

THE EVENT MARKETING PROBLEM NO ONE IS SOLVING

You Start at Zero. Every Month.

Independent financial advisors invest **\$40,000+** per year in marketing tools that don't talk to each other — and run the same events over and over with **no learning, no intelligence, and no improvement** between them. There is a better way.

\$40K+

Annual stack cost

Verified 2024–2025 market rates

0

Events learning from prior events

In a fragmented stack — every event starts blind

~74%

Potential cost reduction

Switching to SILLOETAI — day one

The Cycle of Zero

Why every event you run starts from the same blind spot — month after month after month

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
0	0	0	0	0	0	0	0	0	0	0	0
Zero	Zero	Zero	Zero	Zero	Zero	Zero	Zero	Zero	Zero	Zero	Zero

← Every one of these events starts with no intelligence from the last one. No learning. No edge. →



01

No prospect intelligence carries forward

Every invitation list is rebuilt from scratch. Who attended last quarter? Which segment converted? Who came close but didn't sign? Gone. Each event starts with the same guesswork as the first one you ever ran.



02

Every event topic is a guess

Without data on which topics drove attendance vs. conversion, advisors repeat the same themes or change randomly. No feedback loop. No signal. Just instinct — and instinct doesn't compound.



03

Post-event follow-up is manual and slow

Warm attendees cool off while the advisor manually exports lists, drafts emails, and tries to recall who asked what question. By the time follow-up arrives, the moment has passed and the deal has cooled.



04

Zero attribution — zero improvement

No platform connects the event to the signed client. The advisor can't answer: which event format closes fastest? Which segment is most likely to convert? The next event starts just as blind as the last.

The real cost isn't just the \$40,000+ stack. It's the **compounding value you never build** — because no event ever makes the next one better. Every month: back to zero.

Verified annual costs across the independent advisor technology stack – 2024–2025 market rates

\$40K+
Total verified annual spend
per independent advisor

15+
Disconnected vendors
zero shared data between them

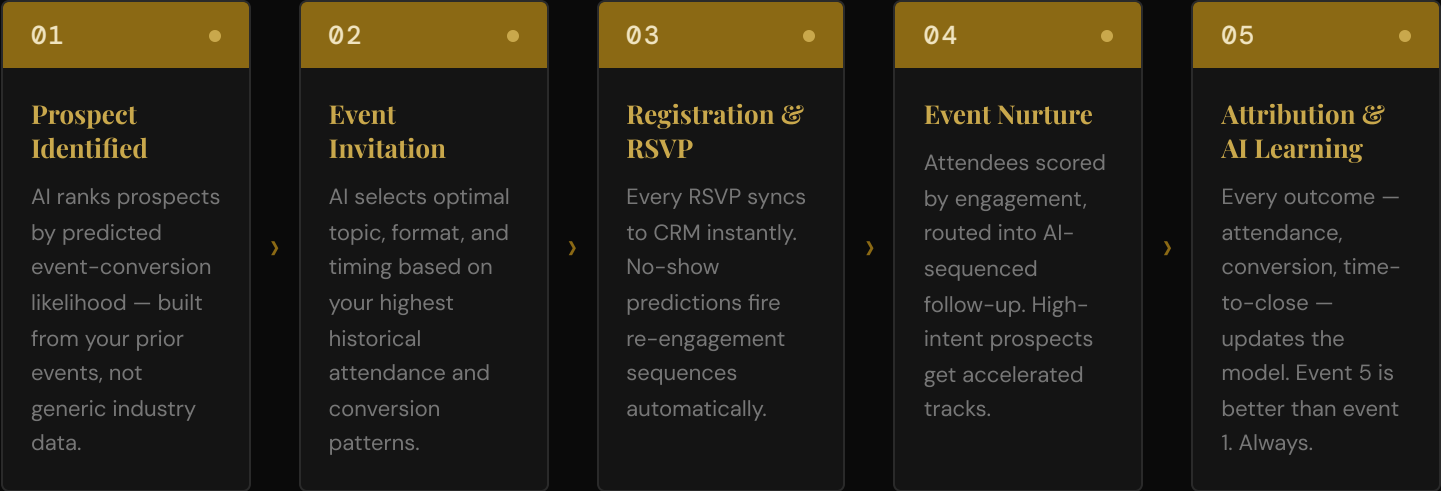
\$0
Intelligence carried forward
to your next event

Every event run without optimized follow-up timing has a conversion cost on top of the tool cost. Industry research shows optimized follow-up timing alone can improve show-to-meeting rates by 30–50%. For an advisor running 8 events a year, that gap isn't measured in software fees. It's measured in clients who signed with someone else.

HIDDEN COST

The Learning Loop

Every event teaches SILLOETAI what works — so the next one closes faster, converts higher, and costs less per client



The AI model updates after **every single event**. Which segments attended. Which topics converted. Which follow-up sequence closed fastest. The loop never stops — and results **compound with every event you run**.

	WITHOUT SILLOETAI — STARTING AT ZERO	WITH SILLOETAI — LEARNING LOOP ACTIVE
Prospect Selection	Manual guess — same list as last time	AI-ranked by conversion likelihood from prior events
Attendance Rate	Industry avg 40–55%, flat every time	Improves as AI refines segment + invitation timing
Post-Event Follow-Up	Manual, slow, inconsistent — leads go cold	Automated, scored, sequenced — starts within minutes
Time to Close	60–120+ days, unknown variance	Compresses as AI routes warm prospects to faster tracks
Event ROI	Unmeasurable — no attribution	Full attribution — every client traced to originating event

Stop Starting at Zero.

Start compounding. Every event. Every month.

\$29,500

Average annual savings

vs. verified \$40,000+/yr fragmented stack

~74%

Cost reduction, day one

\$875/month replaces
\$40,000+/year

Event
1→5

Measurably better results

as the AI learning loop

PLATFORM ECONOMICS

SILLOETAI Annual Cost	\$10,500/yr (\$875/mo)
Event Hosting	À la carte only
Vendors Replaced	15+ across all categories
Admin Hours Reclaimed	~200 hrs/year
Events to See AI Improvement	As few as 3-5
Attribution Gap Closed	Full funnel, every event
Network of 100 Advisors Saves	\$2.95M/year

Every Event You Run Makes the Next One Better

After 3 events

AI has enough data to start refining

Prospect scoring improves. Invitation timing sharpens. Follow-up sequences tighten around engagement signals.

After 5 events

Better-qualified attendees, higher show rate

The model knows which segments show up and which don't — and stops inviting the ones who won't.

After 10 events

Sales cycle measurably shorter

AI routes warm attendees into accelerated tracks. Time from first event contact to discovery call compresses.

After 20 events

A closing machine competitors can't replicate

20 events of training data means a model tuned specifically to your practice, your market, your clients.

Ready to stop starting at zero?

SILLOET.AI →

silloet.com · \$875/month
· no long-term contract