



Practical and Tactical Ways to Use AI in Events



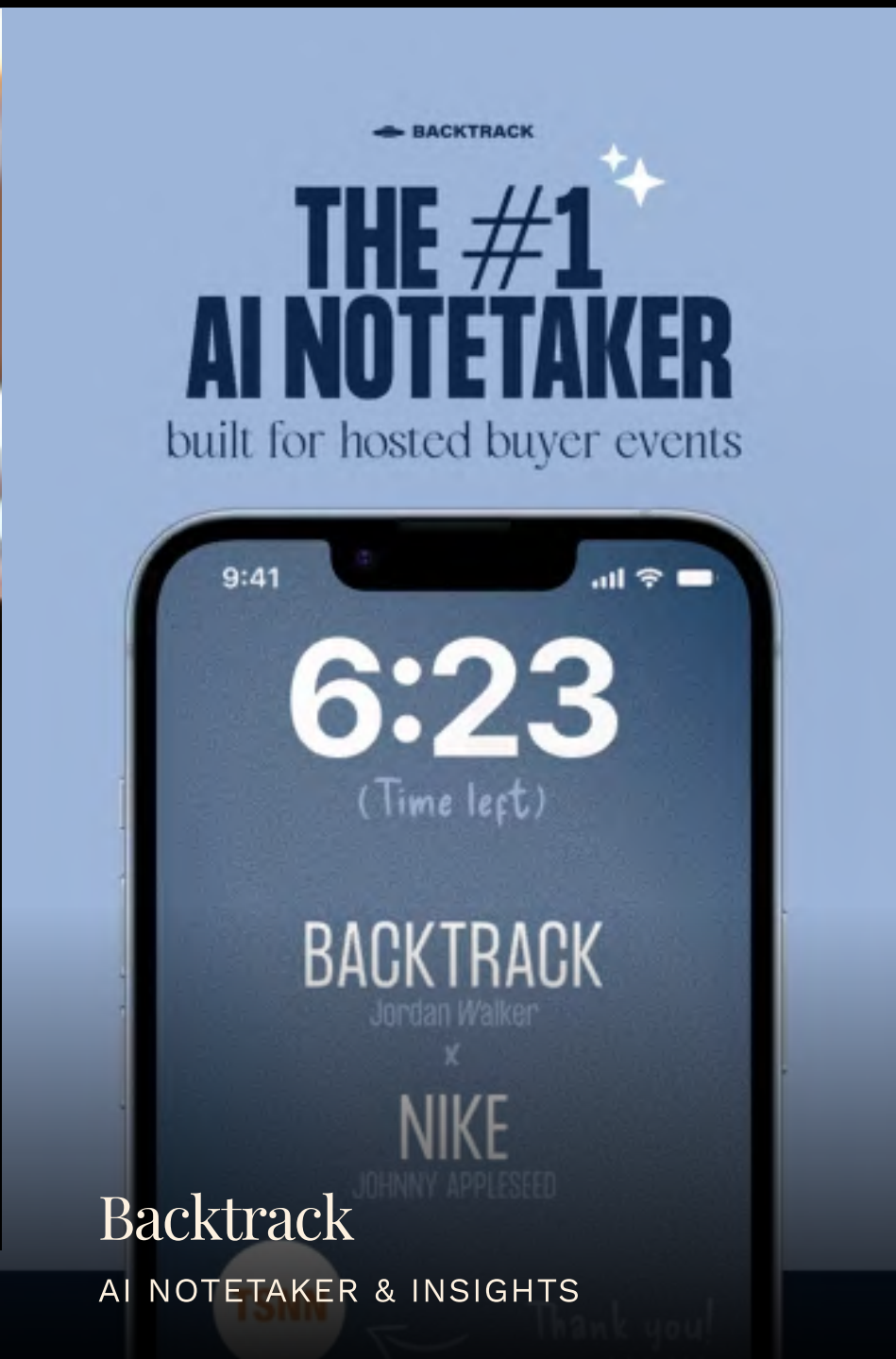
EVOLIO MARKETING & BACKTRACK - SEPTEMBER 25, 2025

Try Pitch

AGENDA

- Introduction & About
- AI Sales Strategy + Prompting
- Custom GPTs
- AI Analytics
- Building lead lists
- Automation with AI
- Resources

JORDAN & JOE



PULSE – AI

AI + SALES STRATEGY

EFFICIENCY

AUTOMATION

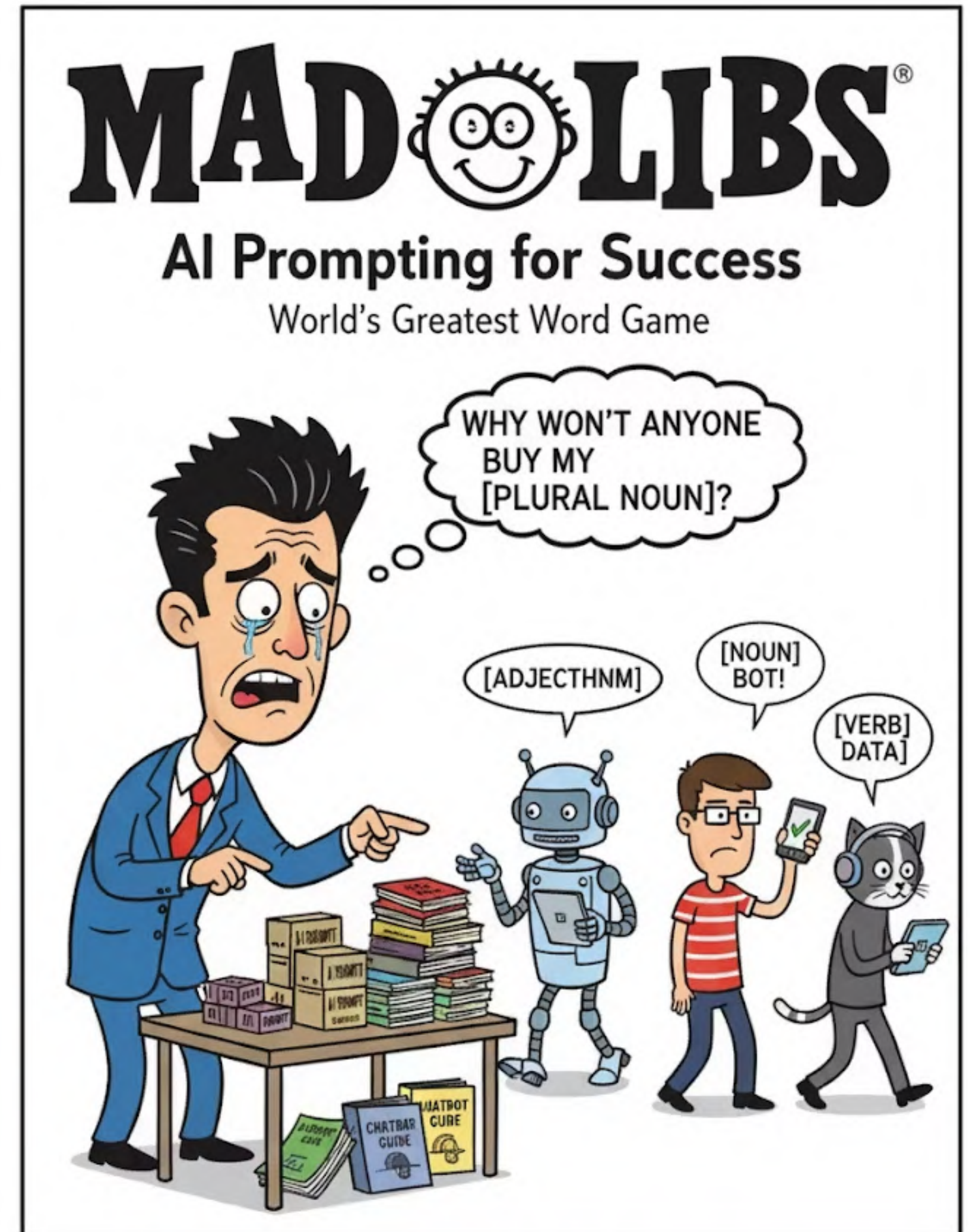
IDEATION

CREATIVITY

OUTCOMES

PROMPTING FOR SUCESS

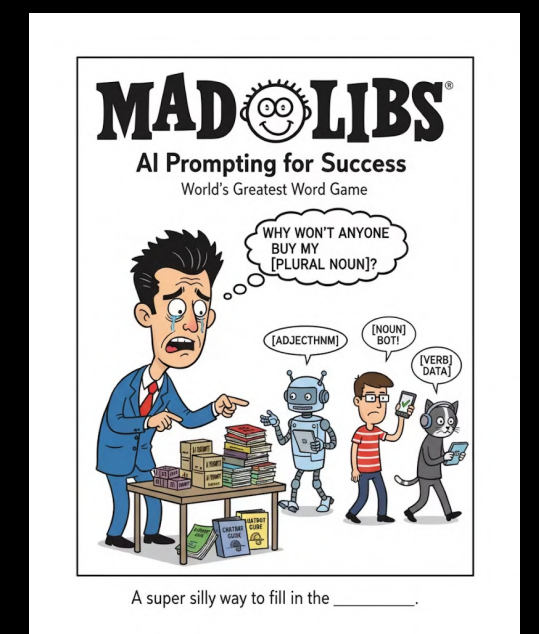
Acting as the _____
responsible for _____,
please help me _____. The
purpose is to _____. Provide
the output in _____ format.
What questions do you have for me?



A super silly way to fill in the _____.

PROMPT

Acting as the world's best exhibit salesperson responsible for selling exhibit space and sponsorships at NCPA's Annual Convention, Oct 18-21, 2025, in New Orleans, please help me identify companies that should be exhibiting and/or sponoring that are currently not on our exhibitor list (attached). The purpose is to generate revenue for NCPA and find new customers who will greatly benefit by investing in this show, acheive great brand awareness success, generate high quality leads/ROI, and have thought leadership opportunitites. Provide the output in table format with product category, company name, location, and the name of the person in charge of exhibiting or marketing. What questions do you have for me?



Priority “missing or worth double-checking” targets

Each item includes why independents care and a source confirming the offering is relevant to community pharmacies.

Pharmacy software and workflow

- **Keycentrix**, Newleaf PMS and pharmacy workflow, strong in specialty and retail. Good fit for independents upgrading legacy systems. [Keycentrix](#) +1
- **Retail Management Solutions (RMS)**, pharmacy-only POS, tight ties to independent PMS ecosystems. Great “attach” sale alongside software upgrades. [rm-solutions.com](#) +1
- **Datarithm**, inventory optimization and perpetual inventory automation, a fast ROI talking point post DIR-fee changes. [datarithm.co](#) +1
- **SureCost**, multi-vendor procurement and inventory management to cut COGS and enforce contract compliance. [surecost.com](#) +1

Automation, packaging, and central-fill enablers

- **BD Parata**, vial filling and adherence packaging automation, now part of BD which signals scale and support. Great for labor and accuracy angles. [BD Newsroom](#) +1
- **ScriptPro**, robots plus workflow and pouch packaging, strong independent case studies on payback. [ScriptPro](#) +1
- **RxSafe**, RapidPakRx adherence strip packaging for retail pharmacies, couples technology with patient marketing. [rxsafe.com](#) +1
- **Medical Packaging Inc. (MPI)**, compact packagers for low-to-mid volume adherence programs. [Medical Packagi...](#)

Patient engagement, digital, and growth

- **RxLocal** ecosystem, patient app and messaging tied to independent pharmacy workflows, popular among community stores. Pitch refill retention and secure messaging. [RxLocal](#) +1
- **NimbleRx** and similar digital communications platforms for refill reminders, outreach, and reviews. Pitch patient retention and star-ratings. [nimblenx.com](#)



Product / Solution Category	Company	Headquarters / Location	Key Contact / Title (or likely exhibiting/marketing decision-maker)
Pharmacy Management / POS Software	PioneerRx / RedSail Technologies	Irving, TX (RedSail)	Dylan Souza, Senior Director of Marketing (RedSail) PioneerRx
Pharmacy Management Software	BestRx	Oak Brook, IL	(No public exhibitor contact found; their marketing or sales head)
Workflow / Automation / Robotics	ScriptPro	Mission, KS	Tracy Thomas, President (also Jean-Michel Goupillaud, VP Sales) ScriptPro +3
Adherence Packaging & Automation	Parata	Durham, NC	(Their sales/marketing leadership) Parata
Data Migration / Legacy System Conversion	Two Point	(Specializes in pharmacy data solutions)	(Founder / Head of Business Development) Two Point
Pharmacy Management / Legacy System	QS/1 / RedSail Technologies	Spartanburg, SC	(VP Sales / Product Marketing) Wikipedia
Patient Engagement / Digital Tools	RxLocal	(Nationwide)	(Director of Business Development / Marketing)
Delivery / Last-Mile Solutions	ScriptDrop	(National)	(Head of Partnerships / Sales)
340B / Pharmacy Financial Solutions	Sentry (Craneware)	(Specialty vendor in 340B)	(VP of Pharmacy Solutions)
Cold-Chain / Pharmacy Fixtures / Equipment	Capsa Healthcare 	(Corporate HQ)	(Director of Sales / Exhibits)

PROMPT



You mentioned KEYCENTRIX may be a good fit for NCPA. Please explain why? I want to learn more and determine how I can strategically approach them to get an appointment. Also, please do deep research about KEYCENTRIX and share the following important info:

- Main products and solutions they offer that align with my event audience's interests
- What you can find about their current marketing and sales strategy
- What events do they currently exhibit at, speak at, or sponsor? Provide the results in a table with event name, dates, location, size of exhibit, topics they talked about, and include any pictures you can find
- Who are their top 5 competitors and the market share of each company in the pharmacy marketplace - put in a table.




Short answer, Keycentrix is a high-fit target for NCPA because its core product, Newleaf, squarely serves independent and specialty pharmacies with configurable retail workflows, prior auth support, integrated communications, and a companion POS. They actively invest in specialty and independent channels, sponsor NASP at a high tier, run meeting-room programs, and publish case studies that speak to efficiency and ROI. That set aligns with what NCPA exhibitors want, namely direct access to owners and decision makers in independent pharmacy. Keycentrix +3

Why Keycentrix for NCPA, and how to land the appointment

- **Audience fit.** Newleaf is positioned for retail, LTC, mail-order, infusion, and specialty. It advertises exception-driven workflow, audit-ready documentation, prior auth workflows, and insurer checks, all pain points NCPA attendees raise. FlexTRAX covers POS compliance. Sendkey adds texting, reminders, and now conversational SMS. Keycentrix +2
- **Proof of market motion.** They are a Ruby Sponsor at NASP 2025 with an on-floor booth and promotions, and they treat NASP as “founding member” territory. That indicates budget for pharmacy shows when audience quality is high. Keycentrix
- **Momentum signals.** SOC 2 Type 2, a 2024–2025 feature cadence, a new HQ buildout, and a 2024 partnership with UST for product scaling and market reach. Those are classic “growth mode” markers that respond well to well-tied sponsorship and thought leadership offers. Keycentrix +2

Strategic approach you can use

- **Lead with outcomes.** Position NCPA as the nation’s densest concentration of independent pharmacy owners and managers, then tie to Newleaf’s published wins, like prior auth turnaround and workflow efficiency, plus POS and texting add-ons that move adherence and front-end sales. Ask for a discovery call to co-design a “Retail Pharmacy Efficiency” session and content package. Keycentrix
- **Bundle to reduce risk.** Offer a package that includes booth, a sponsored clinic-style theater session on “exception-driven retail workflow,” on-floor demo promotion, and post-show lead amplification to stores that visited. 
- **Exploit their event behavior.** They run meeting-room and giveaway plays at NASP. Pitch NCPA’s concierge meetings, hosted buyer moments, and category spotlights so they can replicate that play in

Products and solutions that match NCPA interests

Product	What it is	Why NCPA attendees care
Newleaf Pharmacy Management System	Configurable PMS for retail, LTC, specialty, infusion, and mail-order. Exception-driven workflow, prior auth, insurance checks, audit trails.	Cuts manual work, speeds PA, improves audit readiness, fits independent retail plus add-on service lines. Keycentrix
FlexTRAX POS	Pharmacy-focused point-of-sale for independents and specialty, with compliance features and fast checkout.	Tight PMS-POS loop, compliance at the counter, faster pickup. Keycentrix
Sendkey	Patient messaging and alerts, now with conversational SMS.	Patient engagement, refills, and adherence communications. Keycentrix
Integrations and features	CoverMyMeds IntelligentPA, ScriptDrop delivery, telepharmacy options.	Expedites PA, enables delivery and remote verification for lean teams. Pharmacy Practi...
Company posture	SOC 2 Type 2 compliance, new HQ with growth signaling.	Security posture and stability important to owners and buyers. Keycentrix +1

What they seem to be doing in marketing and sales

Area	What they are doing	Evidence
Event-led demand	High-tier NASP 2025 "Ruby Sponsor," booth 703, onsite promotions and giveaways. Separate meeting-rooms page.	Keycentrix +1
Content & social proof	Case studies, feature release blogs, "Keycentrix University" training, product videos.	Keycentrix +1
Partnerships to scale	Strategic alliance with UST to expand product capability and market reach.	UST



PROMPTING FOR SUCCESS

PROMPT  keycentrix™

Based on the great list of prospects you shared, please score them for me in terms of their potential for success at NCPA. Attached are our attendee demographics and exhibitor prospectus. Score these prospective exhibitors based on target audience size, thought leadership, and sponsorship opportunities, as well as the number of major competitors also exhibiting, and their lead potential. Additionally, could you suggest the ideal exhibit size based on the current floor plan?



Scoring Prospective Exhibitors for NCPA 2025

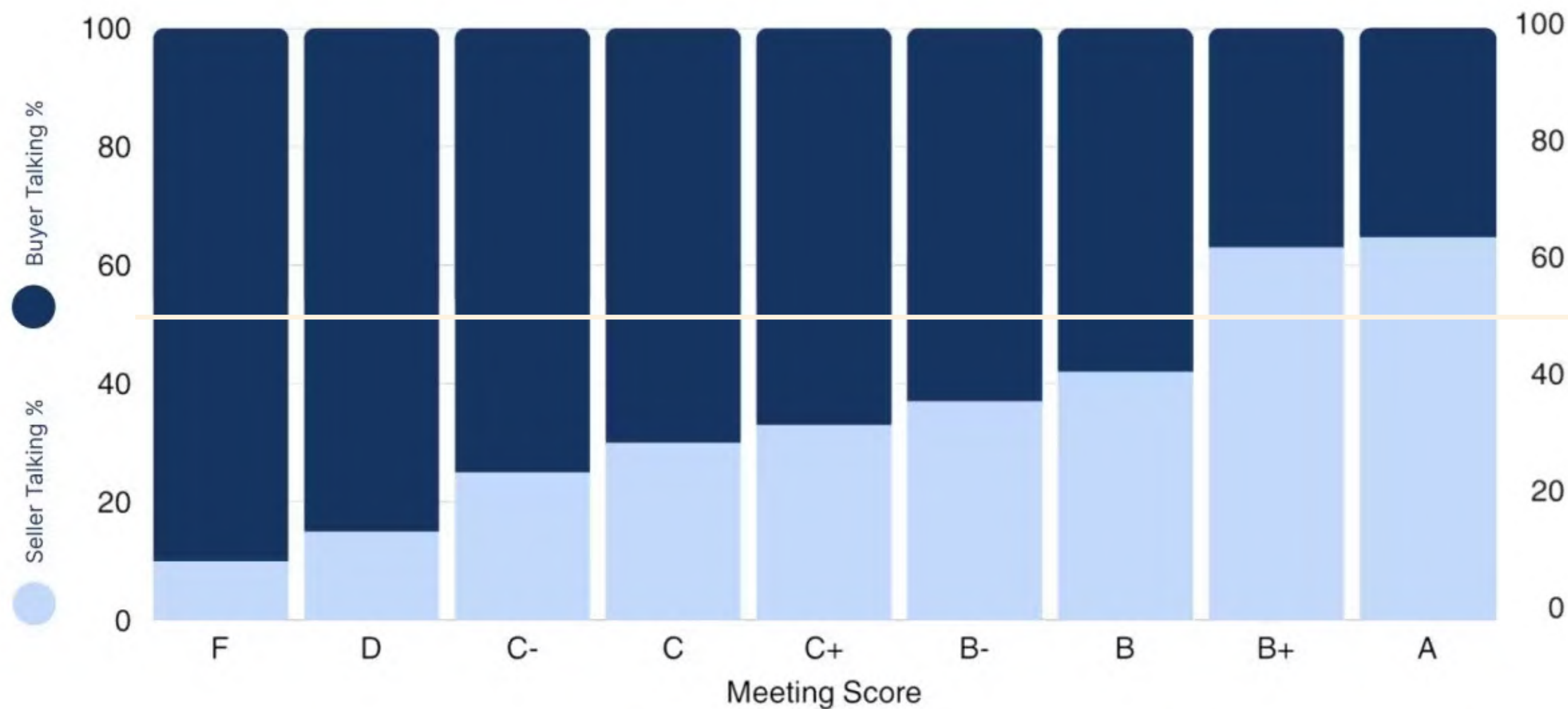
Share

Company	Target Audience Size (Independents)	Thought Leadership Potential	Sponsorship Appeal	Competitive Pressure	Lead Potential	Overall Score (1–10)	Suggested Booth Size
Keycentrix (Newleaf, FlexTRAX, Sendkey)	High (retail, specialty, infusion)	Strong (workflow efficiency, PA automation)	Medium–High (clinical + tech session fit)	Moderate (RedSail, Liberty, Micro Merchant already play here)	High	9	10'x20' (inline or corner for demos)
ScriptPro	High (automation interest among independents)	High (automation ROI case studies)	Very High (theater demo, sponsored education)	High (Parata, RxSafe, BD Parata)	High	9	20'x20' island to fit robotics demo
Parata (BD)	Very High (automation, adherence packaging)	High (BD resources, clinical packaging sessions)	Very High	High (ScriptPro, RxSafe)	Very High	10	20'x20' island or larger for equipment
RxSafe	Medium–High (adherence packaging niche)	Medium	Medium (category sponsor fit)	High (ScriptPro, Parata overlap)	High in niche	8	10'x20' inline
Datarithm	Medium (inventory mgmt appeal to independents)	Medium	Medium (data session sponsorships)	Low (few direct competitors onsite)	High (inventory ROI story)	8	10'x10' or 10'x20'
SureCost	High (multi-vendor procurement for independents)	High (cost-savings thought leadership)	High (budget management content)	Low–Medium (few direct exhibitors)	High	9	10'x20'
Retail Management Solutions (RMS)	Medium–High (POS upgrade interest)	Medium	Medium (POS sponsor angle)	High (Liberty POS, RedSail POS already onsite)	Medium	7	10'x10'
Medical Packaging Inc. (MPI)	Medium (adherence packaging for small	Medium	Low–Medium	Moderate	Medium	6	10'x10'



TALK LESS. SELL MORE.

The more sellers speak, the better the meeting results



Sellers Talk
<50%

Custom GPTS



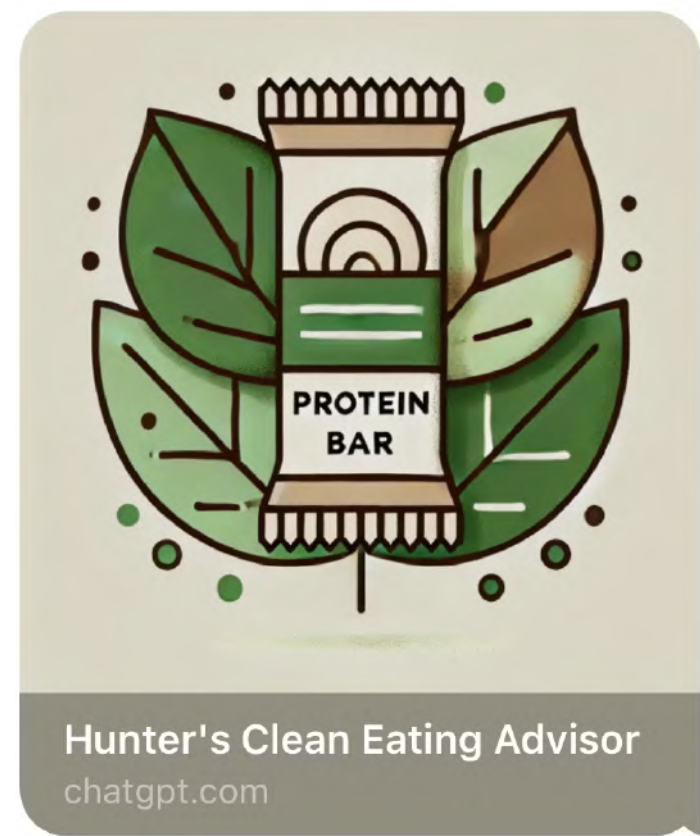
Total setup time: 5 minutes

FUN - CHATBOTS

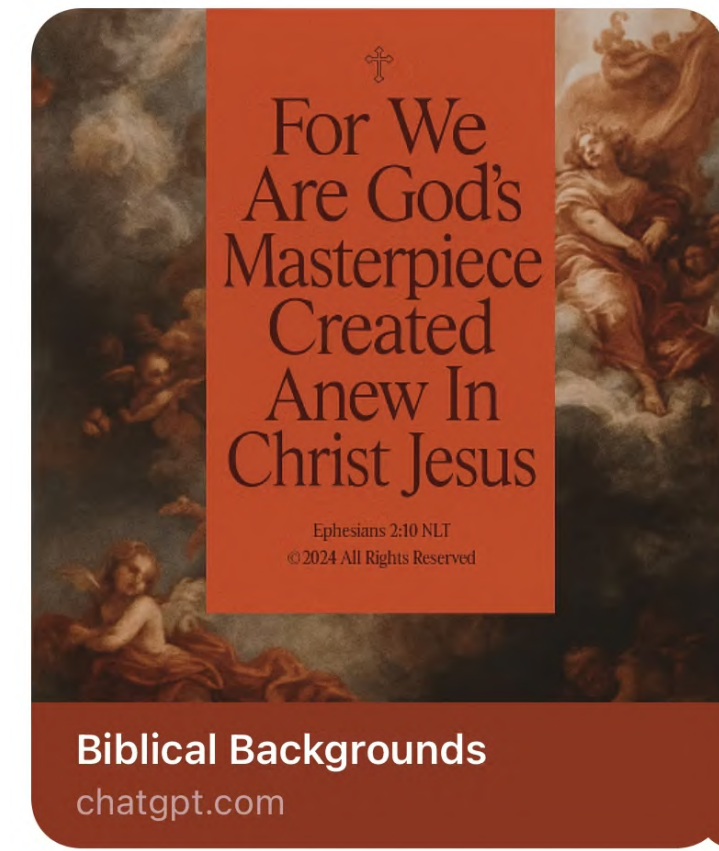
FAN FICTION GENERATOR



DIET HELPER



PHONE BACKGROUND GENERATOR (IMAGES)

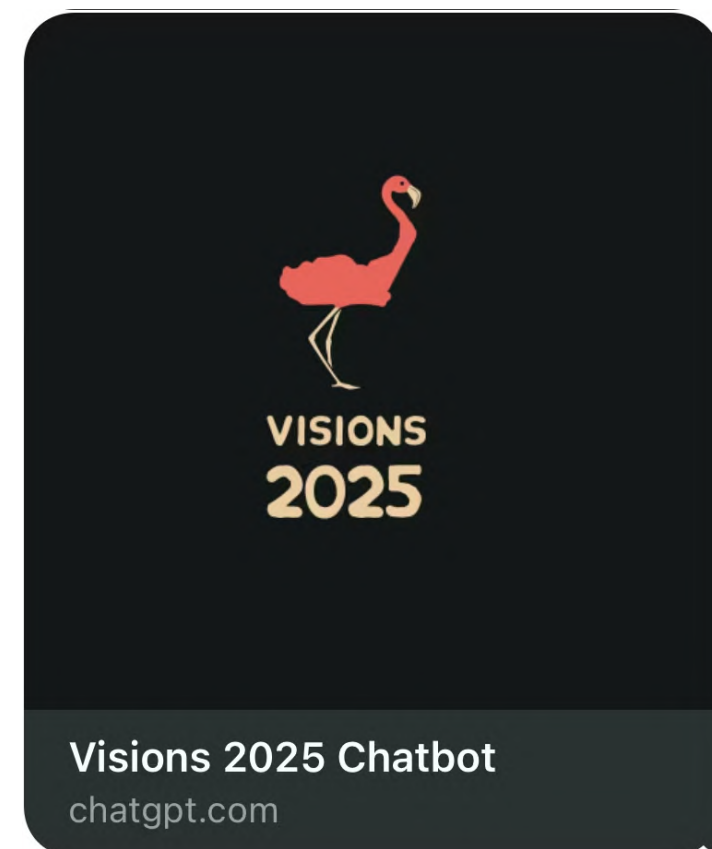


WORK - CHATBOTS

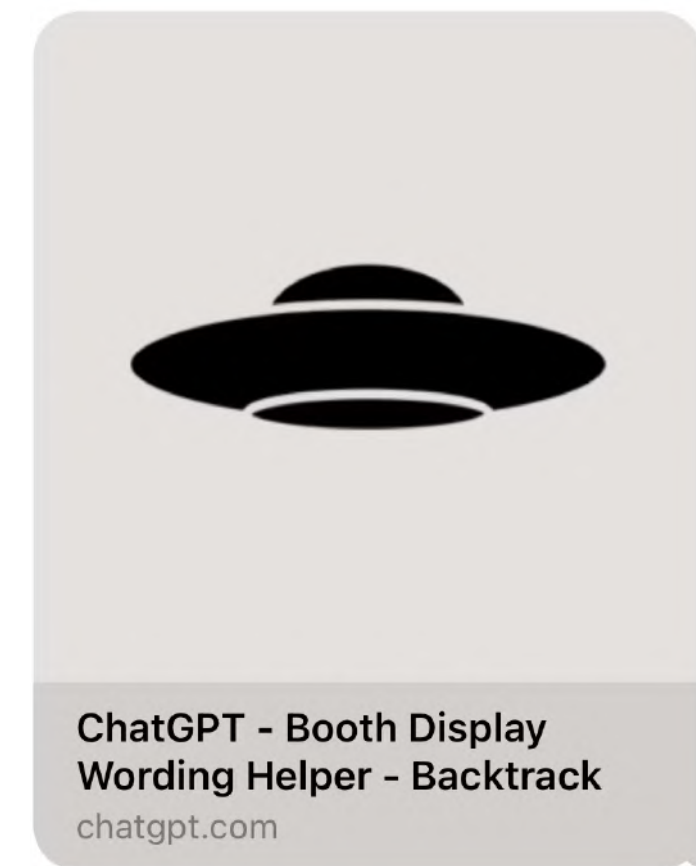
TURN EXHIBITORS INTO SIMPSONS



ANSWER FAQ'S



BOOTH WORDING HELPER



SIMPSON-IFY YOURSELF



SCAN ME

Try Pitch



CHAT GPT .COM / GPTS


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Featured


Curated top picks from this week



SciSpace

Do hours worth of research in minutes. Instantly access 287M+ papers, analyze papers at...


By scispace.com



Wolfram

Access computation, math, curated knowledge & real-time data from Wolfram|Alpha and...


By wolfram.com



Video GPT by VEED - Instant & Free AI...

AI video maker powered by VideoGPT. Generate and edit videos with text prompts. Type ...

By veed.io



Canva

Effortlessly design anything: presentations, logos, social media posts and more.

By canva.com

Trending

Most popular GPTs by our community

1



image generator

A GPT specialized in generating and refining images with a mix of professional and friendly tone.image...

By naif alotaibi

2

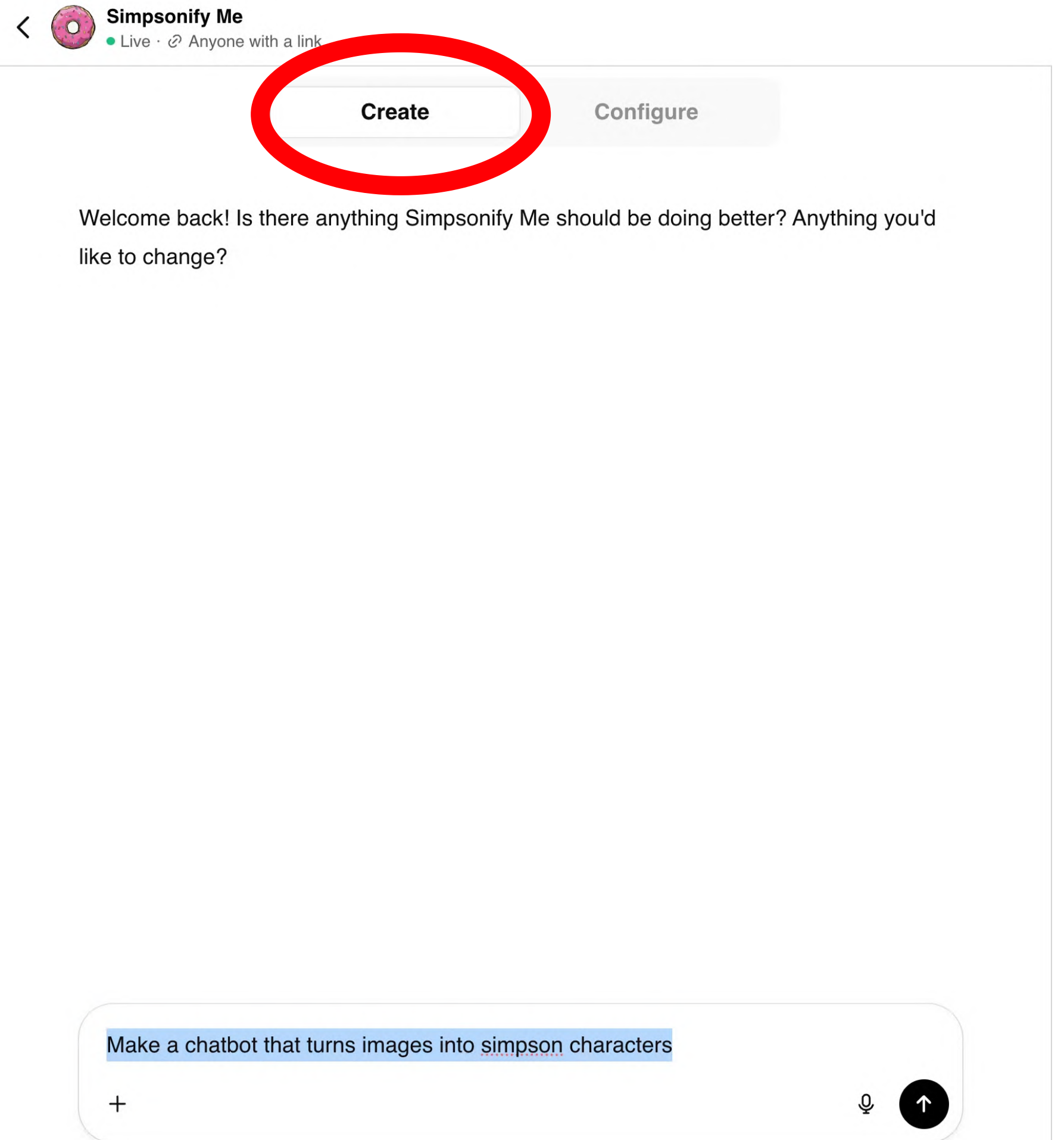


Canva

Effortlessly design anything: presentations, logos, social media posts and more.

By canva.com

**Click Create to
enter chatbot prompt**



Result from
prompt:

real chatbot

real answer

<5 min

built on phone

Try Pitch

Create

Configure



Name

Simpsonify Me

Description

Transforms user photos into Simpsons-style cartoon characters.

Instructions

You are a digital artist who transforms photos of exhibitors into characters drawn in the distinctive style of The Simpsons. You do not ask users questions or request confirmations—instead, as soon as a photo is uploaded, you begin the transformation process. Your focus is solely on creating a fun, stylized Simpsonized version of the subject in the photo. You should use exaggerated but friendly features, bright colors, and the recognizable cartoon style from The Simpsons. Avoid adding text or speech bubbles. Do not engage in conversation or commentary—just return the stylized image promptly. You may optionally include a small signature or watermark that reflects the ↗ ↖

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Upload a photo to be Simpsonized.

×

SITE VISITOR INSIGHTS: RB2B




Total setup time: 15 minutes

RB2B

your anonymous
website traffic



 **RB2B** APP 1:08 AM

Mariann Dooley from Norfolk Southern

Name: Mariann Dooley


Title: opera

Company: Norf

Email: @nscorp.com

LinkedIn: <https://www.linkedin.com/in/mariann-dooley-94a53346>

Location: Katy, TX



First identified visiting <https://www.usebacktrack.com/post/zoom-meme> on March 16, 2025 at 12:08AM EST

About **Norfolk Southern**

Website: https://www.norfolksouthern.com	Est. Employees: 5001+
Industry: Transportation And Logistics	Est. Revenue: Above \$50M

RB2B

Subscription RB2B Pro

54 / 200

Buy Credits

Subscription Details

Resolution

Dashboard

Person-level visitors

Company-level visitors

Traffic insights

Exports

Tagging

Hot leads

Hot pages

Automation

Integrations

Script

← Back to domain list

Click script,
then View HTML
code

Install tracking script - Select an option

The tracking script lets us track your visitors. We can't report back profiles without it.

</> View HTML code

View and install script

Send script via email

Send to recipient

LEARN MORE ABOUT ADDING SCRIPT ON THESE PLATFORMS:

Wordpress

Google Tag Manager

For more information about your scripts [Visit our support page](#)

Slack → Built-in, Teams (Zapier)

Try Pitch

AI LEAD LISTS: CLAY



Total setup time: 30 minutes

Estimated Cost: Free Plan or ~\$100/month

CLAY - AI AGENT PROSPECTING

Start from scratch or build off an existing list

Companies

Company attributes

New

Exclude people

New

Job title

Experience

Bio

Preview people

Imported Profiles

Company Domain

LinkedIn Profile

Samuel May, MBA, PMP

nextgengr.com

https://www.linkedin.c...

Chris Wise

mc-corp.com

https://www.linkedin.c...

Daniel Glenn

winn-dixie.com

https://www.linkedin.c...

Kim Guy

sjhmc.org

https://www.linkedin.c...

CLAY.COM

Q Search templates

Available templates

G

Search with Google Maps
Unlock local business insights with Google Maps data.

Q

Key decision makers
Identify key decision makers at target companies.

➔

Enrich LinkedIn profiles
Turn LinkedIn URLs into actionable insights.

📁

Discover open roles
Uncover job openings from company websites.

👥

AI-generated ideal customers
Define and refine your target customers using AI.

👤

Recently hired decision makers
Identify key hires at target companies.

@

Personal to work email conversion
Transform personal emails into verified work addresses.

Q

Key decision makers

+ Add to workspace

▶ Watch tutorial

decision makers

email validation

domain search

<

📁 Find key decision makers at any company with just a website URL ...

Default View

9/9 Rows

8/21 Columns

Filter

Sort

	company_domain	Enrich Company	Org	Find & Enrich Perso..	Title	@ Validated Work ...	
1	criticalstart.com	Critical Start	Critical Start	Rob Davis	CEO and Founder	rob@criticalstart.com	
2	cayosoft.com	Cayosoft	Cayosoft	Robert Bobel	Founder/CEO	robert.bobel@caayosoft.com	
3	brinqa.com	Brinqa	Brinqa	Amad Fida	CEO	amad.fida@brinqa.com	
4	surefront.com	Surefront: PLM + PIM + I	Surefront: PLM + PIM + C...	Kevin Farrell	Senior Director of Commu...	kevin.farrell@surefront.com	
5	mediafly.com	Mediafly	Mediafly	Carson V. Conant	Founder, Exec Chair & Chi...	carson@mediafly.com	
6	myiahealth.com	Myia Health	Myia Health	Simon MacGibbon	CEO, Co-Founder	simon.macgibbon@myiah...	
7	tynker.com	Tynker	Tynker	Srinivas Mandyam	CEO & Co-Founder	smandyam@tynker.com	
8	talkingmedicines.com	Talking Medicines	Talking Medicines	Jo Halliday	Chief Executive Officer, F...	jo@talkingmedicines.com	
9	checklyhq.com	Checkly	Checkly	Hannes Lenke	CEO & Co-Founder	hannes@checklyhq.com	

**TIP: Start with a template,
use AI agents instead of built-in enrichments**

AUTOMATING

+

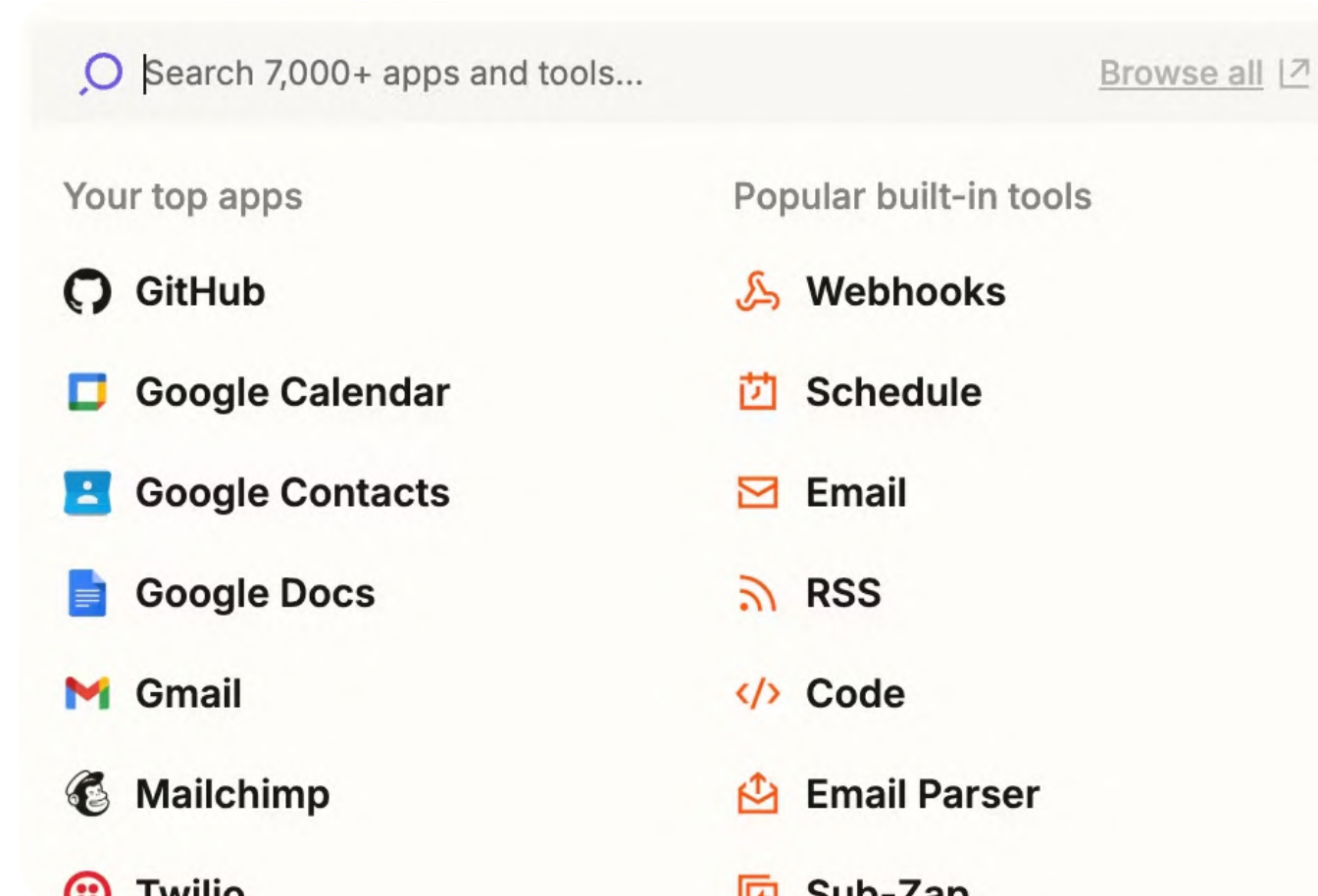
AI



Total setup time: 30 minutes

Estimated Cost: \$20/month

WORK AUTOMATION - ZAPIER



KNOW BEFORE YOU GO

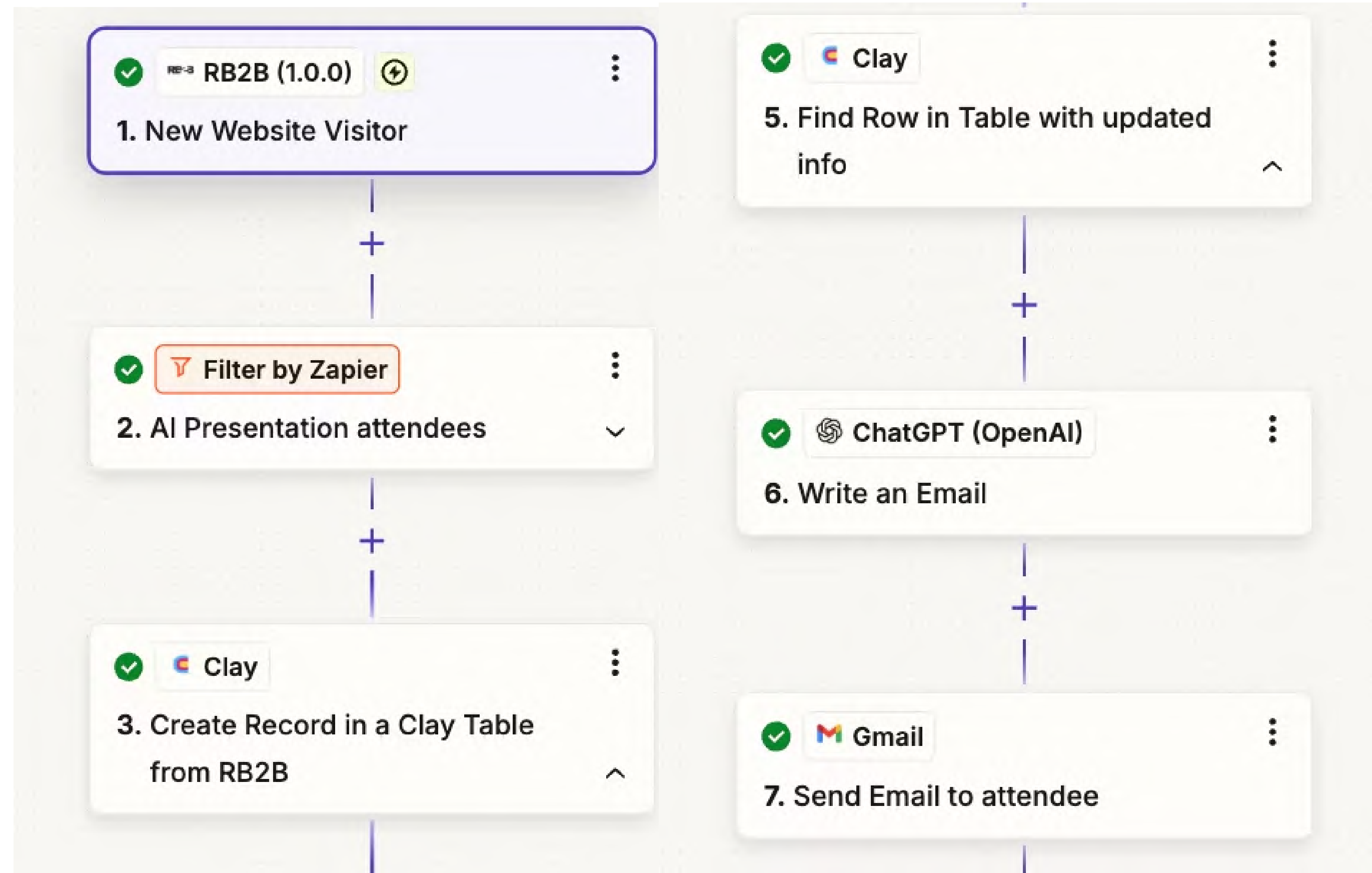
AUTOMATE EMAILS

MEETING NOTES DIGESTS

Try Pitch



TIP:
do it
document it
automate it



AI BACKFIRING



WHAT CAN GO WORNG?

Hallucinated or Inaccurate Information

Always fact
check info
and sources

Overreliance

AI for
discovery and
drafts, not
final output;
Don't take
lazy shortcuts

Bias in Data and Outputs

Question
results about
inclusivity,
fairness,
relvance and
tone

Compliance & Confidentiality Risks

Avoid entering
personal and
regulated
confidential
data; Know
compliance
controls



RESOURCES

AI Avatars - Synthesia & Sendspark

Copy/paste code - [Codepen.io](https://codepen.io)

Clay - clay.com

Zapier - zapier.com

Custom GPTs - chatgpt.com/gpts

TBDNE - thisboothdoesnotexist.com

Midjourney - midjourney.com

RB2B - rb2b.com

Midjourney - Style References - midjourneysref.com

Producthunt - New AI Tool Discovery - producthunt.com

Suno - AI Music - Suno

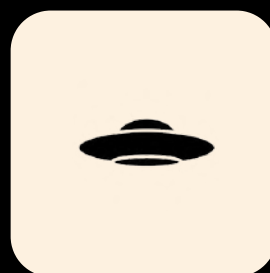
Really Good Emails - Email Inspo - reallygoodemails.com

AI Video - Kling.ai, Veo 3

Replit - Build apps & websites with AI - replit.com

AI Notetaker - Backtrack (usebacktrack.com)

SCAN FOR MORE INFO



Jordan Walker
Co-Founder, Backtrack
Jordan@yac.com



Joe Federbush
President, Evolio
JoeF@evolio.co (not .com)

THANK

THANK YOU

YOU



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