

# Your best events deserve a longer life than the room.

A membership organisation runs on the strength of its events. Yet almost everything said in a great room reaches only the delegates who were in it, once, and from memory. We capture the room and turn it into designed documents that keep delivering: to the delegates who attended, the members who could not, and the team whose programme has to prove its worth.

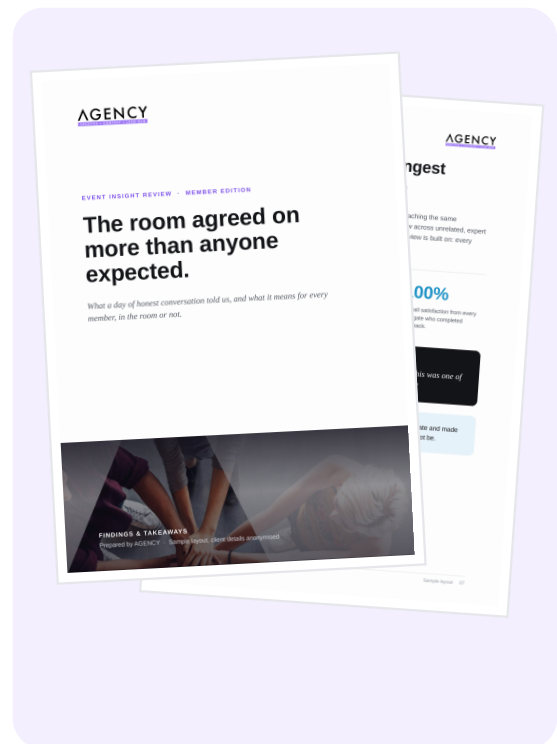
## The client and the challenge

Our client, a consortium of a national business-support organisation and a global law firm, convened a senior, invite-only room of founders, investors and system specialists. One day, no second chances, and a wider community who would never hear what was said unless someone captured it properly.

## What we did

We recorded and transcribed every session: two panels, a keynote, two working sessions and live polling. The raw output became a 23,000-word, speaker-attributed master transcript, and we mined that verbatim record with AI against the full context of the client's project.

The result was not minutes, and not an AI meeting summary. It was a suite of designed documents, each written for a specific reader, with every claim traceable to what was actually said, by whom.



The output: designed, member-ready documents. Sample pages shown, client details anonymised.

**1 day**

of panels, keynotes, working sessions and live polling. The room met once.

**23,000**

words captured verbatim. Nothing said in the room was lost.

**24 hrs**

from the room closing to the first polished, shareable document.

**4**

designed documents carrying the day to every audience that needed it.

WHAT IT DELIVERS

# Value for the room, and for everyone who missed it.

## Delegates in the room

A branded takeaway lands while the day is still fresh: the ideas, the numbers and the quotes worth keeping. Attending one of your events now comes with an asset worth forwarding, which is exactly how the next room gets filled.

## Members who missed it

The insight review carries the full substance of the day to the wider membership: what was said, what it means and why it matters. The value of your best room stops being limited to the people in it.

## Your organisation

A growing library of member-only insight, material your communications team and sponsors can draw on all year, and hard evidence of member value when renewal conversations come around.

### WHY THE RAW TRANSCRIPT MATTERS

AI meeting summaries flatten a day into minutes and lose the detail that makes it worth sharing. We work from the verbatim record, with the full context of your organisation and the event, so every finding is anchored in exactly what was said, by whom. Quotes stay accurate. Numbers stay honest. Nothing important quietly disappears.

### THE OUTCOME FOR OUR CLIENT

*The partners endorsed the central finding, and the documents now anchor the design of the venture's next phase. Every attendee who completed feedback rated the day at the top of the scale.*

*“Having attended many events in the past, I can honestly say this was one of the best. The insights shared, the breadth of experience, and the open and honest discussions were truly valuable.”*

Attendee feedback, shared with us by the client.

## Where this works

Annual conferences, expert panels, member roundtables, delegation visits, board sessions. If your organisation convenes people worth listening to, the record should work as hard as the room did. We capture it, protect it, and hand you documents your members actually read.

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