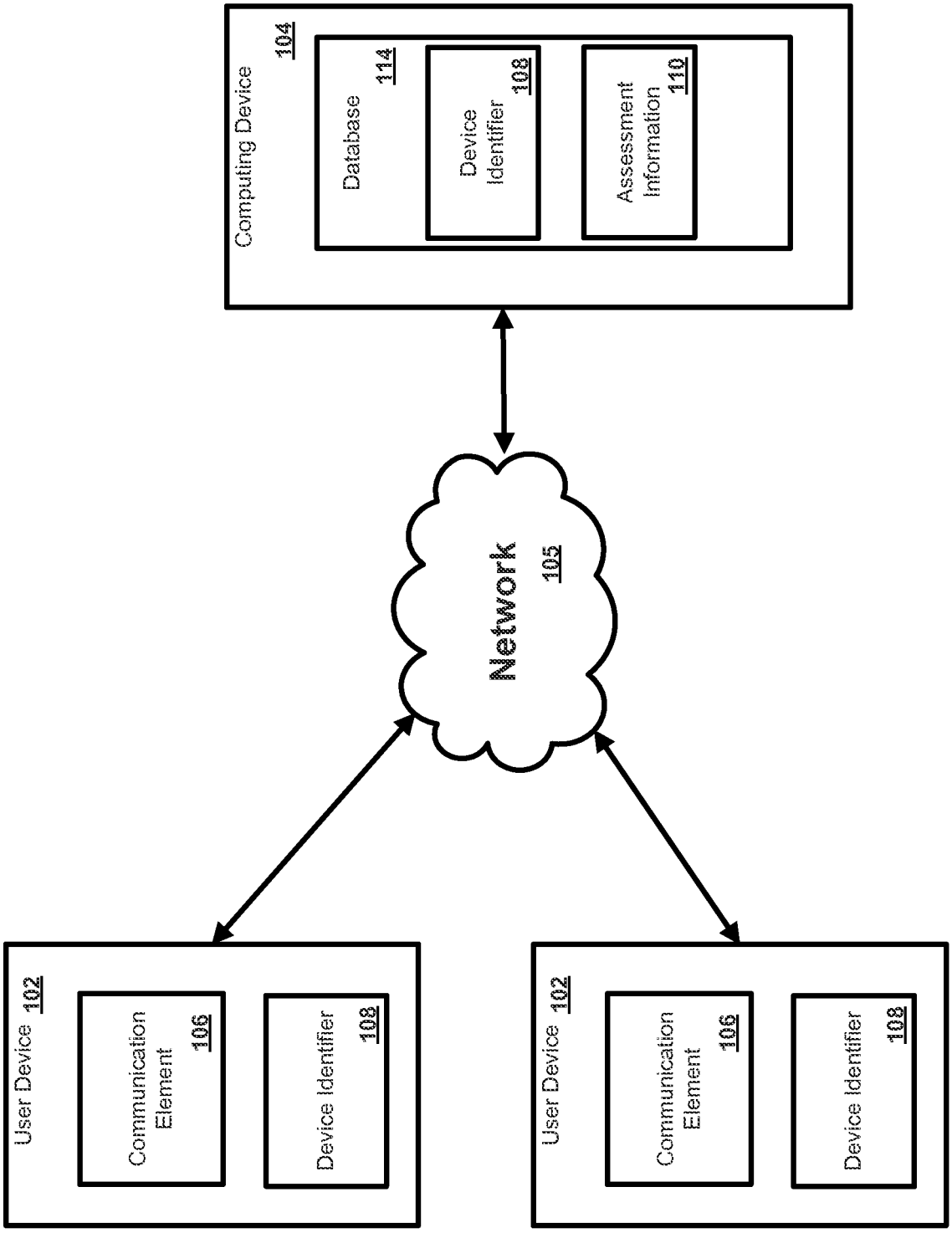
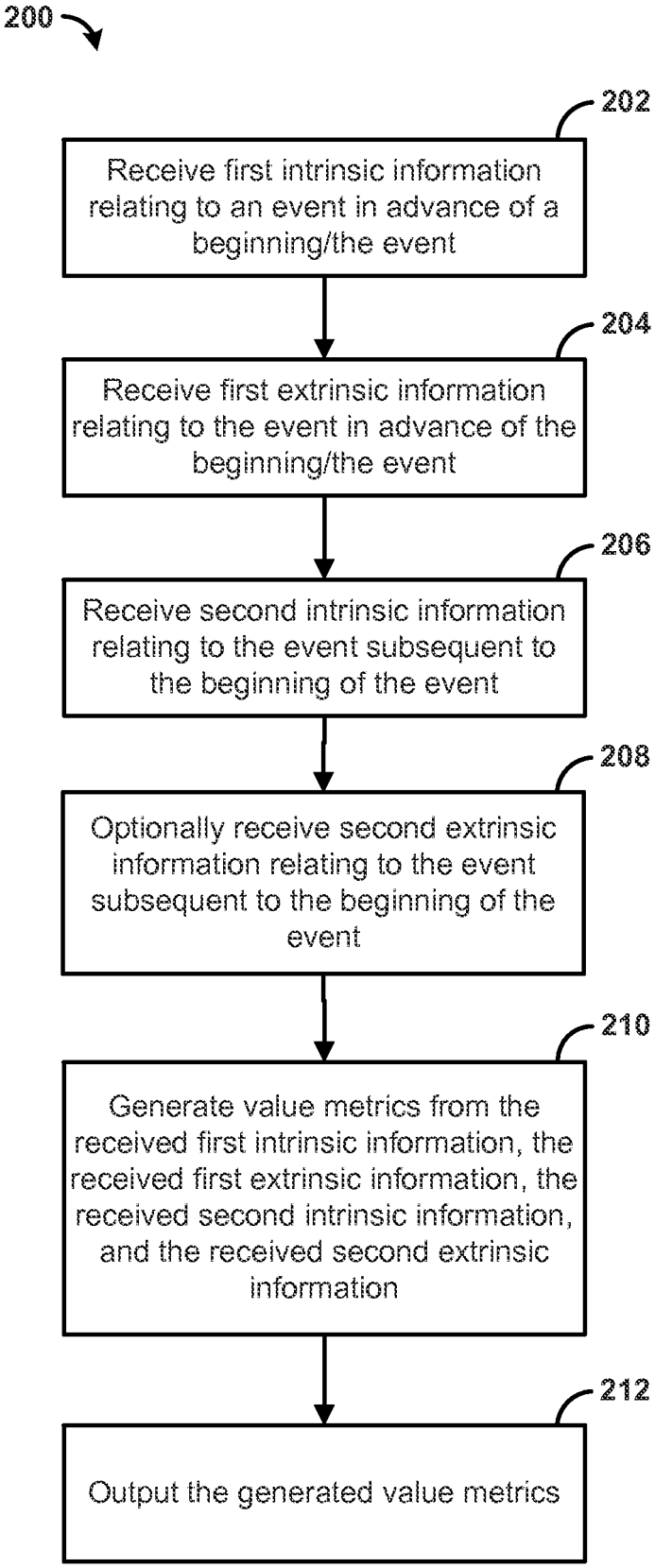

Computing Device
104
Database
114
Device Identifier
108
Assessment Information
110
Network
105
User Device
102
Communication Element
106
Device Identifier
108
User Device
102
Communication Element
106
Device Identifier
108

FIG. 1

FIG. 2


200
202
Receive first intrinsic information relating to an event in advance of a beginning/the event
204
Receive first extrinsic information relating to the event in advance of the beginning/the event
206
Receive second intrinsic information relating to the event subsequent to the beginning of the event
208
Optionally receive second extrinsic information relating to the event subsequent to the beginning of the event
210
Generate value metrics from the received first intrinsic information, the received first extrinsic information, the received second intrinsic information, and the received second extrinsic information
212
Output the generated value metrics

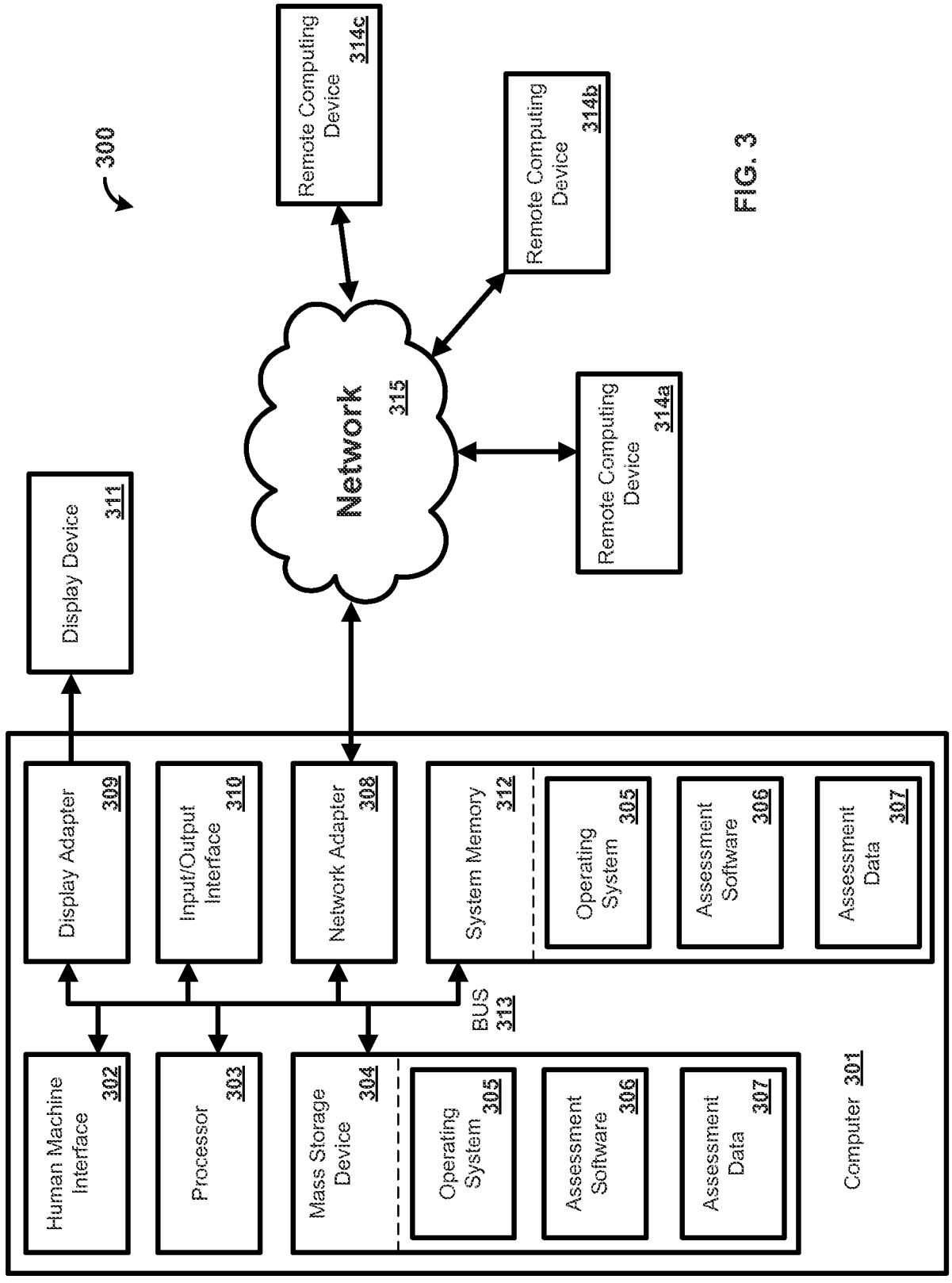
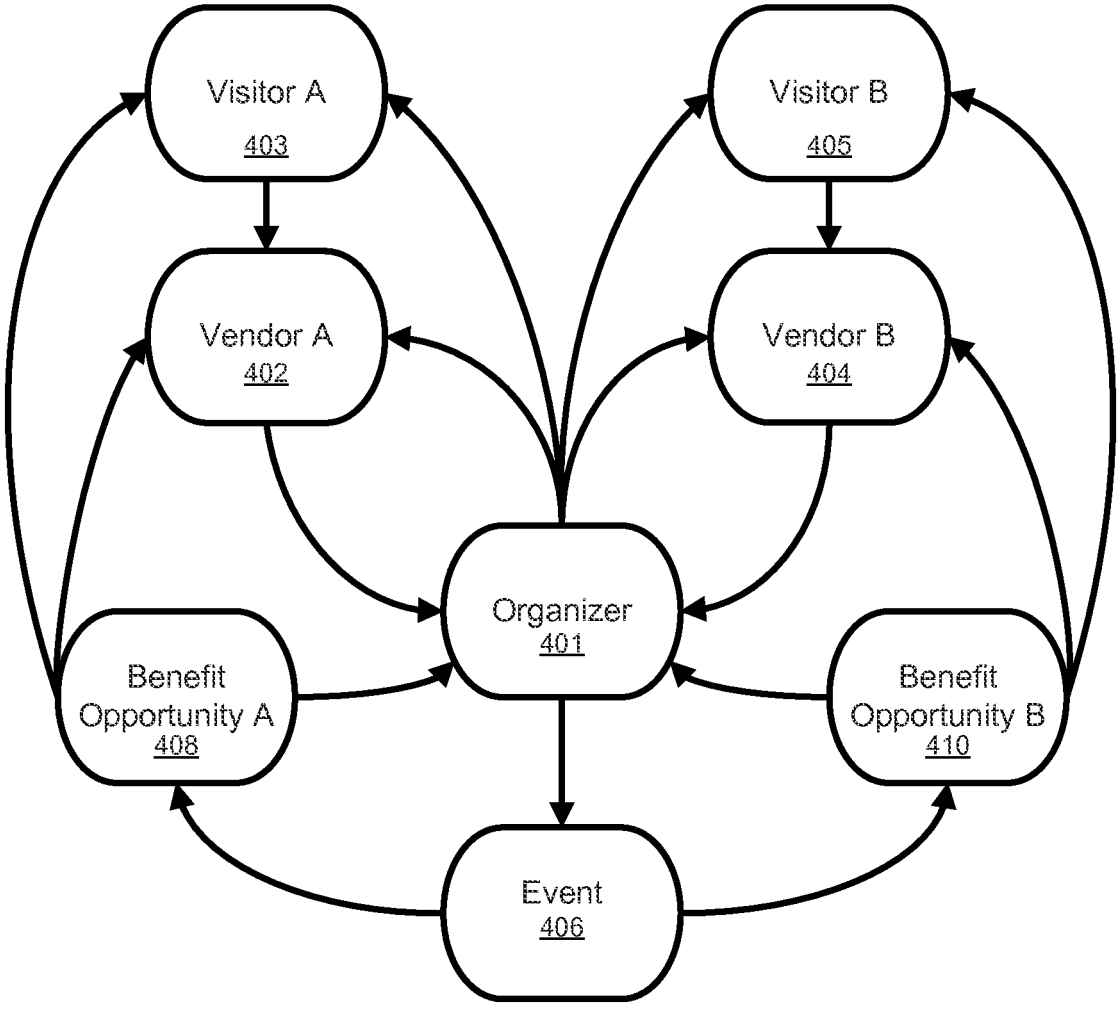

300
Remote Computing Device 314c
Remote Computing Device 314b
Remote Computing Device 314a
Network 315
Display Device 311
Computer 301
Human Machine Interface 302
Processor 303
Mass Storage Device 304
Operating System 305
Assessment Software 306
Assessment Data 307
BUS 313
Display Adapter 309
Input/Output Interface 310
Network Adapter 308
System Memory 312
Operating System 305
Assessment Software 306
Assessment Data 307

FIG. 3

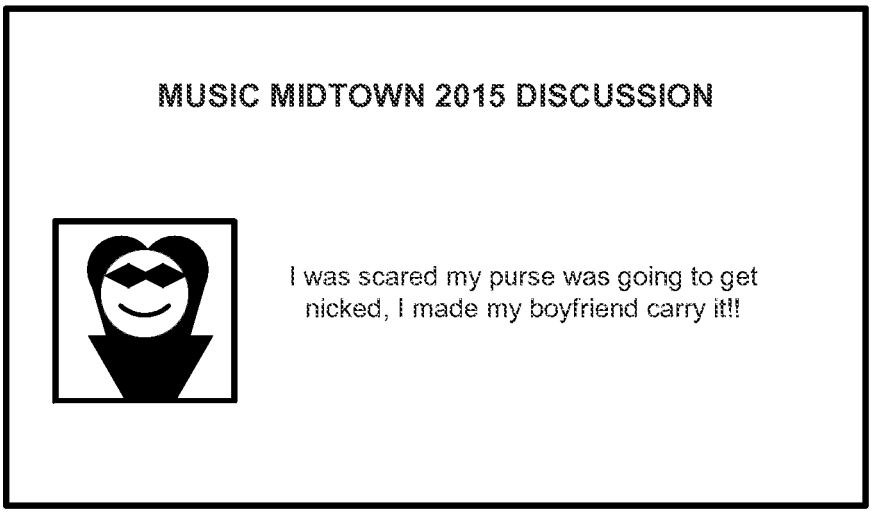
FIG. 4


Visitor A
403
Visitor B
405
Vendor A
402
Vendor B
404
Organizer
401
Benefit Opportunity A
408
Benefit Opportunity B
410
Event
406

500a

Dimension 502a	Keywords 504a
Unsafe 512a	Pick-pocket, theft, assault, hit, punch 514a

500b

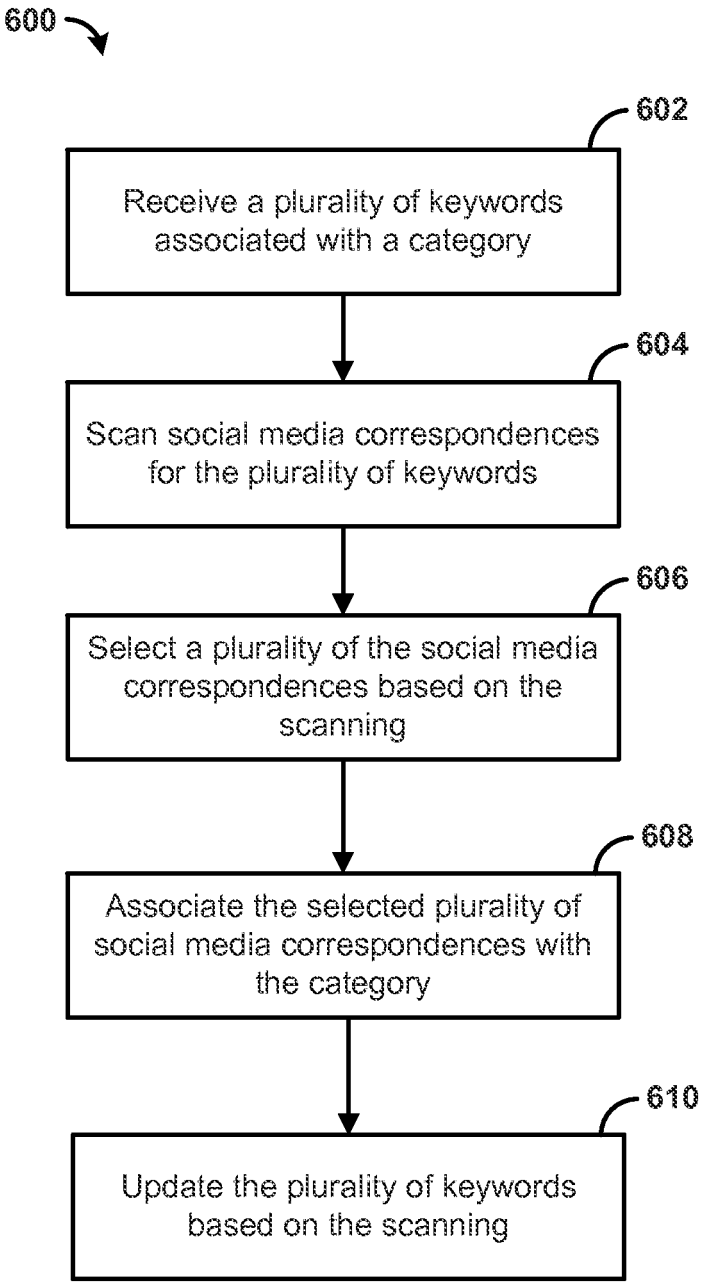


500c

Dimension 502c	Keywords 504c
Unsafe 512c	Pick-pocket, theft, assault, hit, punch, nick 514c

FIG. 5

FIG. 6


600
602
Receive a plurality of keywords associated with a category
604
Scan social media correspondences for the plurality of keywords
606
Select a plurality of the social media correspondences based on the scanning
608
Associate the selected plurality of social media correspondences with the category
610
Update the plurality of keywords based on the scanning