



Press release

Eventmachine Solves the "Messy Data" Problem that Prevents Hotels and Venues From Delivering Instant MICE Quotes

Eventmachine, provider of automated event management software for hotels and venues, today unveiled an AI-driven data onboarding process for hotel MICE sales – combining “FastPath Setup” to transform scattered documents and unwritten staff knowledge into a structured sales offering, and “Setup Health Check” to automatically audit live configurations for logic errors and wrong pricing. The combined workflow allows properties to launch instant, error-free MICE quotes from day one.

The pattern that appears across every property

"Every venue tells us they know exactly what they sell," says Florian Zelfel, CEO of Eventmachine. "And they do – it's just spread across several brochures, price lists, old templates, and the memory of a colleague who left in 2019. Turning all of that into a structured, logically-priced event offering is what makes instant, accurate event quotes possible."

Event offerings grow organically rather than by design. A new catering option appears when a group asks for something the menu doesn't cover. Pricing conditions are applied from experience but rarely formally recorded. And legacy pricing, some of which hasn't been questioned in years, may no longer reflect what the property would choose to charge today.

A process that reveals and empowers

Here is where FastPath Setup steps in. The process pairs a specialized AI assistant with a human reviewer to categorize and cross-reference a property's raw materials – including brochures, price lists, menus, and internal templates – against tribal staff knowledge. Rather than guessing when documents conflict or prices appear incorrect, the system flags e.g. discrepancies, decimal errors or outdated terms for human review – outputting a fully audited catalog ready for automated quoting.

For properties, FastPath Setup surfaces commercial logic they never made explicit before. Pricing conditions that had always been applied informally get formalized for the first time. Options that were technically separate but never clearly distinguished get properly differentiated. The observation from new clients is often a version of: "We've always done it this way – but seeing it properly structured for the first time makes us realize what else is possible."

"Properties rely on many different documents for creating event quotes," Florian Zelfel adds. "Given how busy they are, without FastPath they simply cannot manage to consolidate manually and set up everything quickly."

The Setup Health Check: What Still Needs Catching

Once a structured event offering is live, Eventmachine's automated "Setup Health Check" reviews the finished setup for issues that would otherwise reach prospects unnoticed: an option offered to all groups but priced only for some, or a room rent reduction tied to a condition set too high ever to trigger. The check catches illogical content or pricing, copy-and-paste errors, or just simple typos that should not land in professional quotes.



"I'm very impressed by the Health Check — you get a great deal of feedback in one go that you wouldn't have noticed yourself," says Katrin Trupp, Reservations at Bernstein Hotels & Resorts. "I found it extremely helpful."

From Tribal Knowledge to Instant MICE Quotes

A property that knows exactly what it sells, under what conditions, and at what price can generate correct, complete, personalized MICE quotes instantly — converting more inquiries that slower competitors lose while still building their response. That advantage starts not with quoting technology but with the tribal knowledge underneath it, finally written down.

Reading and reconciling all of that source material previously required teams working across scattered documents over days or even weeks. Now it runs automatically. And properties that once depended on the right person being available to build a correct quote find that the right answer is there any time.

Image credits: Photo by Tanja Tepavac / Unsplash

About Bernstein Hotels & Resorts

Bernstein Hotels & Resorts is a German family-owned hotel group combining tradition, sustainability, and culture across properties in Berlin, the Harz, Sachsen-Anhalt, and the Sauerland. The group is run by Niklas and Ingo Jung and takes its name from amber (Bernstein in German), which it actively mines in Sachsen-Anhalt — a heritage reflected throughout its properties. The portfolio ranges from a Berlin boutique hotel to countryside resorts specializing in wellness, conferences, and golf.

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About EVENTMACHINE

Eventmachine provides cloud software for online event planning and automated quoting. Designed to automate and simplify sales processes, Eventmachine's MICE tools help hotels and venues quote faster, ensure quote accuracy, and maximize revenue. Seamlessly integrated into hotels' and venues' websites and tech stacks, its solution offers instant, error-free event quotes and supports efficient event execution.

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Live demonstrations available for journalists upon request.