JAY MANDEL / EVENTS

Clarity2Conversion for Events

From showing up to being relevant.

Plan events around what matters to your audience. We combine emotional motivation research with the information you already collect, then turn the findings into decisions about your topic, title, speakers, format, promotion, and follow-up.

Who it is for

Workplace communities, associations, brands, venues and event planners.

Why people attend

Learn - Leave with an idea or skill they can use.

Connect - Meet people they have a reason to know.

Progress - Move a career, project or business forward.

Belong - Feel part of a community that understands them.

Participate - Contribute, ask questions and shape the conversation.

How it works

1. Understand the audience

Combine AgileBrain’s image-based assessment with relevant registration information, past attendance, surveys, interviews and feedback you already collect.

2. Interpret what matters

Review motivations alongside stated interests and observed behavior. Identify patterns, differences between groups and questions the evidence cannot yet answer.

3. Build a practical event plan

Translate the findings into the topic, title, speaker brief, format, promotion and follow-up. Agree on owners, timing and measures before delivery.

AgileBrain uses an image-based exercise to explore emotional needs and associations. Its findings add one lens to your existing information. Interpretation depends on the participants, research question and event context.

What you receive

We agree on research, deliverables, responsibilities and budget before work begins.

Planning area	What we develop
Goals	An event brief defining who it serves, why it matters and the action it should support.
Audience	An audience summary combining motivation findings with relevant information you already hold.
Topic	A prioritized shortlist of themes and questions that connect to audience interests.
Title & promotion	An event title, audience promise and messaging direction for invitations and relevant channels.
Speakers	Speaker and moderator briefs, discussion questions and criteria for selecting contributors.
Experience	Recommendations for session formats, participation, introductions and the attendee experience.
Sponsors	Audience-relevant partnership ideas and a clear role for sponsors in the experience.
Delivery	A practical action plan with responsibilities, timing and coordination needs.
Follow-through	A plan for useful recaps, introductions, resources and permission-based follow-up.
Learning	A measurement plan and review of what to carry into the next event.

Measure what happens after showing up

Participation - Who joins, contributes and takes part across the event.
Usefulness - What attendees say they learned, valued or can apply.
Follow-up actions - Relevant introductions, resource use, replies or agreed next steps.
Return attendance - Who comes back and what brings them back over time.

Measures and baselines are agreed with you. No specific attendance or commercial result is guaranteed. Venue operations, production, talent booking and campaign execution require an agreed delivery scope.

Discuss your next event | jaymandel.com/industries/events

Methodology: agilebrain.com/science/