

An AI speaker desk for a global events company

One coordinator was running 64 speakers by hand across five disconnected systems. Now a single Speaker Desk does the chasing, and a full run-of-show platform is underway.

01 The Situation

MP International is a subsidiary of Pico, a Singapore-headquartered conference and exhibition organiser, around 2,700 people across 36 cities in 22 countries. Speaker details lived across a spreadsheet, email and a registration platform with no single source of truth. Panels were scheduled by email polling, with replies scattered across threads, so commitments made months in advance were forgotten and speakers dropped out in the final week of planning.

"Every time there's a speaker update we need to update it on the website, on our master list, on our virtual platform, on everywhere."



Regina Tay
PROJECT MANAGER • MP INTERNATIONAL

02 What We Built

- ✓ **One source of truth** the "Speaker Desk" pulls inbound email and registration data into a single, continuously updated record.
- ✓ **Automated panel scheduling** reads email threads and detects when a majority of panelists have converged on a time.
- ✓ **A dashboard that chases for her** red, amber and green status on every speaker, an AI-ranked chase list with emails drafted in her own voice and never sent without approval, and a full audit trail to source.
- ✓ **Zero disruption** built alongside the live workflow on the client's existing no-code layer, so the current process was never interrupted and heavy IT approvals were avoided.

03 Before And After

THE COST, BEFORE

- ~75 hrs** per show cycle
One coordinator's time chasing speakers and re-keying updates, doubling in the final two pre-show weeks.
- 5 systems** re-keyed by hand
50 to 60 speakers per show, each with a bio, headshot and ~10 details, so any change risked inconsistency.
- Drop-outs** from forgotten commitments
Panel drop-outs damage the show's standing with the speakers and sponsors who make it sellable.
- Capped** by human hours
With one person running a show manually, output is limited by hours available, not by demand.

THE IMPACT, AFTER

- ~75 to ~17 hrs** coordinator time
Speaker management for a show cycle is being cut from roughly 75 hours to about 17.
- 3,739 facts** entered once
Covering 443 people, now propagating correctly across all five systems instead of hand re-keying.
- Nobody forgotten** fewer drop-outs
Majority-time panel detection and a red, amber, green chase dashboard mean no commitment slips.
- 2 to 3x** the shows, no new headcount
With the manual load lifted, the company is planning to multiply the shows it produces.

From speaker desk to the full run of show

WHAT'S NEXT
On the strength of the Speaker Desk, MP International is extending the build into a full run-of-show platform, to be used across its event portfolio.

IN THEIR WORDS

"The speaker agent gave one of our project managers a single view of work that used to live across a spreadsheet, an inbox and a registration platform. It's the reason we're now looking at the rest of the shows we manage with the same lens."



Beatrice Chia
MANAGEMENT ASSOCIATE • MP INTERNATIONAL