

San Diego's Claude Impact Lab at Events.com Aims to Solve the Big Questions Communities Have About AI

Build Night Brings Conversations and Claude Tools to the Community

LA JOLLA, CA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- [Events.com](https://www.Events.com) today announced that it will host the inaugural San Diego Claude Impact Lab Build Night, a community-driven AI event designed to tackle some of the biggest questions local residents have about artificial intelligence and its impact on everyday life.

The Build Night, held tonight from 6 to 10 p.m. at Events.com's HQ, is part of the global Claude Community program from Anthropic, a series of community-hosted gatherings for people building with Claude and focused on creating local social impact.



The San Diego Claude Impact Lab is designed to address pressing questions about AI's role in society, drawing directly from local conversations. Tonight's session centers on a single question raised during a prior Claude Conversation in San Diego: "Who decides the rules?" Teams of four will tackle a real-world problem based on that discussion, with each group presenting a working demo by the end of the night.

Participants do not need to be developers. Teams are intentionally mixed, pairing people who understand the problem with those who write code, while Claude handles much of the technical work. Attendees are asked to bring a laptop if they have one. Capacity is limited, and the event is currently operating a waitlist.

"AI needs to be used to solve real problems, not just create impressive demos," Max Krueger,

founder of Backland Labs and a Claude Community Ambassador. "This event gives people the chance to build practical tools that can improve transparency, accountability and everyday life in their communities."

"Events.com is proud to be a venue partner to support the Claude Community's effort as we truly understand the exponential impact AI can have" Cheryl K Goodman stated, Chief Strategy Officer of Events.com. "Most of the world is still learning how to tangibly build with these tools, and our mission is to close that gap - especially in community settings and in high-repetition roles like event planning."



Max Krueger and Cheryl K Goodman

events.com

Events.com in La Jolla, CA

New AI Training Program for Event Planners

Alongside the Build Night, Events.com [FindGood.tech](https://findgood.tech) are launching a new AI training program called "AI Actualized" tailored for event planners and organizers.

“

AI needs to be used to solve real problems, not just create impressive demos. This event gives people the chance to build practical tools in and for their communities.”

Max Krueger, founder of Backland Lab and a Claude Community Ambassador

The next session is offered August 13th register at www.events.com

The program offers free, in-person and virtual courses designed to fast-track all sides of the events business including organizers, venues and vendors who produce events, and the participants who attend them.

As Chief Strategy Officer of Events.com, Goodman is leading the company's AI strategy for event producers and goers. Goodman also leads developer and community efforts, including on-site AI training, open office hours and community collaborations at www.events.com/ai. Her extensive experience running major events brings deep

empathy to the world of Organizers.

Goodman, the host of [Mind the Machine podcast](https://mindthemachine.com), distills the insights from AI innovators to help folks find their way to becoming AI Actualized. Follow along to watch the latest interview with Max Krueger on his view of the opportunities and challenges ahead in AI and his hope for

tonight build effort at events.com

About Events.com

Events.com is the infrastructure behind live events and experiences. Based in La Jolla, California, the company helps people create, promote, discover and enjoy the moments that matter most, powering discovery, ticketing, registration and event management for tens of thousands of organizers and organizations worldwide.

AI-first, at Events.com every listing, ticket and registration on the platform adds to a structured, first-party record of where people gather, what they pay for and why. It is a live map of what is happening in a city now, not a report on what happened last year. That record powers the company's event knowledge graph and its optimization engine, which makes events discoverable to both people and the AI systems people increasingly search through, and gives organizers, sponsors and venues real-time insight into demand, audiences and pricing.

Events.com also owns and operates live properties, including the La Jolla Concours d'Elegance and Summit at Sea, running its own technology at full scale.

.More at www.events.com.

About FindGood.tech

FindGood.tech partners with AI innovators and organizations to help them become AI Actualized. The firm operates in a go-to-market mentality for partner companies, enabling them to translate complex AI solutions into business results while bringing along employees, consumers, investors and press. Services include AI strategy and value assessment, talent and workforce preparation, generative AI implementation, responsible AI practices and data readiness.

Cheryl Kaye Goodman's proprietary process with the AI Actualized programming draws on decades of leadership at Qualcomm, Sony, and Mp3.com.

FindGood.tech has trained more than 1,000 executives globally leading hackathons, AI meetups and technical education sessions in San Diego, Los Angeles, Utah and Uzbekistan Her efforts with Events.com include driving strategy to transform event planners and attendees through AI enabled products, services and training. Goodman holds open office hours for event planners every Thursday contact CKG@events.com

Confirm your spot at events.com/ai.

About Backland Labs

Backland Labs is an AI studio based in San Diego. It provides workshops and AI engineering services to nonprofits, startups and enterprises, helping teams build AI agents, automate workflows and solve real-world problems. Backland Labs also hosts community events and hands-on learning experiences focused on using AI for social impact. More at

www.backlandlabs.io.

Press

FindGood.tech

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932281771>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.