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# Event Planner

Attendee Intelligence Platform

SCHEDULE	COST / ATTENDEE
On-demand	~\$0.04
MODELS	ENRICHMENT
3 (Groq + Haiku + Sonnet)	4 steps

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## Overview

Event Planner takes a raw CSV or XLSX attendee list, uses AI to map columns to a canonical schema, writes attendees to Airtable, then runs a 5-stage background enrichment pipeline. Each attendee gets LinkedIn profile scraping via Apify, multi-dimensional company research, and a buying likelihood score calibrated to BCG's practice areas.

The pipeline runs 5 research calls per company (financials, strategic initiatives, news, investor/PE data, trigger events). At scale (4,000+ companies), we benchmarked 6 alternative model approaches to optimize the cost-quality tradeoff. The production stack splits work across three model tiers: Groq Llama 3.3 70B for formatting and classification (9 calls), Claude Haiku 4.5 for structured parsing (2-3 calls), and Claude Sonnet 4 for buying likelihood scoring (2 calls).



# How It Works

**1 CSV Upload & Parse**  
 Accept CSV or XLSX file upload. Validate format, detect encoding, and extract raw column headers for downstream mapping.

**2 AI Column Mapping (Groq Llama 3.3 70B)**  
 Groq Llama 3.3 70B maps raw column headers to the canonical schema: first\_name, last\_name, company, title, email, linkedin\_url. Handles arbitrary naming conventions and merged fields. Groq chosen for sub-200ms latency on structured classification tasks.

**3 Airtable Write**  
 Create attendee records in an event-specific Airtable table. Each record includes parsed fields, source file reference, and enrichment status tracking.

**4 LinkedIn Enrichment (Apify)**  
 Apify actor supreme\_coder-linkedin-profile-scraper at \$3/1,000 profiles (150x cheaper than our original actor). Extracts current and past roles, education, skills, and activity. Profile data feeds into company research and scoring stages.

**5 Company Research (optimized multi-model)**  
 5 research dimensions per company. Benchmarked 6 approaches: Perplexity Deep Research, Sonar Pro, Claude Web Search, Mistral Medium + Web Search, Firecrawl, Brave Search, Webset EXA. Production split: Sonar Pro for news/investors/triggers (3 calls), Mistral Medium for strategic initiatives + financials (2 critical calls). 85-90% cost reduction vs. original Deep Research approach.

**6 Buying Likelihood Scoring (Claude Sonnet 4)**  
 Claude Sonnet 4 (claude-sonnet-4-6) scores each attendee on buying likelihood, combining LinkedIn seniority, company financials, strategic initiatives, recent triggers, and industry fit into a composite score. Sonnet chosen over Haiku after side-by-side quality comparison on strategic initiative extraction.

## APIS USED

Apify LinkedIn
Serper
Apollo
Perplexity
  
Claude Haiku 4.5
Claude Sonnet 4
  
Groq Llama 3.3 70B
Mistral Medium

## COST BREAKDOWN (~\$0.04/ATTENDEE)

LinkedIn scraping	~\$0.010
Company research	~\$0.015
Claude scoring	~\$0.015