FinSeminarIQ™

Executive Brief

Turn Retirement Dinner Attendees Into Clients

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The Problem

A retirement dinner seminar costs $17,000–$36,500 to run. One new client from that event generates $60,000 in lifetime advisory fees. The math is compelling — but only if the follow-up conversations that produce that client are not cold calls.

The dinner ends. Forty people walk out the door. The presentation covered all right topics – retirement income, tax planning, healthcare costs, legacy planning – because without knowing what each prospects actually cares about, a broad presentation is the only option. The follow-up faces the same problem. Every prospect gets the same call, same pitch, the same message. Not because the advisor is not doing their job – but because there is no data to do it differently.

High event cost. Generic follow-up. Prospects who were genuinely interested but never heard a pitch that matched their situation. This is not a failure of effort – it is a data problem. And it is entirely fixable.

What FinSeminarIQ Does

FinSeminarIQ turns a retirement dinner into a structured data collection exercise. Every prospect is invited to answer 25 questions on their smartphone during presentation – retirement timeline, financial situation, risk tolerance, and most importantly, what they actually want to discuss with an advisor.

For prospects who prefer not to use the smartphone, a paper questionnaire is available as a fallback. The office administrator enters paper responses directly into the platform after the event using the same admin application – ensuring every prospect is scored and segmented regardless of how their answers were collected. No prospects fall through the cracks.

By the time the advisor leaves the venue, they know:

- Which prospects scored VIP – ready for consultation offer before they leave the parking lot
- Which prospects are focused on preservation and healthcare — lead with LTC and tax-loss harvesting
- Which prospects are accumulating and want income guidance — lead with distribution guardrails
- Which prospects already have an advisor but are open to alternatives — highest conversion probability in the room

Each group gets a targeted follow-up with a pitch that matches what they said they care about. The advisor is no longer guessing.

The Full Campaign Cycle

FinSeminarIQ manages the entire process from prospect data import to post-event analytics — one platform, no spreadsheets, no disconnected tools.

Before the Event

- Selects the highest-value prospects from a purchased data pool using wealth scoring and geographic proximity
- Calculates the exact mailing radius needed to fill the room based on US Census household density data across 41,000+ ZIP codes
- Generates personalized QR code mailers — one per prospect, ready for the mail house

At the Event

- Tracks RSVPs, waitlist, and check-ins in real time
- Generates place cards with individual questionnaire QR codes for each seat
- Monitors questionnaire completion in real time during the presentation – a single screen shows which seats have submitted and which are still pending, giving the presenter a clear signal of when to wrap up the Q & A.

After the Event

- Scores and segments every prospect automatically — no manual review
- Surfaces the highest-priority follow-up targets for each advisor with a specific pitch recommendation
- Feeds all data into nine analytics dashboards for management review

The Numbers That Matter

The economics of a retirement dinner seminar are straightforward.

Metric	Value
Typical campaign cost	$17,000-$36,500
Average AUM pre new client	$750,000
Annual advisory fee (1%)	$7,500/year
Average client tenure	8 years
Lifetime client value	~$60,000
New clients needed to break even	Less than 1

What Makes this Different

Prospect Intelligence Before the First Call

Most platforms stop at check-in. FinSeminarIQ captures structured, self-reported data from every attendee before the follow-up begins. The questionnaire is completed at the table, on the prospect's own phone, immediately after the presentation — not a post-event survey that 10% of people fill out."

Campaign Construction From Data, Not Intuition

The platform calculates the right mailing radius for each market using US Census household density data across 41,000+ ZIP codes. A dense suburban market gets a 5-mile radius. A rural market gets 20 miles. The math is done automatically — no guesswork, no rule of thumb.

Wealth-Ranked Prospect Selection

Every prospect in the mailing pool is scored on net worth, investable assets, household income, home value, and discretionary income. The firm is not mailing to the nearest 2,100 people — it is mailing to the best 2,100 people.

Cross-Campaign Suppression

Prospects are automatically assigned a suppression tier after each campaign — preventing duplicate invitations while ensuring high-value prospects rotate back into future campaigns after an appropriate cool-down period.

Analytics and AI

All nine dashboards are embedded directly inside the admin application. Advisors and managers access their analytics in the same tool they use to run campaigns — no separate login, no context switching.

The analytics engine is Amazon QuickSight — AWS's enterprise-grade business intelligence platform. Layered on top is Amazon Q, Amazon's agentic AI. Any team member can ask questions in plain English and get instant answers from their own data:

- "Which prospects from last night should I call first?"
- "Which offices have the highest proportion of VIP prospects?"
- "What if we lowered the VIP threshold — how many prospects would move up?"

No SQL. No analyst. No waiting. The answer appears in seconds, sourced from the firm's own prospect data.

Data Ownership and Security

Every client's platform runs in their own AWS account. Prospect data, questionnaire answers, and analytics never leave the client's infrastructure.

- No shared infrastructure — each firm is a completely isolated deployment
- No vendor data access — Axon Tech Labs is explicitly blocked from reading prospect data or questionnaire answers by IAM policy, not by convention
- Full audit trail — every action taken by Axon Tech Labs in the client's account is logged in AWS CloudTrail and visible to the client at any time
- Instant termination — delete one IAM role, Axon Tech Labs access is gone in seconds. Your data stays in your account, intact, accessible to you forever

This model was designed specifically for FINRA/SEC-regulated environments where data residency and vendor access controls are compliance requirements, not preferences.

Platform Cost

FinSeminarIQ is built entirely on serverless AWS infrastructure — no servers running 24/7, no idle compute costs. Every component bills only for actual usage.

Item	Cost
One-time setup fee	$45,000-$60,000
Platform license	$2,500/month (up to 6 offices)
Support retainer	$2,500/month
New office onboarding	$1,500-$2000 per office
AWS infrastructure	Pass-through at cost, no markup

Total monthly recurring: $5,000/month (license + retainer, excluding AWS infrastructure). The platform pays for itself if it helps close one additional client per year across all offices.

Introductory Pricing — Limited Availability

As part of our early adopter program, we are offering a significant discount on the one-time setup fee for a limited number of first deployments.

Contact us directly to discuss terms.

In Summary

FinSeminarIQ does not make dinner seminars cheaper. It makes them more productive — by ensuring every dollar spent on a campaign produces the highest-quality prospect list, and that every follow-up conversation is informed by what the prospect actually said they care about.

The infrastructure is entirely serverless, runs in the client's own AWS account, and bills only for actual usage. The client owns all their data. Exit requires deleting one IAM role.

The platform pays for itself with one additional client per campaign. The setup fee pays for itself with two.