

One Agent For Your Whole Operation

Lassie works where your work lives.

Everything you need to run a show already lives in LASSO — your Crew, your Inventory, your Finances. Lassie is the agent that works across all of it.

Most AI tools sit outside your software, reading a copy of your data and handing back an answer you still have to act on. Lassie is part of LASSO, working on your real operation right now. It handles the busywork — the chasing, the cross-checking, the data entry that eats your day — and surfaces what matters before you'd catch it yourself, so your team gets its hours back for the work only people can do: reading a room, solving the problem nobody saw coming, and pulling off the show.

What Lassie Does



Ask

Get answers from your live data.



Act

Build rosters, create events, message crew, & more.



Alert

Surface problems before they hit.



Analyze

Pull reports, spot trends and patterns.

Why LASSO?

- **One Agent Across Your Whole Operation:** LASSO already unifies crew, gear, finance, and projects in one system. Lassie reasons across all of it at once, so when you move a crew member it knows what that does to your schedule and your budget. An AI wired to a single tool only ever sees that one tool.
- **Clear the Busy Work off Your Plate:** Answering questions is table stakes. Lassie handles the booking, the workflow kickoff, and the record updates, so your coordinators spend their time on the calls that need a human, not the data entry that doesn't.
- **In Your Pocket, On the Go:** Your labor coordinators and warehouse teams aren't always at a desk — they're on-site, on the dock, on the move. Lassie works in the LASSO mobile app, so the answer, the booking, and the alert reach the person who needs them wherever the show is.
- **Your Data Stays in LASSO:** Lassie works on your data where it already lives. Nothing gets shipped out to a separate AI product and back.
- **Built For Live Events:** Lassie knows load-in, call sheets, availability probes, and multi-state payroll, because it's trained on how event companies actually run, not adapted from a generic assistant.

"I'm in the warehouse, on a job site, or driving 90% of the time — not at my laptop. Being able to pull out my phone and tell Lassie 'create an event' or 'find me crew for tonight' changes what's possible for how I run operations. This is where our industry needs technology to go."

-Austin McElwain | Director of Show Services, AFPC

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