The Story of Enginuity

How SWE Empowered Every Conference Attendee with AI

MEET ENGINUITY

The Challenge

SWE's annual WE Conference brings together more than 14,000 attendees from 40 countries, with 41% attending for the first time and navigating over 200 sessions, 324 exhibitors, and extensive programming. Before Enginuity, attendees relied on static webpages and email support to find answers, making it difficult to quickly access relevant information—especially for international participants facing time zone and language barriers. At the same time, SWE staff were overwhelmed by repetitive conference-related inquiries during peak preparation periods. SWE needed a scalable solution to provide personalized, accessible support to thousands of attendees while reducing operational burden on their team.

Challenges

1. Helping conference attendees navigate a large and complex conference experience.
2. Answering an increase in support questions without scaling staff
3. Providing equitable access to information across geographies and languages.
4. Creating a personalized conference experience at scale.

Finding a Solution

SWE partnered with Betty to build a conference assistant trained on programming, logistics, and attendee resources for their annual conference. The assistant, named Enginuity, allowed conference attendees to ask questions and receive instant, personalized answers about sessions, career fair preparation, travel, and event logistics. Available 24/7 in 50+ languages and accessible without login, Enginuity enabled attendees to prepare more confidently while reducing reliance on staff for routine inquiries. With just 3–4 hours of setup time and zero deployment cost, SWE was able to scale support, improve accessibility, and expand staff capacity during peak conference preparation.

Key Elements of Success

50+ LANGUAGES SUPPORTED	806 UNIQUE USERS	63.4 STAFF HOURS SAVED	19% REDUCTION IN SUPPORT CASES	997 TOTAL CONVERSATIONS

Early Successes

14,000
ATTENDEES SUPPORTED

200+
CONFERENCE SESSIONS NAVIGATED

"
Enginuity gave attendees instant, personalized answers —helping them prepare confidently and fully engage in the WE25 conference experience.
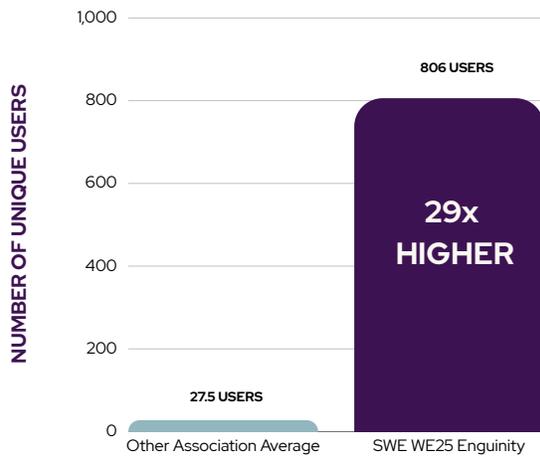
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Enginuity transformed conference preparation from a fragmented process into an accessible, personalized experience for every attendee.
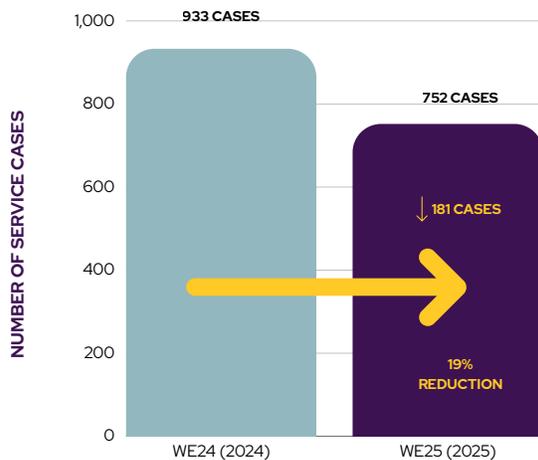
Early Results

WE25 ENGINUITY ADOPTION VS. INDUSTRY BENCHMARKS
Event-Specific AI Conference Assistant Adoption Rates

NUMBER OF UNIQUE USERS

- 806 USERS — SWE WE25 Enginuity
- **29x HIGHER**
- 27.5 USERS — Other Association Average

CONFERENCE SERVICE CASES: YEAR-OVER-YEAR COMPARISON
September - November Period

NUMBER OF SERVICE CASES

- 933 CASES — WE24 (2024)
- 752 CASES — WE25 (2025)
- ↓ 181 CASES
- 19% REDUCTION

The WE25 Enginuity deployment demonstrated how AI can simultaneously improve attendee experience, expand organizational capacity, and advance equity.

By providing instant, personalized access to conference knowledge, SWE empowered attendees to fully engage in their professional development while enabling staff to operate more efficiently.

MEET ENGINUITY

" By automating routine questions, Enginuity expanded staff capacity while improving the quality and speed of support for attendees.

" Providing support in 50+ languages ensured every attendee—regardless of location or language—had equal access to critical conference information.

Want to revolutionize the way the world engages with your content?

Contact Betty at rob@meetbetty.aii or book a demo to learn how we can create a custom AI assistant tailored to your organization.

Book a demo   **rob@meetbetty.ai**

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