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

This is easily solvable.
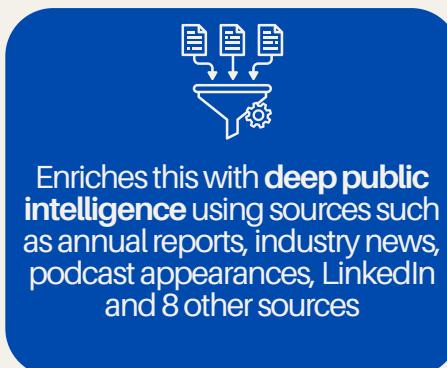
Conference teams already know *who* is in the room.

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 (£10K PER EVENT)

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 (£25K PER EVENT) 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 (£25K PER EVENT) 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 (£40K PER EVENT)

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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