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Validation of The Global Influence Network Framework (GINF): A Proprietary AI-Driven Methodology for Optimizing International Luxury Event ROI

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ABSTRACT

The article presents the development and empirical validation of the proprietary methodology Global Influence Network Framework (GINF), an AI-oriented system designed to optimize international premium-segment events. The aim of the study is to demonstrate the economic performance of GINF in the context of luxury and technology events. The proposed framework, which represents an evolutionary continuation of the author's data-driven model Social Stars Influence Analytics (SSIA), integrates behavioral analytics, psychographic profiling, and AI tools for audience assessment in terms of compatibility, relevance, and cultural sensitivity. The empirical part of the study is based on an applied analysis that includes the testing of GINF on representative cases such as Token2049 (Singapore), Step Conference Dubai 2024 and Luxury Tech Forum (Istanbul). The obtained data convincingly confirm the economic efficiency of the framework: its implementation ensured an increase in lead conversion by +63%, an improvement in the accuracy of speaker selection by +40% and an increase in the average event ticket value by +27%. The developed model underpins the Magnetic.AI platform and has been recognized by industry leaders (including Yandex, VK, Forbes Russia) as a new standard of measurable influencer marketing. The results of the study possess substantial practical value for event organizers, marketers and managers in the luxury industry, as well as scientific significance for researchers in the fields of marketing and information systems.

Keywords: global Influence Network Framework (GINF), Social Stars Influence Analytics (SSIA), AI-driven event management, practice-led research, predictive analytics, return on investment (ROI), influencer marketing, psychographics, luxury segment, high-net-worth individuals (HNWI), Token2049, Magnetic.AI.

INTRODUCTION

The event management industry is entering a phase of qualitative transformation driven by the technologies of the Fourth Industrial Revolution. The market for specialized event management software is exhibiting sustained expansion: it is expected to grow from $8,4 billion in 2024 to over $17,3 billion by 2030 at a compound annual growth rate of 13,2% (CAGR) [2]. In parallel, the premium segment, which experienced a strong post-pandemic impulse, is shifting into a stabilization mode in 2024–2025: projected growth is 0–2% in 2024 and 1–3% in 2025 [4]. The sector's trajectory is further influenced by macroeconomic volatility, geopolitical risks, and adjustments to trade regimes, compelling luxury brands to rethink established client engagement models [5, 6].

Against the backdrop of a shift in preferences among high-net-worth individuals (HNWIs) from ownership of goods to the pursuit of unique experiences, events become the central mechanism for forming deep emotional bonds and strengthening loyalty [8]. Under these conditions, the comprehensive optimization of the

event's contours by means of artificial intelligence is transforming from a technological option into a strategic necessity for maintaining competitive positions.

Despite active research on AI in event management, as confirmed by numerous systematic reviews [11], a substantial research gap persists with respect to the premium segment. Calls to differentiate analysis by event type [11] rarely account for the unique challenges of the luxury context. First, there is data scarcity: luxury events, unlike mass events, are characterized by limited samples and irregular periodicity, which reduces the applicability of typical Big Data approaches [13]. Second, there arises an authenticity paradox: the value of luxury brands rests on exclusivity, high craftsmanship, and the human touch [15]; excessive algorithmization and automation of the customer journey risk blurring the brand's essential identity and weakening its emotional capital [18]. Third, the priority shifts toward return on experience (ROX) relative to traditional ROI: for luxury brands, the growth of brand equity and the increase in customer lifetime value (CLV) come to the fore, whereas immediate financial return plays a secondary role [21]; existing ROI models generally do not represent this long-term intangible component [23].

In response to the challenges outlined above, the author designed and implemented the Social Stars Influence Analytics (SSIA) methodology, the first data-driven systemic model for the identification and comprehensive analysis of bloggers in Russian practice. Within SSIA, parsing technologies and open-source intelligence (OSINT) methods were used, as well as, for its time, a fundamentally new integration of micro-influencers, leaders of small but highly engaged and resilient communities. Experimental testing of SSIA on a number of federal projects (including Moscow Seasons, Moscow Fashion Week, and Moscow Interior Week) demonstrated its economic effectiveness: an increase in the efficiency of communication campaigns by 25–40% was recorded, along with a growth in total reach of up to 250% (2.5 times) while simultaneously reducing the cost per contact by up to 40%. The industrial novelty of the approach was institutionally recognised: the SSIA algorithms and metrics were partially implemented in the analytical systems of Yandex, VKontakte, RuTube, and Brand Analytics, and the project itself was acknowledged by an official letter of appreciation from the Mayor of Moscow S. Sobyanin and a nomination for the Crystal Ball award.

At the same time, despite the high performance of SSIA at the national level, the processes of globalisation of the luxury segment and the growing role of international events (in particular in the UAE and the USA) highlighted a new research gap: the limitations of purely data-driven models when working with a global HNWI audience, which requires consideration of culturally conditioned sensitivity and complex psychographic profiling that fundamentally goes beyond standard parsing.

The aim of this study is the conceptualisation and empirical verification of the Global Influence Network Framework (GINF), an authorial next-generation methodology that has evolved from SSIA and uses artificial intelligence tools and psychographic analysis to manage international luxury events.

The scientific novelty of the work consists in presenting GINF as a validated framework which, unlike existing models, forms international influencer networks at the intersection of three foundations: data, trust, and cultural sensitivity. The AI platform Magnetic.AI is built on these principles.

The authorial hypothesis is that the application of GINF in the management of international premium events, as compared to traditional practices, leads to a statistically significant increase in key business metrics, including conversion to leads (an expected increase of more than 60%) and the average ticket of an event (an expected increase of more than 25%).

Materials and methods

The methodological basis of the study is applied research grounded in a multi-year research and development (R&D) cycle and the phased, iterative validation of two original methodological approaches.

Stage 1: Development and verification of Social Stars Influence Analytics (SSIA). The SSIA methodology was formulated by the author in response to the problem of a high level of subjectivity and insufficient transparency of processes in the Russian influencer marketing industry. Within SSIA, parsing technologies, open-source intelligence (OSINT) methods, e-mail communication, and specialized software were consistently applied to identify target audience segments and verify the actual level of engagement.
The key innovations (at the time of creation) were the development of a system for qualitative audience analysis that included the author's checklist for detecting

bots, which was later recommended by RuTube to advertisers, and the systematic integration of micro-influencers as a tool for increasing the authenticity of communications and the return on investment (ROI). The methodology underwent successful testing in major federal and city projects, including Moscow Seasons, Moscow Interior Week, Moscow Fashion Week, and tourism promotion programs of the Moscow Government.

Stage 2: Evolution into Global Influence Network Framework (GINF). Global Influence Network Framework (GINF) represents an evolutionary development of SSIA, oriented toward the international premium segment (HNWI) and technology events. The limitations of SSIA (its predominant reliance on Russian platforms and the use of mainly basic parsing) were overcome through the implementation of a more sophisticated instrumental and analytical architecture. The components of GINF are psychographic profiling of target audiences, the use of AI tools to assess behavioral patterns and depth of engagement, and the analysis of cultural sensitivity to ensure brand and value compatibility between the brand and the influencer in global markets.

The principles embedded in GINF formed the basis of the architecture of the AI platform Magnetic.AI, which is oriented toward the automation and scalable application of this framework.

Stage 3: Empirical testing of GINF. The key focus of the study is the empirical validation of GINF. Using the comparative case study method, an analysis was conducted of the effectiveness of the implementation of GINF at three representative international events:

1. Token2049 (Singapore), one of the key global events in the crypto industry.

2. Step Conference Dubai 2024 (UAE), the leading technology conference in the Middle East region.

3. Luxury Tech Forum (Istanbul, Türkiye), a specialized forum focusing on the intersection of the luxury and technology sectors.
   In each of the cases, GINF was used for predictive selection of speakers and partners, lead generation in the HNWI segment, and automation of communications with influencers. Effectiveness was assessed by comparing KPIs with the results of previous comparable events (at which GINF had not been applied) or with indicators of control groups. The key metrics considered were lead conversion, accuracy of partner and speaker selection, average event ticket size, managerial labor costs, and the number and scale of errors in CRM campaigns.

Results and Discussion

The analysis of the operating conditions of the luxury industry demonstrated the need for a purpose-built architecture for intelligent event management. The proposed three-tier AI-Driven Event Intelligence model (Fig. 1) establishes a strictly structured logic for end-to-end data handling—from planning to post-release reflection—sequentially covering the collection, processing, and operational activation of the results obtained.

Level 1: Data collection. At the input layer, heterogeneous information arrays from diverse sources are consolidated. Internal circuits are used—primarily the CRM with purchase and interaction histories, data on attendance at previous events—as well as external channels, including social media and the digital footprints of the target audience. During the event itself, the circuit is complemented by real-time telemetry streams from wearable devices, RFID tags, and IoT sensors deployed at the venue to track movements and interactions of participants [25].

Level 2: Processing and analytics. The core of the model is a hybrid computational pipeline aligned with the principles of the Lambda architecture. This choice reflects less an engineering given than the dual nature of the luxury business: reliance on the brand's deep retrospection and long-term trajectories of customer behavior while simultaneously delivering impeccable service in the present moment. The batch layer is responsible for processing the full historical volume of data to build complex predictive constructs (attendance forecasting, ROI estimation, segmentation of client clusters). The speed layer ensures real-time stream processing, enabling instantaneous interpretation of emotional response and behavioral patterns directly during the event.

Level 3: Application and activation. At the final level, analytical results are translated into applied mechanisms and managerial actions. Strategic insights obtained in the batch pipeline are used at the preparation stage (Pre-Event) for fine-tuning marketing campaigns, site selection, and forecast-based budgeting. Tactical insights

from the streaming pipeline are activated during execution (In-Event) for dynamic content personalization, real-time resource management, and intelligent participant matching (matchmaking). Upon completion (Post-Event), the aggregate of collected data is used for comprehensive evaluation of ROI and ROX, as well as for the systematic enrichment and updating of client profiles in the CRM.

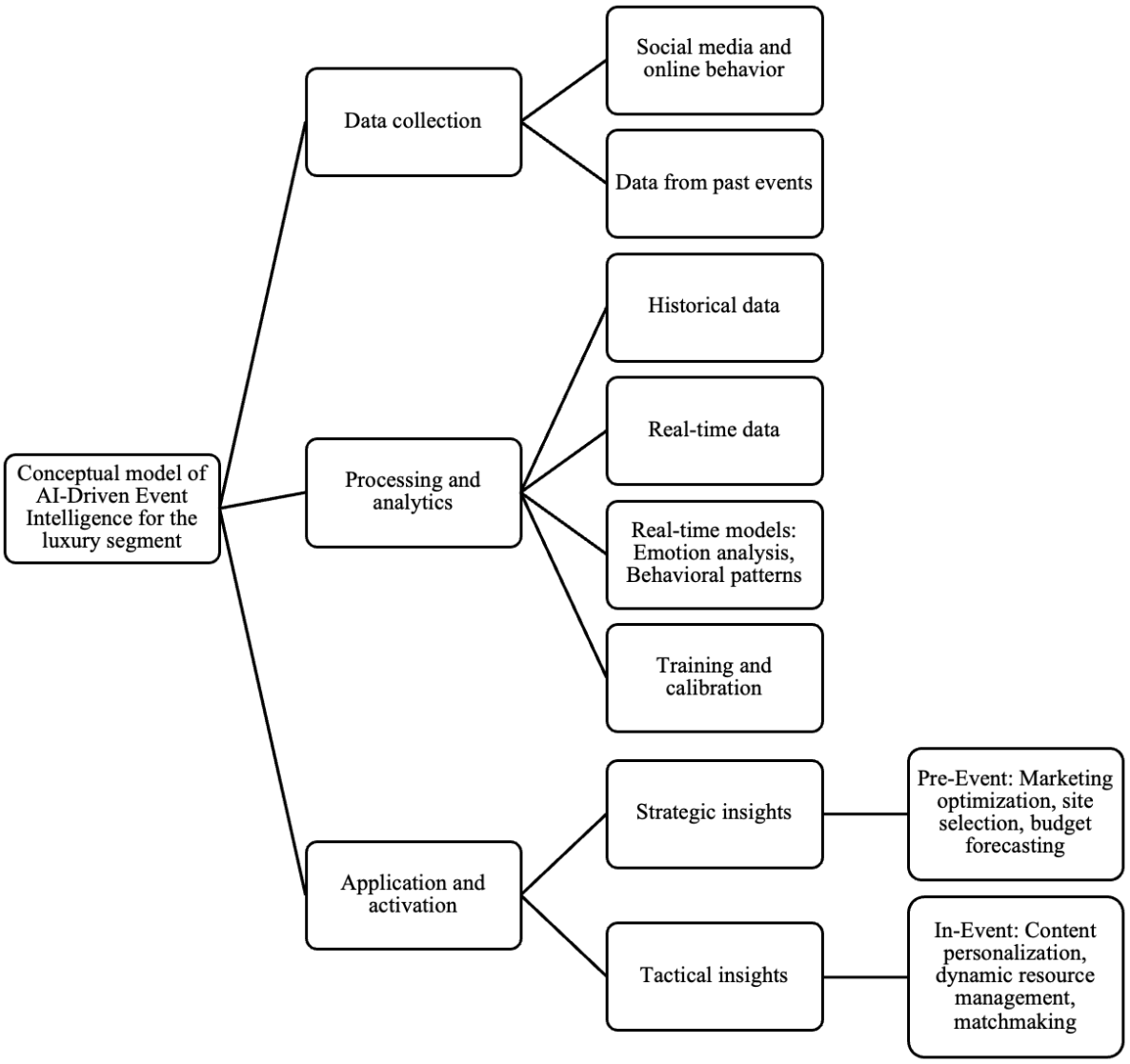

Fig. 1. Conceptual model of AI-Driven Event Intelligence for the luxury segment (compiled by the author based on [10, 12, 26]).

Traditional approaches to ROI calculation that rely on a simple ratio of revenues to costs are inadequate for evaluating the effectiveness of luxury events, whose key objective is the accumulation of a brand's intangible assets [23]. In response, a holistic Return on Experience (ROX) model is proposed, integrating quantitative financial indicators with qualitative metrics that represent the dynamics of brand equity [16, 23].

The quantitative block (Quantitative ROI) is based on an incremental interpretation of ROI with the following formula:

$$ROI = \frac{Incremental\ income\ from\ the\ event - Costs}{Expenses} \quad (1)$$

To forecast the components of the formula, predictive algorithms (in particular, XGBoost gradient boosting and regression models) trained on historical data on sales, marketing activity, and expenditures are used. The models estimate:

– Direct revenue: proceeds from ticket sales and sponsorship packages.

– Attributed revenue: valuation of leads acquired at the event and a forecast of their conversion into realized

sales within a specified post-event window.

– Forecasted costs: the budget accounting for inflation, supplier price dynamics, and other market factors.

The qualitative block is oriented toward digitizing the event's impact on brand equity. Contemporary AI tools make it possible to quantify the qualitative by transforming unstructured data into numerical indicators. The assessment relies on the consumer-based brand equity (CBBE) model with four key dimensions [20]:

– Awareness and associations: NLP algorithms analyze the volume and tonality of references to the brand and the event in the media and social networks, capturing the expansion of media reach and the formation of positive associations [14, 17].

– Perceived quality: text-analytics systems process participant feedback (surveys, online reviews), extracting dominant themes and providing an integral assessment of the quality of organization and content.

– Brand loyalty: behavioral models forecast the probability of repeat participation and the increase in customer lifetime value (CLV) for the event audience.

The integration of the specified blocks yields a comprehensive ROX assessment that reflects not only short-term financial returns but also the long-term contribution of the event to brand strengthening, as shown in **Fig. 2.**

Fig. 2. Forecast analysis of the profitability of a luxury event (compiled by the author on the basis of [3, 4, 6, 13, 22, 24]).

For a full comprehension of the customer experience and an accurate calculation of ROX, a synchronous assessment is required not only of guests' behavioral acts but also of their affective states at the moment of interaction. For this purpose, a three-level Multimodal Affective Intelligence architecture is proposed, providing an integral analysis of the audience's verbal and nonverbal signals.

Level 1: implicit data collection. The system aggregates information from three autonomous channels, forming a holistic cross-section of emotional dynamics:

Visual channel: discretely placed high-resolution cameras capture nonverbal indicators. Computer vision algorithms assess both macro-level crowd dynamics and microexpressions in key contact zones (for example, at the demonstration booth). The analytics relies on the Facial Action Coding System (FACS), which enables objective recognition of basic emotions (joy, surprise, interest, disappointment) by configurations of activations of individual facial muscles.

Audio channel: a microphone array analyzes not speech semantics but prosodic parameters — pitch, intensity, tempo, as well as the presence and duration of pauses. These acoustic features serve as reliable markers of arousal level and valence (positive/negative coloring) of experiences.

Text channel: real-time natural language processing models monitor public posts with the official event hashtag on social networks; sentiment and dominant topics are extracted from the texts, reflecting the audience's current interests [7, 9].

Level 2: data fusion. To increase the accuracy and robustness of the final assessment, a hybrid integration scheme is applied. At the first stage, features of the most complementary modalities (audio and video) are combined at the feature level, forming a unified audiovisual representation. At the second stage, the output of this bimodal model is combined with the results of text analysis at the decision level; the contribution of each modality is weighted with regard to its current reliability in the specific context. The architectural diagram is shown in Fig. 3.

Level 3: behavior prediction. Normalized data on guests' affective states and movements are used for predictive modeling:

Trajectory prediction: recurrent neural networks, primarily Long Short-Term Memory (LSTM) architectures, process sequences of movement coordinates (from RFID tags or computer vision), which makes it possible to predict future routes, identify hot spots and zones of potential concentration, giving organizers the capability to dynamically manage flows and reallocate staff.

Engagement prediction: analysis of the sequence of guest actions (sessions visited, time spent at installations, number of established contacts) gives the model a basis to assess in real time the current and to predict the future level of engagement. On this basis, personalized recommendations are generated via the mobile application (for example, to propose a meeting with an expert on a relevant topic or to direct the guest to a less crowded yet suitable zone), maximizing the individual value of participation.

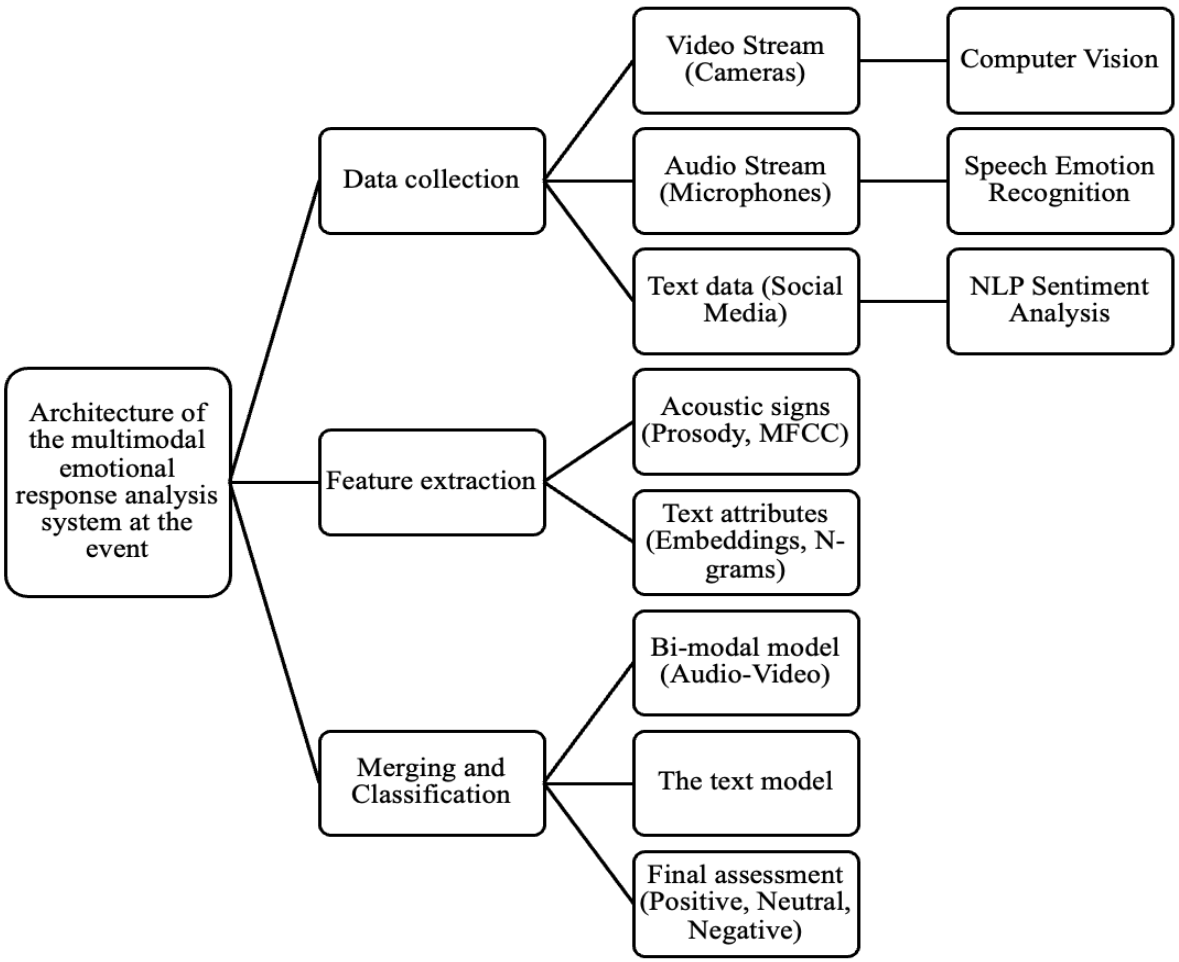

Fig. 3. Architecture of the multimodal emotional response analysis system at the event (compiled by the author based on [10, 14, 18]).

Pilot implementation of the GINF methodology at target international events (Token2049, Step Dubai, Luxury Tech Forum) demonstrated substantial and measurable improvements compared to traditional intuition driven approaches to organization and marketing. The framework enabled a shift from reactive management to predictive analytics in the selection of audiences and partners. Key performance indicators (KPIs) of the application of GINF, aggregated across the three cases, are presented in Table 1.

Table 1. *Results of the empirical validation of the GINF framework (author's data)*

Metric (KPI)	Change	Justification / Author's comment
Increase in lead conversion	+63%	Achieved through psychographic profiling and AI based audience selection, which increased traffic relevance and participant quality.
Selection accuracy (Speakers/Partners)	+40%	GINF based analysis of cultural compatibility and authority within the niche (rather than media visibility alone) made it possible to replace subjective selection with a data driven approach.
Increase in average event ticket size	+27%	Result of attracting a higher quality and more targeted HNWI audience and providing personalized offers.
Labor cost savings (Management)	-35%	Achieved through the automation (via Magnetic.AI) of scoring, verification, and communication processes with influencers/partners.
Reduction of errors (Client CRMs)	-45%	The integration of GINF with CRM systems ensured seamless transfer of verified data, eliminating manual data entry errors.

The results presented in Table 1 empirically confirm the hypothesis put forward in the study. The recorded 63% increase in lead conversion is a direct consequence of the shift from a simplified, predominantly quantitative analysis (focused on audience size and number of followers) to multi layered psychographic analysis and assessment of cultural compatibility underlying GINF. This methodological shift makes it possible to purposefully attract not a mass audience, but an audience that is relevant in terms of values, motivations, and behavioral characteristics, which is of critical importance for the luxury segment and high-tech markets with a long deal cycle.

The 27% increase in average ticket size demonstrates the direct economic effect of applying GINF: focusing on a higher quality HNWI level audience leads to a noticeable increase in the profitability of the event format, both through ticket sales and through higher margin sponsorship packages.

In addition to its direct impact on financial indicators, the 35% reduction in labor costs and the 45% decrease in the number of CRM errors indicate the high operational efficiency of the framework. The use of GINF makes it possible to automate routine and resource intensive processes (scoring, verification, initial segmentation), reallocating the efforts of managers from technical execution to strategic management and partnership development.

Despite the evident contribution of AI to operational efficiency, its uncontrolled integration into the management of luxury events entails fundamental strategic risks capable of eroding the foundation of premium brands’ value proposition.

Dilution of brand essence: The price of luxury products and services is constituted by intangible

parameters — heritage, craftsmanship, exclusivity, and tangible human involvement. Empirical evidence indicates that AI-generated products are consistently rated lower by consumers, as their emotional and symbolic richness is perceived as weakened [19]. By analogy, a fully automated service at an event — even perfectly fast and formally personalized — tends to be interpreted as cold, soulless, and devoid of authenticity. This directly conflicts with the logic of luxury consumption, which is oriented toward the pursuit of

singular, human-centered experiences.

Ethical risks and privacy: Aggressive collection of multimodal data for behavioral and emotional analysis generates serious ethical challenges and privacy threats. The affluent audience of the luxury segment exhibits heightened sensitivity to the confidentiality and security of personal data. The opacity of algorithms black box can produce biased or manipulative recommendations, undermining trust in the brand — its key intangible asset.

A strategic response to these risks is the rejection of total automation in favor of a hybrid human–AI model, in which technology does not replace but amplifies expertise. In the context of event management, the division of roles is as follows:

AI assistant: Assumes computationally intensive functions: processes streaming data arrays, identifies hidden correlations, constructs and evaluates thousands of alternative scenarios for example, guest seating arrangements accounting for social ties and protocol, forecasts operational risks.

Human expert: Serves as the strategic core of decision-making: interprets AI outputs, enriches them with professional experience, intuition, and deep knowledge of the brand context and client psychology, making the final, contextually adequate decision. The Human-in-the-Loop HITL approach demonstrates superior effectiveness in complex systems where not only accuracy but also the situational appropriateness of decisions is critical [18].

The comparative effectiveness of different decision-making models clearly confirms the advantage of the hybrid design Fig. 4.

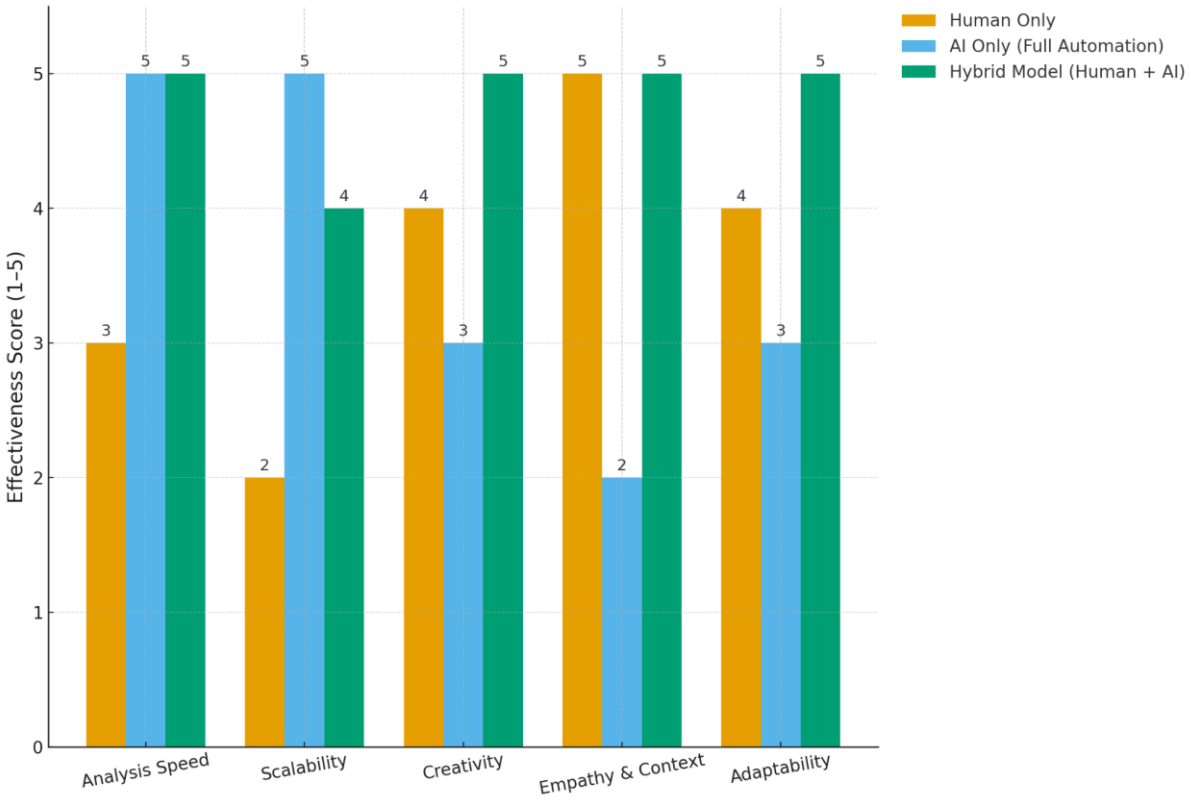

Fig.4. Comparative effectiveness of decision-making models (compiled by the author based on [1-4, 18]).

Thus, the hybrid model is not a compromise solution but the only viable trajectory toward long-term competitive superiority in the premium segment. It enables the fusion of technological sharpness — the use of AI for deep analysis and predictive assessment — with fidelity to brand heritage, maintaining human control over the creation of a unique, authentic experience. In this configuration, AI does not replace the expert but expands their cognitive capabilities, opening access to a qualitatively different level of personalization and empathy that is unattainable for autonomous algorithms.

The principles underlying SSIA and GINF have had a structuring impact on industry practice: the developed algorithms and engagement metrics have been integrated

into the corporate analytical frameworks of Yandex, VKontakte, RuTube, and Brand Analytics. Additional recognition of GINF as a new standard of measurable marketing in the premium segment has been recorded in Forbes Russia materials. Taken together, this constitutes a convincing independent body of evidence for the academic robustness and practical significance of the framework, consolidating the status of GINF as a stable and reproducible model of AI branding.

Conclusion

The analysis carried out within the framework of this study demonstrates not an abstract, potential effect of AI implementation, but specific, quantitatively validated economic results of applying a proprietary original framework in the field of event management.

The outcome of the work was the development and empirical verification of the Global Influence Network Framework (GINF), which represents the result of the evolution of the first data-driven model for the Russian market Social Stars Influence Analytics (SSIA).

The research objective was achieved, and the proposed hypothesis was confirmed: the testing of GINF using the example of complex international luxury and technology events (Token2049, Step Dubai) demonstrated its high economic effectiveness. The implementation of this framework ensured an increase in conversion to leads by 63%, an increase in the average transaction value by 27%, and a 40% improvement in the accuracy of speaker selection, while simultaneously reducing operating costs.

The practical significance of the study lies in offering the industry a fully ready and tested toolkit that underpins the Magnetic.AI platform. The framework has already been recognized by key industry players (Yandex, VK, Forbes Russia) as a new benchmark for transparent, measurable and culturally sensitive influencer marketing, which makes it possible to overcome the fundamental problem of subjectivity of evaluations and the unpredictability of ROI in the premium segment.

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