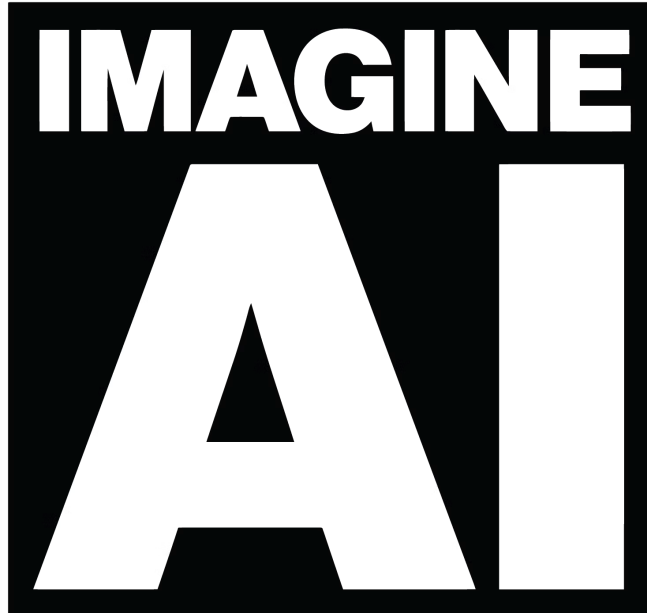


ImagineAI LIVE Increases Registrations by 85% Through Expertise AI!



ABOUT

ImagineAI LIVE is an innovative AI conference platform that brings together the brightest minds in artificial intelligence. With a focus on delivering a day full of workshops, inspiration, and networking, LIVE and IN PERSON. They sought a better way to manage attendee inquiries and capture leads efficiently.

The Challenge

Like many event organizers, ImagineAI LIVE struggled with manually managing attendee inquiries and registrations. The process was slow, inefficient, and frankly, exhausting for their team. Here's what was happening:

- **Delayed Responses:** Potential attendees would ask questions about the event, but response times lagged, leading to missed registrations.
- **Lead Leakage:** Valuable leads weren't being captured effectively, leaving opportunities on the table.
- **Overloaded Teams:** Staff were buried in repetitive tasks, pulling focus away from what matters: delivering an exceptional event experience.

For ImagineAI LIVE, every missed interaction was a missed opportunity. Not just to register a guest, but to grow relationships, drive sponsorships, and build buzz.

✅ **The Solution: Automating Attendee Engagement with Expertise AI**

To address these challenges, ImagineAI LIVE implemented Expertise AI. With Expertise:

Attendee questions were answered instantly, 24/7.

- Whether it was registration details, event schedules, or FAQs, Expertise AI provided on-the-spot support.

Lead capture was automated.

- Every interaction was an opportunity to capture a lead and move them closer to attending the event.

The team got their time back.

- Freed from repetitive inquiries, the team focused on curating workshops, securing top speakers, and enhancing the event experience.
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💡 **The Impact**

1. Increased Lead Volume

- Hundreds of new leads generated within the first few weeks of deployment
- 85% attendee inquiries converted into successful registrations

2. Optimized Attendee Experience

- Attendees received instant answers 24/7, enhancing satisfaction and reducing frustration.
- Over 100 automated conversations daily improved engagement and visibility, ensuring attendees felt supported.

3. Greater Operational Efficiency

- The event team was able to focus on curating the content and experiences that made the event successful.
- Seamless automation ensured a frictionless registration process, maximizing participation.

By automating attendee engagement, ImagineAI LIVE didn't just streamline their processes, they elevated the entire event experience and drove measurable ROI.

"Expertise AI is literally so easy to set up; they could not have picked a better name for it. We added this to two of our marketing websites, set up custom Q&A, and were capturing leads within 30 minutes. Expertise AI is such a great example of how an 'AI native' product can add value almost immediately to what used to be a much more complex enterprise use case." — **Steve M., Small-Business Owner**

About Expertise AI

Expertise AI is an inbound AI SDR that delivers hyper-personalized website experiences by engaging and qualifying visitors in real time. It enriches their data on the fly and seamlessly routes or schedules meetings between top prospects and the right reps automatically.