



Accelerate Event Planning with an AI-Native Event Agent on AWS

Why Modernise Event Management?

Event organizers today expect to plan fast, from anywhere, without juggling a spreadsheet for the agenda, a separate builder for registration forms, and yet another system for attendees, tiers and exhibitors. Teams that rely on this manual, multi-tool setup face slow launches, scattered data that never connects, and hours lost to repetitive configuration.

By modernising event management with an AI-native platform on AWS, organizers using Twelve20 simply describe an event in a sentence or two and receive a complete, structured plan — requirements, a multi-day agenda and tier-based registration forms — in under 30 seconds.



Benefits

- »» **Plan in Minutes, Not Days —**
Describe the event in plain language and the AI Event Agent gathers requirements, generates the agenda and builds the registration forms automatically.
- »» **One Source of Truth —**
Requirements, agenda, attendee tiers, rooms and forms are captured from a single guided chat and persisted to a unified PostgreSQL model.
- »» **Structured, Editable and Yours —**
Approve, regenerate, drag to reorder sessions, add or remove fields, and preview the attendee experience before anything is finalized.
- »» **Secure and Multi-Tenant by Design —**
Passwordless sign-in and per-user data isolation ensure every organizer sees only their own events and conversation history.

The comprehensive path to AI-native event management

Amazon Web Services provides Twelve20 with a secure, scalable and fully managed cloud foundation to build and operate the AI Event Agent at scale — avoiding the complexity of maintaining AI infrastructure while benefiting from enterprise-grade security and deep integration with foundation models via Amazon Bedrock.

Combined with Amazon Bedrock (Anthropic Claude 3.5 Sonnet), Amazon Aurora PostgreSQL and a serverless API layer on AWS Lambda and API Gateway, Twelve20 delivers a best-of-breed AI event stack.

Comprehensive AI Capabilities for Event Organizers

➤ AI Event Agent –

A conversational agent gathers event requirements through natural, Guided questions and turns a two-sentence brief into a complete, structured event plan.

➤ AI Agenda and Registration Builder –

Generates a realistic, multi-day, multi-tier agenda and context-aware registration forms tailored to the event type.

➤ Streaming Conversational Experience –

A settings-free chat interface streams the agent's progress in real time; agendas and forms appear as editable cards, autosaved and resumable.

➤ Unified Data and One-Click Export –

All event data lives in one relational schema — events, agendas, tiers, rooms, forms and registrations — and exports to PDF and JSON.

Resources

»» AWS Services Powering Twelve20

- Amazon Bedrock: <https://aws.amazon.com/bedrock/>
- Anthropic Claude on Amazon Bedrock: <https://aws.amazon.com/bedrock/claude/>
- Amazon Aurora PostgreSQL: <https://aws.amazon.com/rds/aurora/>

»» Twelve20 AI Event Platform

An AI-native event management platform that turns a natural-language brief into a complete, structured event — requirements, a multi-day agenda and tier-based registration forms — with a streaming conversational experience, a unified relational data model and one-click export, built for organizers on AWS.

Event types supported: tech conference, product launch, trade show, corporate and custom events.

[Twelve 20 Inc. - Software Consulting](https://www.sstus.net)



AWS Partner Promotion

Shri Sai Tech's AI-Native Event Management Solution on AWS helps event organizers plan complete events — requirements, agenda and registration forms — from a single natural-language brief, on a secure, scalable AWS cloud platform.

Built on Amazon Bedrock (Anthropic Claude 3.5 Sonnet) and Amazon Aurora PostgreSQL, the Twelve20 AI Event Agent turns a two-sentence description into a structured, editable event plan in under 30 seconds — with a streaming conversational experience and one-click export.

By capturing every event from a single conversation into one relational model, Twelve20 replaces spreadsheets and disconnected tools with a single source of truth — organizers review, edit and approve AI-generated agendas and forms before anything is finalized.

Event teams benefit from minutes-not-days planning, multi-tenant security with passwordless sign-in, autosaved and resumable conversations, and a data model that scales — without requiring any technical expertise to maintain.

Call to Action



Generative AI Consulting Services

