

CASE STUDY

event:decision

NET PROMOTER
SCORE

10/10

CUSTOMER PROFILES
ON PLATFORM

~ 150

TIME WORKING WITH
PENTANGLE

2.5 YEARS

REGIONS SERVED

4

UK, USA, EMEA + APAC



Image credit: Lemongrass Media

Context

event:decision was founded by Matt Grey, a 25-year veteran of the events industry with a background in agency-led, corporate, and B2B events - everything from conferences and product launches to large-scale activations.

Like much of the sector, his career was upended by COVID-19, when in-person events came to a standstill and Matt, along with many others, lost his role. Rather than return to another agency role, Matt asked a bigger question: what does the events industry lack?

His answer was measurement.

Events, he found, were notoriously bad at capturing meaningful metrics, ROI, and benchmarking data - partly due to the hands-on, "old school" nature of the business.

In particular carbon emissions and event sustainability, an area that was, at the time, largely uncharted territory for agencies.

He built a simple website and developed his own research-based framework for what sustainable events should measure and how. As the business grew - eventually working with agencies turning over £100 million and managing thousands of staff - that DIY foundation, including manual data-sharing via SharePoint, could no longer keep pace.

Challenge

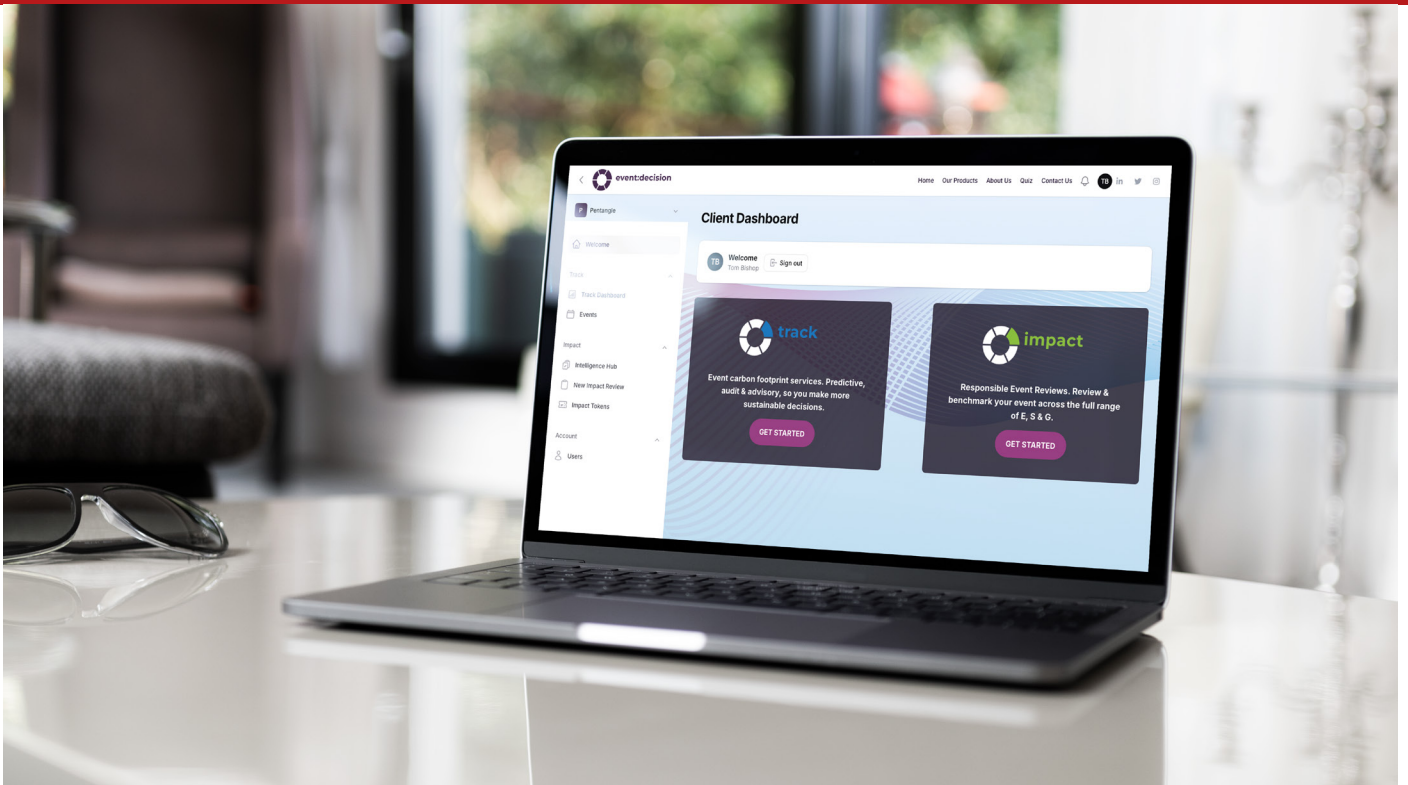
event:decision needed to evolve from a one-person, manually run operation into a credible, scalable platform capable of serving major international agencies and their clients.

“

Pentangle know how the web works, and what it can do. We know the output we want, but they know how to get there.”

MATT GREY, FOUNDER,
EVENT:DECISION

pentangle ★



That meant solving for several things at once:

- A public-facing website that reflected the brand credibly to prospective clients (handled by a separate partner, Lemongrass Media).
- A robust, secure client-facing application to replace ad-hoc, manual processes and spreadsheet and-SharePoint workflows
- The technical architecture to support two distinct products - Track (a carbon emissions reporting service) and Impact (a broader ESG benchmarking platform) - as they evolved from simple checklists into a full self-serve platforms
- A way to benchmark client data by geography, sector, and event type, automatically align results with the UN Sustainable Development Goals, and calculate a proprietary "Social Value Yield" score.
- Safeguards against data manipulation, given the platform relies on self-reported client data, without making the process burdensome.

Matt was clear that event:decision brings deep domain expertise in events and sustainability, but not web architecture or software engineering: "We're experts in our bit, but we're not experts in your bit." He needed a technical partner who could translate that expertise into working software, and keep building on it as the product and the market evolved.

Approach / Solution

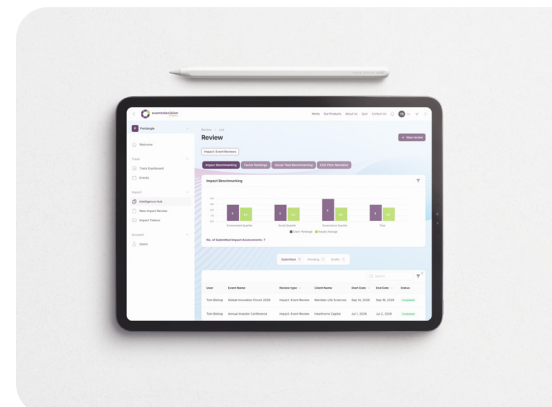
event:decision was introduced to Pentangle Technology around two and a half to three years ago through a personal recommendation.

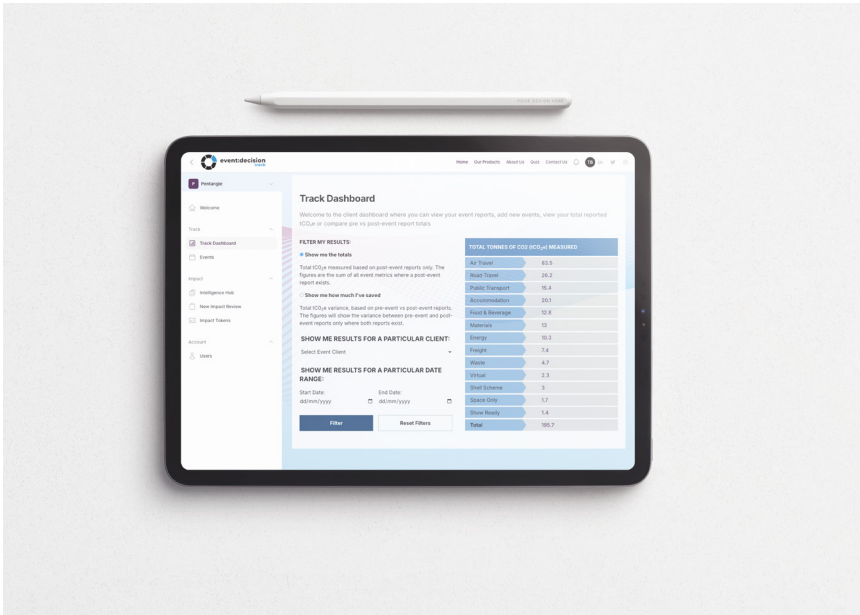
Pentangle (with Alun taking the initial brief and Tom leading build and ongoing development) built the client-facing application - app.eventdecision.com - from scratch, separate from the marketing-led WordPress site run by Lemongrass Media.

As Matt puts it, the public site is "the shop window," while everything beyond client login - the actual products and services - is "all Pentangle."

Working closely with Matt, Pentangle helped translate his sustainability and events expertise into a working, scalable platform with three core views for customers, a high-level company view, an event-by-event view, and a granular question-level view, plus features including:

- Automated benchmarking of client performance by region (UK, EMEA, APAC), client sector, and event type.
- Automatic alignment of results with the UN Sustainable Development Goals.





- A proprietary “Social Value Yield” score, built by Pentangle from weightings developed by event:decision, projecting the likely social value an event will generate by it’s infrastructure based on budget, geography, sector, and reported activity.
- Built-in data integrity safeguards: a traffic-light question system (green for self-certify, orange for supporting evidence, red for compulsory detail), signed self-declarations, and random follow-up prompts on roughly one in three submitted reviews.
- An AI agent (built on Claude) integrated directly into the Impact tool, giving users real-time benchmark comparisons as they answer questions, and used elsewhere to accelerate report generation and even prototype new features such as a client-facing ROI calculator.

The commercial relationship is deliberately lightweight and flexible: a modest ongoing retainer covers day-to-day tweaks and small requests (“can you just”), while larger builds are scoped and quoted separately.

Matt describes the working relationship as genuinely collaborative - Pentangle regularly proposes ideas and technical possibilities (“should we do this with that?”) rather than simply executing a fixed brief, drawing on architecture and functionality already built elsewhere in the platform.

Outcome

Over roughly three years, event:decision has grown from a solo, self-built website into a platform with around 150 international customer profiles, spanning agencies in the UK, US, and beyond - including a recent US agency signing up for 200 events’ worth of benchmarking.

The Impact and Track tools now underpin the credibility of event:decision’s proposition in an industry increasingly asked to prove, not just claim, its sustainability and social value credentials.



“Pentangle, for us, do a great job. I’m really glad that we were introduced.”

MATT GREY, FOUNDER,
EVENT: DECISION

The platform’s growing reputation has led to direct interest from major names in the events and hospitality sector, including invitations to present to and meet with organisations such as Iconic, Lime Venue Portfolio, Celtic Manor Resort, and the Houses of Parliament, and even an approach from a venture capital firm interested in acquiring the tool as a potential industry benchmark (an offer Matt has, for now, turned down).

“Every time the word Pentangle comes up, it’s always positive. It seems like a really nice firm that’s doing good work.”

Matt Grey, Founder, event:decision