BUILDER COLLECTIVE SESSION

How I used AI to run Builder Conference.



Michael Lukaszewski
Stackhouse Ventures

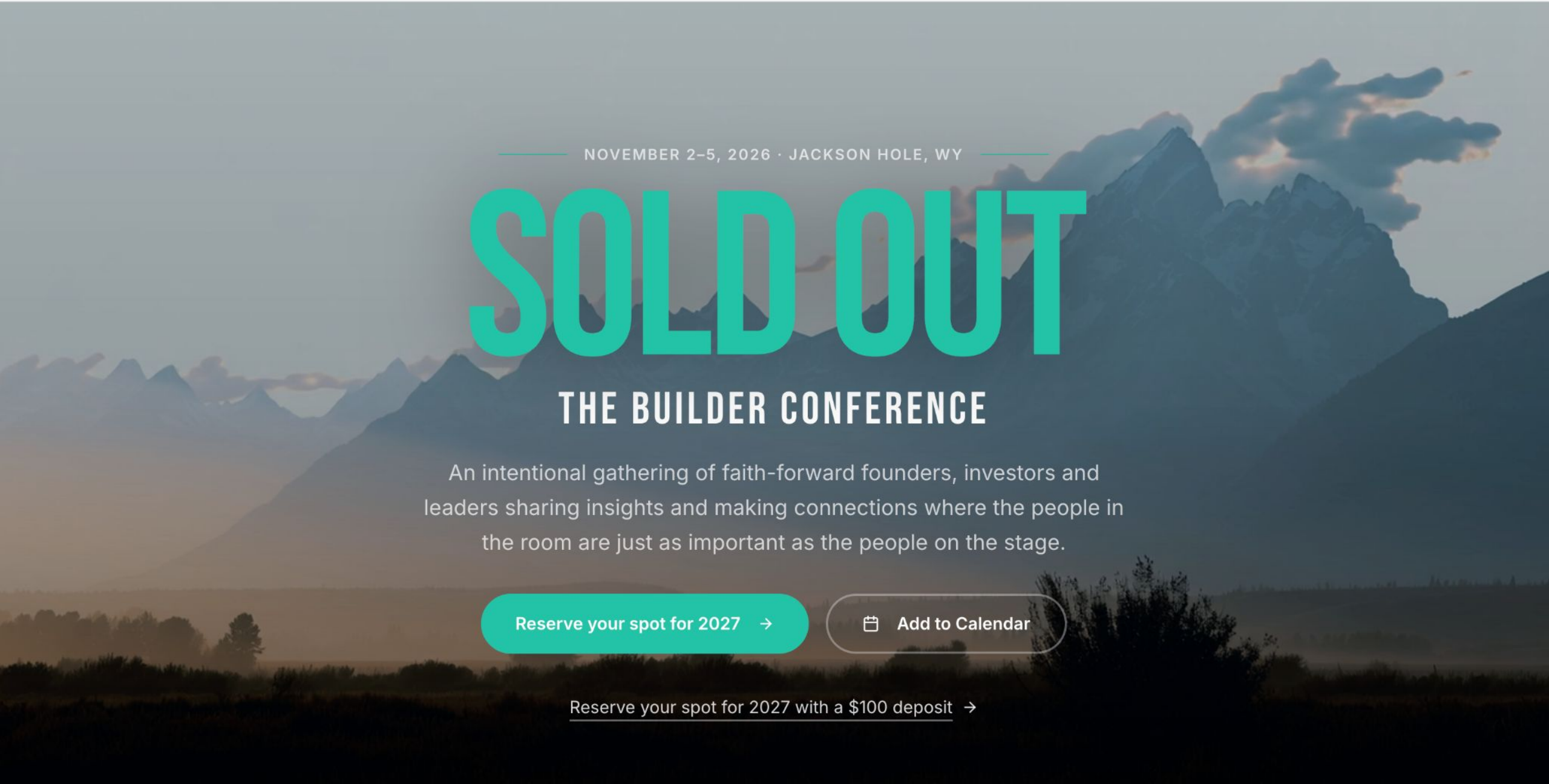





Stackhouse




Stackhouse
Stackhouse



NOVEMBER 2–5, 2026 · JACKSON HOLE, WY

SOLD OUT

THE BUILDER CONFERENCE

An intentional gathering of faith-forward founders, investors and leaders sharing insights and making connections where the people in the room are just as important as the people on the stage.

Reserve your spot for 2027 →

Add to Calendar

Reserve your spot for 2027 with a $100 deposit →

THE STACK

I used tools most of you already have

INFO

Notion

Could have been any folder

WEBSITE

Lovable

Could have been Claude Code

PAYMENTS

Stripe

Handled the payments

EVENT APP

Lovable

Could have been Claude Code

TASKS

Todoist

Could have been any task manager

ACROSS ALL OF IT

Claude

Could have been GPT

THE IDEA

Claude managed it all. The site, the app, and Notion stayed synced.

BEFORE

Planning, the schedule, and the speakers.

PLANNING

Planning calls turned into tasks

01

Claude captured each planning call and assigned the early tasks in Todoist.

02

I had 20 people to invite personally, so the due dates were staggered.

03

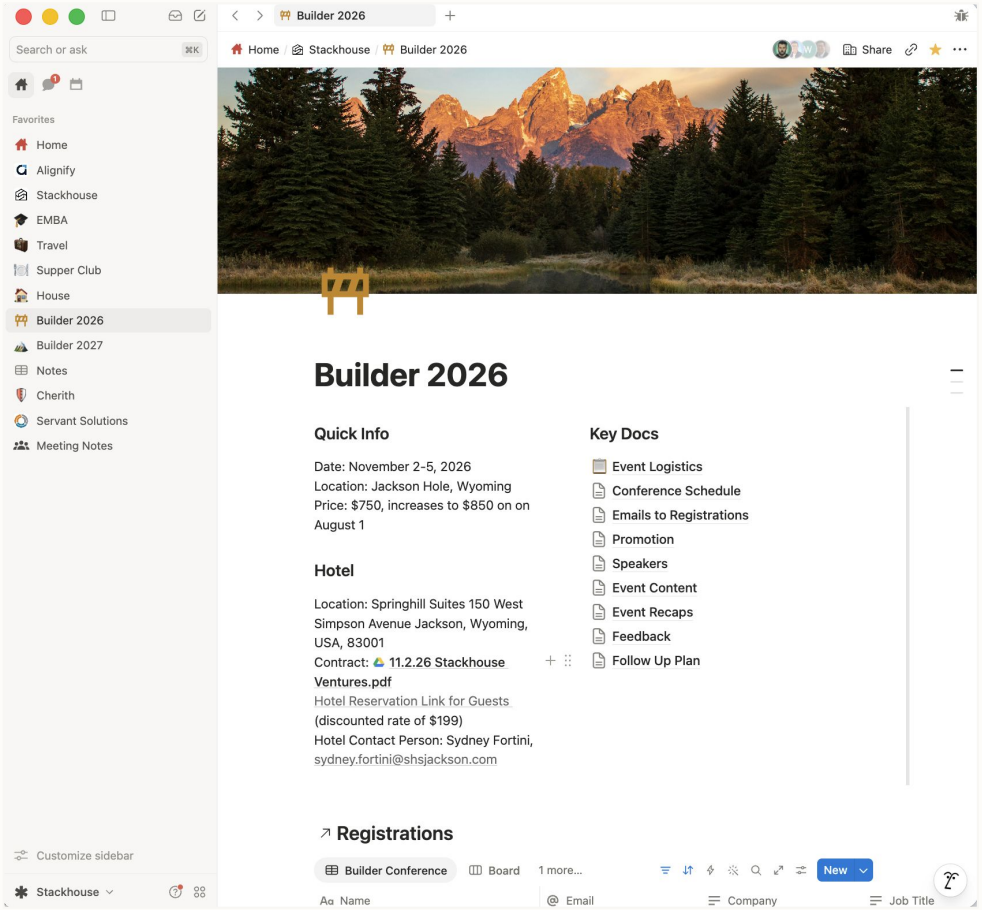
It also built the Notion hub page with the details, key docs, and registration database.

PLANNING HUB

Everything lived in Notion

- Quick info, hotel details, and the contract at the top.
- Every key doc linked from one place: logistics, schedule, emails, speakers, recaps, and follow-up.
- The registrations database lived right on the page.

> Claude built the original page and kept it in sync with the site and the app. It will also be the template for the 2027 page.



PLANNING HUB

The Second Brain

> “Content, context, judgement, taste, principles, boundaries, etc. need to live in your personal encyclopedia.”
>
> — Tim Walker

THE SCHEDULE

Claude built the schedule from my rules

4-5 speakers per block

12+3 talk format

1 keynote per day

It stayed in sync across Notion, the website, and the app. Lunch was 12 topic groups at restaurants within 10 minutes of the hotel.

Tuesday, Nov 3

8:30	Arrival and badge pickup
9:00	Welcome
9:15	Keynote — Bob Pritchett
10:15	Break
10:30	Session 1
11:45	Session wrap
12:00	Lunch group instructions
12:15	Lunch Groups

Exit/Selling a Company

Business Owner and Personal Finances

Training Your Team on AI

Wednesday, Nov 4

10:00	Keynote — Jeff Johns
11:00	Break
11:15	Session 3
12:30	Session wrap
12:45	Lunch on your own
2:30	Session 4
3:30	Session wrap
3:45	Closing and group photo

SPEAKER INTAKE TO SLIDES

Kenny redesigned speaker slides as they came in

01
Talk intake database
Each talk landed in one database

02
Kenny's review board
Kenny reviewed each one on a kanban

03
Google Slides per speaker
One deck per speaker





COMMUNICATION

Claude drafted most emails

01

A personal note to one registrant, drafted from their registration details.

02

One email to a group, like every speaker or one lunch table.

03

Names, sessions, and details came straight from registrations, so nothing was retyped.

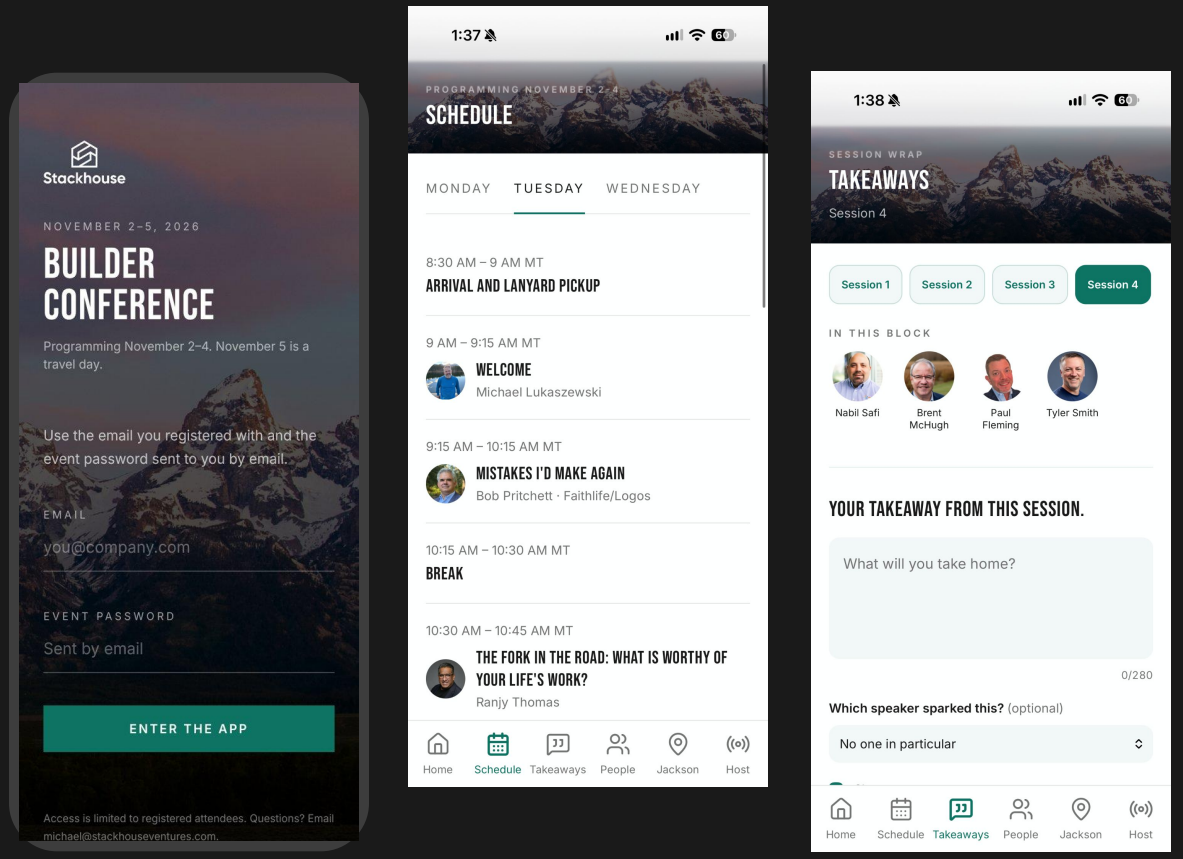
DURING

The app, the texts, the printing, and the last-minute changes.

EVENT APP

The app started as a voice memo.

One database sat behind both the registration site and the app, so Claude could read and change all of it.



The Builder Collective

THE EVENT APP

What the app did during the event

01

Check-in

Photo, bio, three questions, resources, and Slack, with a privacy toggle on every field.

02

Meal sign-ups

Lunch and dinner with seat locks and waitlists. Seats show open or full, never names.

03

Photo library

One shared library. We ended up with 701 photos.

04

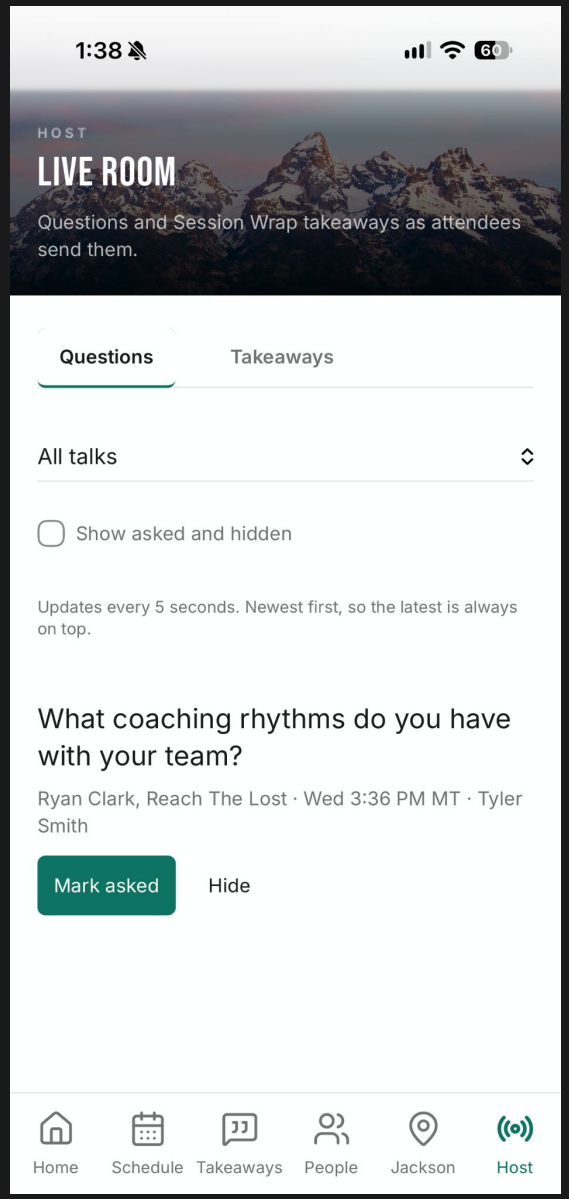
Speaker Q&A

Questions with upvotes and a host view on the phone.

EVENT APP

Host mode for the live room.

Kenny and I saw every question and Session Wrap takeaway as attendees sent them, then marked questions asked or hid the ones that didn't fit.



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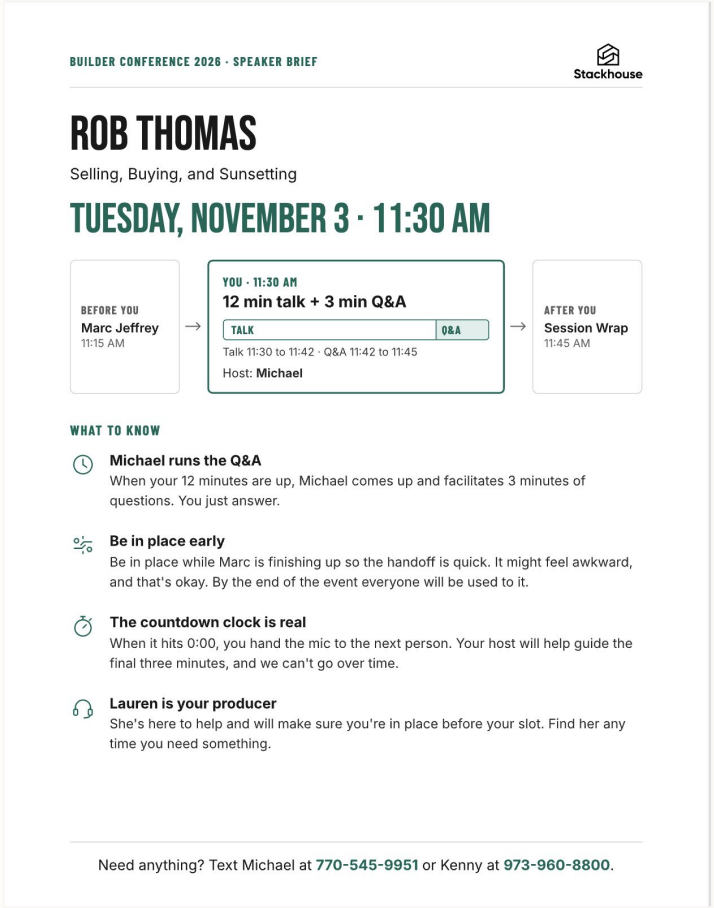
SPEAKER BRIEFS AND PRINT

Every speaker knew who came before and after

- Briefs showed who's before and after you, your host, and a be-in-place cue.
- The same print run made the check-in list with each person's table for both days, matched from the table assignments PDF.
- Table cheat sheets said end or middle of the room, since seats changed daily.

> Table names came from 40 historical builders. **Claude pushed back on Henry Ford.**



BUILDER CONFERENCE 2026 · SPEAKER BRIEF

Stackhouse

ROB THOMAS

Selling, Buying, and Sunsetting

TUESDAY, NOVEMBER 3 · 11:30 AM

BEFORE YOU
Marc Jeffrey
11:15 AM

YOU · 11:30 AM
12 min talk + 3 min Q&A
TALK | Q&A
Talk 11:30 to 11:42 · Q&A 11:42 to 11:45
Host: **Michael**

AFTER YOU
Session Wrap
11:45 AM

WHAT TO KNOW

Michael runs the Q&A
When your 12 minutes are up, Michael comes up and facilitates 3 minutes of questions. You just answer.

Be in place early
Be in place while Marc is finishing up so the handoff is quick. It might feel awkward, and that's okay. By the end of the event everyone will be used to it.

The countdown clock is real
When it hits 0:00, you hand the mic to the next person. Your host will help guide the final three minutes, and we can't go over time.

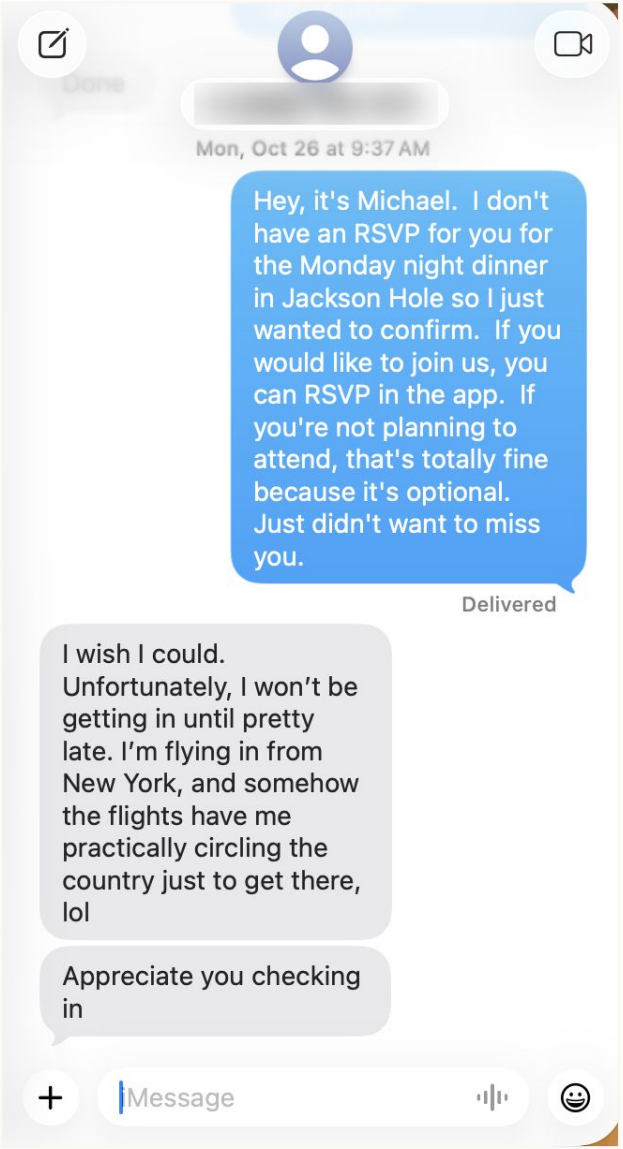
Lauren is your producer
She's here to help and will make sure you're in place before your slot. Find her any time you need something.

Need anything? Text Michael at 770-545-9951 or Kenny at 973-960-8800.

COMMUNICATION

Personal Messages to Individuals and Groups via iMessage

- Personalized iMessages, sent from my Mac, to everyone who hadn't checked in.
- During the event I could message groups of people through iMessage.



LATE CHANGES

One change updated six places at once

THE CHANGE

We swapped speaker times, once at the last minute

→

- Event app
- Website
- Notion
- Kenny's kanban
- Run of show
- Printed PDFs

Claude told me which pages to reprint

AFTER

The PDFs, the survey, and planning for next year.

FOLLOW-UP PDFS

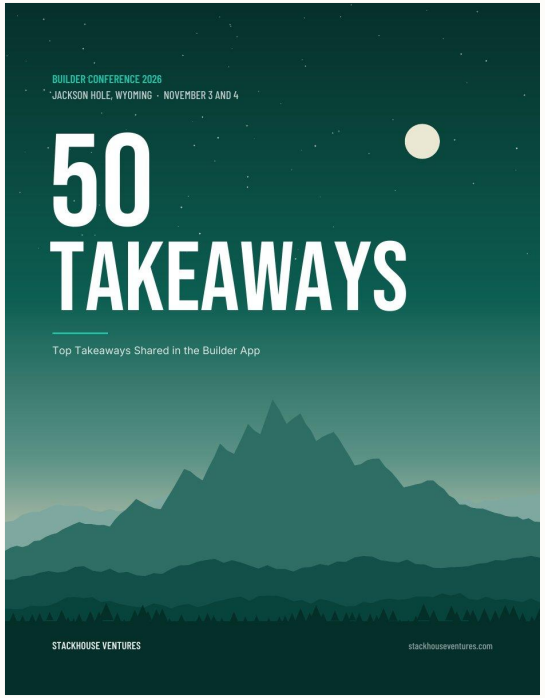
We built the follow-up from what people posted

159 → 50

app submissions

takeaways, five chapters

- A 50 Takeaways PDF built from the speaker slides and app submissions.
- A participant doc with the directory, takeaways, and anonymized general notes.





FOLLOW UP

Feedback and Analysis

01

Venue RFPs

RFPs to other conference centers and possible locations, written in Duet.

02

Attendee survey

Built in Lovable, with responses flowing into Notion.

03

Analysis

Claude analyzed the survey results and wrote the reports.

BY THE NUMBERS

A few numbers from when it was over

701

photos in the app's library

159

app submissions turned into 50 takeaways

57/83

ordered the ribeye

50%

of tickets for next year sold within 7 days of the event

Questions?

