AVIAN



Case Study

# Automating Event Intelligence & Scheduling with n8n

# 01 Project Overview

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This project created a fully automated system using **n8n**, **ChatGPT**, and **Google Calendar** to scrape, enrich, color-code, and sync event data across platforms, transforming the client's manual workflows into a seamless, zero-research event planning process.

# 02 Problems

# Problems

01 Continuously gather and organize event data from multiple sites.

02 Avoid manual work and searching for relevant interviews or summaries.

03 Sync all enriched data into both Google & Notion Calendar.

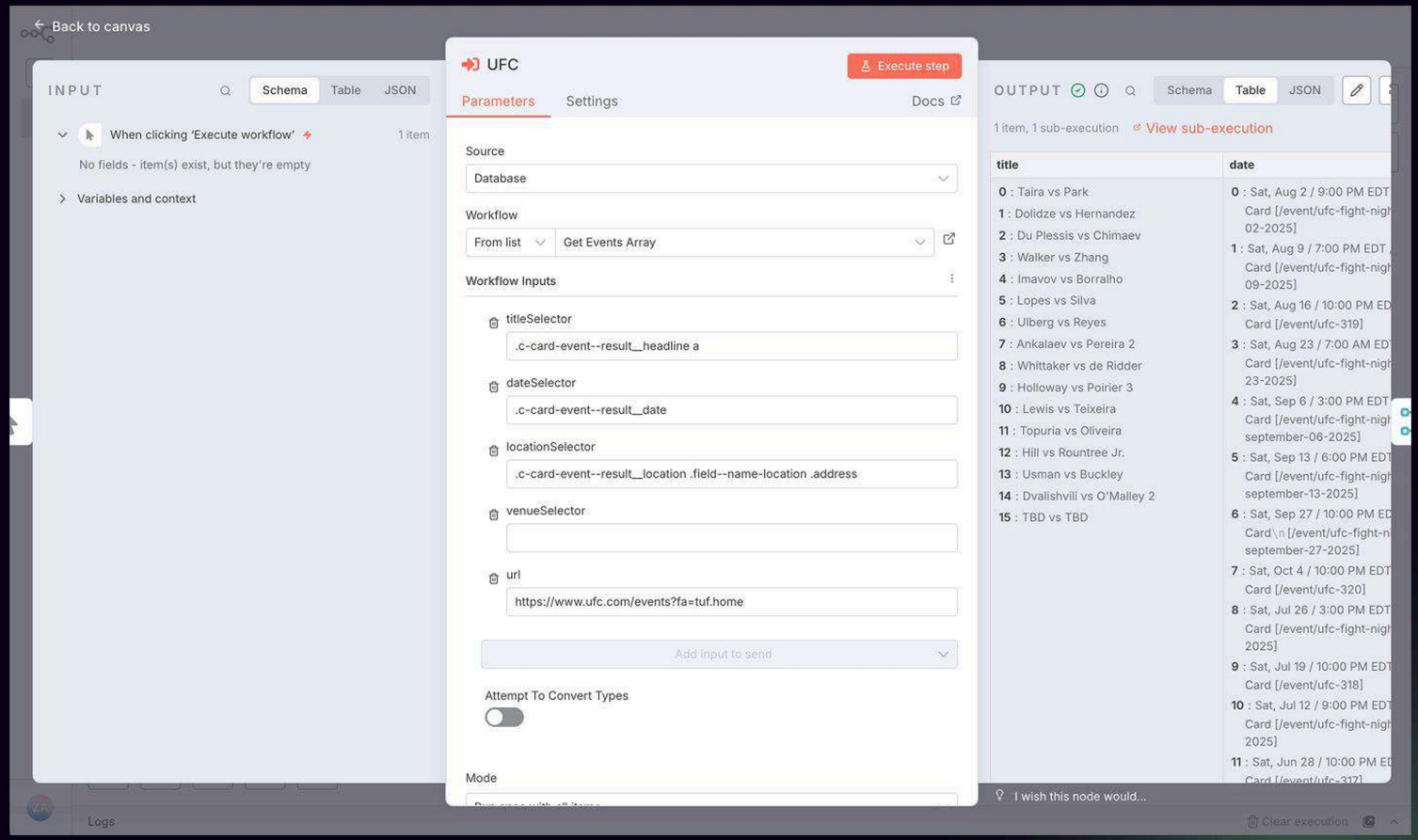
04 Maintain a fast, reliable, and scalable setup for their business

# 03 Solutions

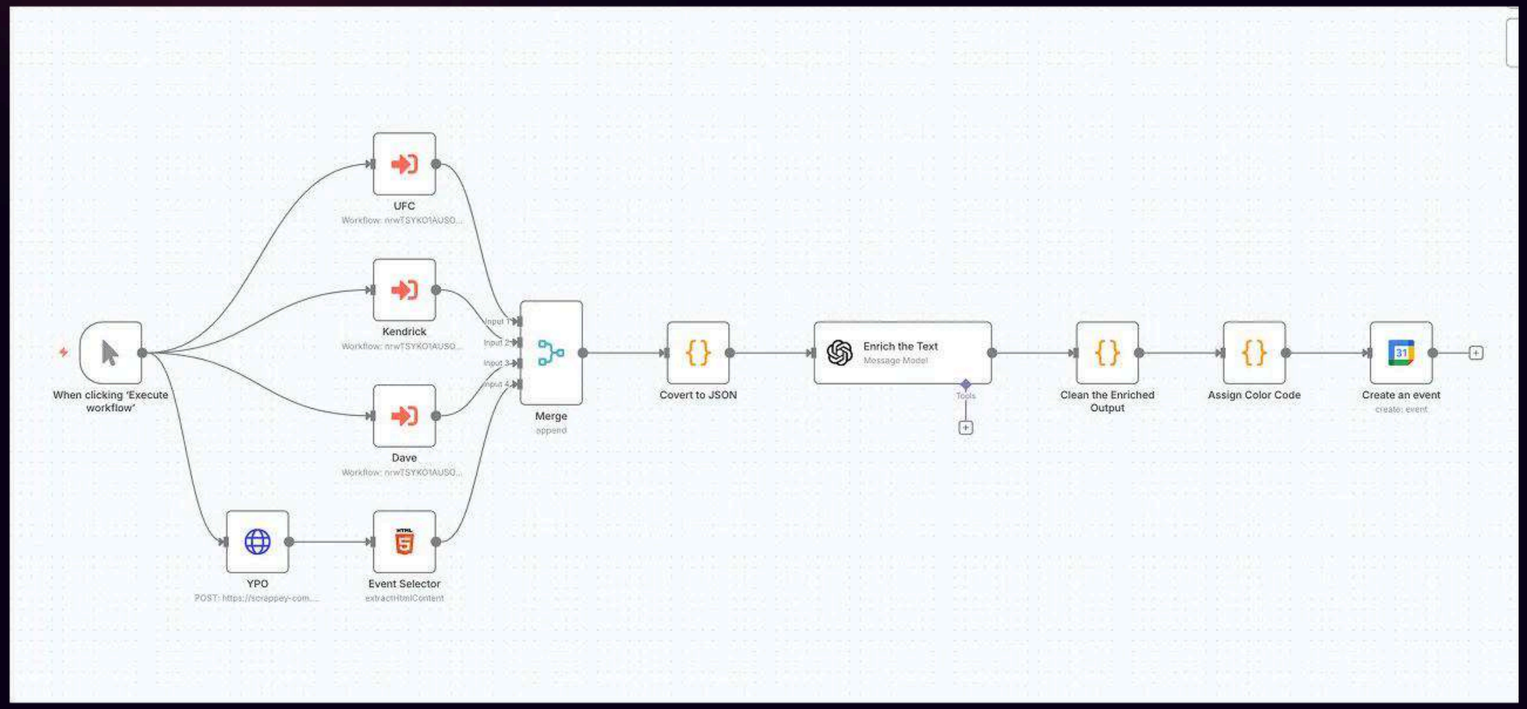
# Web Scraping via API

01

Each event was scraped using precise CSS selectors for each of the four websites. This approach eliminated the need for manual copying of event data and centralized event metadata from multiple platforms into one structured format.



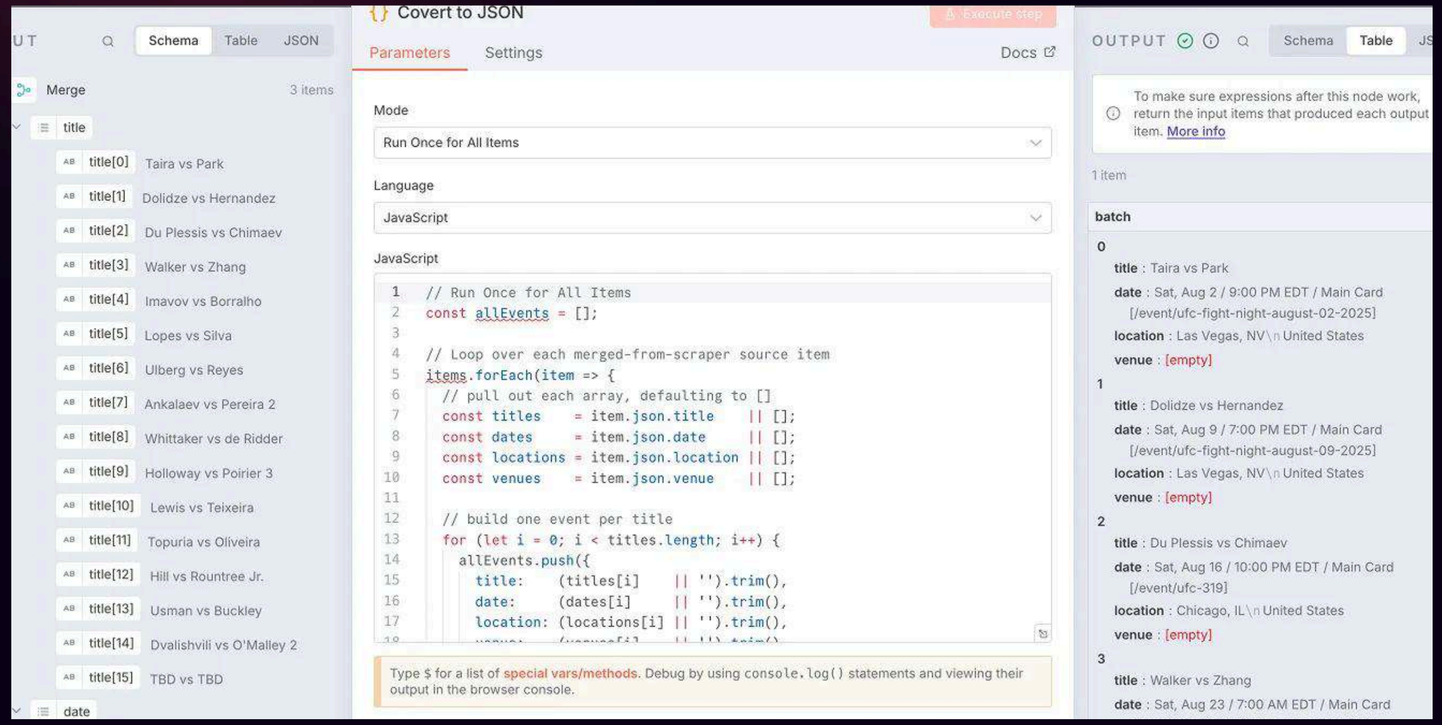
# Workflow Orchestration




02

n8n runs a unified workflow that merges outputs from all sources, processes them in parallel, and feeds them into a single pipeline. This enabled centralized processing of otherwise siloed data sources and made the solution scalable for the future.

# JSON & Data Structuring



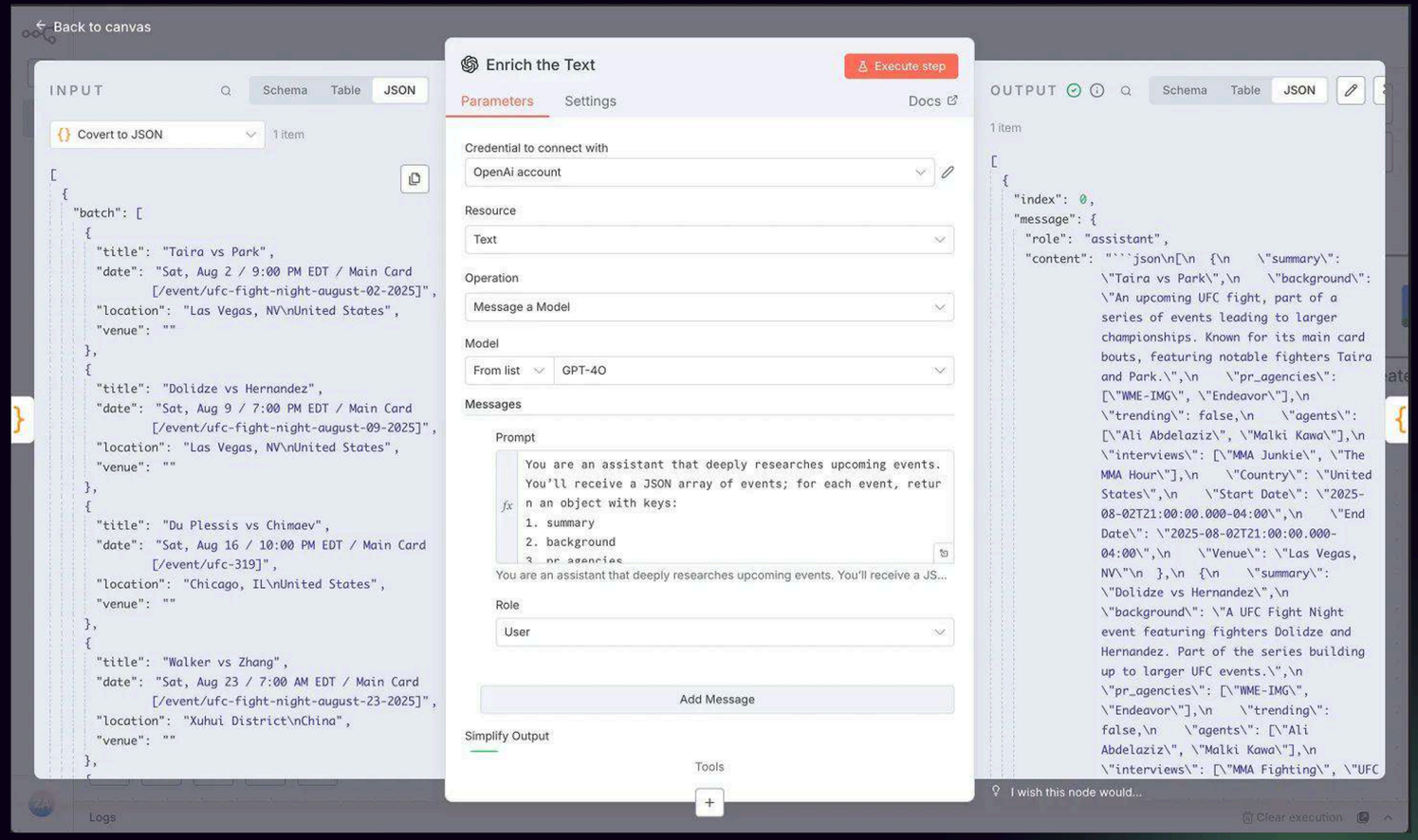

**03**

A JavaScript block parses all scraped text data into a clean JSON structure for downstream processing. This creates machine-readable output ready for AI enrichment and ensures consistent formatting regardless of the data source.

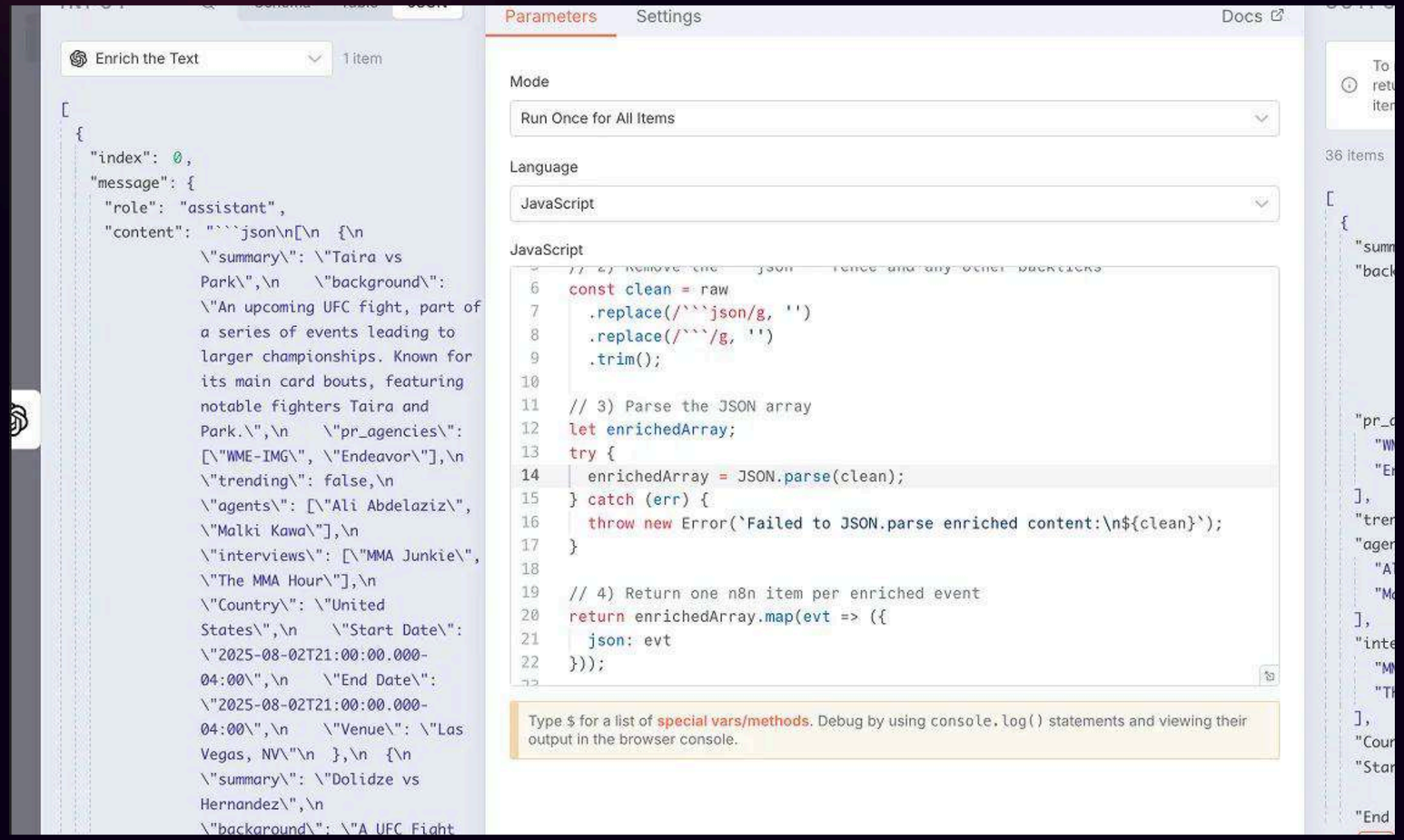
# AI Enrichment via ChatGPT

04

A GPT-4o model is used to summarize each event, extract agency, country, venue, and interview details, and add contextual background and relevance. This removed the need for manual research and improved content quality with rich, AI-generated context.



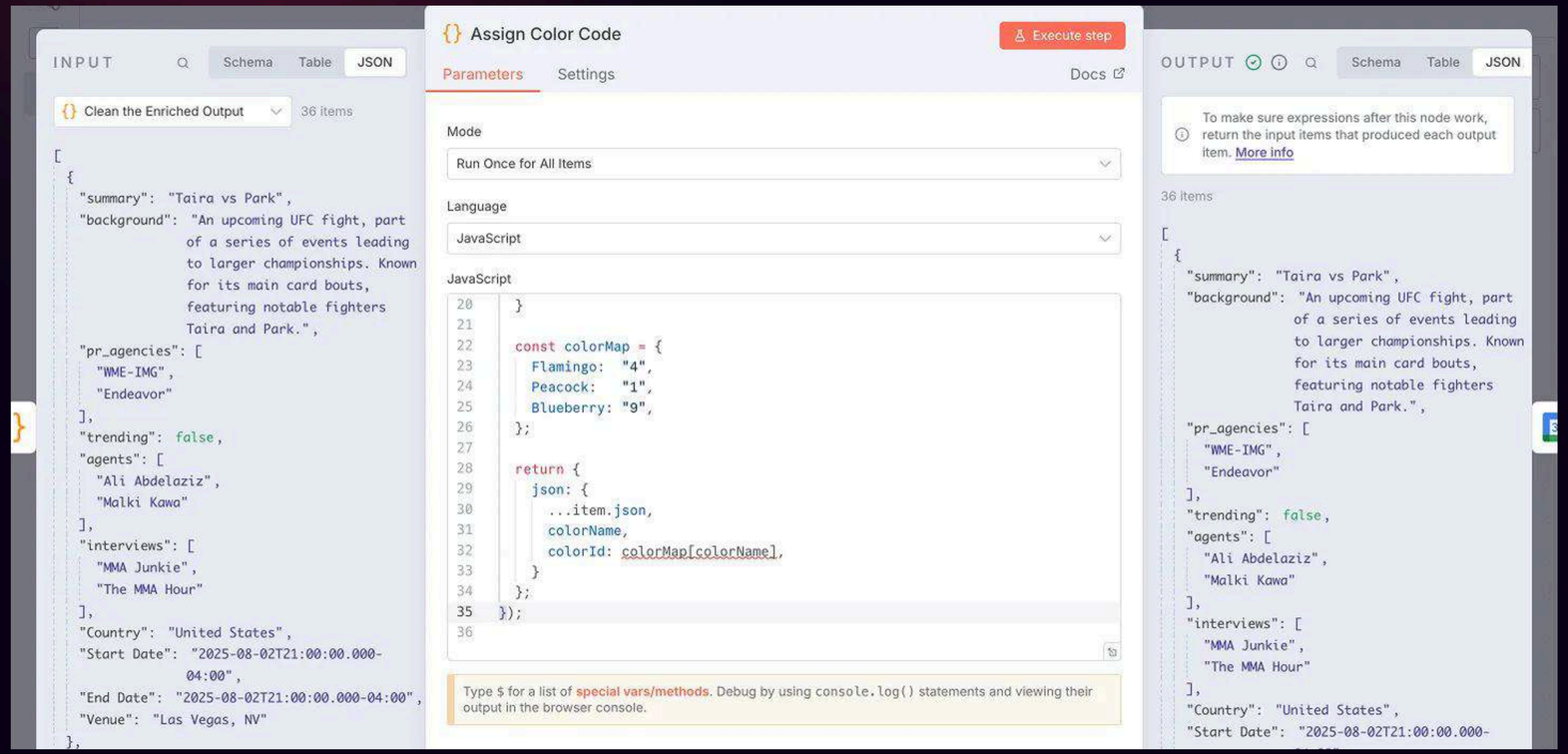
# Cleaning & Parsing Model Output




05

Since GPT returns rich text, another JavaScript function parses and sanitizes this output into a usable JSON object. This ensures the enriched data can be processed cleanly without formatting bugs.

# Color by Geography




**06**

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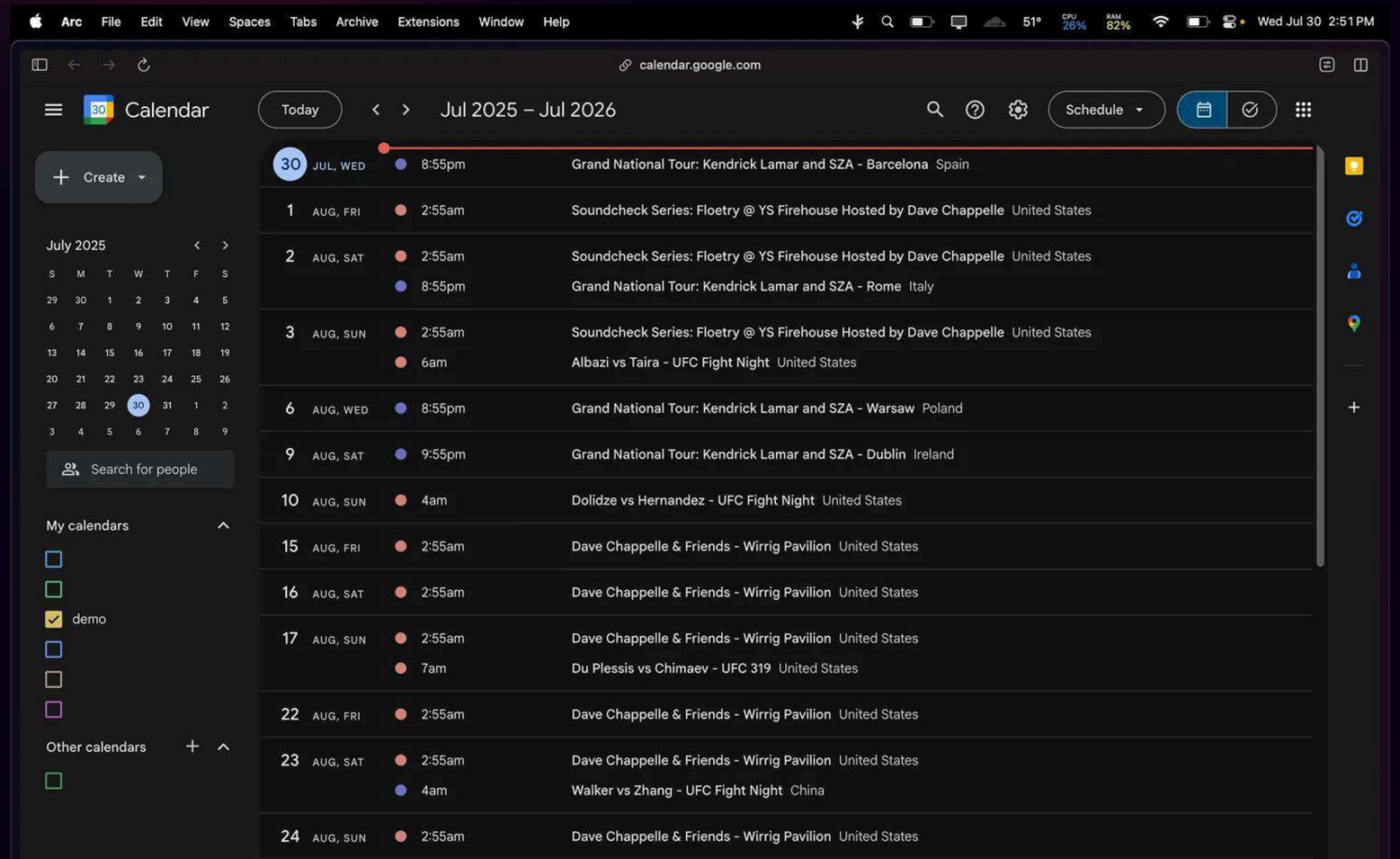
# Google Calendar Integration




07

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# 04 Conclusion

# Conclusion

This project transformed a scattered, time-intensive workflow into a fully intelligent automation pipeline using n8n, OpenAI, and Google services. With complete automation, hours of manual research were eliminated, event scheduling became accurate, detailed, and visual, events were instantly categorized by geography, and the system was designed to be reusable and expandable across any domain.

# Thank You