

# PIRIDA

delivering *hyper-specific attendee context, facilitated connections, and measurable ROI.*

## THE PROBLEM

Conferences curate exceptional rooms – but **leave outcomes to chance.**

Attendees and sponsors are expected to self-organise, figure out who matters, and extract value on their own.

	What stakeholders actually want	What they get
 <b>Sponsor</b>	Access to real buyers, qualified conversations, and defensible commercial outcomes.	Time spent <b>chasing meetings</b> through <b>low-engagement apps</b> , with outcomes dependent on chance booth traffic and onsite luck
 <b>Delegate</b>	Relevant peer connections, practical insight, and career-defining relationships.	<b>Arrive without clarity</b> on which peers are working on similar problems, rely on ad-hoc encounters, and receive largely irrelevant sponsor outreach
 <b>SPEX &amp; Organiser</b>	Clear ROI, high NPS, and evidence that supports renewal and portfolio scale.	<b>Sponsor pressure</b> for meetings, limited ability to guide attendees, and <b>fragmented coordination</b> across channels.

**This is easily solvable.**

Conference teams already know **who** is in the room.

What's missing is what each person is uniquely focused on, **why they're there**, and **who matters most to them** right now.

## ENTER PIRIDA

- 1. Room Intelligence:** A complete, scored view of everyone in the room – who matters, who holds budget, and how participants relate to each other.
- 2. Personalised Prep:** Every attendee receives a tailored brief on who to meet, why it matters, and what content is most relevant to them.
- 3. Facilitated Outcomes:** Sponsor-buyer and peer-to-peer 1:1s, onsite concierge support, ad-hoc introductions, and a clear post-event ROI summary.

## UNDER THE HOOD

Pirida's **proprietary software:**



Scores every person based on commercial value, influence, buying power, and relative importance to others in the room



Enriches this with **deep public intelligence** using sources such as annual reports, industry news, podcast appearances, LinkedIn and 8 other sources



Translates this into **personalised recommendations** on who to meet, why it matters, and how to best extract value from the event

# Packages

## Prepared Room

### Includes-

- 1 deeply-researched & personalised executive prep report for each attendee & sponsor which includes -
  - Top 10 most relevant peers + exact talking points
  - Top 10 most relevant solution providers+ exact talking points
  - Sessions and workshops that are the most worth prioritising and why

## Sponsor Led

INCLUDES PREPARED ROOM

- Structured sponsor-buyer meetings
- Live budget-holder visibility
- A central system for the organising team to capture ad-hoc meetings.
- Onsite support & concierge service
- Event-level reporting for organiser
- Post-event ROI reports for each sponsor

## Peer & Knowledge Led

INCLUDES PREPARED ROOM

- 1 Pre-event survey to capture attendee goals to layer on to public intel
- Facilitated peer connections around precise problem spaces.
- Onsite support & concierge service.

## Full Intelligence Layer

INCLUDES PREPARED ROOM

INCLUDES SPONSOR-LED

INCLUDES PEER-LED

- End to end conference intelligence support
- Phone calls to VIPs pre-event

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