AI Brand Representation Analysis

for EventsAir
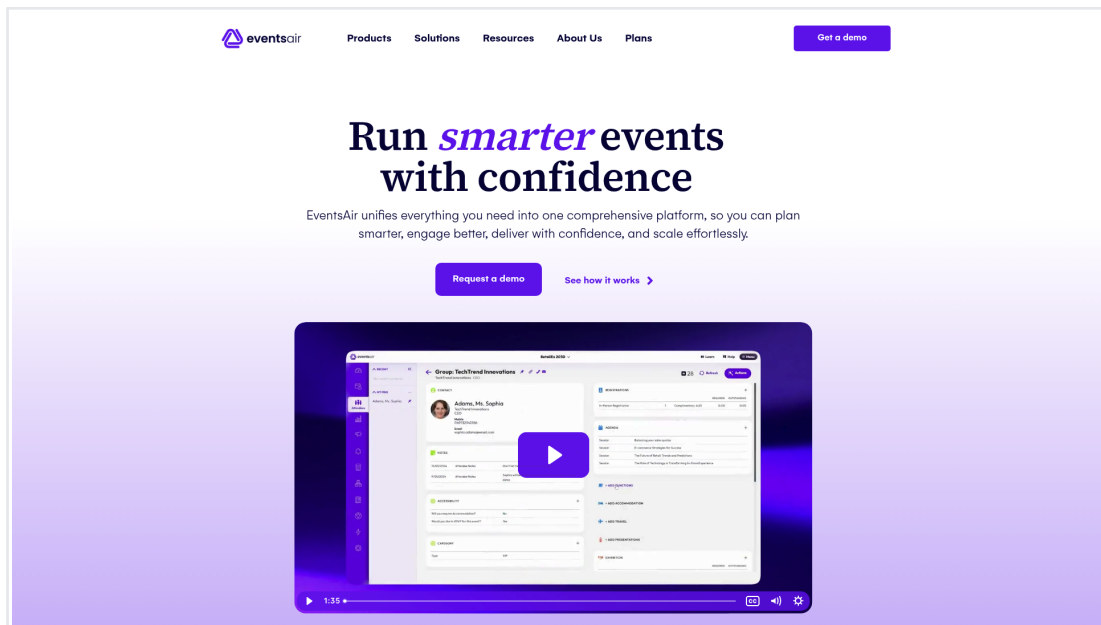
eventsair.com

67%

High Risk

Significant misalignment between your brand and AI representations. Action needed.

Your Homepage

How You Describe Yourself

Headline	"Run smarter events with confidence"
Value Prop	"Your true all-in-one event platform"
Description	"We've been innovating for more than 30 years, and events continue to be at our core and in our DNA. Our mission is simple: to help event planners deliver the WOW in their events with world's most powerful event management platform."
Audience	"Our mission is simple: to help event planners deliver the WOW in their events with world's most powerful event management platform."

How AI Platforms Describe You

ChatGPT

EventsAir is a leading event management platform designed to streamline the planning, organization, and execution of events for professionals and organizations across a variety of industries. They offer a comprehensive suite of features including registration management, attendee engagement, virtual and hybrid event capabilities, and data analytics. EventsAir stands out for its innovative techn...

Weak Alignment (67%)

Perplexity

EventsAir is a comprehensive event management software platform that helps event professionals plan, execute, and analyze in-person, virtual, and hybrid events[1][3]. ## What They Do EventsAir provides an **all-in-one platform** that covers the entire event lifecycle[1]. Pre-event capabilities include custom-branded event websites, registration management, speaker and abstract management,...

Weak Alignment (67%)

Gemini

Okay, let's break down EventsAir: **What is EventsAir?** EventsAir is a comprehensive, cloud-based event management platform. Think of it as an all-in-one software solution for managing events of all sizes and complexities, from small meetings to large-scale conferences and exhibitions. **What do they do?** EventsAir provides a wide range of features and tools to streamline the entire even...

Weak Alignment (67%)

Platform Alignment Scores

Platform	Score	Rating
ChatGPT	67%	Weak Alignment
Perplexity	67%	Weak Alignment
Gemini	67%	Weak Alignment

Dimension Breakdown

Dimension	ChatGPT	Perplexity	Gemini
Core Offering	●●■ 2/3	●●■ 2/3	●●■ 2/3
Target Audience	●■■ 1/3	●■■ 1/3	●■■ 1/3
Key Products	●●■ 2/3	●●● 3/3	●●■ 2/3
Differentiators	●■■ 1/3	●■■ 1/3	●■■ 1/3
Brand Tone	●●● 3/3	●●■ 2/3	●●● 3/3
Factual Accuracy	●●● 3/3	●●● 3/3	●●● 3/3

Key Gaps Identified

Gap: Key differentiators not captured

    Fix: Create a dedicated 'Why Us' or comparison page highlighting unique capabilities

    Outcome: AI will distinguish you from competitors when users evaluate options

Gap: Target audience not mentioned

    Fix: Create an explicit 'Who We Serve' section listing specific industries and company profiles

    Outcome: AI will correctly identify and recommend you to your ideal customer segments

Next Steps

1. Add explicit 'Who We Serve' section with specific industries and company profiles

2. Create dedicated 'Why Us' or comparison pages highlighting unique capabilities

3. Improve Core Web Vitals — AI crawlers favor fast-loading pages

4. Add llms.txt file to guide AI crawlers to priority content

5. Increase brand mentions on third-party sources (G2, Reddit, industry publications)

Want help improving your AI brand representation?

VAN helps companies optimize their digital presence for the AI era.

vezaagencynetwork.com

Report generated: January 28, 2026