



WHITE PAPER • FOR EVENT PROFESSIONALS

From prompt to programme.

Running events with AI and the Model Context Protocol (MCP): how event teams can connect AI assistants to CrowdComms and run more of their event in plain English.

01

What an MCP server is, in plain English

02

The full event lifecycle, from first form to final certificate

03

40 prompts to steal for your next event



Less time on admin. More time
giving people a brilliant few days.

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A quick hello

Event teams have never had more tools, or more tabs open. Registration in one place, the agenda in another, exhibitor details in a spreadsheet someone emailed last Tuesday.

The CrowdComms MCP server gives you a shortcut. Connect it to Claude, ChatGPT or another AI assistant, then just ask: build this form, move that session, tell me who's checked in.

Less time on admin means more time on the reason you got into events: giving people a brilliant few days. This guide shows you how, and where a human double-check still matters.

What is an MCP server?

MCP stands for Model Context Protocol. Think of it as a secure plug that lets your AI assistant work inside other software, instead of just chatting about it.

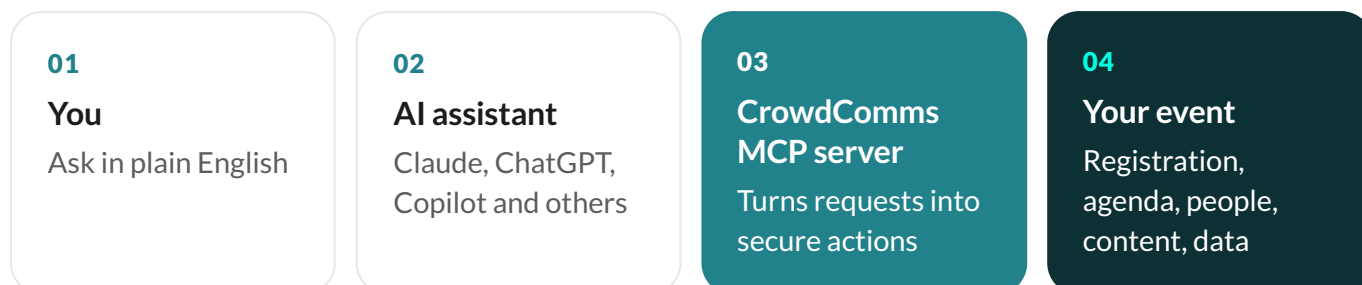


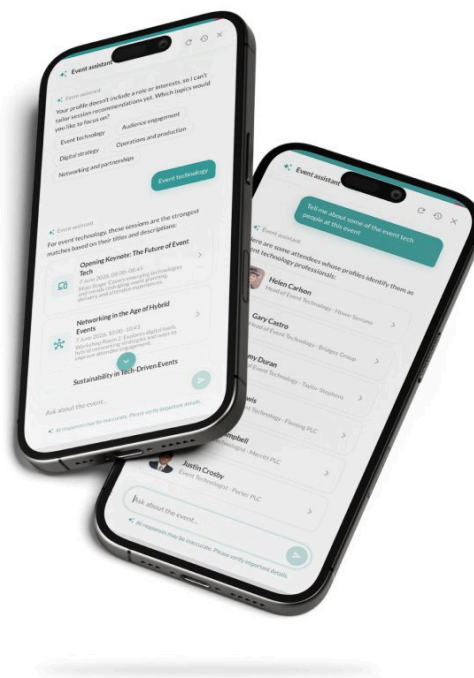
Figure 1. Requests travel from you to your event through the MCP server, which decides what is allowed.

AI assistants are great at drafting and summarising, but until now they couldn't see inside the systems where your event actually lives. So you became the middle person: copy, paste, check, repeat.

An MCP server cuts out the middle person. It gives your assistant a set of actions it's allowed to take inside another system, plus clear rules on who can take them.

The CrowdComms MCP server offers more than 200 of those actions, across registration, agendas, people, communications, exhibitors, engagement and reporting.

So when you ask for “a 30-minute networking break after the keynote”, you don't get advice. You get a networking break. The assistant finds the right agenda, adds the session and tells you it's done.



“Less ‘here's how you could do that’. More ‘done, what's next?’”

WHY NOW?

Not a fad. An industry standard.

NOV 2024

Anthropic publishes MCP as an open standard.

DEC 2025

MCP moves to the Agentic AI Foundation under the Linux Foundation, co-founded with OpenAI and Block.

TODAY

Supported by the major assistants, including Claude, ChatGPT, Gemini and Microsoft Copilot.

WHAT IT MEANS FOR YOUR TEAM**One connection**

Connect once and use whichever supported assistant your team prefers.

Nothing new to learn

If you can explain it to a colleague, you can ask your assistant to do it.

Permissions intact

You sign in securely. The assistant can only do what your CrowdComms account can do.

SIX TERMS WORTH KNOWING**AI assistant**

The app you chat with. Also called the client.

MCP server

Software that makes a system's actions available to AI.

Tool

One action the server offers, such as "create a session".

Connector

What most assistants call an MCP server you have added.

Prompt

The request you type. Clear prompts get better results.

Approval

The assistant asking before it changes anything.

What it can reach.

This isn't just a reporting add-on. The CrowdComms MCP server reaches right across the platform, so your assistant can handle a lot of what you'd normally click through in the CMS.

01**Registration**

Forms, sections and fields. Conditional rules. Ticket types, discount codes and registrant statistics.

02**Agenda**

Sessions, tracks, rooms, capacities and speakers. Restricted sessions and managed agendas.

03**People and groups**

Bulk imports and updates, people groups, custom fields and individual schedules.

04**Content and branding**

App pages and modules, custom HTML, CSS and JavaScript, and the app theme.

05**Communications**

Push, pop-up, email and alerts. Scheduled, targeted by group, linked to any page.

06**Exhibitors and sponsors**

Companies, sponsor tiers, lead capture licences and leads, meeting bookings.

07**Engagement**

Gamification challenges and leaderboards, Q&A, abstracts, activity feed and video.

08**On site**

Check-in and attendance tracking, badge printing and live-stream viewer counts.

09**Insights and integration**

45 ready-made metrics, certificates, and webhooks that notify your other systems.

200+

individual actions available to your assistant

45

ready-made metrics for reports and dashboards

1

secure sign-in with your existing CrowdComms account

Getting connected.

Five steps, about five minutes, zero developers.

01 Add the connector

Once the MCP server has been activated in your event by the CrowdComms team, in your AI assistant's settings, add a custom connector with the CrowdComms MCP server.

02 Sign in

Log in with your CrowdComms account. The assistant can then reach the events you manage, and nothing else.

03 Set your approvals

Let it read freely, but ask it to check with you before it changes anything.

04 Choose your event

Every action targets one specific event. Ask which events you can manage, then name the one to work on.

05 Start small

Ask it something first. Then try a small change in a test event. Then a bigger one.

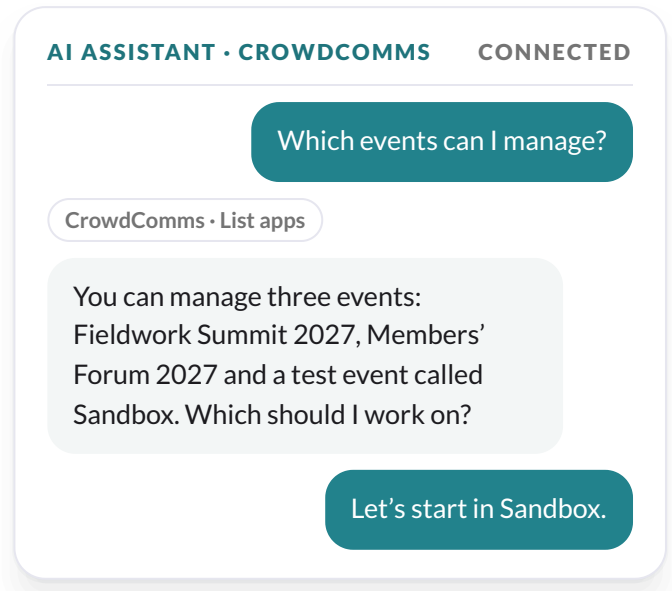


Figure 2. Illustrative. Your assistant's interface will differ.

BEFORE YOU START

Use a test event for your first few changes.

Check your plan. Custom connectors can need a paid or business tier of your AI assistant.

Check your AI policy and your provider's data terms with IT.

Prompting well.

Your assistant is quick, keen and very literal. Brief it like a new team member on their first day and it'll rarely let you down.

ANATOMY OF A GOOD PROMPT

In Fieldwork Summit 2027, ¹ create a ticket type called Early Bird at £295 ² that's available until 31 January. ³ Show me the details before you create it. ⁴

1 • EVENT

Name it. You may manage several.

2 • TASK

One clear action, with the key details.

3 • CONSTRAINTS

Dates, limits, audiences, tone.

4 • CHECK

Ask to see the plan before it acts.

Plan, then act

"Show me before you do it" is the most useful sentence in this guide.

Share the source

Attach the spreadsheet, the speaker brief or last year's programme.

Read it back

After a bulk change, ask it to list what it created or updated.

Refine in plain English

"Close, but make the break 30 minutes" works perfectly well.

Name the audience

"Written for first-time attendees" changes every word it writes.

Keep tasks focused

New task, new conversation. Long threads get muddled.

PART 2 • ACROSS THE EVENT LIFECYCLE

From first form to final certificate.

Ten chapters packed with examples and prompts you can use straight away. We'll follow one (fictional) event all the way: Fieldwork Summit 2027.

01	Registration	Forms, rules, tickets, codes	09
02	Pages and branding	Content, personalisation, theme	10
03	Agenda	Sessions, tracks, rooms, speakers	11
04	People and groups	Imports, updates, segments	12
05	Communications	Push, pop-up, email	13
06	Exhibitors and sponsors	Tiers, leads, meetings	14
07	Engagement	Challenges, Q&A, polls	15
08	Show day	Check-in, badges, live changes	16
09	Insights and dashboards	Metrics, reports, questions	17
10	After the event	Certificates, follow-up, integrations	18

01 REGISTRATION

Registration that builds itself.

Describe the form, the tickets and the rules. Your assistant builds them in CrowdComms while you get on with the fun stuff.

IDEAS WORTH TRYING

Route people automatically

Book registrants into the workshop they choose on the form, without touching the agenda.

Segment at sign-up

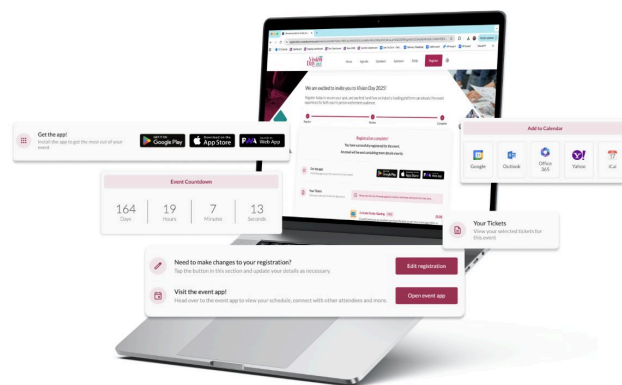
Turn answers such as member type or first-time attendee into people groups the moment someone registers.

Launch an offer in a sentence

Create a members-only discount code or a new early-bird ticket type, and set when it ends.

See which campaigns work

Break registrations down by campaign source to see which channel is filling seats.



WORKED EXAMPLE

On the Fieldwork Summit registration form, add “Which workshop would you like to join?” with our three workshops as options. Book people straight into the one they choose. Show me the plan first.

Registration form • read

Form field • create

Conditional rule • create ×3

Done. The question is live in the “Your experience” section. Each answer now books the registrant into the matching workshop session. Shall I check the workshop capacities next?

Figure 3. One request, five actions. Illustrative.

GOOD TO KNOW

Registration changes go live the moment they’re saved, so give the plan a once-over before you hit approve.

02 PAGES AND BRANDING

Pages that know who's reading.

Turn a brief into an app page, make it feel personal for every attendee, and match the app to any brand in minutes.

“Create a ‘Your Summit’ page that welcomes each attendee by first name, counts down to the opening keynote, and includes a lounge invitation only the VIP group can see.”

[Module • create](#)[Page content • update](#)

IDEAS WORTH TRYING

Personal welcomes

Merge tags greet each attendee by name and pull details from their profile.

One page, many audiences

Show sponsor offers to VIPs and logistics to speakers, on the same page.

Brand in a sentence

Paste a client's hex codes and ask for the app theme to match.

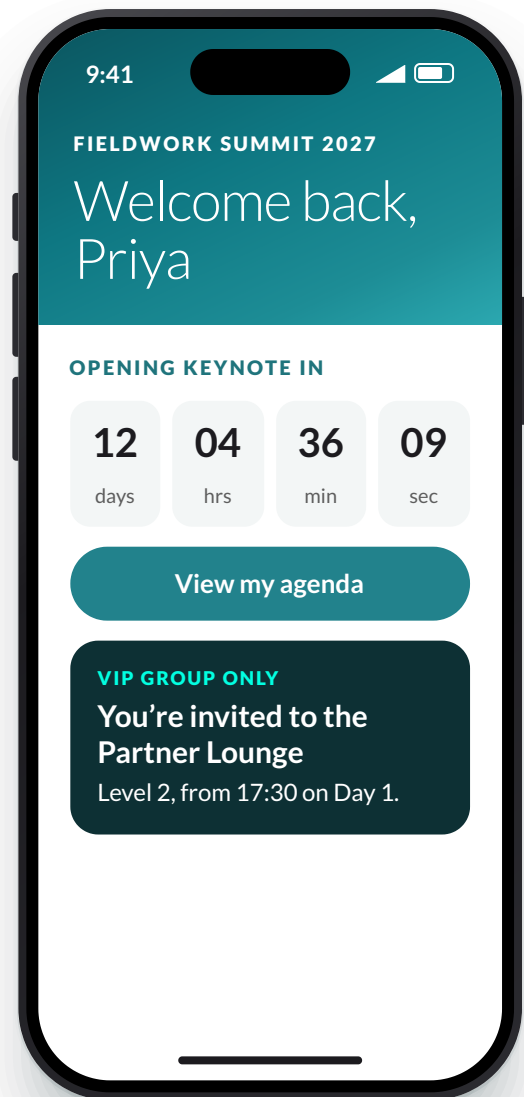


Figure 4. A personalised page built from one prompt.

GOOD TO KNOW Your assistant handles HTML content pages. Drag-and-drop Page Builder pages still live in the CMS.

03 AGENDA

Change the agenda by just saying so.

Build sessions from a spreadsheet, colour-code the tracks, sort rooms and speakers, and keep it all accurate when plans change (they will).

“Here’s the Day 1 programme. Create every session with times, rooms and tracks, colour the tracks in our brand colours, link the speakers, and flag anyone booked in two places at once.”

Tracks • create ×3

Sessions • create ×18

Speakers • update

IDEAS WORTH TRYING

Restrict premium sessions

Make a masterclass visible only to the groups that bought it.

Put sessions in diaries

Add the VIP dinner to every VIP’s agenda, so nobody has to find it.

Check demand against rooms

Compare how many people saved each session with its room capacity.

DAY 1 • WED 12 MAY

18 SESSIONS

09:00	Opening keynote	Hall A
10:15	Data people actually read	Room 2
10:15	Sponsorship that pays back	Room 3
11:30	Masterclass: measuring impact	Studio
	RESTRICTED	
14:00	Panel: the hybrid question	Hall B
	CLASH	
19:30	VIP dinner	Terrace
	IN 120 AGENDAS	

One clash found: a panellist is also presenting in Room 2 at 14:00. Move the panel to 14:45?

● Main stage ● Insight track ● Partner track

Figure 5. Sessions, tracks and checks from one prompt. Illustrative.

04 PEOPLE AND GROUPS

The right people, in the right groups.

Groups decide who sees which pages, sessions and alerts. Let your assistant build them, so everyone gets the event that's right for them.

STEP 1**Delegate spreadsheet**

1,240 rows attached to the chat

STEP 2**Checks first**

6 duplicates and 3 missing emails flagged

STEP 3**Bulk import**

1,231 people created in one action

STEP 4**Grouped**

Speakers, VIP, first-timers and more

FIELDWORK SUMMIT 2027 • GROUPS

First-timers		386
Exhibitor staff		214
VIP		120
Speakers		42
Press		18

“Import the attached list into Fieldwork Summit 2027. Flag duplicates and missing emails first. Then add speakers to the Speakers group and the VIP list to VIP.”

People • bulk create

Groups • update ×2

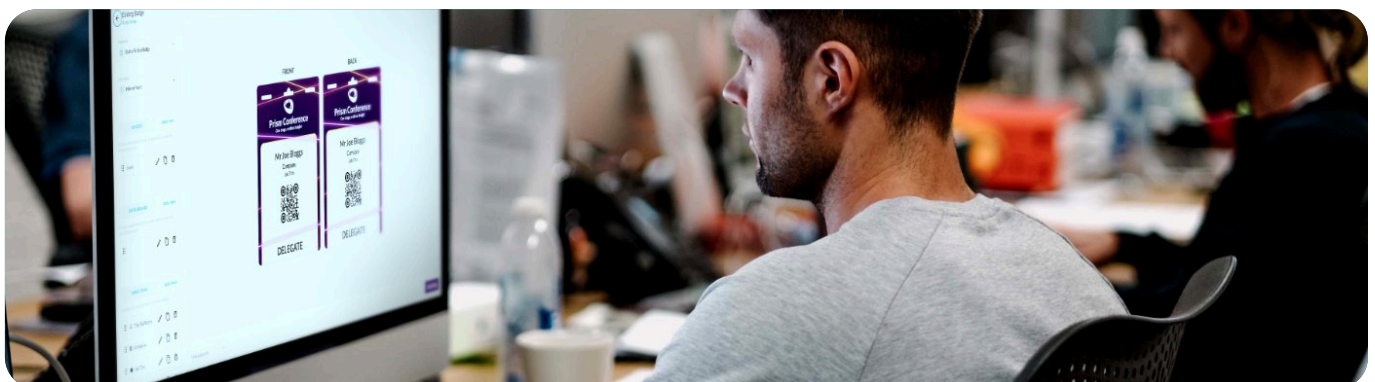
Figure 6. From spreadsheet to segmented audience. Illustrative figures.

One group, many doors

A single group can unlock a page, a session and a targeted alert.

Fields that fit you

Add custom fields, such as membership number, and fill them from your CRM export.



05 COMMUNICATIONS

The right message, at the right moment.

Push notifications, pop-ups, emails and texts. Your assistant writes them, targets them and times them, so people hear about the good stuff in time to join in.

“Schedule tomorrow’s alerts: doors and coffee to everyone at 08:30, a room-change pop-up for the Insight track at 12:45 with a button to the venue map, and a thank-you to Speakers at 17:00 by push and email.”

Alerts • create ×3

Groups • read

Modules • read



TOMORROW • SCHEDULED

3 ALERTS

08:30 **PUSH** Everyone

Doors are open. Coffee is on in Hall C.

12:45 **POP-UP** Insight track

This afternoon’s sessions move to Room 4.

Button: Open venue map

17:00 **PUSH + EMAIL** Speakers

Thank you for speaking today.

Figure 7. A day of alerts, scheduled from one prompt. Illustrative.

IDEAS WORTH TRYING

Close the feedback loop

A pop-up after the closing session with a button straight to the survey.

Make it must-read

For safety or venue changes, send an alert attendees must acknowledge.

Check before it sends

Ask for every alert due tomorrow, by group and time, before you sign off.

GOOD TO KNOW Keep approvals on for alerts. A message to 1,200 people deserves a second look.

06 EXHIBITORS AND SPONSORS

Show partners the value they got.

Set up companies and sponsor tiers, hand out lead capture licences and send partners proof they'll want to renew, minus the spreadsheet chase.

“Build a one-page value report for each Gold sponsor: leads captured, average lead score, meetings booked and how many people saved their session.”

Company tiers • read

Metrics • query ×4

IDEAS WORTH TRYING

Onboard the floor plan

Create every exhibitor from a spreadsheet and place each in its sponsor tier.

Licences, sorted

Issue lead capture licences to every Gold exhibitor's stand team.

Spot quiet stands early

Find exhibitors with few meetings booked and nudge them before day one.

SPONSOR VALUE REPORT • GOLD

[Sponsor name]

Fieldwork Summit 2027

146

Leads captured

3.8

Average lead score

22

Meetings booked

404

Saved their session

LEADS BY DAY



Day 1

Day 2

Day 3

Figure 8. A sponsor one-pager built from live data. Illustrative figures.



07 ENGAGEMENT

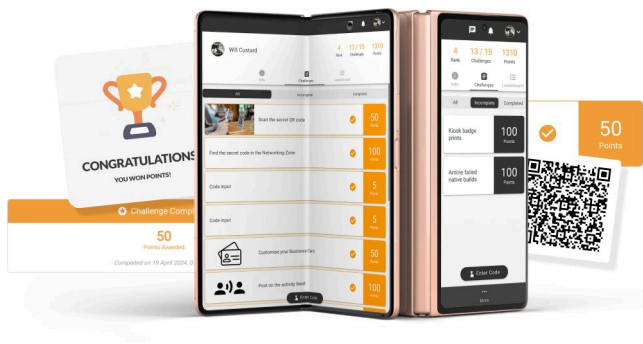
Give people a reason to explore.

Trails, leaderboards and Q&A get people moving, talking and competing. Your assistant sets them up in minutes and keeps them running.

“Create an exhibition trail: a QR challenge for every Gold and Silver stand, 50 points for Gold and 30 for Silver, plus 20 points for exchanging a business card.”

[Company tiers • read](#)

[Challenges • create ×21](#)



EXHIBITION TRAIL

21 CHALLENGES

Visit Stand 14 • Gold	QR scan	50
Visit Stand 22 • Gold	QR scan	50
Visit Stand 31 • Silver	QR scan	30
Swap a business card	Card exchange	20
Ask a question in a session	Q&A	20

Figure 9. A trail built from the floor plan. Illustrative.

IDEAS WORTH TRYING

Reward the right habits

Award points for profile photos, session check-ins, poll answers and card swaps.

Keep Q&A flowing

List unanswered questions by session and pin the strongest for the moderator.

Tame the abstracts

Tag hundreds of abstract submissions by theme, so reviewers and readers can filter.

GOOD TO KNOW Ask for the leaderboard at any point, and announce the winner with an alert.

08 SHOW DAY

Show day, under control.

On show day there's no time to hunt for the right screen. There's always time for one sentence.

TIME	YOU ASK YOUR ASSISTANT	
07:30	"How many people are checked in, and how many badges are still to print?"	Reads check-in and badge-print figures and gives you both in seconds.
08:45	"The keynote speaker is delayed. Swap the 09:00 keynote with the 11:30 panel and tell everyone."	Updates both sessions and drafts a pop-up for your approval.
10:10	"Which afternoon sessions have more saves than seats?"	Compares saves with room capacity and suggests a bigger room.
13:00	"How many people are watching the livestream right now?"	Gives the live viewer count and the peak so far.
15:30	"Show me unanswered questions in the Hall A Q&A."	Lists them, and pins the strongest for the moderator.
18:00	"Summarise today for tomorrow's 07:30 team briefing."	Writes up attendance, changes and open issues. You head to the drinks reception.

SHOW-DAY TIP Agree in advance who on the team can approve live changes, and keep approvals switched on.



09 INSIGHTS AND DASHBOARDS

Ask your data a question.

Forty-five ready-made metrics cover registration, revenue, attendance and engagement. Ask in plain English and get back a chart, a table or a whole dashboard.

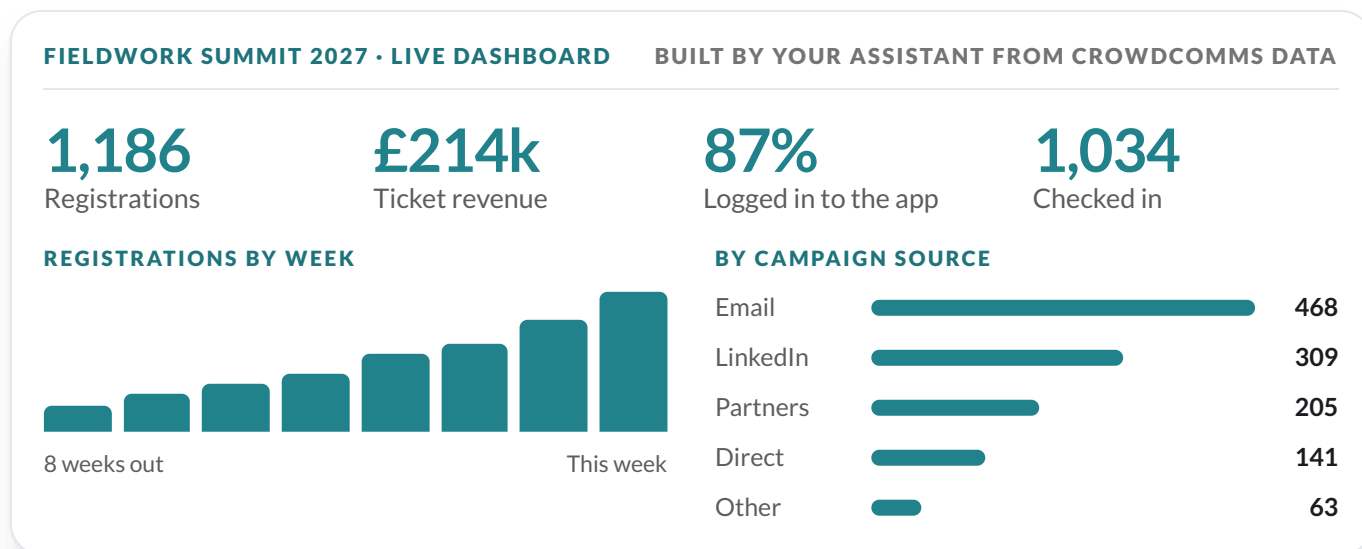


Figure 10. A one-screen dashboard from one prompt. Illustrative figures.

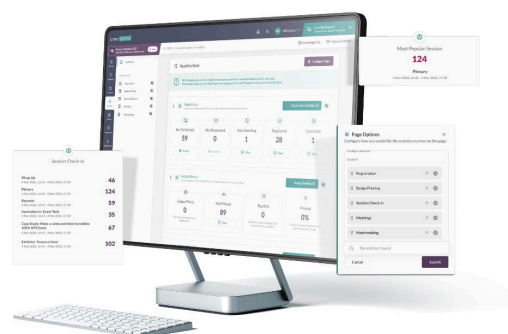
QUESTIONS WORTH ASKING

“Which campaign drove the most registrations this month?”

“How much have discount codes reduced our ticket revenue?”

“What share of registered attendees have logged in to the app?”

“How many of last week’s confirmation emails bounced?”



GOOD TO KNOW Ask it to show how it counted. A number without a definition is just a number.

10 AFTER THE EVENT

The work after the applause.

Certificates, follow-ups and reports used to eat the week after. Now most of it takes a handful of requests, so you can actually take that day off.

“Create a CPD certificate for Fieldwork Summit 2027, awarded when someone’s attendance is tracked. Issue it to the Members group, then tell me who hasn’t received it.”

Certificates • create

Certificates • issue to group

Recipients • read



Figure 11. Certificates issued automatically on attendance. Illustrative.

Follow up by behaviour

List who registered but didn’t attend, and draft a “sorry we missed you” message with the session recordings.

Connect your other systems

Set up webhooks so attendee and session changes flow straight to your CRM or data warehouse.

The wrap report

Attendance, top sessions, engagement and sponsor results, in a board-ready format you can edit.

GOOD TO KNOW Certificates can also be awarded for poll responses, Q&A questions or badge printing.

FEATURE • BESPOKE DESIGN WITH AI

If you can describe it, you can build it.

CrowdComms HTML modules, registration page sections and the app's global styles all accept your own HTML, CSS and JavaScript. Pair that with an AI assistant and “bespoke” stops meaning “expensive”.

WHERE YOU CAN GO CUSTOM

01 App modules

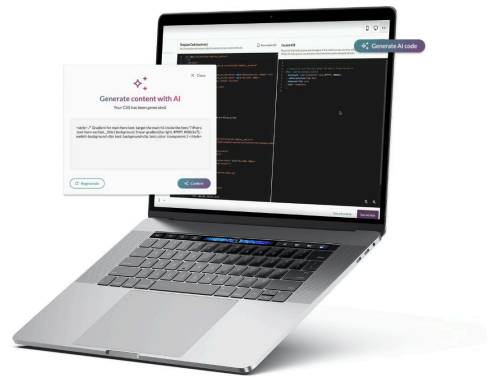
Whole pages or single elements: interactive tools, games, maps, layouts you won't find in a template.

02 Registration pages

Custom sections on the pages people see first: branded hero blocks, price calculators, live countdowns.

03 The whole app

Global HTML and CSS change the look everywhere at once: fonts, buttons, spacing, even a seasonal theme.



HOW IT WORKS: DESIGN FIRST, THEN SHIP

1

Describe it

Say what you want people to see and do. Mention your brand colours.

2

Preview it

Your assistant builds a working prototype you can click, before anything touches your event.

3

Refine it

“Bigger cards, softer corners, use our teal.” Repeat until it feels right.

4

Ship it

It becomes a module, shown to a staff group first, then to everyone.

GOOD TO KNOW

Custom code runs inside your app, so test it on real iPhones and Android phones, check it works with screen readers, and keep a copy of the code. Try global style changes in a test event first.

WORKED EXAMPLE

Swipe to build your agenda.

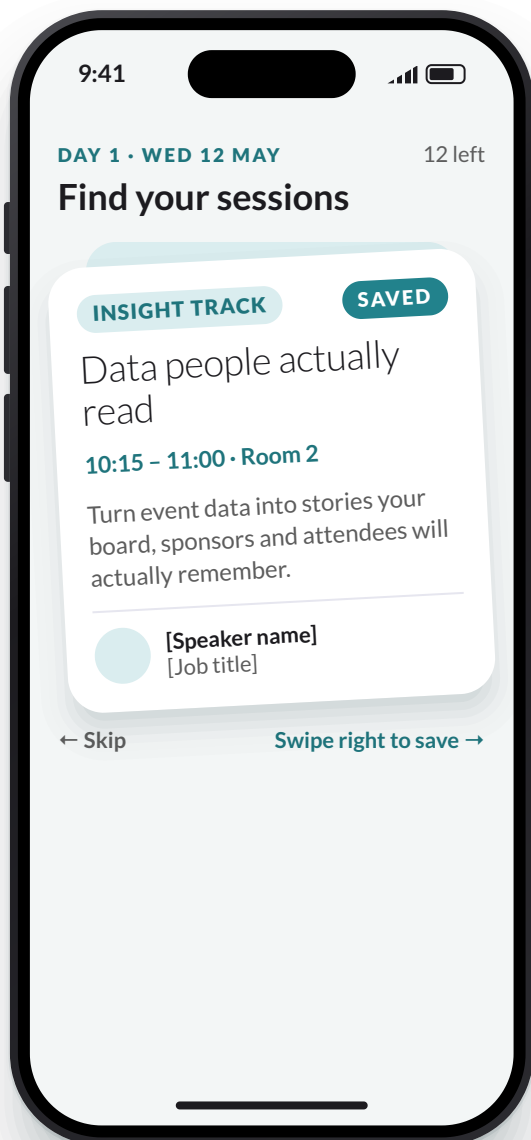


Figure 12. A prototype designed by an AI assistant from one prompt. Illustrative.

THE PROMPT

"I want attendees to pick sessions from a stack of cards. Swipe right to add a session to their favourites, swipe left to skip it. Use our brand colours. Design the page first; once I'm happy, we'll make it a module in the CrowdComms app."

WHAT HAPPENS NEXT

- 1 Your assistant reads the real sessions, times, rooms and tracks from your agenda.
- 2 It designs a clickable prototype you can try before anything goes live.
- 3 You tweak it in plain English until it feels right.
- 4 It becomes an HTML module, shown to a test group first, then everyone.

MORE IDEAS TO STEAL

Clickable floor plan

Tap a stand to see who's there.

Main-screen countdown

A branded holding slide for the room.

Track-finder quiz

Five questions, one recommended track.

Easy-read mode

Bigger text and higher contrast, app-wide.

WHOLE-PAGE DESIGN

Design the whole page, not just a piece of it.

Your assistant can design a complete, responsive page that works on phones, tablets and laptops. Once you've signed it off, it goes straight into the app.

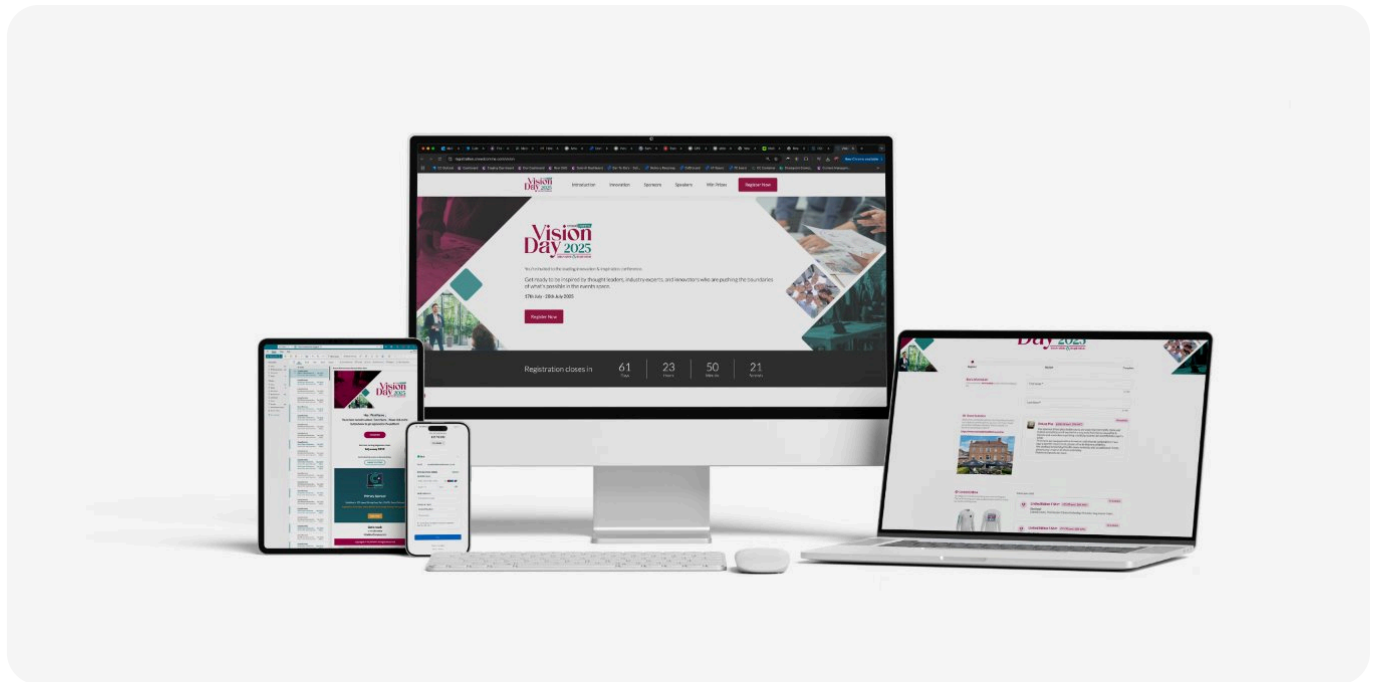


Figure 13. One page, designed by AI, running in the CrowdComms app on every screen size.

“Design a ‘Day 2 at a glance’ page for Fieldwork Summit 2027: a hero with today’s theme, a timeline of the main-stage sessions, a sponsor strip and a button to the venue map. It needs to look great on phones and laptops. Use our brand colours and Lato. Show me a preview first.”

Responsive by design

One page that rearranges itself for phones, tablets and the big screen.

Built from your content

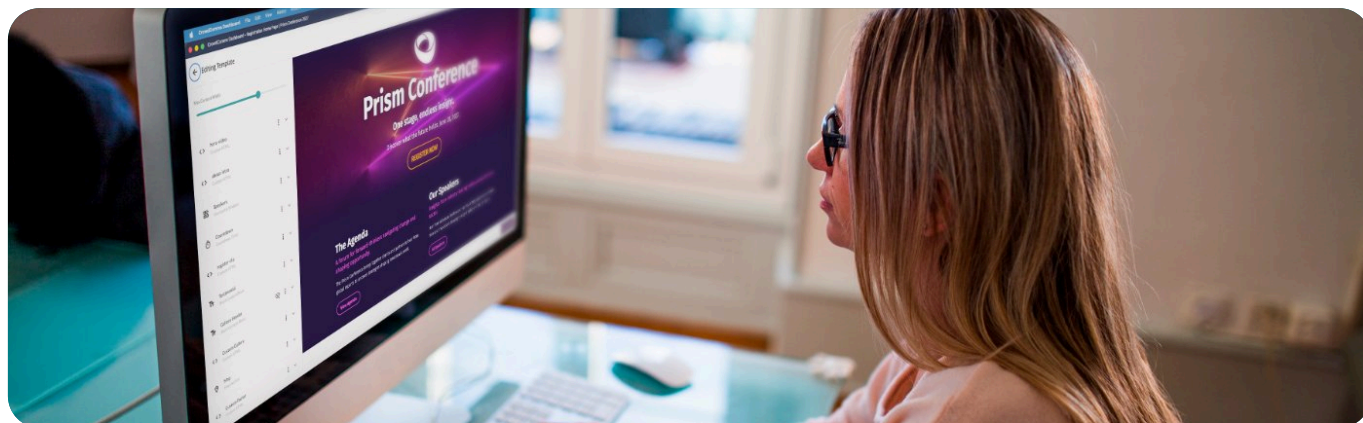
Sessions, speakers and sponsors come from your event, so nothing is retyped.

Easy to iterate

New hero, new order, new section. It's a sentence, not a developer ticket.

Who it's for.

Same connection, very different Mondays. Find your team, then try its first prompt.



WHERE IT HELPS

A FIRST PROMPT

Conferences	Programmes that change daily, and dozens of speakers to keep track of.	"List every session with no speaker or description, and draft descriptions from the attached speaker briefs."
Associations	Member pricing, CPD and proving value to members year after year.	"Create a CPD certificate for members whose attendance was tracked, and issue it to the Members group."
Exhibitions	Hundreds of exhibitors, lead capture licences and floor traffic.	"Which exhibitors haven't captured a single lead yet? Draft them a reminder with tips."
Agencies	Many clients and events, with the same setup repeated each time.	"Set up the new client event with the same ticket types, form sections and groups as our spring event."
PCOs	Daily client reporting, budgets and compliance on tight deadlines.	"Build tonight's attendance and revenue summary for the client, in the same format as yesterday."

Good practice and limits.

Treat your assistant like a brilliant new hire: give it real work, and keep an eye on its first week.

GOOD PRACTICE

1 Start in a test event

Build confidence where mistakes cost nothing.

2 Keep approvals on

Let it read freely. Ask it to check with you before it changes anything.

3 Name the event

Every action targets one event. Say which, every time.

4 Check the numbers that matter

AI can be confidently wrong. Ask how it counted before a figure reaches a client or board.

5 Proofread anything public

Alerts, pages and emails get a human read before they go.

6 Protect personal data

Attendee data passes through your AI provider. Check your AI policy and the provider's data terms. Your UK GDPR obligations don't change.

WHAT STAYS IN THE CMS, FOR NOW

Deleting

Your assistant can create and update, but not delete. Removals happen in the CMS.

New event apps

Create the app in the CMS, then let your assistant build it out.

Page Builder pages

Drag-and-drop pages are edited in the CMS. HTML content pages are fair game.

SVG images

Upload images as PNG or JPG.

An undo button

Changes are live once made. Your assistant can reverse most of them, but planning first is easier.

THE UPSHOT None of this is a reason to wait. Start in a test event, keep approvals on and build trust one task at a time.

Security and permissions.

Your assistant works inside the same rules as you do. Here's what it can reach, what it can't, and what to agree with your IT team before you start.

HOW ACCESS WORKS

01 Switched on per event

The CrowdComms team activates the MCP server for your event. Until then, there's nothing to connect to.

02 Your sign-in, your permissions

You sign in with your CrowdComms account. The assistant can only do what that account can do.

03 Only the events you manage

The assistant can reach the events your account manages, and nothing else.

04 One event at a time

Every action targets one specific event, named in your prompt.

05 Approvals before changes

Let it read freely. Ask it to check with you before it changes anything.

06 No deleting

Your assistant can create and update, but not delete. Removals happen in the CMS.

WHERE YOUR DATA GOES

Anything your assistant reads, such as attendee names or registration figures, passes through your AI provider. Their data terms apply to it, alongside ours.

Your UK GDPR obligations don't change. Use an assistant your organisation has approved, on a business or enterprise plan where possible.

QUESTIONS FOR YOUR IT TEAM

- ☐ Which AI assistants are approved for work use?
- ☐ Can attendee personal data be shared with that provider?
- ☐ Who on the team may connect the MCP server?
- ☐ Who can approve live changes on show day?
- ☐ How long does the provider keep chat history?

IN SHORT The assistant never gets more access than you already have. You decide what it reads, and you approve what it changes.

Prompt library.

Forty prompts to steal. Add your event's name and details, and off you go.

SETTING UP

- 01 Which events can I manage?
- 02 Summarise how this event is set up.
- 03 What can you do in CrowdComms?
- 04 Check with me before changing anything.
- 05 List this event's modules and pages.

AGENDA

- 11 Create the sessions in this spreadsheet.
- 12 Colour the tracks in our brand colours.
- 13 Flag any speaker booked in two places.
- 14 Make the masterclass visible to VIPs only.
- 15 Add the dinner to every VIP's agenda.

CONTENT AND COMMUNICATIONS

- 21 Create a welcome page that greets people by name.
- 22 Match the app theme to these brand colours.
- 23 Schedule tomorrow's alerts by group.
- 24 Send a must-read venue update.
- 25 List every alert due tomorrow.

SHOW DAY

- 31 How many people are checked in?
- 32 How many badges are still to print?
- 33 Swap these two sessions and tell attendees.
- 34 How many people are watching the livestream?
- 35 Summarise today for the team briefing.

REGISTRATION

- 06 Add a dietary requirements question to the form.
- 07 Create a members-only discount code.
- 08 Add an Early Bird ticket that ends on 31 January.
- 09 Book workshop choices straight into sessions.
- 10 How many registrations are still pending?

PEOPLE AND GROUPS

- 16 Import this list and flag duplicates first.
- 17 Put every speaker in a Speakers group.
- 18 Update these job titles from my list.
- 19 Who is in both the VIP and Sponsors groups?
- 20 Add a membership number field.

EXHIBITORS AND ENGAGEMENT

- 26 Create exhibitors from this floor plan.
- 27 Issue lead capture licences to Gold stands.
- 28 Build a QR trail across sponsor stands.
- 29 Show me the current leaderboard.
- 30 Pin the best unanswered questions.

INSIGHTS AND AFTER

- 36 Chart registrations by week.
- 37 Which campaign drove the most sign-ups?
- 38 Who registered but didn't attend?
- 39 Issue CPD certificates based on attendance.
- 40 Draft the post-event wrap report.

Glossary.

The terms used in this guide, in plain English.

AI assistant

The app you chat with, such as Claude, ChatGPT, Gemini or Microsoft Copilot. Also called the client.

Approval

The assistant asking you before it changes anything in your event.

Check-in

Recording that an attendee has arrived, at a kiosk, a desk or in the app.

CMS

The CrowdComms content management system, where you build and manage your event.

Connector

What most assistants call an MCP server you have added to them.

Custom field

An extra field on a person's profile, such as membership number.

Discount code

A code that reduces the price of a ticket type at registration.

Gamification

Challenges, points and leaderboards that reward attendees for taking part.

Lead capture

Exhibitor staff scanning attendee badges to collect sales leads.

MCP

Model Context Protocol. An open standard that lets AI assistants work inside other software.

MCP server

Software that makes a system's actions available to an AI assistant.

Page Builder

The drag-and-drop page editor in the CMS.

People group

A set of attendees, such as Speakers or VIP, that controls who sees which pages, sessions and alerts.

Pop-up alert

A message that appears on screen the next time an attendee opens the app.

Prompt

The request you type. Clear prompts get better results.

Push notification

An alert sent to an attendee's phone, even when the app is closed.

Restricted session

A session only certain people groups can see or book.

Test event

A copy of an event for trying things out, where mistakes cost nothing.

Tool

One action an MCP server offers, such as "create a session".

Webhook

A message CrowdComms sends to your other systems when something happens.

READY WHEN YOU ARE

Start the conversation.

Connect the CrowdComms MCP server, open a test event and ask your first question. We suggest: "Which events can I manage?"

ALREADY A CUSTOMER? GET CONNECTED

Ask your CrowdComms account manager to enable MCP for your event

BOOK A DEMO

[Book a demo](#)

TALK TO US

hello@crowcomms.co.uk



Examples are illustrative and use a fictional event. Available features depend on your AI assistant, your plan and your CrowdComms permissions. Product names belong to their owners. © 2026 CrowdComms.

