
The Event Management Guide to Agentic AI

From enquiries that go cold and a phone nobody can reach, to a digital coordinator that answers every lead, qualifies it, manages the guest list, and knows exactly which commitments belong to a person.

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AI voice agents & digital workers

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FOREWORD

The business is won at the first reply.

Business events are one of the country's quiet economic engines. In 2024, around 19.8 million business-event visitors generated roughly \$19.6 billion for the Australian visitor economy, and the major convention centres alone hosted some 3,700 events for about 4.35 million delegates.¹ Behind every one of those events sits a smaller story that rarely gets told: an enquiry that came in, and a person who had to answer it before someone else did.

Most event businesses are not short of interest. They are short of capacity at the exact moment interest arrives. A couple enquires about a wedding at nine at night. A corporate client wants a quote for a conference by Friday. A delegate calls on the morning of the event asking where to park. The enquiry that waits a day for a reply is usually the enquiry that books with the company that replied in five minutes. The evidence on this is stark: respond to a lead within five minutes and you are many times more likely to qualify it than if you wait half an hour.²

This guide is about a specific, practical answer to that problem: an agentic artificial intelligence (AI) voice agent that works the phones, the enquiry inbox and the routine coordination around your events, so your planners can do the parts of the job that genuinely need a human. It is written for the owners and managers of event management companies, agencies, venues and function teams who want to understand what this technology does, what it must never do, and how to put it to work without making promises it has no business making.

We have tried to be honest throughout. There is a clear line we keep coming back to, the line between handling an enquiry and committing the business to a contract, a price or a guarantee, and a good deal of this guide is spent making sure the technology stays firmly on the right side of it.

Brad Riley

CEO, Agntic.ai

1. Australian Business Events Association (ABEA), State of the Business Events Industry report, 2024 data. 2. Oldroyd J, McElheran K, Elkington D, "The Short Life of Online Sales Leads," Harvard Business Review, 2011, drawing on the MIT and InsideSales.com Lead Response Management Study.

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Agentic AI, in plain language

Before the benefits, the basics. What a digital worker is, why it is different from the chatbots you have already met, and the single boundary that makes it safe to put in front of your clients.



THE IDEA

A worker, not a chatbot.

You have used generative AI already. You type a question, it writes you an answer, and the conversation ends there. It is a clever tool, but it waits for you and does nothing on its own.

Agentic AI is the next step. An **agent** does not just talk. It is given a goal, a set of rules and access to the tools it needs, and it carries the task through from start to finish. For an event business, the goal is usually simple to state: answer the enquiry, understand what the client is planning, and move it forward, the same way a sharp coordinator would.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone, it listens, it asks the follow-up questions your team would ask, the date, the headcount, the budget, the kind of event, and then it acts: it checks whether the date is open, captures the brief, gives the indicative information you have approved, and books the client in with a planner. When something falls outside its rules, it hands over to a human.

A chatbot answers. A digital worker finishes the job, then knows when to step back.

The difference matters most at the edges of the day and at your busiest hours. A chatbot on your website might capture a form. A digital coordinator actually picks up the phone at 7am, at lunchtime and at 9pm, holds a real conversation, qualifies the lead, and leaves a confirmed consultation in the diary by morning.

None of this replaces your team. It removes the repetitive, interruptive work that stops your planners from doing the parts of the job that genuinely need a person: the creative pitch, the delicate negotiation, the relationship that wins the repeat booking.

THE ONE RULE

What it must never do.

A digital coordinator in an event business is built around a boundary that protects you commercially. It handles the conversation around a booking. It does not, on its own, commit the business to a deal.

That means it does not sign contracts, it does not lock a final price, it does not waive your terms, and it does not promise an outcome your team has not approved. If a client wants to commit, the agent's job is not to close the deal unilaterally. Its job is to capture everything cleanly, give only the information you have signed off, and bring a qualified, ready client to a person to confirm.

THE LINE, IN ONE SENTENCE

The agent handles enquiries and coordination. Binding commitments always belong to a person.

It quotes only within the ranges and rules you set, it states your terms accurately, and the contract, the final price and any exception are confirmed by your team. It never improvises a promise to win a booking.

This is not a limitation we apologise for. It is the design. An event business that adopts this technology should be able to say, hand on heart, that no client was ever quoted a price the business could not honour, or told something about their rights that was not true. Everything in the rest of this guide is built on top of that promise, and Section Five sets out exactly how it is enforced.

A day in the enquiry queue

The cost of an enquiry nobody could reach does not appear on any report. It shows up as a quiet diary, a planner pulled in three directions, and a client who quietly booked elsewhere. Here is the day as your coordinators actually live it.



— JESS'S THURSDAY · A BUSY EVENT COMPANY

Two events on, and the phone never stops.

Jess coordinates enquiries and logistics at a mid-sized event management company. Nothing here is unusual. That is the point.

MORNING

- 8:10 **Two events live this week.** Jess is on site briefing a caterer when the office line starts ringing. She lets it go; she has to.
-
- 9:25 A corporate client who enquired last night about a 200-person conference rings to chase a quote. No one has replied yet. They mention they are "also talking to two others."
-
- 11:00 **Delegate questions.** The morning of a client event, and forty attendees want to know about parking, start times and dietary options. Each call is short. There are a lot of them.
-
- 1:15 A wedding enquiry comes through the website form. It sits unread until late afternoon. By then the couple has booked a venue tour with another planner.

AFTERNOON

- 3:30 **RSVPs.** Jess meant to chase the outstanding confirmations for next week's gala this morning. The list has not moved. Final numbers are due to the venue tomorrow.
-
- 4:45 Supplier confirmations for two events were supposed to go out today. They half went out.
-
- 6:30 Phones to voicemail. From now until morning, every new enquiry hears a recording. The motivated ones are comparing planners online tonight, and they will book the one who answers.

THE INVISIBLE COST

None of it was anyone's fault.

Jess is good at her job. The company is well run. And yet by the end of the day two strong enquiries never got a reply, the RSVP list did not move, and a slice of next week's supplier coordination is quietly at risk because the confirmations went out late.

This is the trap of enquiry work in events. The losses are real but invisible. A missed call is not recorded as a missed call; it is simply a call that never reached a person. A form that waited a day does not announce itself; it just converts at a fraction of the rate it should. A booking lost to a faster rival looks like nothing at all, because you never knew it was in play.

Because nobody can see the cost, nobody can justify hiring against it, and the team is asked to absorb a little more each year. The work that gets dropped is always the same work: the enquiry that arrives mid-event, the after-hours lead, the patient follow-up. The work, in other words, that a digital coordinator is built to pick up.

The rest of this guide is about handing that specific layer of work to an agent, so the next Thursday looks different: every enquiry answered in seconds, every quote request captured and routed, every RSVP chased, and Jess free to do the human part of her job properly.

The five jobs a digital coordinator does best

Not everything should be automated, and a good deal of event work never will be. These five jobs are where an AI voice agent is genuinely strong, and where event businesses see the change first.



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering every enquiry, instantly

Every call and web enquiry picked up in seconds, at every hour, including the after-hours window when clients compare planners. No hold queue, no voicemail, no lead lost to the company that replied first.

JOB 02**QUALIFIED**

Qualifying the brief and routing it

The agent gathers the event brief, date, headcount, type, budget and venue preference, checks whether the date is open in your diary, gives only the indicative information you have approved, and books a qualified client straight in with the right planner.

JOB 03**CONFIRMED**

RSVPs, confirmations and reminders

Guest lists chased patiently by phone, outstanding RSVPs confirmed, and reminders sent before every event. The slow, repetitive outreach that always gets dropped first, and the work that quietly cuts no-shows.

JOB 04**HANDLED**

The on-the-day attendee help desk

Parking, start times, dietary requirements, accessibility and directions, answered instantly from your event run sheet, so forty short calls on the morning of an event no longer swallow a coordinator's day.

JOB 05**COORDINATED**

Supplier and vendor coordination

The agent makes the routine confirmation calls to caterers, audio-visual teams, venues and stylists, checks timings against your run sheet, and flags anything that does not line up. The standing follow-ups that hold an event together, handled without a planner spending the afternoon on the phone.

WHY THESE FIVE

High volume, fast clock, high impact.

The jobs worth handing over share a shape. They happen often, they reward speed, and getting them wrong costs you bookings. That is precisely the shape an agent handles well, and where a person is wasted waiting by a phone.

\$19.6b

generated for the Australian visitor economy by business events in 2024, so for most event businesses the constraint is converting demand, not finding it.

ABEA, 2024

21x

more likely to qualify a lead when you respond within five minutes rather than waiting thirty, the gap an always-on agent closes.

HARVARD BUSINESS REVIEW, 2011

20–40%

of registrations commonly fail to attend across the events industry, higher for free events, the kind of gap timely reminders are built to close.

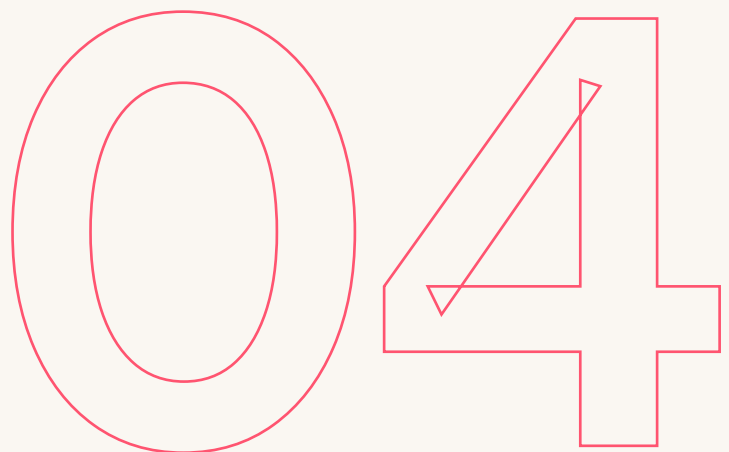
INDUSTRY ESTIMATE

Read those numbers together and the case is straightforward. Demand is not the problem. The problem is the narrow set of moments where a client tries to reach you and cannot, or where a confirmed guest is not reminded in time. Hand those moments to an agent and you keep the work you were already winning.

Sources: ABEA, State of the Business Events Industry report, 2024 data. Oldroyd J et al., Harvard Business Review, 2011 (MIT and InsideSales.com Lead Response Management Study). No-show range is a widely cited industry estimate; rates vary by event type, price and audience, and robust Australian-specific figures are limited.

What a cold enquiry really costs

A missed enquiry feels like nothing. A handful of them, every day, for a year, is a different story. Here are the four quiet leaks, and what they add up to.



— THE LEAKS LEDGER

Four leaks, one total.

The weekly figures below are illustrative drivers for a mid-sized event business, not a quote. Every business is different. The value of laying them out is that the leaks stop being invisible. They assume a confirmed booking is worth about \$1,200 in fee and margin, deliberately conservative.

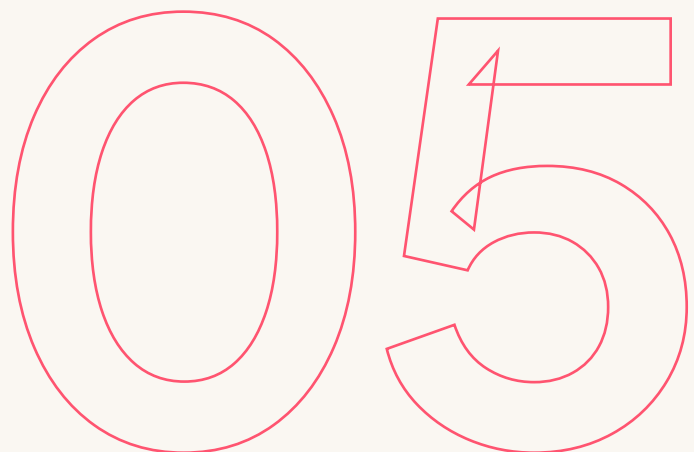
<p>Enquiries that ring out</p> <p>~6 a week never reach a person; about half were genuine prospects, and roughly one booking a week goes to the company that answered first (\$1,200).</p>	\$1,200 /wk
<p>After-hours enquiries lost</p> <p>~8 a week land between close and open, when clients compare planners online. Recovering even one booking a fortnight is worth \$600 a week.</p>	\$600 /wk
<p>Leads that go cold before follow-up</p> <p>Quotes and call-backs that go out a day late convert far less often. Conservatively, delay costs about one booking a week.</p>	\$1,200 /wk
<p>Coordination hours swallowed by routine calls</p> <p>~15 hours a week of a coordinator's time spent on repetitive enquiry, RSVP and confirmation calls, at a \$40 fully-loaded rate.</p>	\$600 /wk
<p>The combined leak</p>	\$3,600 /wk

That is roughly \$173,000 a year leaking quietly through four holes, none of which shows up on an invoice. You do not need these exact numbers to act; even at half the assumptions the annual cost dwarfs the price of closing it. A digital coordinator addresses all four at once: it answers the enquiries that ring out, it works after hours, it replies in seconds, and it takes the routine calls off your team. Section Eight builds the full model with your own numbers.

Speed-to-lead basis: Oldroyd J et al., Harvard Business Review, 2011. Booking value and volumes are illustrative; replace them with your own.

The line you never cross

This is the section that protects you commercially and the one most guides skip. How quotes stay within your rules, how customer rights are stated accurately, how attendee data is kept safe, and exactly how the agent is held on the right side of a binding commitment.



WORDS THAT BIND A BUSINESS

What is said is what is owed.

In events, the conversation is the contract-in-waiting. A price quoted, a term described, a refund promised: each of these can create an expectation a client will hold you to, and some are governed by law. Under the Australian Consumer Law (ACL), the services you sell come with automatic consumer guarantees that cannot be excluded, and it is unlawful to mislead a customer about their rights, for example by claiming "no refunds under any circumstances" when that is not the case.³

So the first rule for an agent in this setting is precision. It quotes only within the price ranges and rules you have approved, and it flags anything outside them for a person. It states your booking, deposit and cancellation terms in the exact words you have signed off, and where a client asks about refunds or changes, it gives your accurate policy rather than improvising a reassurance. If it does not know, it says so and routes the question to your team.

The second rule is privacy. Event businesses hold a great deal of personal information: guest lists, contact details, dietary and accessibility needs, and sometimes payment details. Under the Privacy Act 1988 (Commonwealth) and the Australian Privacy Principles (APPs) that flow from it, that information must be collected only for the purpose at hand, with the customer's knowledge and consent, and kept secure.

Clients should never have to wonder who, or what, they are talking to, or where their information goes.

That framework has just been strengthened. The Privacy and Other Legislation Amendment Act 2024 began the most significant overhaul of the Act in its history, and from 10 December 2026 it will require organisations to disclose in their privacy policy when decisions affecting people are made by substantially automated means. An event business using an AI agent should plan for that disclosure now rather than scramble for it later. The agent tells callers plainly that they are speaking with an automated assistant, and every interaction leaves an audit trail.

Data stays inside boundaries you control, encrypted in transit and at rest, with access limited to the people who need it. The agent connects to your booking and customer systems through permissioned access. It sees and writes only what you allow, the diary, the enquiry record, the guest list, and nothing beyond that.

3. Australian Competition and Consumer Commission (ACCC), "Buying tickets to events" and "Consumer rights and guarantees" guidance. Privacy detail: Privacy Act 1988 (Cth) and the Australian Privacy Principles; Privacy and Other Legislation Amendment Act 2024 (Cth), Attorney-General's Department.

THE COMMERCIAL BOUNDARY, ENFORCED

How the line is held.

Section One set the rule: the agent handles enquiries and coordination, never binding commitments. This is how that rule is enforced in the way the agent is actually built.

THE AGENT WILL

- + Qualify enquiries and capture the full event brief

- + Quote only within the ranges and rules you approve

- + State your booking, deposit and cancellation terms accurately

- + Manage RSVPs, reminders and routine supplier confirmations

- + Hand over to a person to confirm any contract, deposit or exception

THE AGENT WILL NOT

- Sign a contract or take a binding commitment on its own

- Lock a final price or discount outside your rules

- Misstate a customer's refund or cancellation rights

- Promise an outcome your team has not approved

- Waive your terms to win a booking

HUMAN IN THE LOOP

A person is never removed from the deal. The agent is a layer in front of routine enquiry and coordination work, with clear escalation paths back to your team and a standing instruction to hand over the moment a conversation reaches a commitment. You set the rules; the agent keeps to them; you can see everything it did.

GOVERNANCE YOU CAN SHOW

Built to be inspected.

Good event businesses run on accountability, and a digital coordinator should add to it, not subtract from it. Because every interaction is logged, you have a clearer record of enquiry activity than most businesses keep today, when a phone call leaves no trace at all.

That record supports the obligations you already meet: your consumer-law duty not to mislead, your privacy policy and consent practices, your handling of personal information under the APPs, and the terms you have agreed with venues and suppliers. The agent operates inside those frameworks rather than around them.

It also makes review simple. You can listen back, read transcripts, and adjust the agent's rules in plain language. If you decide it should never quote above a certain figure, or should always escalate a particular kind of request, that change is made once and applied to every conversation from then on. Consistency, in other words, becomes a setting rather than a hope.

This guide is general information, not legal advice. Before you go live, your own consumer-law and privacy obligations should be confirmed with the appropriate adviser. What the technology gives you is an enquiry desk that is easier to govern, not harder.

Under the bonnet

You do not need to be technical to use this, but it helps to know what is happening when the phone rings. Here is the whole thing, in six parts.



HOW IT WORKS

Six parts, one conversation.

PART 01

It picks up and listens

The agent answers in a natural voice, on the first ring, and tells the caller they are speaking with your company's automated assistant. It understands ordinary speech, accents and interruptions.

PART 03

It writes to your system

It connects to your booking, calendar or customer system through permissioned access, checks live date availability, and writes the qualified enquiry and consultation straight in. No double entry.

PART 05

It works after hours

Evenings, weekends and the on-site hours when your team is unreachable are covered without extra rostering. The enquiries that greet your team in the morning are already qualified.

PART 02

It follows your rules

Event types, price ranges, deposit and cancellation terms, which planner handles what: it works from the rules you set, in plain language, and never quotes or promises outside them.

PART 04

It escalates cleanly

When a conversation reaches a commitment, or leaves its rules, it hands over to your team to confirm. It never signs a contract or locks a price itself.

PART 06

It reports back

Every call is logged, transcribed and summarised. You see enquiry volumes, conversion, RSVPs chased and anything escalated, and you tune the rules from there.

Before you switch it on

You can stand up a working agent quickly. The businesses that get the most from it spend a little time first, getting the groundwork right. Here is what to map across two weeks.



— THE GROUNDWORK

An hour of mapping saves a month of patching.

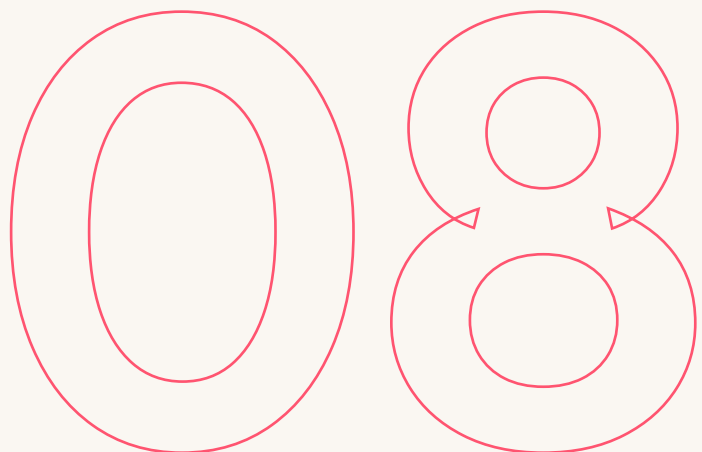
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things your coordinators currently hold in their heads. Work through this list before you go live.

- Your top ten enquiry types, in order
- The brief you need: date, headcount, budget, venue, style
- What must always go to a person, and to which planner
- The RSVP and reminder cadence you want for events
- Consent wording for collecting attendee information
- Event types, price ranges and what is included at each
- Your booking, deposit and cancellation terms, in plain words
- The exact wording for refunds and customer rights
- Your supplier confirmation checklist and run-sheet fields
- Who owns the agent's rules and reviews its reports

This is a fortnight of light work, not a project. Most of it is writing down decisions you have already made informally. Once it is on paper, the agent can be configured to match exactly how your business already runs, which is the whole point: it should sound and behave like your company, on its best day.

Building the business case

An illustrative model, not a promise. Plug in your own numbers and the shape of the return tends to hold: it pays for itself on captured enquiries alone, before you count the hours.



— AN ILLUSTRATIVE MODEL

Where the return comes from.

A worked example to show the mechanism, not a quote. The numbers are illustrative and rounded; replace them with your own. The point is that the returns stack, and the first one usually covers the cost by itself.

THE SCENARIO · A MID-SIZED EVENT BUSINESS

Takes roughly 40 enquiries a week across phone and web, and currently misses or is too slow on a meaningful share: calls that ring out, after-hours leads, and quotes that go out a day late. Average value of a confirmed booking, conservatively, \$1,200 in fee and margin. Around 15 hours a week of coordinator time goes to repetitive enquiry, RSVP and confirmation calls.

Where the return comes from	Illustrative annual figure
Captured and faster-answered enquiries Across the ring-outs, after-hours leads and slow follow-up, recovering ~2 confirmed bookings a week × \$1,200 × 48 weeks. The biggest line, and after-hours alone often covers the fee.	\$115,000
Coordination hours returned About 15 hours/wk no longer spent on repetitive enquiry and confirmation calls, at a \$40 fully-loaded rate × 48 weeks. Capacity, not cash, but real.	\$29,000
Cost of the agent Indicative annual platform cost for a business of this size, plus the groundwork time in your first fortnight.	(\$14,000)
Net illustrative return Recovered revenue and returned hours, less the cost of running it.	\$130,000

Read it conservatively and the case still holds. Halve every assumption and the model clears the cost of the agent several times over, on captured enquiries alone, before the returned hours and the better client experience are counted. We will build this with your real numbers in a short call rather than ask you to take a generic figure on faith.

What you don't need

Some of what holds event businesses back is not cost or risk, but a set of assumptions that are simply not true. Here are the ones worth retiring before you start.



— MYTHS WORTH RETIRING

Less than you think.

YOU DON'T NEED

- To replace your coordinators. The agent takes the repetitive layer, not the people

- To rip out your booking or customer system. It connects to what you already run

- To be technical. The rules are written and changed in plain language

- A long IT project. A working agent is a matter of days, not quarters

- To let it close deals. By design, the commitment stays with a person

YOU DO NEED

- + A clear picture of your enquiry types, price ranges and terms

- + Agreement on what always goes to a person

- + Your refund wording and privacy consent confirmed

- + One owner inside the business who watches the reports

- + A willingness to start with one job and grow from there

The honest summary is that the barrier is smaller than the reputation of "AI in business" suggests. You are not rebuilding your company. You are adding a reliable, well-governed layer to the enquiry desk and keeping a firm hand on what it is allowed to do.

In practice

Three composite event businesses, drawn from the kinds of deployments this technology suits. The names are illustrative; the situations are not.



COMPOSITE CASE STUDIES

What changed, and how fast.

COMPOSITE · EVENT
AGENCY

A corporate event agency

High enquiry volume, planners often on site, quotes going out late.

<1
min

to first reply on every enquiry, day or night

The late quote, fixed.

The agency's best leads kept arriving while its planners were running events, and quotes were going out a day or two later than they should. The agent now answers every enquiry in under a minute, captures the full brief, checks the date, and books the client straight in with a planner.

Within the first fortnight the team noticed enquiries that would once have gone cold turning into booked consultations, and the morning inbox arriving already qualified rather than as a backlog.

COMPOSITE · WEDDING &
FUNCTIONS

A wedding and functions planner

No after-hours cover; couples comparing planners in the evening.

After
hours

enquiries now answered instead of lost overnight

The evening enquiry, kept.

Most enquiries came after dinner, when the office was closed and the couple was comparing three planners at once. The agent now answers, gathers the brief, shares the indicative ranges it is allowed to, and books a venue tour, so the planner wakes up to qualified consultations rather than a silent voicemail.

COMPOSITE · VENUE

A multi-space event venue

Conferences, galas and weddings across several rooms, one shared phone line.

0

RSVP chases left to the team on event week

The guest list, under control.

The venue's coordinators lost the days before each event to chasing RSVPs and answering the same attendee questions about parking, timings and dietary options. The agent now confirms the guest list by phone, sends every reminder, and runs an on-the-day help desk from the run sheet.

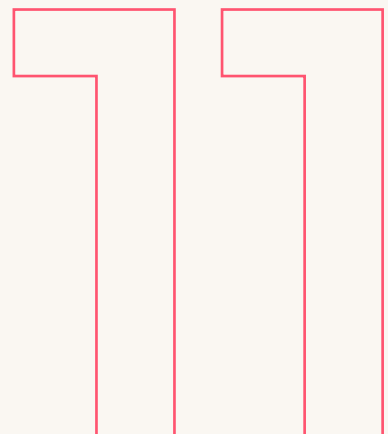
Final numbers reached the kitchen on time, no-shows fell, and the team could finally see, in one place, how many enquiries came in and what happened to each.

A NOTE ON THESE EXAMPLES

These are composites built to illustrate common patterns, not named clients. Your results depend on your enquiry volume, your terms and how you choose to use the agent. We are happy to talk through a realistic picture for your specific business.

Questions event teams ask

The questions that come up in almost every first conversation, with straight answers.



FREQUENTLY ASKED

The honest answers.

Will clients know they are talking to an AI?

Yes, always. The agent tells callers plainly that they are speaking with your company's automated assistant. Transparency is a requirement, not an option, and clients can ask for a person at any time.

Can it quote prices and sign clients up?

It quotes only within the ranges and rules you approve, and it can capture a booking ready for confirmation. It does not sign contracts, lock a final price or take a binding commitment on its own. That always comes back to a person, by design.

Will it say the wrong thing about refunds or our terms?

No. It states your booking, deposit and cancellation terms in the exact words you sign off, and gives your accurate refund policy under the Australian Consumer Law. If it is unsure, it says so and routes the question to your team rather than guessing.

Does it work with our booking system?

It connects to common booking, calendar and customer systems through permissioned access, reading live availability and writing qualified enquiries and consultations. We confirm compatibility with your specific system before you commit to anything.

Will it replace our coordinators?

No. It takes the repetitive, interruptive layer of the work so your team can focus on the pitch, the relationship and the events in front of them. Businesses generally redeploy their people rather than reduce them.

What happens with a complex or high-value enquiry?

It hands over. The agent is built to recognise when a conversation has left its rules or needs human judgement, and to escalate cleanly to the right planner. You decide in advance which situations always go to a person.

Where does our client and guest data go?

It is handled under your privacy policy and the Australian Privacy Principles, collected only with consent, encrypted, and held within boundaries you control, which for Australian businesses typically means Australian data centres. Every interaction is logged.

Can it manage RSVPs and reminders for our events?

Yes, and this is often where teams feel the change first. The slow outreach that always gets dropped, chasing confirmations and sending reminders, is exactly the work an agent does patiently and without fail, and it is what cuts no-shows.

How long until it is live?

Days, not quarters. The groundwork in Section Seven is the main task, and most of it is writing down how your business already runs. After that, configuration and testing are quick.

Your first seven days

A short, concrete path from reading this guide to a live agent answering your enquiries. Three steps, one week.



FROM HERE TO LIVE

Start with one job. Grow from there.

DAYS 1-2**Map the basics**

Work through the Section Seven checklist. Pin down your enquiry types, price ranges, terms, escalation points and consent wording. This is the real work.

DAYS 3-5**Configure and test**

We set the agent up to match your rules, connect it to your booking system in a controlled way, and test it together against real enquiry scenarios until it sounds like your company.

DAYS 6-7**Go live on one job**

Start with a single job, often after-hours enquiries or RSVP chasing, watch the reports, then widen its remit once you trust it. Small start, fast confidence.

THE ONE DECISION TO MAKE THIS WEEK

You do not need to commit to a full rollout. Pick the single job that hurts most right now, the after-hours enquiries, the late quotes, or the RSVP list that never moves, and let an agent take just that. The rest follows from what you learn.

When you are ready, the best next step is a short walkthrough where we build a realistic picture for your business: your numbers, your rules, and a clear view of what the agent would and would not do. No generic figures, no pressure.

Answer every enquiry. Never cross the line.

A digital coordinator that works your enquiries, your RSVPs and your event-day questions, governed by your rules and kept firmly clear of any commitment that belongs to a person. Built for Australian event businesses.

TALK TO US

Agentic.ai
Book a 20-minute walkthrough for your business

ABOUT THIS GUIDE

General information only.
Not legal or professional advice.
Confirm your obligations with the appropriate adviser.