



Connect
the Dots



Naomi Murphy

Connect the Dots

Connect the Dots eliminates the guesswork in event design by harnessing the power of data. Their unique proprietary process provides event organisers with actionable insights and event designs, ensuring the most relevant content and best-fit format to engage and convert their target audience.

This process enables clients to gather pre-event insights from attendees in order to design the format and content of the event not just for, but with the attendees. Through this process of co-creation, CTD delivers customised events that yield superior outcomes, maximising attendance, engagement, and impact.

Naomi Murphy and her friend Marisa Denker started the company in 2014. From their experience attending events relating to urban and social challenges in the city, they saw that many of the events seemed disconnected from what people actually wanted to hear and talk about. This led them to set up Connect the Dots.

Naomi has extensive events experience, working for leading event companies across Ireland, including at Body and Soul and as head of operations of Happenings, the largest open-air events company in Ireland. She has a BA in Cultural and Creative Industries and later earned an MA in Design Practice, partnering with Marisa to develop what would later become the Connect the Dots methodology.

To meet the increasing demand from companies and organizations across markets, Connect the Dots is automating its process to create a SaaS product. Data analytics and artificial intelligence will provide companies across the world with pre-event intelligence to ensure that their events are on target, relevant, and engaging to their target audience.

www.connectthedots.ie

