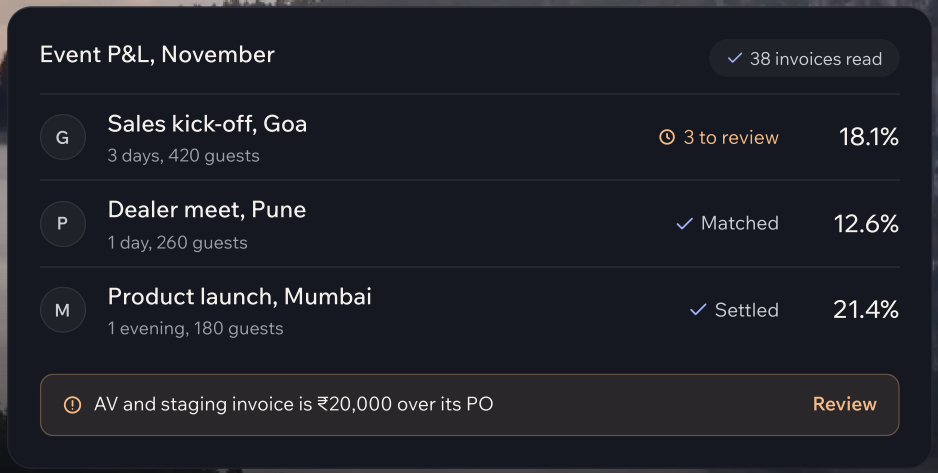
Know what every event really made.

Five automations for Traditions, starting where money slips between systems.

Email Worksmith | See where to start



One event, five hand-offs

Each is a place where details get retyped and money slips between systems.

1. Enquiry
   Enquiry to proposal
2. Confirmed
   Costing and vendor settlements
   ✓ Start here
3. Event week
   Run sheets and crew
4. Travel
   MICE delegates
5. After the event
   Closure and government bills

20+	6,750+	8	2
Years of events	Events delivered	Service lines	Senior accountants on settlements

Traditions today, from traditionsevents.in.

Start with costing and settlements

A real profit number for every event, and vendor payments off your accountants' desks.

✓ Recommended first: it saves visible money and accountant time.

1. Budget sheet opens on confirmation
2. POs from a template, linked to the budget
3. AI reads invoices from email and WhatsApp
4. Matched to its PO and budget line
   ⓘ Overrun, duplicate or missing GST goes to an accountant
5. Payment schedule; settlement status updates itself
6. Event P&L, and GST checked against GSTR-2B

Sales kick-off, Goa

Confirmed 2 Oct, 420 guests, 3 days

Projected margin

₹7.9 L

18.1% of ₹43.7 L billed

Budget against invoiced

Venue and F&B	₹12.2 L of ₹18.4 L
AV and staging	₹6.4 L of ₹6.2 L
Decor and florals	₹2.9 L of ₹3.1 L
Travel and transfers	₹3.0 L of ₹5.6 L
Artists and emcee	₹2.5 L of ₹2.5 L

Cost budget	₹35.8 L
Invoiced so far	₹27.0 L
Billed to client	₹43.7 L
Still to be invoiced	₹8.8 L

Invoices against POs

AV and staging ₹6,40,000
INV-2291 to PO-118
Over PO by ₹20,000

Caterer, Goa ₹4,10,000
INV-2287 to PO-112
Matched

Coach transfers ₹1,20,000
INV-2295, no PO
Duplicate of INV-2264

Florist ₹96,000
INV-2298 to PO-115
GSTIN missing

Emcee ₹1,50,000
INV-2290 to PO-121
Matched

3 exceptions waiting for accounts — Review

Traditions accounts
WhatsApp Business

INV-2291.pdf
2 pages

AV invoice for the Goa sales kick-off
10:41

Received INV-2291: ₹6,40,000 plus 18% GST, for Sales kick-off, Goa. Accounts will confirm the payment date.
10:42

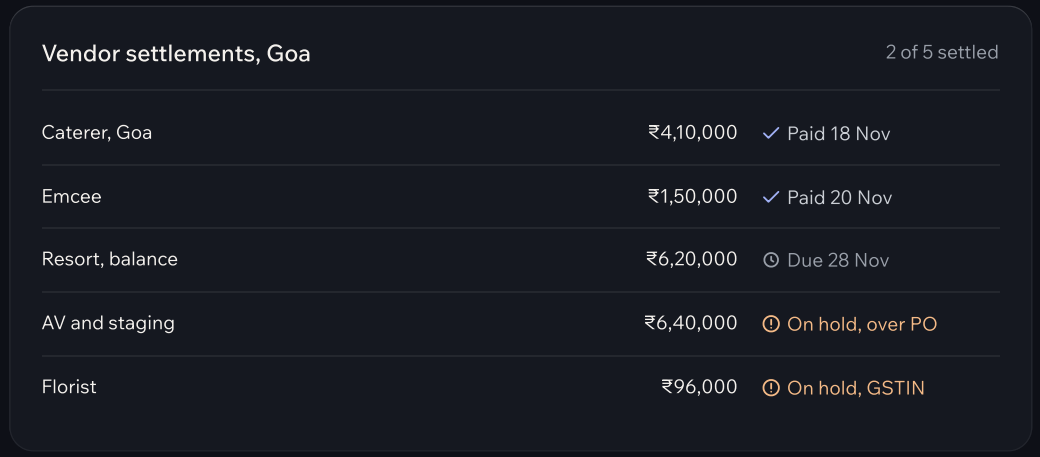
Read and matched to PO-118. Flagged: ₹20,000 over.

Input credit, October

Vendor invoices in your books against GSTR-2B

In books and 2B	131	₹14.2 L
Vendor yet to file	7	₹0.9 L
Amount differs	4	₹0.2 L

₹1.1 L of credit at risk; 11 vendors reminded



What we need

Your budget format, Tally or accounting access, and your vendor list.

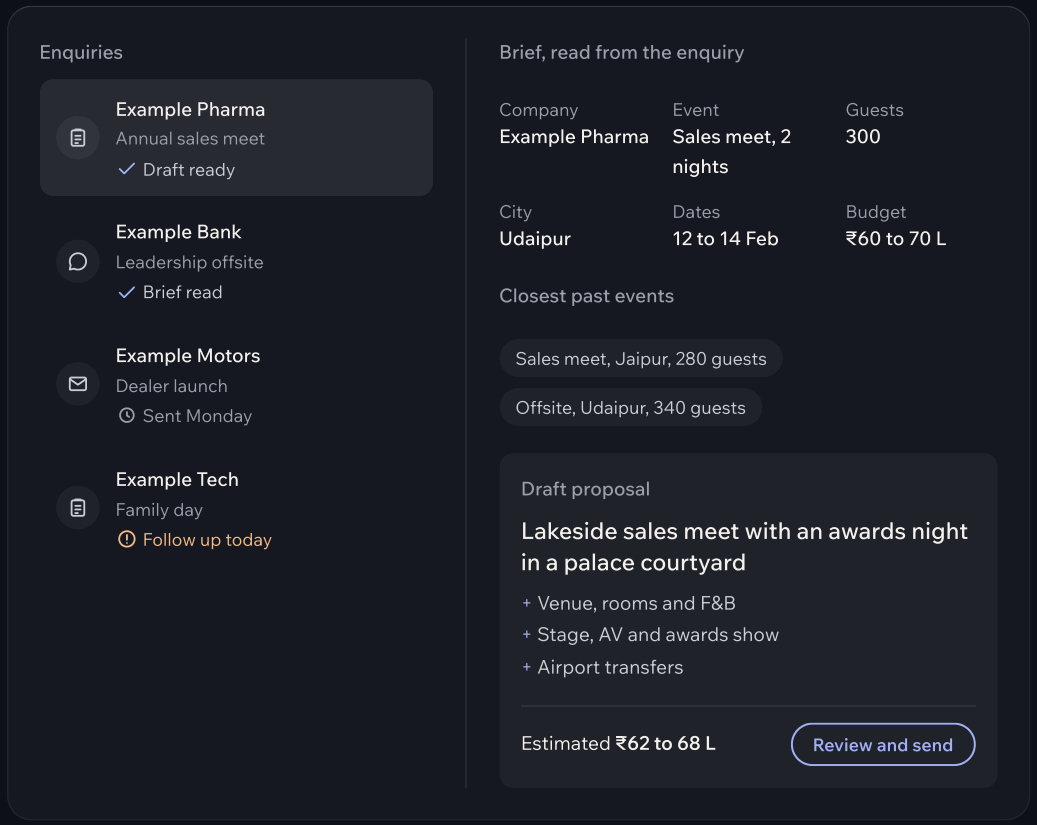
Result

Your two senior accountants check exceptions instead of typing invoices. Management sees which event types make money.

Proposals out the same day

Built on your own past events, not rewritten each time.

1. Leads from form, WhatsApp and email, in one tracker
2. AI extracts the brief
3. Finds your most similar past events
4. Drafts concept, inclusions, cost range
5. Your manager reviews and sends
6. Status tracked, follow-ups automatic



What we need

A library of past proposals and final costings. Even 20 to 30 is enough to start.

Result

Faster, consistent proposals that reuse 20 years of experience.

Everyone gets their own run sheet

One master sheet, sent to each person as their own slice.

1. Event manager fills one master run sheet
2. Each person gets their slice on WhatsApp
3. Confirmations in, reminders the day before
4. Crew check in with photo and location
5. Leadership sees every event live

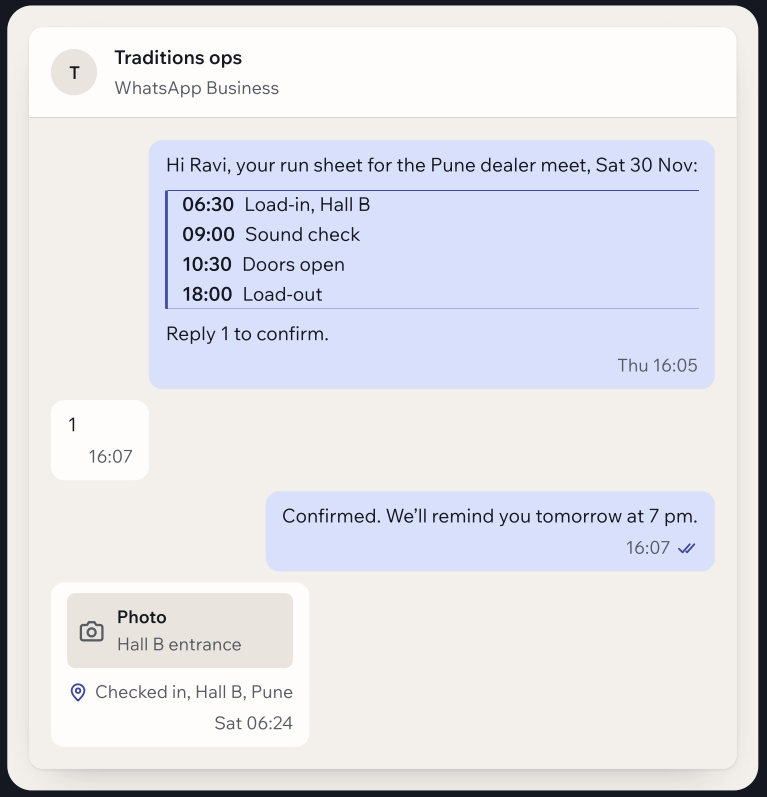
Live now, Saturday 30 Nov
VP and Head of Operations view

2 open issues

Event	Now on the run sheet	Crew in	Issues
Dealer meet Pune, Hall B	**10:30** Doors open	46 of 48	1 open
Product launch Mumbai, ballroom	**09:00** Sound check	31 of 31	✓ None
Wedding Jaipur, lawns	**07:00** Decor install	22 of 24	1 open

Issue log

- **Pune:** one LED panel flickering, stage left. Logged by the AV lead with a photo. 09:12
- ✓ **Mumbai:** extra handheld mic for the panel. Closed. 08:55

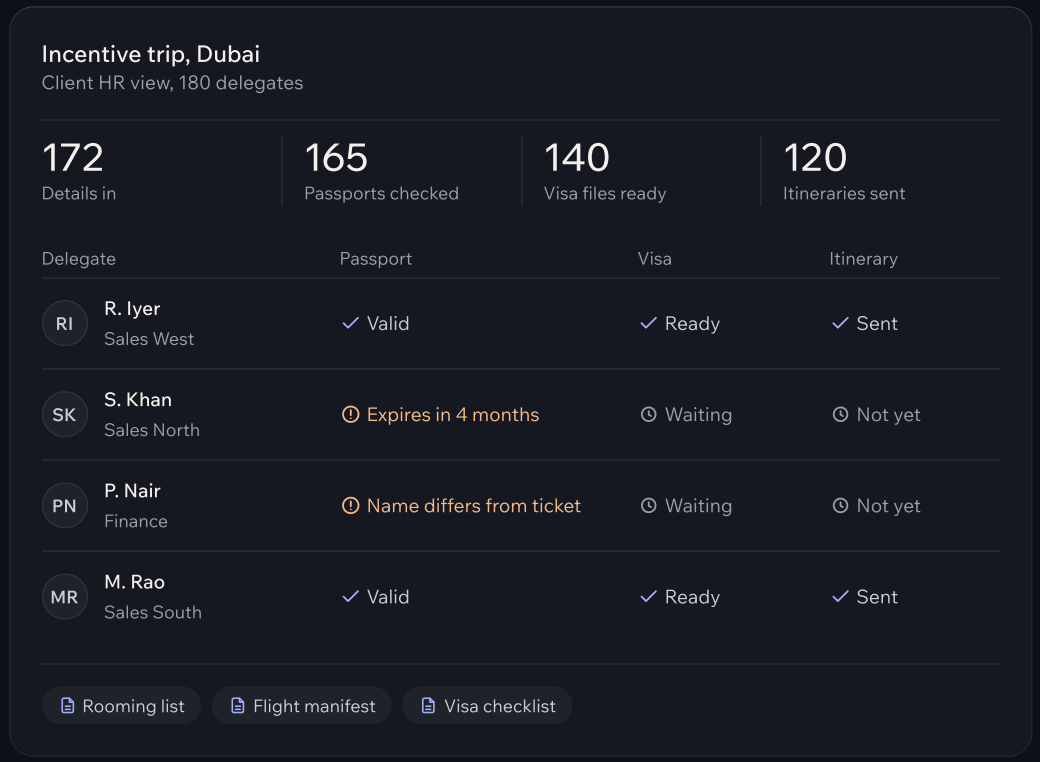


What we need

A sample run sheet, plus vendor and crew contacts.

Result

Fewer coordination calls, and leadership can oversee several events at once.



Delegates sorted without the chasing

From one registration link to a personal itinerary on WhatsApp.

1. A registration link per conference or trip
2. Delegates add details and passport copies
3. AI checks expiry and names against tickets
4. Visa, rooming and flight lists built
5. Personal itinerary on WhatsApp, kept current
6. Client HR sees who has done what

What we need

A sample delegate list, and the formats your hotels and airlines need.

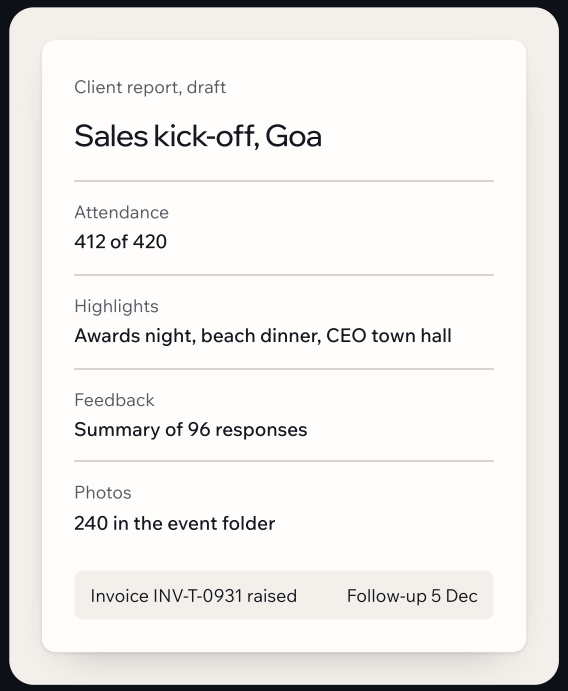
Result

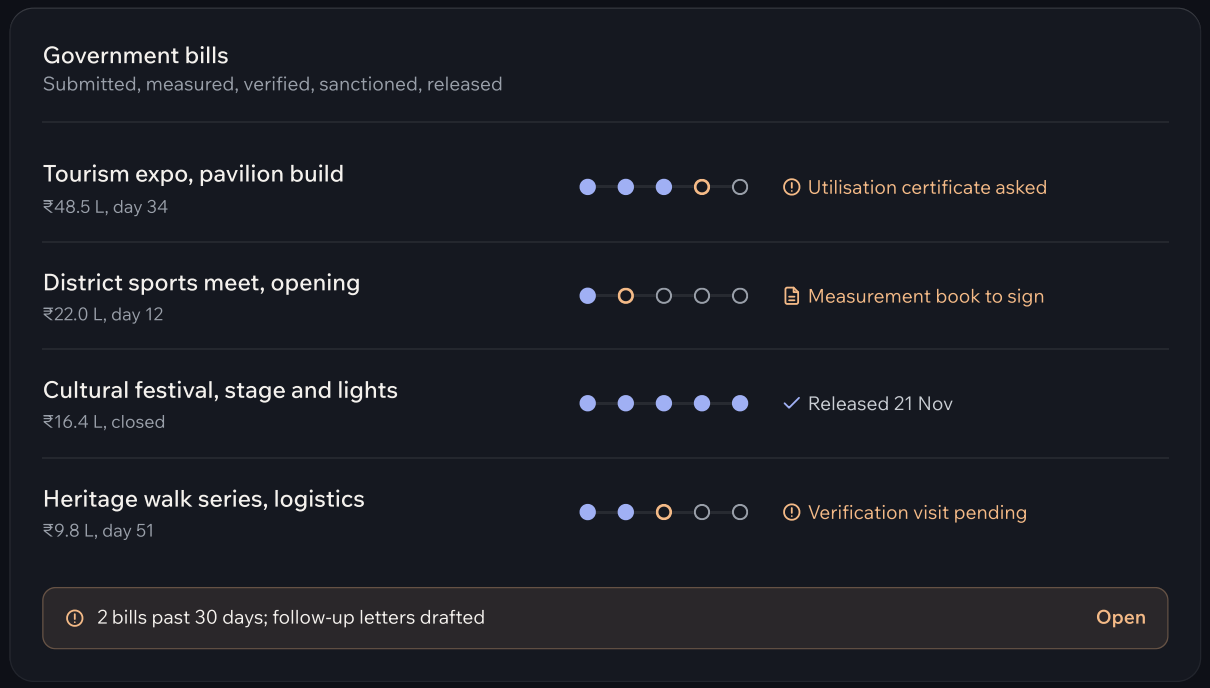
Weeks of chasing become days, with fewer travel document errors.

Closed, billed and paid sooner

Every event closed out faster, and government bills that keep moving.

1. Team photos and videos land in one folder
2. AI drafts the client report
3. Final invoice raised, follow-ups automatic
4. **Government work:** bills, measurement records and completion papers
5. Tracked until payment is released





What we need

Your report format, and a sample government project file.

Result

Faster billing and better cash flow, most of all on government work with its long payment cycles.

Start with one closed event

Bring its budget sheet and a few vendor invoices to a first call.

contact@worksmith.tech

On the call, we'll ask:

- How budgets are kept today
- Where vendor invoices arrive
- How Tally is set up

Download the PDF

Twenty years of events, put to work on the next one.

Prepared for Traditions Event Management, November 2026. Facts about Traditions are from traditionsevents.in. Every figure, name, date and message in the sample screens is illustrative, not your data.

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