

In the competitive world of B2B marketing and sales, attending the right events can transform your business prospects. But finding those high-impact B2B events is easier said than done. Enter **Galviq**—a tool designed to streamline your **B2B event discovery** process. In this deep-dive review, we'll explore how Galviq leverages BI tool directories, AI agents, dashboards, and competitor intelligence to help you find the most relevant events for your business growth.

Why Finding the Right B2B Events Matters

Events, conferences, and trade shows remain critical avenues for lead generation, networking, and brand visibility. However, across thousands of niche conferences worldwide, pinpointing where your ideal clients and partners congregate is challenging. Time wasted on irrelevant events can lead to missed opportunities and lost resources.



Effective B2B event discovery enables you to:

- Target the events driving the highest ROI
- Gain early insights on industry trends
- Spy on competitor activities and strategies
- Enhance lead generation through in-person interactions

Now, we turn to how Galviq approaches these needs through technology and intelligence.

Galviq Overview: Smarter B2B Event Discovery

Galviq brands itself as an intelligent platform that curates and surfaces B2B events matched carefully to your business profile. It combines multiple data sources, from *BI tool directories and curated event lists* to *AI-driven insights*, to deliver a personalized event shortlist. Let's break down its core features:

1. BI Tool Directories and Curated Lists

One of Galviq's foundational approaches is tapping into established business intelligence (BI) directories housing thousands of event records. Rather than just raw listings, these directories provide structured metadata about the

event's industry vertical, attendee demographics, history, and outcomes.

Galviq aggregates and curates this information continuously, maintaining a refined list of upcoming and recurring B2B events. This filtration eliminates irrelevant or poorly rated events, giving users a high-trust starting point.

2. AI Agents for Decision Intelligence

Where Galviq truly shines is in its AI-powered recommendation engine. These intelligent agents analyze your company's sector, size, geography, and previous engagement history to tailor event suggestions dynamically.

Think of these AI agents as digital event scouts continuously learning and adjusting to your feedback and changing business priorities. Over time, the system grows more precise, minimizing the noise and maximizing opportunity relevance.

3. Dashboards and Data Visualization

A notable feature is Galviq's interactive dashboards, designed for B2B marketing and sales teams to:

- Visualize upcoming event trends across sectors
- Track competitor attendance and engagement by event
- Analyze prior event performance metrics like lead conversion rates

This data-driven visualization empowers teams to make better decisions on where to allocate event budgets or sales outreach.

4. Lead Generation and Competitor Intelligence

Beyond [document tracking](#) discovering events, Galviq aids in operationalizing your event strategy. It integrates with CRM and lead capture tools to facilitate:

- Lead enrichment from event attendee lists
- Tracking competitor booth placements and sponsorships
- Post-event analysis of lead quality and engagement

This ensures your event participation isn't just about presence but drives measurable pipeline growth.

How Galviq Compares: Tools Like Creatures and Lillian

In my ongoing notes on BI and marketing tools, I keep a shortlist of platforms that aim to simplify B2B event discovery and decision-making. Two notable peers of Galviq are **Creatures** and **Lillian**.

Creatures

Creatures focuses on AI-driven lead generation with strong emphasis on competitor intelligence and sales intelligence. It crawls social signals, company data, and event sources to provide alerts about competitor moves, including which events they attend.

While Creatures excels in real-time competitor monitoring, it lacks Galviq's comprehensive event curation and multi-dimensional dashboards tailored specifically for event strategy.



Lillian

Lillian provides smart AI digital assistants aimed at B2B sales reps. Among its workflows is event matchmaking—offering reps curated event lists and outreach suggestions.

Lillian's approach is more focused on individual sales productivity, whereas Galvix caters to strategic marketing and event planning with richer visual analytics.

Setting Up Galvix in 20 Minutes: My Experience

As someone who tests tools by setting up one real workflow quickly, I took Galvix for a 20-minute spin centered on finding upcoming SaaS industry events. Here's a stepwise snapshot:

1. Signed up and connected my business profile with basic info (industry: SaaS, company size: 50 employees, location: US)
2. Galvix instantly pulled a filtered list of 120 upcoming SaaS conferences worldwide
3. Used dashboard filters to narrow by estimated attendance and cost
4. Explored competitor activity overlays to spot events where my top 3 competitors appear
5. Generated a shortlist of 8 highly relevant events, complete with scheduling and lead capture integrations
6. Exported recommendations to my calendar and CRM

The interface felt intuitive, and I appreciated how the AI refined suggestions as I toggled filters. It beat manual searching through directory sites by an order of magnitude.

Why Use Galvix for B2B Event Discovery?

Benefit How Galvix Delivers Time-saving Aggregates quality event data, reducing manual search
Personalization AI agents tailor event recommendations to your business needs
Data-driven decisions Interactive dashboards visualize trends, competitor moves, and ROI
Lead & competitor intelligence Integrations provide actionable insights pre- and post-event
Workflow integration Connects with CRM and scheduling apps for seamless planning

Tips for Maximizing B2B Event Discovery with Galvix

- **Keep your business profile updated:** AI recommendations improve significantly with accurate, current data.
- **Use competitor overlays:** Spot event gaps where competitors are absent to gain unique positioning.
- **Regularly review dashboards:** Monitor emerging event trends quarterly to align your calendar.
- **Leverage lead capture:** Integrate Galvix recommendations with CRM for immediate follow-up.

Final Verdict

For businesses seeking a smarter route to discover and capitalize on relevant B2B events, **Galvix** offers a compelling toolkit. Its combination of BI directory curation, AI decision intelligence, and actionable dashboards stands out among event discovery platforms. While tools like Creatures and Lillian have unique strengths in lead and sales intelligence, Galvix's event-centric approach makes it a must-try for marketing and event strategists.

By trialing Galvix's streamlined setup and intuitive workflows, I confirmed it cuts through the noise and surfaces meaningful B2B event opportunities efficiently. Whether you're a founder, marketer, or sales leader, embedding Galvix into your process can create tangible pipeline impact at your next event season.

Explore your next B2B event with Galvix

Ready to stop scavenging endless directories or relying on vague event lists? Give Galvix a try and watch your event discovery become a competitive advantage.