location field supports room/booth/floor • Search/browse by area/title/location	
• Assign human-readable project IDs • QR resolves to project detail page	
• Scan creates bookmark • Confirmation toast/state change	
• 'My Bookmarks' page • Quick links to repos, papers, contacts	
• Report: % registered/expected attendees visiting before Day 1	
• Report: % of promoted audience visiting within 7/30 days	
• Report: % unique users outside primary geo/time zone	
• Count email/contact clicks, repo visits, asset downloads	
• 1DS code is present and working	
• Events onboarded/quarter • Repeat program usage % • Organizer self-service rate • Post-event content usage % • Cross-event engagement %	
• Upload triggers AI suggestions • Presenter approves/modifies	
• Q&A constrained to published abstracts/metadata • Labeled 'beta'	

Target Sprint	Priority	Tags	Tags	References
	P1		Core, Engineering	
	P1		MVP, Admin	BRD L37-39,L59-62
	P1		MVP, Admin	BRD L66-72
	P1		MVP, Admin	BRD L118
	P1		MVP, Organizer	BRD L111
	P1		MVP, Attendee	BRD L57-58
	P1		MVP, Organizer	BRD L31-35
	P1		MVP, Attendee	BRD L60-65
	P1		MVP, Attendee	BRD L61,L71
	P1		MVP, Attendee	BRD L63-65,L66-70
	P1		MVP, Attendee	BRD L65-72
	P1		MVP, Attendee	BRD L74-75

	P1		MVP, Attendee	BRD L74-81
	P1		MVP, Presenter	BRD L77-88
	P1		MVP, Attendee	BRD L118,L111
	P1		MVP, Organizer	BRD L111
	P1		MVP, Attendee	BRD L111
	P1	Core	MVP, Attendee	BRD L111
	P2	Core	MVP, Product Owner	BRD L109
	P2	Core	MVP, Product Owner	BRD L109
	P2	Core	MVP, Product Owner	BRD L109
	P2	Core	MVP, Product Owner	BRD L109
	P2	Core	MVP, Product Owner	N/A
	P2	Core	MVP, Program Owner	BRD L110
	P2	Core	MVP, Presenter	BRD L91-94
	P2	Core	MVP, Attendee	BRD L91-94