

# Data driven business development

an AI tool developed from practice



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# The why

- Maastricht is a renowned destination for big conferences, exhibitions, and events from organizations worldwide. Our ability to attract and host successful events is crucial to our reputation and business growth.
- However, in this dynamic industry, it is becoming increasingly challenging to identify organizations that align perfectly with our cities DNA and audience preferences.
- That's why we developed and implemented an advanced event database and analysis framework that will enable us to make data-driven decisions, enhance event selection, and provide a personalized experience for our clients.
- Identifying patterns, correlations and connections between host-cities.
- Gain insights and uncover meaningful trends in the data.

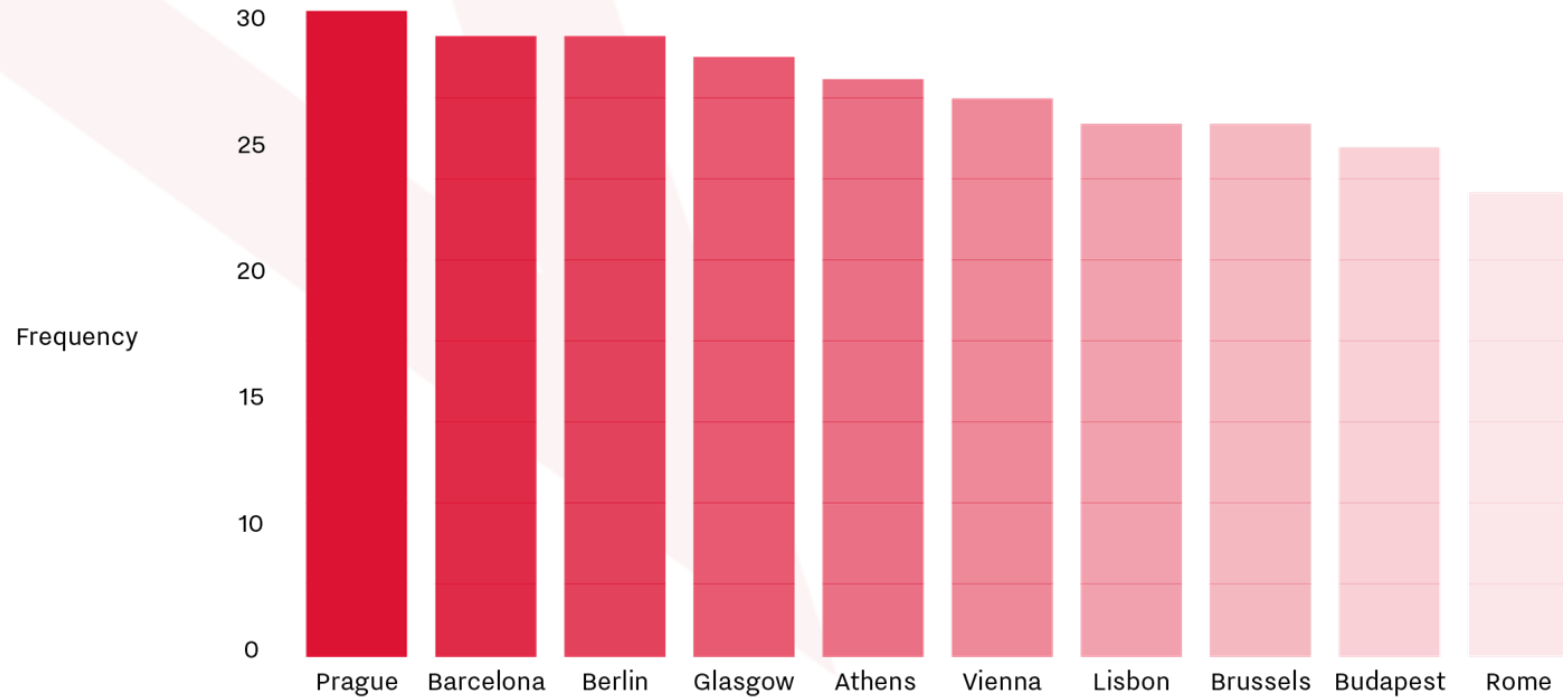


# The how

- **Data collection and analysis process:**
  - utilized the ICCA database;
  - focused on conferences won, lost and/or organized in the last 20 years;
  - extracted: conference subjects, cities-countries previously host the same conferences.
- **Bid guidelines analysis**
- **Organization profile analysis**

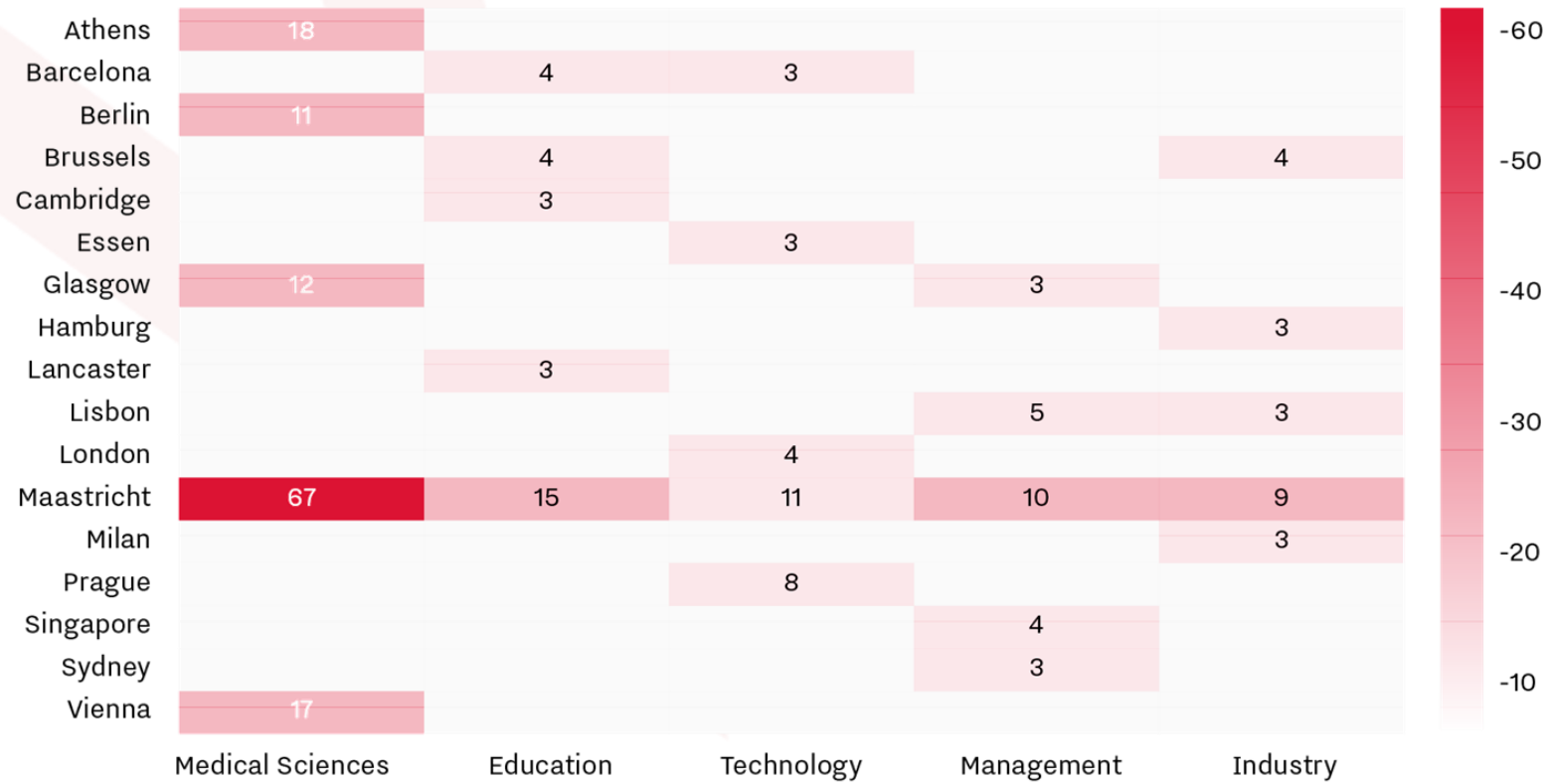


# Data collection and analysis process - results





# Cities by subject



# Bid guidelines analysis

- With the background of our city comparison and by processing the language in bid guidelines, we created predictive models to assess bid success. We use a pre-trained model and provide it with examples of confirmed and rejected bids
- **Model Selection:** We trained and tested different nlp models
- **Model Fine-Tuning:** We fine-tuned the chosen model to recognize patterns associated with successful or unsuccessful bids.
- Once the model is trained, we can input new bid guidelines, and it predicts whether the bid is likely to be successful or not.



# Bid guidelines analysis

- **Top Ranked Cities**

We identified the most commonly subjects in top-correlated cities with Maastricht.

- **Potential Organisations**

We searched for conferences on these subjects hosted in other cities, excluding Maastricht.

- **Bid Guideline Extraction**

We extracted bid guidelines from conferences held in these cities for further analysis.

- **Predictive Analysis**

Based on the trained model, we made predictions on bid success for these extracted guidelines.

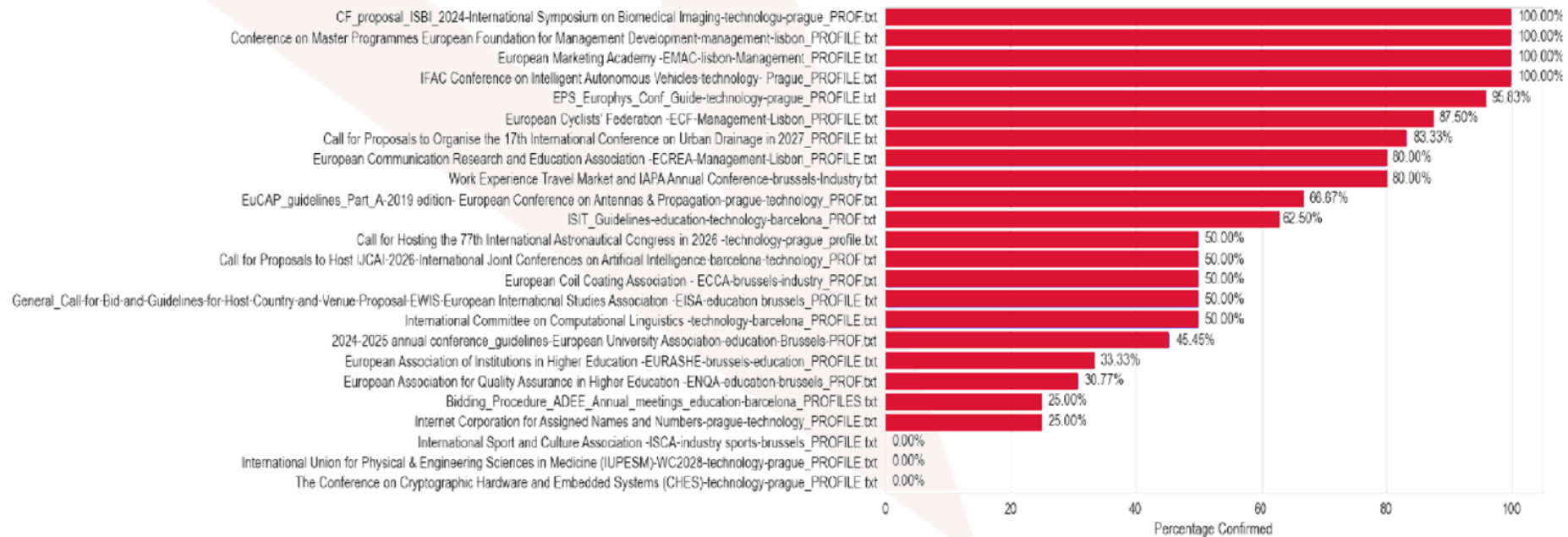
- **Recommendations**

Our findings provide valuable insights into bid strategies, enabling more informed decisions for MECC's conference tendering process.

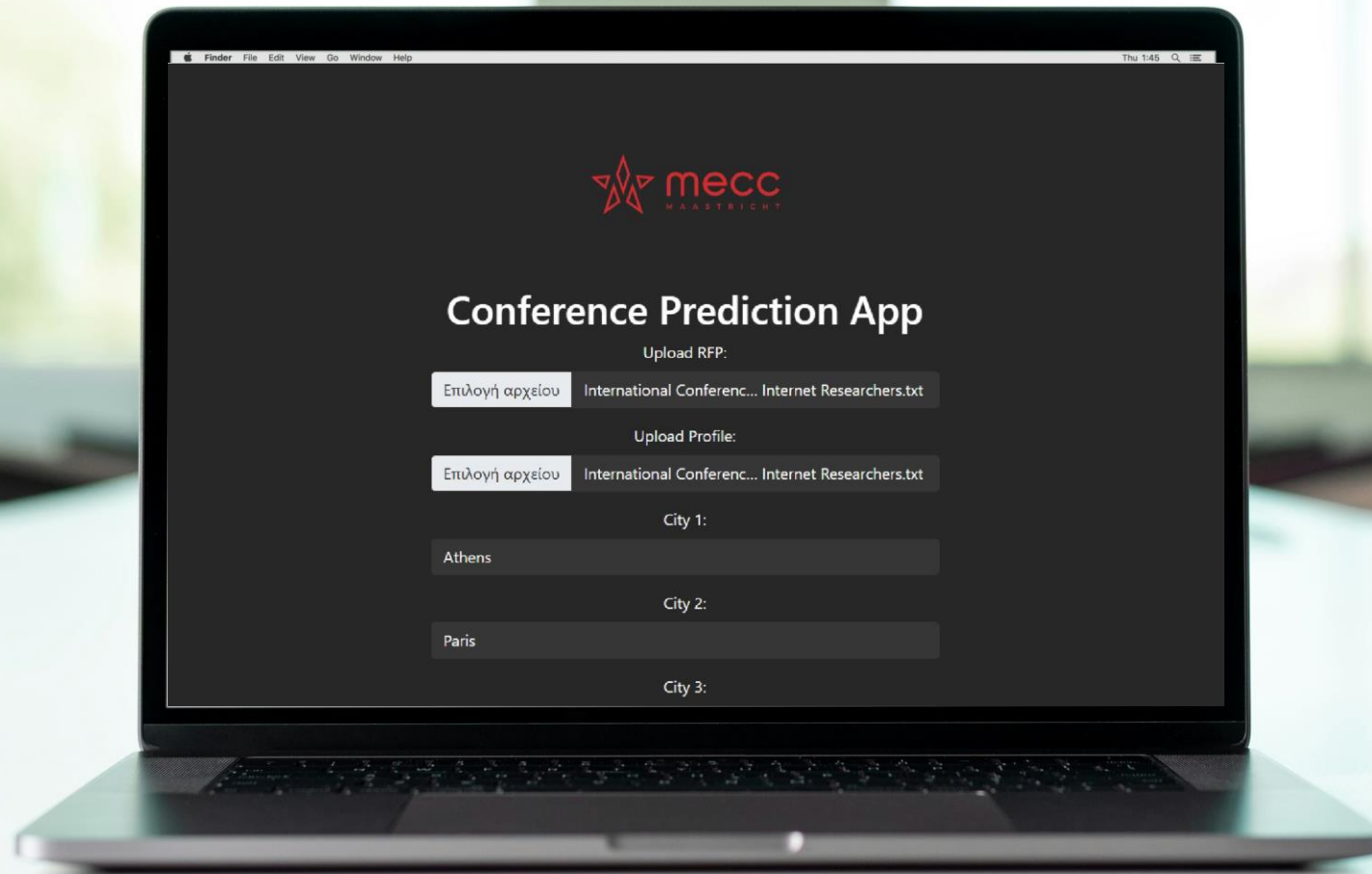
# Organization profile analysis

- Build a second model using organization profiles
- Implement the same data
  - Motivation
    - provide additional information about the organizations beyond bid guidelines.
    - offer deeper insights into their potential interest in hosting conferences at MECC.
    - using two different input sources, bid guidelines and organization profiles, aimed to validate the predictions obtained.
- Cross-validation in strengthening the reliability of the results.

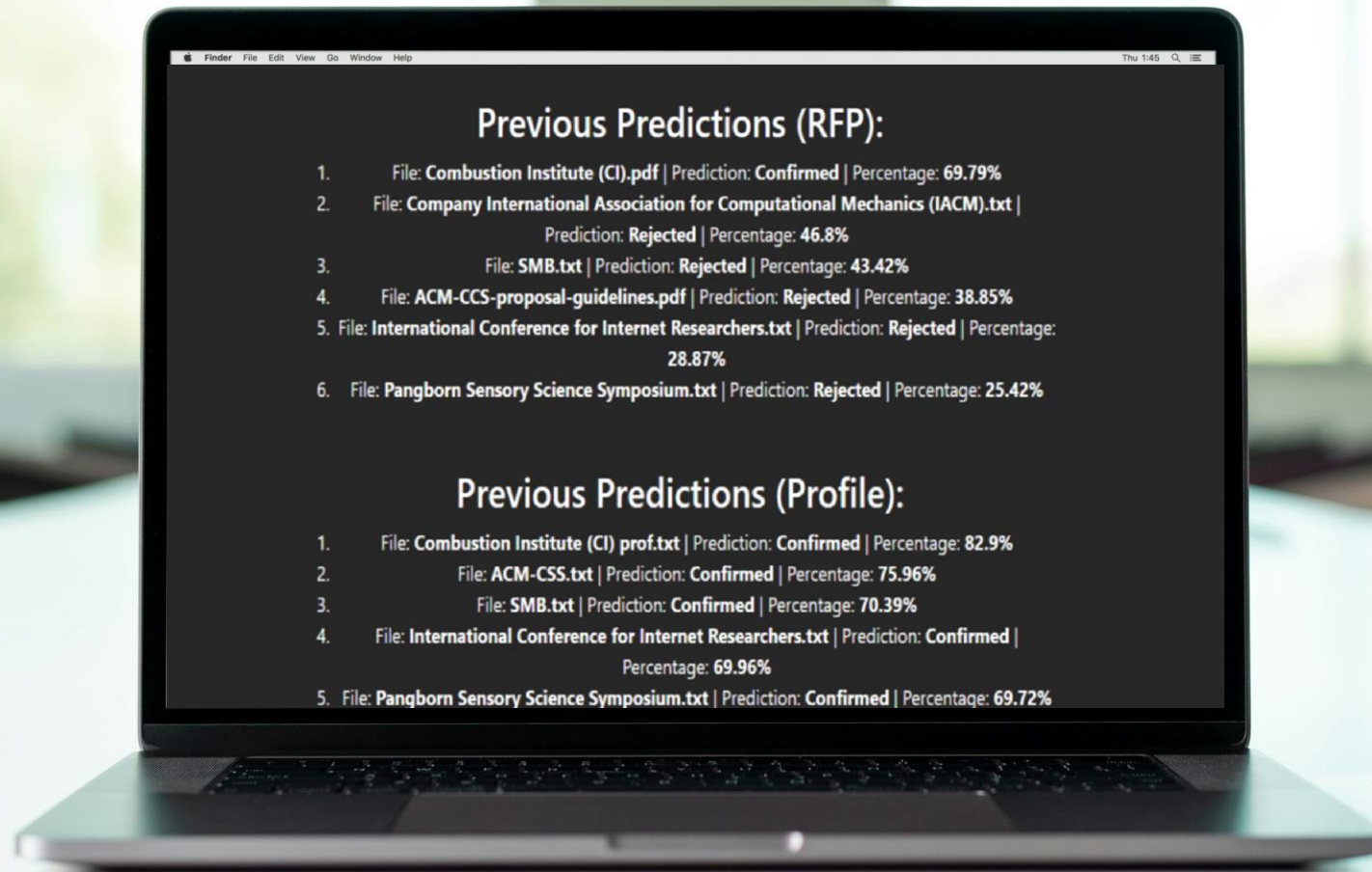
# Organization profile analysis



# The input

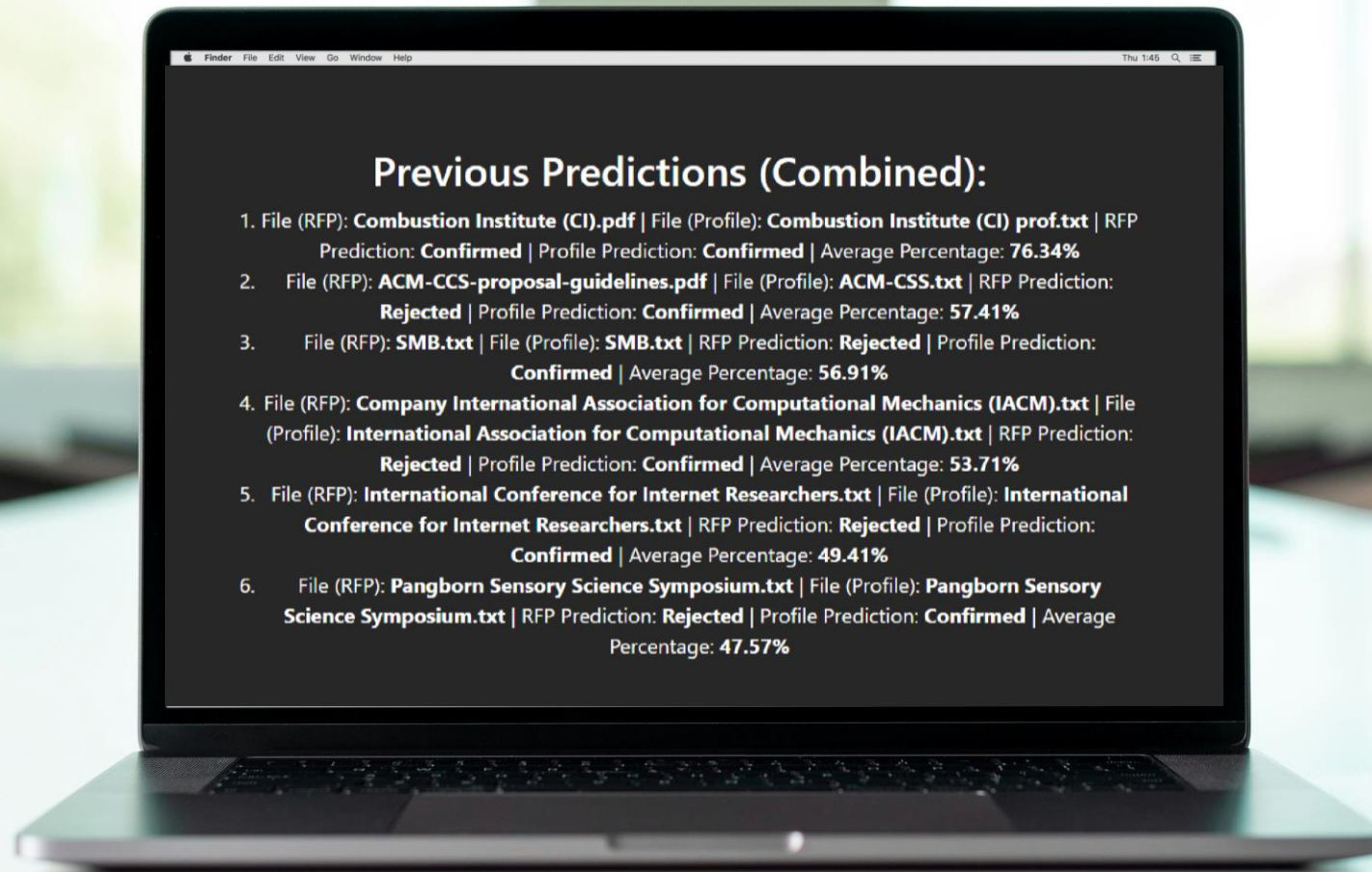


# The prediction separate RFP/ Profile





# The predication combined





Potential other implications of the tool...





Muchos Gracias

Questions?