



AI-Powered Matchmaking: Boost Event Networking with Smart Connections

Why Networking Still Feels Broken

Networking is the main reason people attend events, yet most leave with a handful of business cards and a sense of missed opportunities. The gap isn't the effort attendees put in — it's the tools organisers provide.

The Old Way vs. A Smarter Way

- Manual scheduling: endless emails, guesswork, missed meetings.
- AI matchmaking: matches people based on goals, profiles, and availability in minutes.

The 5 Steps to Smarter Networking

1. Define attendee goals before the event.
2. Collect richer registration data (goals, interests, industries).
3. Use AI to suggest introductions.
4. Offer a built-in scheduler.
5. Track what happens post-event.

Checklist: 3 Registration Questions That Instantly Improve Matchmaking

- “What are you hoping to achieve at this event?”
- “Which industries or job functions are most relevant to you?”
- “Would you prefer one-to-one meetings, group discussions, or both?”

Worked Example

At a recent trade fair, organisers added these three questions to registration. Within 24 hours of the event going live, 300+ meetings were scheduled automatically. Exhibitors reported 40% higher satisfaction scores compared to the previous year.

Your Next Step

Trial AI matchmaking on one event segment and benchmark the results: % of attendees matched, meetings held, and follow-ups generated.