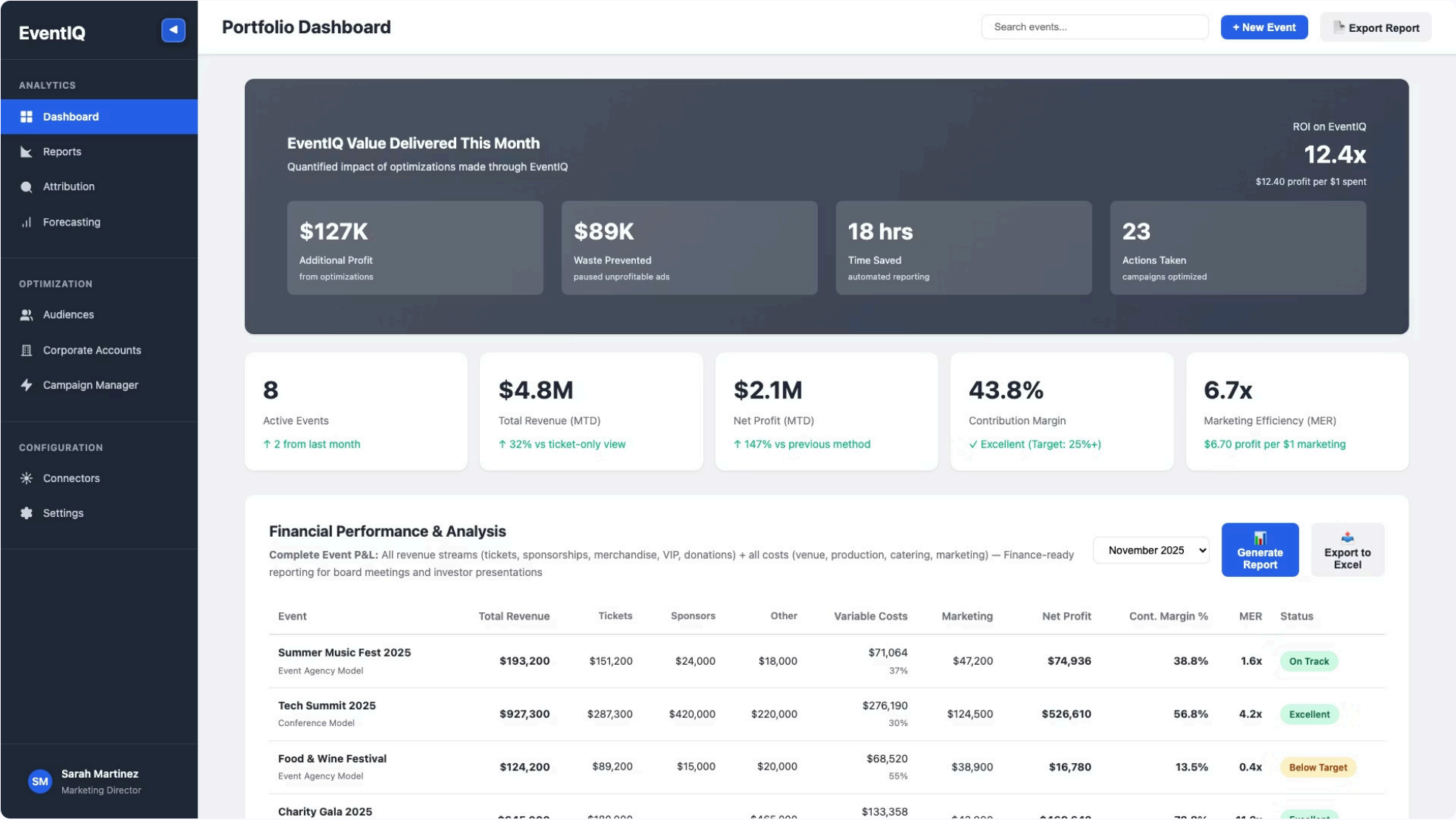


# EventIQ

## Your AI Partner for Event Success

Stop guessing and start leading. EventIQ empowers you with AI-powered intelligence to confidently measure, predict, and optimize your events. Get the clear insights you need to save time, easily prove ROI to your leadership, make smarter decisions, and reduce the stress of event planning.



# Struggling to Prove Your Event ROI?

## You're not alone.

Measuring event ROI is consistently reported as the most challenging task for marketing professionals. It's frustrating when you can't clearly see the impact of your hard work.

*Source: Ortus Club, "The 2025 Event Marketers Playbook"*

## Do these challenges sound familiar?

- No unified way to measure ROI across all your platforms
- Wasting 40+ hours each month on manual reporting
- Difficulty connecting your events directly to pipeline and revenue
- Fragmented data scattered across multiple systems
- Lack of clear visibility into your buyer cohorts
- Uncertainty about where to best allocate your marketing spend

# The Challenges of Proving Event ROI

## Fragmented Data from Event Platforms

While your event management platforms (like Cvent or Bizzabo) handle logistics, they often leave you with fragmented data and basic reports. This makes it hard to see the full picture of your event performance and get the insights you need to improve.

## Limited Insights from CRM/Marketing Automation

Your CRM and marketing automation tools (like Salesforce or HubSpot) often treat event data as an afterthought. This means you struggle to connect event engagement directly to your sales pipeline and clearly prove its impact on revenue.

## Your Solution: EventIQ

**EventIQ gives you a clear, unified view of all your event data, no matter where it comes from.** We empower you to easily prove ROI, make smarter decisions, and reduce the stress of manual reporting, saving you valuable time.



# The Solution: Four Intelligence Pillars to Empower Your Events



## Prove Your Event ROI with Confidence

**Effortlessly connect your event spend to your business results.**

- Automatically measure the return on investment for your events with multi-touch attribution, linking event activities directly to pipeline and revenue across all your marketing and sales channels.
- Generate clear, actionable reports that leadership understands in hours, not weeks, helping you prove the value of your events without the manual effort.
- Aggregate data from all your platforms (e.g., Cvent, Bizzabo, CRM, Marketing Automation) to get a complete picture of performance.

Regain valuable time and ensure every event dollar is spent wisely, helping you demonstrate tangible impact and justify your event investments.



## Predict Future Outcomes and Avoid Surprises

**Gain clear foresight to plan and execute with certainty.**

- Receive accurate attendance and revenue predictions, allowing you to optimize your event strategy and resources weeks in advance.
- Identify potential risks and get early warnings, so you can proactively address challenges before they impact your event.
- Get data-driven recommendations to fine-tune your budget and resource allocation for maximum impact.

Minimize stress and prevent costly planning errors by making informed decisions based on reliable forecasts.



## Optimize Your Events with Smart Recommendations

**Get AI-powered insights to make your events more effective.**

- Receive intelligent recommendations for reallocating your budget to higher-impact areas, complete with confidence scores.
- Utilize dynamic pricing suggestions based on real-time demand signals to maximize revenue and attendance.
- Explore different scenarios to understand the trade-offs of your budget decisions before you commit.

**You remain in control:** All recommendations require your approval. We provide the intelligence; you make the final decision.

Achieve greater efficiency in your event budget and save significant time on analysis, freeing you up for strategic planning.



## Boost Your Marketing & Sales Effectiveness

**Understand what drives results and identify your best prospects.**

- Pinpoint which registration sources (paid, organic, referral, partner) convert most effectively into pipeline opportunities.
- Discover high-value buyer segments by job title, company size, and industry to tailor your outreach.
- Identify your most engaged attendees by tracking their purchase intent signals (sessions attended, booth visits, content downloads).
- Optimize your advertising spend by identifying and cutting underperforming channels, maintaining your registration volume while improving efficiency.

**You remain in control:** All recommendations require your approval. You decide where to invest your marketing efforts.

Dramatically improve your marketing efficiency and increase sales conversion by focusing on the right channels and high-intent leads.

# Unlock Your Event Potential: Real Results

With EventIQ, you'll experience tangible improvements in how you manage events, saving time, proving value, and making smarter decisions:

What You Care About	Without EventIQ	With EventIQ	Your Benefit
Time to Prove ROI	You spend 40+ hours/month	You spend just 2-4 hours/month	<b>Save up to 90% of your time</b>
Recovering Wasted Budget	Little to no visibility into wasted spend	You identify 15-25% of wasted spend	<b>Recover \$100K-\$150K+ of your budget annually</b>
Event Forecasting Accuracy	You rely on gut feeling (30-40% accuracy)	You gain data-driven insights (targeting 85%+ accuracy)	<b>Double your prediction accuracy</b>
Proactive Planning	You're reactive (days to respond)	You're proactive (up to 6 weeks in advance)	<b>Get warnings 10x earlier</b>
Data Clarity	Your data is siloed and hard to connect	You access a unified dashboard	<b>A single, reliable source of truth for your data</b>
Marketing Spend Optimization	Inefficient 'spray and pray' marketing	You use targeted marketing based on conversion data	<b>Reduce your marketing costs by 20-30%</b>
Sales Lead Conversion	You treat all leads equally	You identify high-intent leads using smart scoring	Double your conversion rate on top leads

# EventIQ: Designed for Your Success

EventIQ empowers event professionals like you to overcome challenges and achieve outstanding results. Discover how we help you:



## Prove Your Event ROI with Ease

If you're a **Corporate Event Director**, imagine spending less time on manual reporting and more time on strategic planning. You need to confidently prove the value of your events to leadership, but current processes drain your time.

**Your Value:** Automated, CFO-ready reports that clearly show your events' impact, saving you 40+ hours each month and boosting your credibility.



## Optimize Your Marketing Spend

As a **VP Marketing or CMO**, you constantly juggle budget allocation across channels and need to ensure events are pulling their weight. You want to make data-driven decisions, but events often feel like a black box.

**Your Value:** Gain predictive insights and clear attribution to confidently optimize your event budget, ensuring every dollar works harder and drives measurable results for your overall marketing strategy.



## Elevate Client Value & Efficiency

If you're an **Event Agency Principal** managing multiple client events, you know the pressure to consistently prove value and scale operations. You need to impress clients and grow your business without increasing overhead.

**Your Value:** Deliver powerful, white-labeled event intelligence to your clients, showcasing undeniable ROI, strengthening client relationships, and enabling your team to manage more events with greater efficiency.

# Unlock Your Event Potential with EventIQ

## Unified Event Data

Tired of scattered data? EventIQ brings together all your event insights from platforms like Cvent, Bizzabo, your CRM, and marketing tools. Get a complete, accurate picture of your event performance, saving you hours of manual reporting and giving you clear, actionable insights to make confident decisions.

## Smarter Event Predictions

Our advanced machine learning continuously analyzes event data, providing you with increasingly accurate predictions. This means you can anticipate outcomes, optimize your strategies, and make smarter choices for your future events, ensuring maximum impact and efficiency.

## Intelligent ROI Optimization

Prove your event ROI with confidence. EventIQ's purpose-built AI and machine learning algorithms give you precise attribution, showing exactly how your events contribute to your goals. You'll gain predictive insights to fine-tune your efforts and consistently achieve better results.

## Seamless Platform Integration

EventIQ works seamlessly with the tools you already use, integrating directly with major event and marketing platforms like Cvent and Bizzabo. This means less friction, faster setup, and a smooth experience, allowing you to leverage our powerful analytics without disrupting your existing workflows.


## Expert-Backed Solutions

Benefit from solutions designed by industry leaders. EventIQ is built on deep event industry expertise, ensuring that our tools address your real-world challenges. This means you get proven strategies and trusted insights to elevate your event performance and professional standing.

# Unlock the Full Potential of Your Event Data

You use various platforms to manage your events, and EventIQ connects them all. We empower you with comprehensive insights that no single tool can provide, helping you:

Your Platform	What It Does Well	What's Missing for You	How EventIQ Helps You
Cvent	Event execution	Measuring event ROI	Easily show your leadership the real ROI of your Cvent events.
Bizzabo	Attendee engagement	Connecting engagement to pipeline	Link attendee engagement from Bizzabo directly to your revenue goals.
RainFocus	Enterprise personalization	Proving personalization ROI	See the proven return on your personalization efforts with RainFocus.
Salesforce/HubSpot	CRM, marketing automation	Accurate event attribution	Get clear, actionable insights by connecting your events directly to your CRM.

 **Why this matters to you:** Each platform offers a piece of your event puzzle. EventIQ brings all your event data together, giving you a single, unbiased source of truth for smarter decisions across all your tools.

## How EventIQ Empowers Your Event Strategy

EventIQ delivers these key benefits for you:

- **Intelligence and optimization:** Get strategic insights to continuously improve your event performance.
- **Real-time actionable insights:** Access predictive data that helps you make better decisions, faster.
- **Cross-platform aggregation:** Unify your data from all event platforms for a truly comprehensive view.

# Your Secure & Scalable Foundation for Event Intelligence



## Keep Your Data Safe

We implement robust security practices from day one, ensuring your event data is protected with the highest standards.



## Protect Attendee Privacy

Built with GDPR and CCPA compliance in mind, we help you respect and protect your attendees' privacy.



## Always There When You Need It

Count on 99.9% uptime, so you always have access to your critical event insights without interruption.



## Get Instant Answers

Experience sub-second dashboard load times, empowering you with quick access to insights when you need them most.



## Grow With Confidence

Our platform seamlessly handles events of any size, from intimate gatherings to major conferences, scaling effortlessly with your needs.

## Unlock Deeper Insights with AI & Machine Learning

### Tailored Predictions

Benefit from custom-built AI models designed to accurately measure event impact and predict future outcomes for your specific events.

### Real-time Decisions

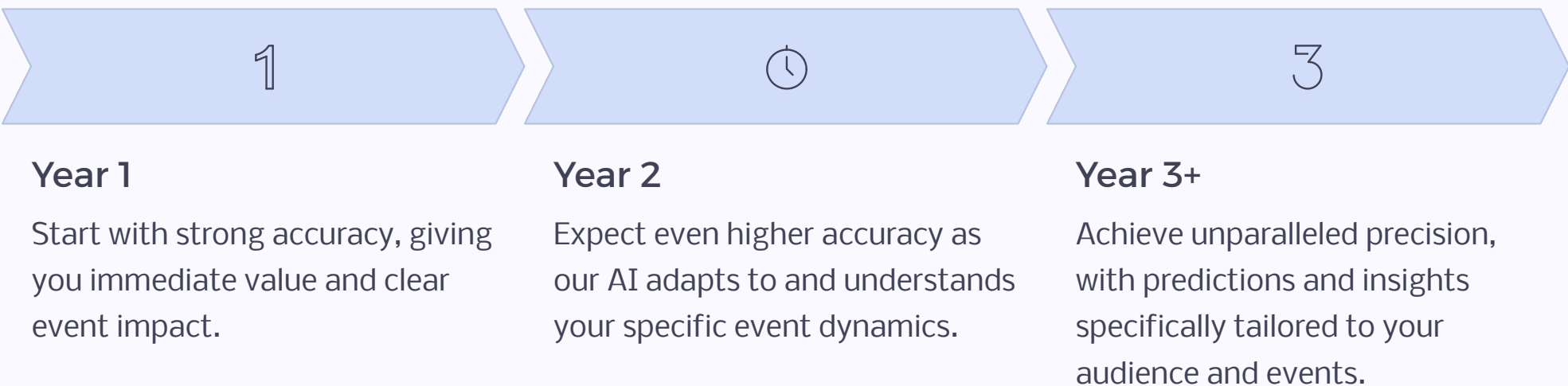
Access immediate, actionable analytics, including predictive forecasts and anomaly detection, to make smarter decisions faster.

### Connect Your Tools

Seamlessly integrate EventIQ with your existing event and CRM platforms through native connectors, ensuring all your data works together.

## EventIQ Gets Smarter With You

Our models continuously learn from your unique event patterns, providing increasingly precise insights over time:



**This means increasing value for you:** The longer you partner with EventIQ, the more customized and effective your insights become, continually boosting your return on investment.

# Join Our Beta Program

We're inviting you to be among the first to experience EventIQ. Our pilot program is designed to be completely risk-free, helping you make smarter decisions with confidence:



## Free Analysis

Get a free analysis of your past events at no cost



## Reveal Insights

Discover valuable insights you've been missing



## Seamless Pilot

Experience a low-friction trial period



## Prove Your ROI

Demonstrate clear value before full commitment

## Why Join Now?

- **Shape Your Future:** Direct influence on features that matter most to your team
- **Preferred Pricing:** Secure exclusive beta customer rates
- **Early Advantage:** Gain advanced intelligence capabilities before anyone else
- **Zero Risk:** See the value for yourself with a complimentary analysis
- **Expert Support:** Benefit from personalized onboarding and training
- **Thought Leadership:** Partner with us to define industry best practices

## Get Started

Ready to transform how you measure and optimize your event performance?

[Schedule a Demo](#)

[Learn More](#)

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## Contact

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