

Together we can make it possible

CASE STUDY

ShinUrban

Launches Onvent, an AI-Native Event Planning and Marketing Platform Built on AWS with Shri Sai Tech LLC DBA SST

Executive Summary

ShinUrban is building Onvent, an AI-powered event planning and marketing platform — one where the organizer simply describes the event to an AI Event Agent and the AI builds it end to end. From a single conversation, Onvent produces a structured event plan, a multi-track agenda, a context-aware registration form, a live event website and a complete email campaign, with performance visible on a single organizer dashboard.

Traditional event planning and promotion is slow and fragmented: organizers juggle spreadsheets for agendas, separate builders for registration forms, a web agency for the landing page and yet another tool for email marketing. Bringing an event to market can take months, with data scattered across systems that never connect.

To realise its vision, ShinUrban partnered with Shri Sai Tech (SST) to design, develop and deploy the Onvent Phase 1 proof of concept on Amazon Web Services (AWS) in a single four-week engagement. Leveraging Amazon Bedrock (Anthropic Claude with Bedrock Agents orchestration), Amazon Aurora PostgreSQL, a serverless API layer and Amazon SES, SST delivered a platform that turns a brief such as “Plan a two-day tech conference for 300 people in Phnom Penh” into a complete, published and marketable event in minutes rather than months.

The challenges

- **Challenge 1 – Manual, Multi-Tool Event Setup**
  Organizers assembled each event across spreadsheets, form builders, website tools and email platforms, spending weeks on repetitive configuration instead of designing the experience.

- **Challenge 2 – Months from Idea to Market**
  Building the agenda, registration form, landing page and campaign emails by hand delayed every launch and made last-minute changes costly and error-prone.

- **Challenge 3 – Planning Disconnected from Marketing**
  The event website and email campaign were produced in separate tools from the plan, so copy drifted out of sync and nothing could be regenerated when the event details changed.

- **Challenge 4 – No Single View of Performance**
  Website traffic, email deliveries, opens and clicks lived in different dashboards; organizers could not see what was working without leaving their tools.

- **Challenge 5 – Trustworthy AI, Security and Multi-Tenancy**
  AI-generated content had to be previewed and human-editable before anything went live, and serving many organizers required strict per-organizer data isolation and secure sign-in from day one.

About ShinUrban

ShinUrban is an event-technology company building Onvent, an AI-native platform for planning and marketing events of every kind — conferences, workshops, gala dinners and corporate events.

ShinUrban's mission is to make event planning and promotion effortless: describe the event in a sentence, and the AI Event Agent builds the plan, agenda, registration form, event website and email campaign automatically.

Edward Wong

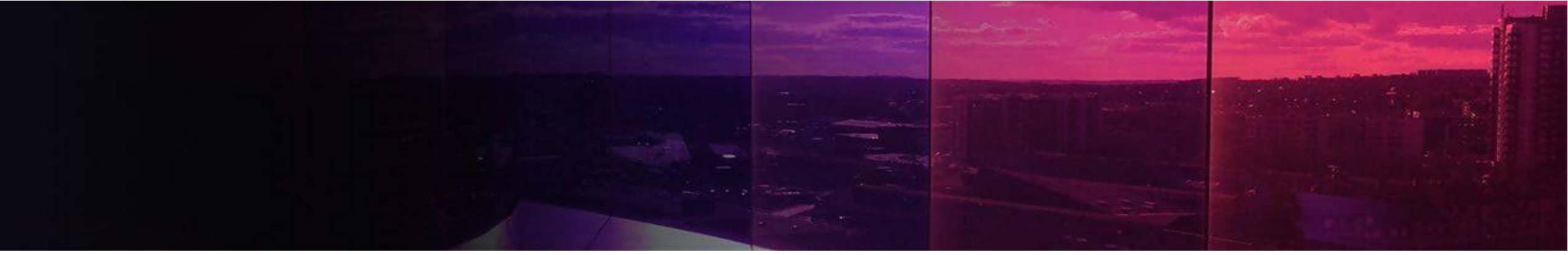
Chief Executive Officer

Leads ShinUrban's vision of AI-driven event planning and marketing that takes an organizer from a first idea to a live, promoted event in minutes.

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Simplify Digital Transformation with AWS

Amazon Web Services (AWS) provided ShinUrban with a secure, scalable and cost-effective cloud platform to build AI-native event planning and marketing from the ground up, with AWS Partner program funding supporting the proof of concept.

By leveraging managed AWS services, ShinUrban avoided the complexity of building and maintaining large-scale AI infrastructure while gaining access to advanced foundation models, agent orchestration, a managed relational database, global website hosting and a managed email service.

Why Shri Sai Tech?

ShinUrban selected Shri Sai Tech for its deep expertise in AI/ML implementation, cloud-native architecture on AWS, conversational agent design and rapid delivery of production-ready solutions:

Key reasons ShinUrban selected SST:

- AI and machine learning implementation capabilities
- AWS cloud architecture, Amazon Bedrock and Bedrock Agents experience
- Conversational agent and prompt-engineering expertise
- Relational, AI-ready data modelling on Aurora PostgreSQL
- Secure, multi-tenant application development with Amazon Cognito and row-level security
- Agile delivery methodology with weekly customer demos
- Ability to deliver a complete, production-ready AWS proof of concept in four weeks

The Solution

SST designed and implemented Onvent — a conversational platform built on Amazon Bedrock (Anthropic Claude with Bedrock Agents orchestration), Amazon Aurora PostgreSQL and Amazon SES — that turns a natural-language brief into a complete, structured, published and promoted event.

AI Event Agent – Brief and Context Capture
Leads the organizer from a first idea to a finished event plan through natural, guided questions — asking only about what is missing (audience, goals, budget, dates, branding) and capturing event type, size, location, date, budget, audience and goals as a validated, structured plan that every later step builds on.

AI Agenda Planner
Drafts a multi-track programme — sessions, summaries, timings and speaker placeholders — shaped by the event goals, which the organizer can accept, rewrite, redraft or drag into a new order.

AI Registration Form Builder
Proposes the right attendee questions for a conference, workshop or gala — job title and track choice, RSVP and dietary needs — with add / remove / rearrange and a live preview that updates instantly.

AI Website Builder
Writes the event landing page — headline, sections, programme highlights and calls-to-action — into one of 3–4 responsive templates; the organizer previews, edits or regenerates individual sections and publishes in one click via AWS Amplify Hosting and Amazon CloudFront.

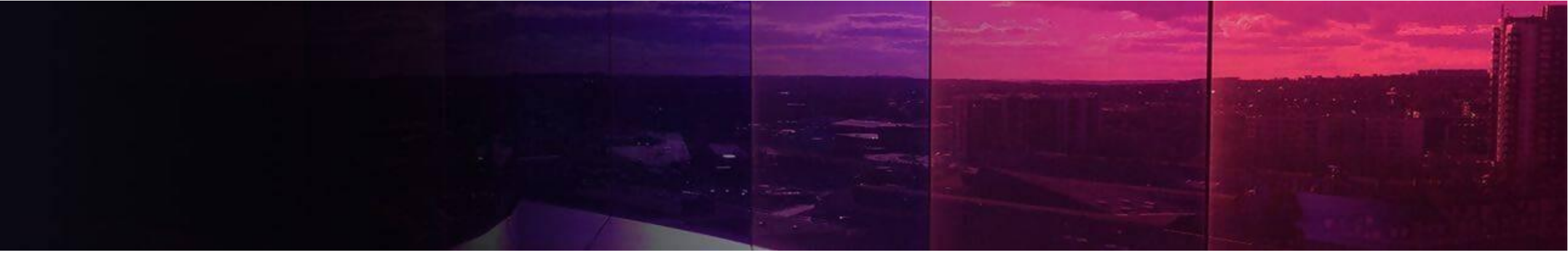
AI Email Campaigns
Drafts the invitation, announcement and reminder sequence for the target audience; reusable HTML templates, contact-list upload and scheduled, trigger-based delivery through Amazon SES.

Bedrock Agents Orchestration
Runs brief → agenda → form → website → email campaign as one automated pipeline, each step a Lambda-backed action group; progress is saved after every step so a failed step is retried without rebuilding the event.

Organizer Dashboard
One screen for website visits and engagement, email delivered / opened / clicked, and the status of every campaign — so the organizer can see what is working and act on it without leaving Onvent.

Streaming Conversational Experience
A live-streamed chat where the organizer watches the Agent think and respond word by word; the chat replaces setup screens entirely, and every output arrives as a previewable, editable asset.

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Secure, Multi-Tenant Platform
Amazon Cognito sign-in (JWT) and row-level security in Aurora PostgreSQL keep every organizer's data separate; the whole stack is defined in AWS CDK and reviewed against the AWS Well-Architected Framework.

AWS Services and AI Models Used

Foundation Models

Anthropic Claude (Amazon Bedrock) Primary generation model • Brief understanding and event detail extraction (NER + intent) • Plan, multi-track agenda and registration-form generation • Website copy and invitation, announcement and reminder emails	**Amazon Bedrock Agents** Orchestration layer • Sequences brief → agenda → form → website → email campaign • Lambda action groups store each result in Aurora PostgreSQL • Every AI output validated against its schema (Pydantic) before it is stored

AWS Cloud Services

• Amazon Bedrock and Bedrock Agents — managed foundation-model access and multi-step orchestration • Amazon Aurora PostgreSQL — relational Onvent data model with row-level security per organizer • AWS Lambda (Python 3.12) and Amazon API Gateway (REST + WebSocket) — serverless API and live chat stream • Amazon Cognito — organizer sign-up / sign-in and identity (JWT)	• AWS Amplify Hosting and Amazon CloudFront — one-click go-live and global delivery of event websites • Amazon SES and Amazon EventBridge Scheduler — campaign delivery, scheduling and open / click tracking • Amazon S3, Amazon VPC, AWS Secrets Manager and Amazon CloudWatch — assets, private networking, secrets and observability • AWS CDK — repeatable, code-defined provisioning of a Well-Architected foundation

Results

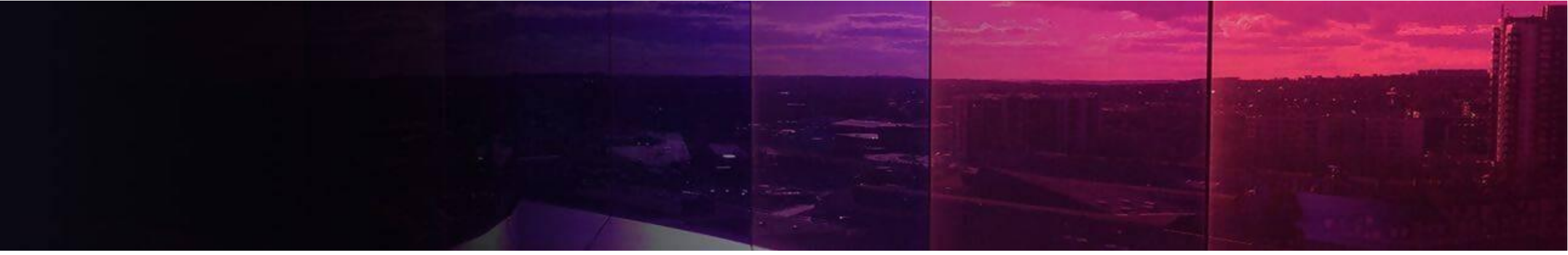
- **Speed**
  - Complete event — plan, agenda, registration form, website and email campaign — delivered from a single conversation in minutes rather than months
  - Full AWS proof of concept designed, built and demonstrated in a four-week engagement

- **Reach**
  - Event websites published live and globally via AWS Amplify Hosting and Amazon CloudFront in one click
  - Email campaigns delivered through Amazon SES with delivery, open and click tracking on the Organizer Dashboard

- **Validation**
  - Full organizer journey — chat → brief → agenda → form → live website → email campaign → dashboard — proven on three contrasting events: a 300-guest tech conference, a 40-person hands-on workshop and a 200-guest charity gala
  - Organizer stays in control — every AI output previewed and editable before it is published or sent

- **Security and Architecture**
  - Cognito sign-in with per-organizer row-level isolation in Aurora PostgreSQL, covered by automated tests
  - Architecture reviewed against the AWS Well-Architected Framework for security, cost and reliability

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Benefits

- Minutes-not-months event planning and promotion from a single natural-language brief
- One relational source of truth — plan, agenda, form, website, campaigns, contacts and metrics — ready to query and scale
- AI-generated agendas, forms, websites and emails that organizers review, edit and approve before anything goes live
- Marketing built in — a live website and a scheduled email campaign from the same conversation that planned the event
- One Organizer Dashboard for website traffic, email engagement and campaign status
- Secure, multi-tenant platform with Cognito sign-in, row-level security and a fully code-defined (CDK) AWS stack

Next steps

- Introduce live attendee registration, ticketing and payments
- Enable AI-powered attendee matchmaking and recommendations
- Deliver mobile apps for organizers and attendees
- Add CRM integrations for lead attribution and event ROI
- Extend to live-event operations — check-in, badges and on-site engagement
- Expand website templates and campaign automation across more event types

About Shri Sai Tech LLC DBA SST

SST is an AWS Partner specializing in AI-driven, cloud-native architecture and secure, compliant solutions across a wide range of industries — including healthcare, finance, education, retail, manufacturing, logistics, energy, government and public sector, telecommunications, and media and entertainment. Partnering closely with our clients, SST rapidly designs and deploys production-ready AI platforms on AWS, bringing AI-powered capabilities to market with speed and confidence.

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