

ORCHESTRATING EVENT SIGNALS AT SCALE

The Event Signal Playbook

Part 1 gave you the plays.
Part 2 is how you run them at scale,
in real time, across every event you hold.

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When everyone has the same AI, your events are the edge

Part 1 gave you seven AI plays to run with the data your events already produce. Part 2 is the harder half, running them across a whole event portfolio, fast enough that the intelligence still means something when it lands.

When every competitor can buy the same AI and the same third-party intent, the one input that remains original is the behavioral data your events produce. Orchestration is what turns it into an advantage: moving the signals into every system, team, and agent that can act on them, the moment they're created.

“ The advantage isn't in collecting the signals, which almost everyone can now do. It's in moving them, every time, to everyone who can act.

PART 1

The seven AI plays

Run them this quarter with the data you already collect.



PART 2

The system that runs them

Orchestration at scale, across every event you hold.

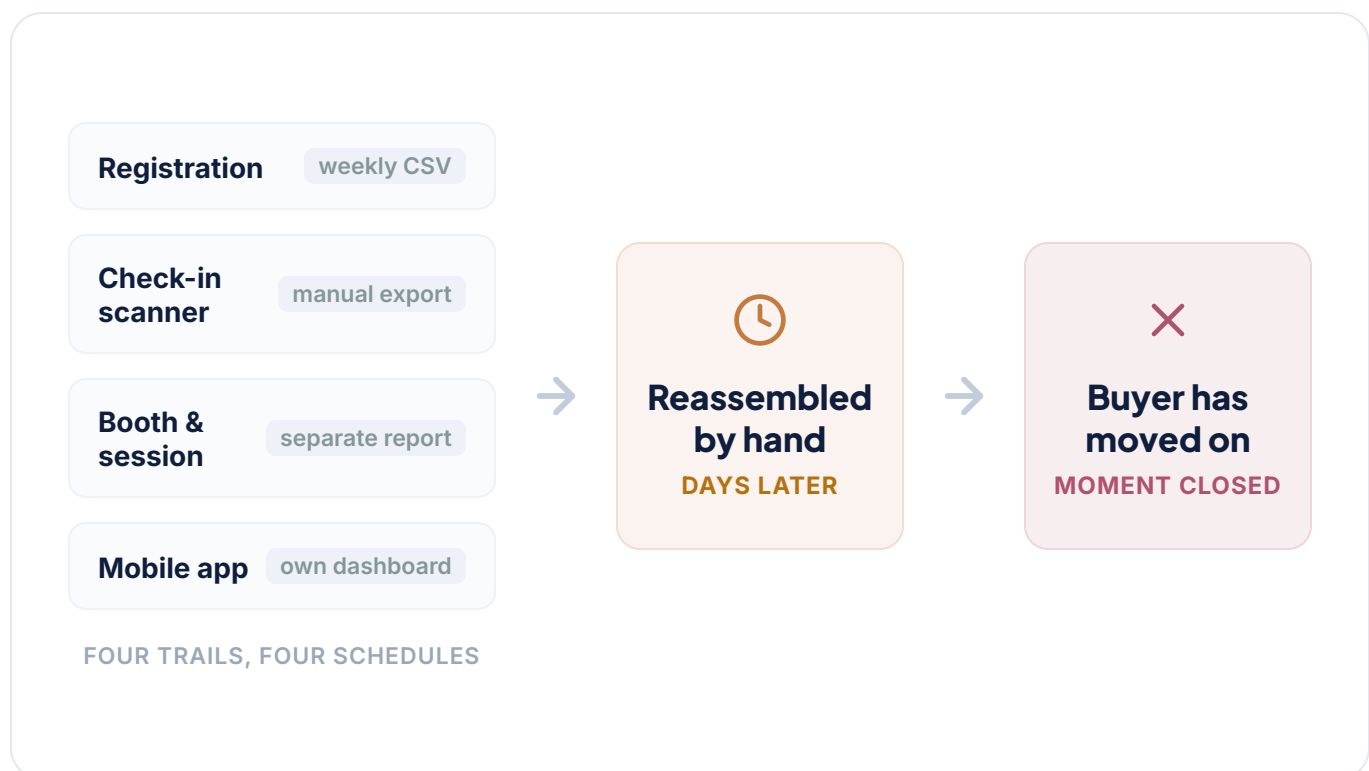
Why the plays stall across a portfolio

The seven AI plays from Part 1 each work at a single event. Run them across a whole portfolio and they stall, and not because the plays are wrong.

Run one by hand. At your flagship, an ops lead can execute plays that drive success as one-offs. Across forty events on three registration tools, it breaks.

The signals are still there. What breaks is the path they travel. Each source exports on its own schedule, and your team stitches the data back together by hand.

WHAT HAPPENS TO THE SIGNALS



WHY SPEED WINS

Forrester's 2026 State of Business Buying finds buyers are about **70%** of the way through the purchasing journey before they engage a seller. Signals that surface a week later land after the window they were meant to open.

The orchestration layer

Orchestration replaces the manual reassembly: capture the signals, normalize them, and route them in real time to the systems where revenue gets built. It takes two layers. Hold any technology you evaluate to what each one has to execute for your event portfolio to drive success.



The infrastructure LAYER 1

Whatever you use, it has to move event data from any source to any destination, in real time and both directions, on a pipeline that retries and monitors delivery instead of dropping records.

- ✓ Real time, in both directions
- ✓ Retries on its own, never drops a record
- ✓ Turns on without a migration
- ✓ Scales to your whole event calendar

DELIVERS INTO YOUR STACK

Salesforce

Marketo

Eloqua

HubSpot

Slack

Data warehouse



The intelligence LAYER 2

It has to turn that routed data into scored buying signals, so what reaches your sellers and agents is a measure of intent, not a raw activity log they have to sift through.

- ✓ A score, not an activity log
- ✓ Who's in-market, and the buying group
- ✓ The next action, per account
- ✓ A feed your team and your agents can use

REACHES YOUR TEAMS & AGENTS

Sales

Growth

Field

Product mktg

CS

Agents

HOW CERTAIN GETS YOU THERE

Signal Connector is the infrastructure. · **Signal** is the intelligence.

· Both run alongside the event platforms you already use.

Where the signals start: the field stack

Orchestration can only route what you capture, and some of your richest buying signals come from the parts of the program that are easiest to leave uninstrumented: the check-in desk at every event, and the many smaller regional events that run outside your flagship conferences.



Capture check-in in real time

AT THE DOOR

A scan captures who arrived, prints the badge, and routes to your CRM in minutes, while the buyer is still walking to the first session.

field-alerts

VIP ARRIVAL Dana Cole, CFO

Checked in 9:02a · owner [@j.rivera](#) · say hi before the keynote



Publish smaller events fast

IN THE FIELD

A field marketer publishes a branded registration page in under thirty minutes, no training, feeding the same real-time flow as your flagship.

acme-summit.com/register

Published in 24 min

HOW CERTAIN
GETS YOU THERE

Greet captures who arrives at the door. **Express (ask us)** publishes smaller and repeated events quickly. **Signal Connector** routes it all.

From the floor to every team

Capture buying signals during an event, score and route them in real time, and reach every system and team with the same intelligence to measure it or act on it, immediately. The columns below are the architecture any event program needs; the labels show how Certain builds it.

1 · CAPTURE

Check-in at the door
Certain Greet

Regional registration
Certain Express

Flagship registration
Event platform

In-event engagement
Mobile app

2 · ORCHESTRATE

**Route it, in real time**
Moves every signal in real time, both directions.
Certain Signal Connector

**Score the signals**
Scores them: who's in-market, the buying group, and what's next.
Certain Signal

3 · ACT & PROVE

Where your teams work

SalesforceMarkettoEloquaHubSpotSlack

Five teams & their agents

GrowthFieldProduct mktgSalesCustomer success

**Prove it to finance**
Cost per opportunity, pipeline, closed-won.
Certain Event Intelligence

One event, many teams

Once the signals move in real time, the return compounds, because the same set of signals does different work for every team that receives them.

**One set of signals**

FANS OUT TO FIVE TEAMS →

**Growth marketing**

moves a warm account into an accelerated program while the interest still holds.

**Field marketing**

sees which accounts came closest and builds the next regional touch around them.

**Product marketing**

hears which problems drew the largest audiences and sharpens the message.

**Sales**

gets the context to open a real conversation instead of a cold one.

**Customer success**

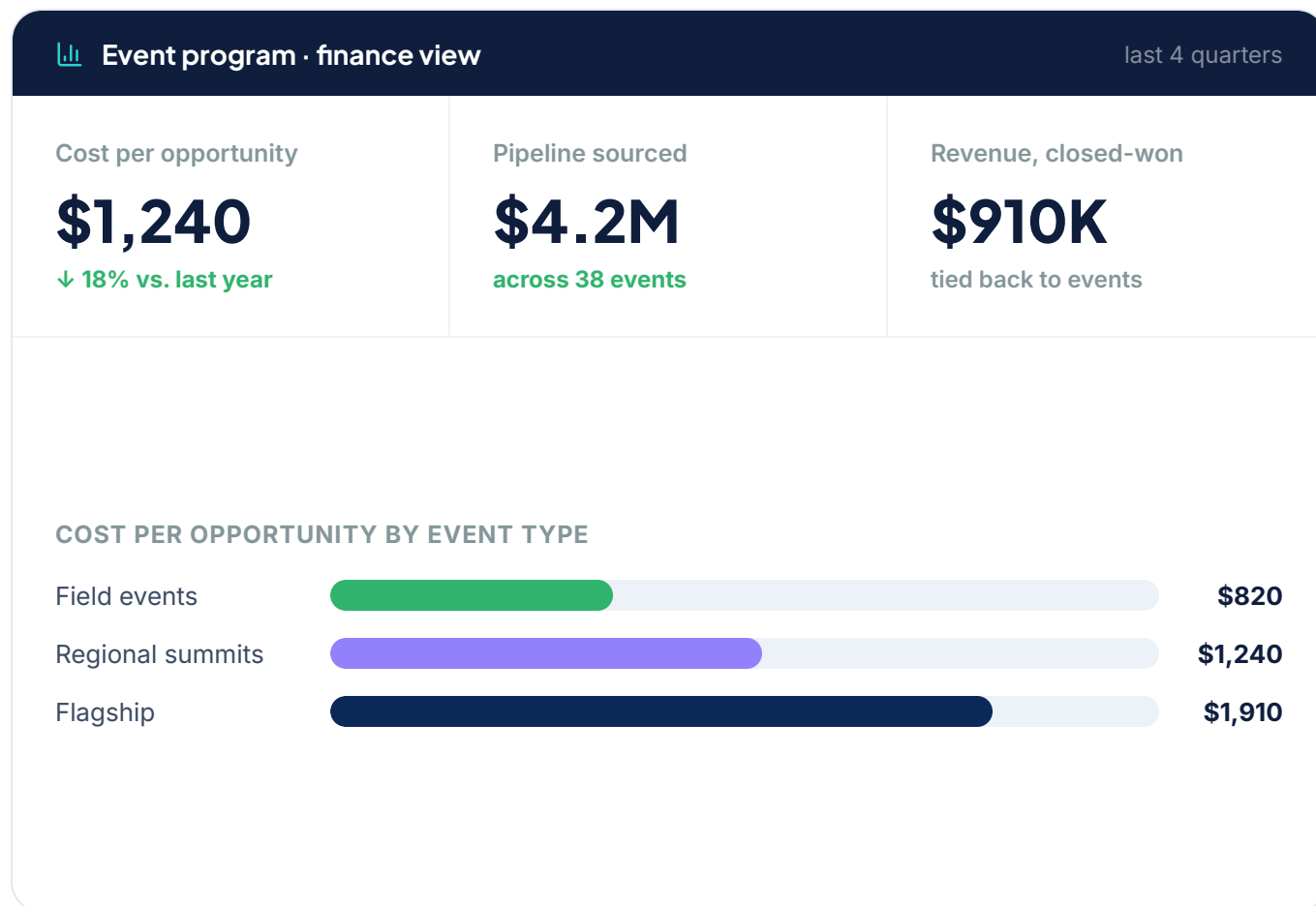
sees expansion or risk early, while there is still time to act.

You didn't change the budget or collect more data. One set of signals reached five teams instead of one, and each hands those signals to an AI agent that runs on data its competitors will never have.

The finance view

Orchestration is also what makes events provable. Gartner's 2026 CMO Spend Survey found **56% of CMOs** lack the budget to execute their strategy, so every line, and the largest one most of all, has to account for what it returns. The capability you need reads your CRM data and shows event ROI in the same dashboard finance uses for every other channel. Certain delivers it as Event Intelligence.

THE FINANCE DASHBOARD · SAMPLE VIEW



This is the difference between defending an event line with attendance counts and sitting down with finance to look at the same number. The spend doesn't change. What changes is that the largest line in the budget can finally show what it produced.

The maturity path

You don't orchestrate everything at once. Move up one rung at a time. **Each rung returns something on its own. You don't have to reach the top to be paid for the climb.**

STAGE	WHAT IT ADDS	YOUR NEXT MOVE
 Capture & deliver THE INFRASTRUCTURE	Your event signals reach the CRM and your marketing tools in real time, captured at check-in and routed without a manual export. This is where the plays start to pay off, because speed was what they were missing.	Turn on real-time routing for your next event.
 Add intelligence THE SCORING	Scores and ranks the signals as they arrive, so teams and agents downstream act on a measure of intent, not a raw feed.	Route scored signals to sellers and agents.
 Widen the portfolio AT SCALE	A regional event in one market runs the same scoring and the same plays as the flagship conference.	Bring regional events into the same real-time flow.

Why orchestration has to be built in

One choice decides whether any of this holds at scale: orchestration added at the end, or designed into how your events run.



Bolted on

- Event ends
- Batch export runs later
- Record lands, too late

A record that arrives too late to improve outcomes.



Built in

- Signal captured
- Routed in seconds
- Team acts, same day

Something the business can act on the same day.

The plays in Part 1 are worth running either way. But they only scale when the orchestration underneath them is designed in, not improvised event by event.

START HERE

Run one play at scale

Pick the play from Part 1 that closes your most expensive gap, and put the orchestration under it. If follow-up is slow, start with real-time check-in capture. If your regional events are invisible, bring them into the same real-time flow. If budget is the pressure, wire the signals through to event attribution and measure cost per opportunity by event type.

The advantage isn't only in collecting buying signals. It's also in forming a picture of intent and delivering it every time, in real-time, to all of the teams who can act.

[Start With A Play →](#)

START WITH PART 1

The seven AI plays are in Part 1, free and ungated.
This is where they become a system.