



Toronto
EventsHub

Fully Automated News and Event Processing & Social Content Engine

**Live automation version
City of Toronto - 90-day pilot request**

App Overview / Hook



User story : “City team selects dataset + audience language(s) → system publishes compliant updates automatically.

Backend : “All content is produced by a live automation engine (n8n + Python + AI + DB).”

TorontoEvents Hub is an AI-powered automation engine that turns any JSON dataset into multilingual, publish-ready visual content.

It eliminates human effort in finding media, writing captions, and publishing across channels.

The Problem: Global Content Bottleneck

Cities produce valuable data — but it's raw, scattered, and impossible to use in real-time. The cost of human-led content creation—media search, caption writing, formatting, and publishing—makes scaling difficult for city organizations, news agencies, and businesses worldwide.



City Organizations: Large data volume; difficulty in information dissemination.

Media: High volume of news; inability to quickly convert it into posts.

Businesses: Need to produce daily product posts; high cost and time requirements.

The same pain exists for cities, media, and businesses that need mobile-first distribution. (mobile-first)

Accessibility + multilingual

Existing Solutions & Gaps

Canva & design tools → require full manual work; no automation.

Hootsuite / Buffer → only scheduling, no content generation.

CMS workflows, manual social teams, translation bottlenecks, scheduling tools

AI caption tools → generate text only; no media discovery, no multilingual layering.

“What’s different here?”

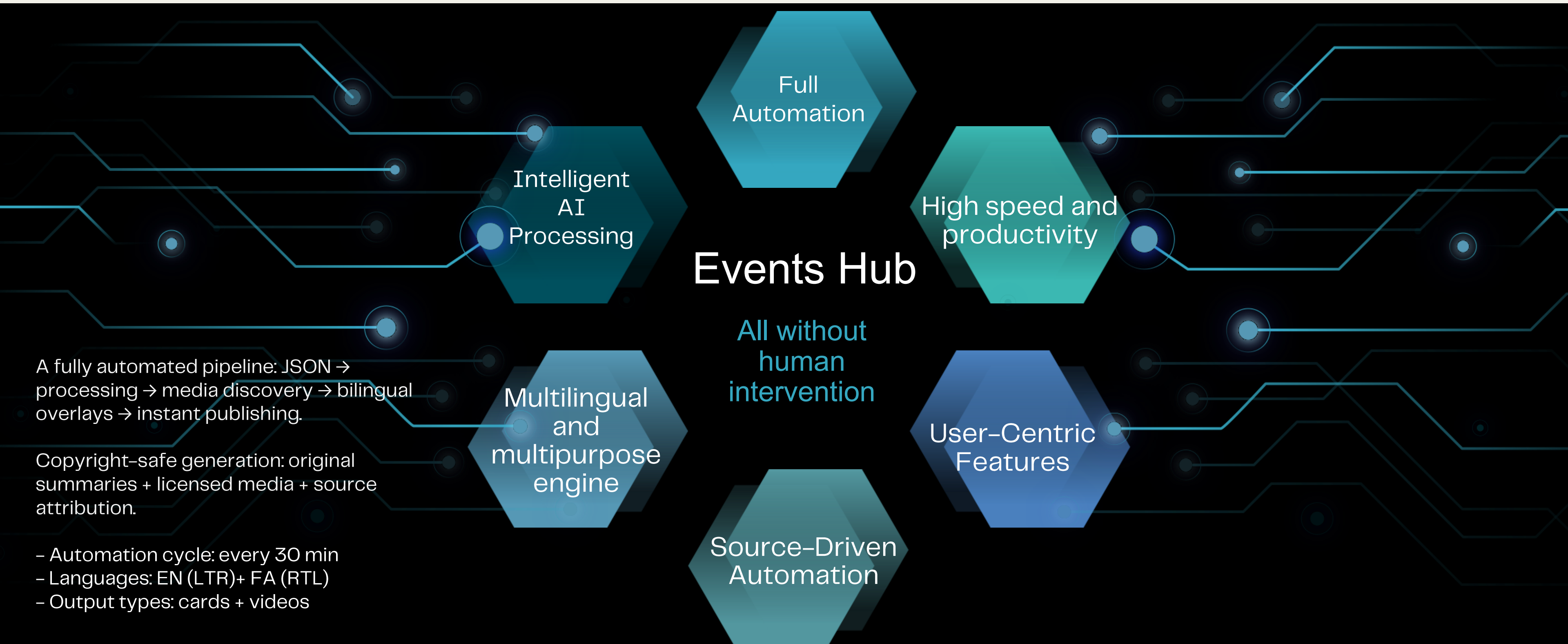
“Fully automated end-to-end (not just scheduling)”

“Multilingual incl. RTL production at scale”

“Outputs are mobile-ready cards/videos”

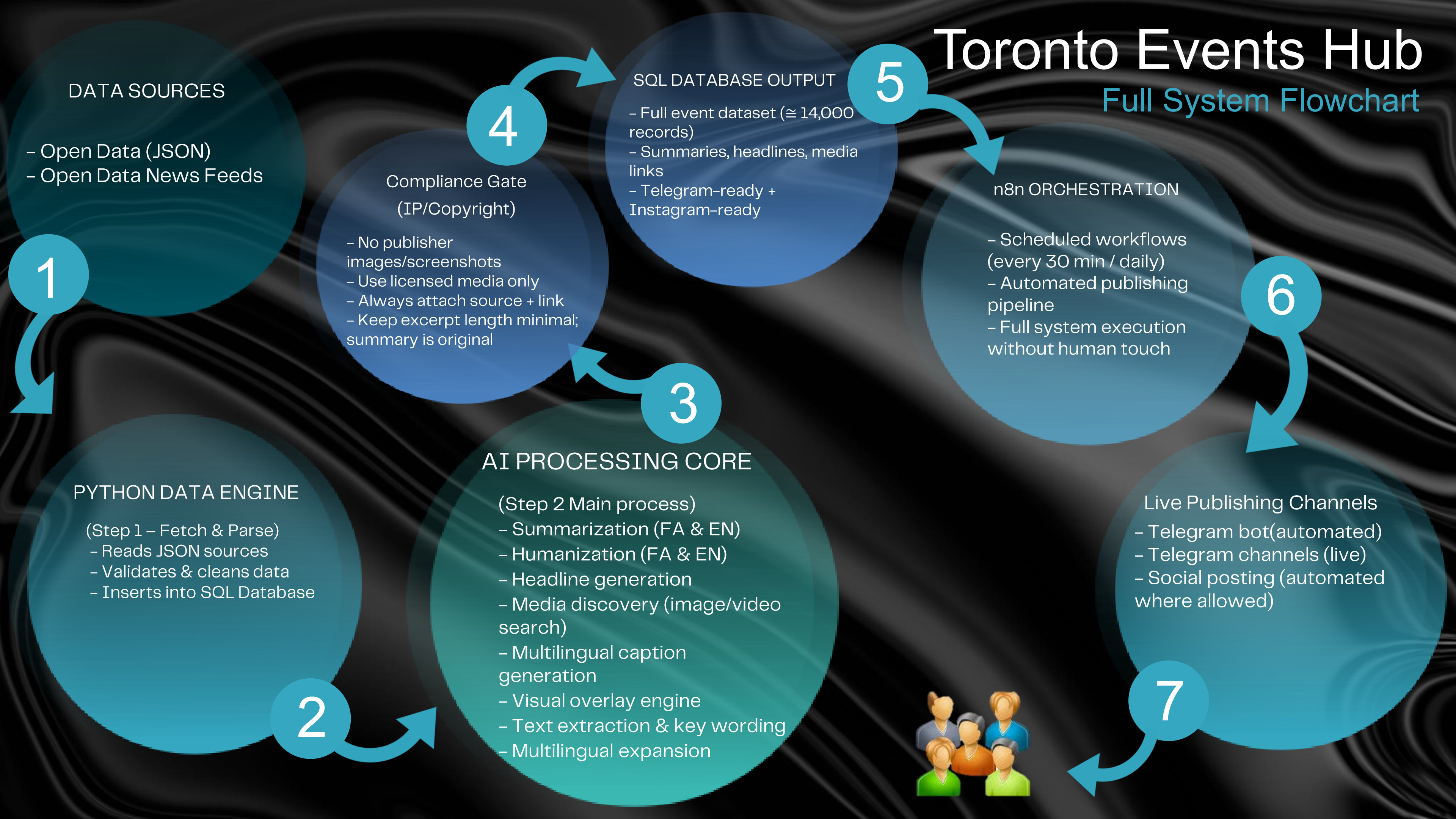
Moat: schema-driven pipeline + multilingual/RTL rendering + automated media + compliance gate.

Our Solution - Fully Automated JSON-to-Content Pipeline



Toronto Events Hub

Full System Flowchart



DATA SOURCES

- Open Data (JSON)
- Open Data News Feeds

1

PYTHON DATA ENGINE

- (Step 1 – Fetch & Parse)
- Reads JSON sources
 - Validates & cleans data
 - Inserts into SQL Database

2

AI PROCESSING CORE

- (Step 2 Main process)
- Summarization (FA & EN)
 - Humanization (FA & EN)
 - Headline generation
 - Media discovery (image/video search)
 - Multilingual caption generation
 - Visual overlay engine
 - Text extraction & key wording
 - Multilingual expansion

3

Compliance Gate (IP/Copyright)

- No publisher images/screenshots
- Use licensed media only
- Always attach source + link
- Keep excerpt length minimal; summary is original

4

SQL DATABASE OUTPUT

- Full event dataset (\cong 14,000 records)
- Summaries, headlines, media links
- Telegram-ready + Instagram-ready

5

n8n ORCHESTRATION

- Scheduled workflows (every 30 min / daily)
- Automated publishing pipeline
- Full system execution without human touch

6

Live Publishing Channels

- Telegram bot(automated)
- Telegram channels (live)
- Social posting (automated where allowed)

7



Real posts generated automatically from JSON

Open Data JSON operations

JSON File Sample

```
{
  "event_id": 1234,
  "title": "Toronto Music Festival",
  "description": "A vibrant music festival featuring top artists and bands from around the world.",
  "start_date": "2024-05-24T19:00:00",
  "end_date": "2024-05-25T23:59:00",
  "location": {
    "name": "Harbourfront Centre",
    "address": "235 Queens Quay W, Toronto"
  },
  "tags": ["music", "festival", "outdoor"],
  "image_url": "https://example.com/images/music_festival.jpg",
  "tickets_url": "https://example.com/tickets"
}
```

Fully automated Back-end Operation

```
Fetching EarlyON Centres ...
Attribution updated for EarlyON Centres: Data source attribution: City of Toronto Open Data
EarlyON Centres completed.
Fetching TPL Events Feed ...
Attribution updated for TPL Events Feed: Data source attribution: City of Toronto Open Data
TPL Events Feed completed.
Fetching Liquor Permits ...
Attribution updated for Liquor Permits: Data source attribution: City of Toronto Open Data
Liquor Permits completed.
Fetching Festivals and Events ...
Attribution updated for Festivals and Events: Data source attribution: City of Toronto Open Data
Festivals and Events completed.
All datasets processed.

Analyzing, summarizing, and translating: 0% | 0/12 [00:00<?, ?it/s]
Analyzing, summarizing, and translating: 8% | 1/12 [00:00<00:09, 1.15it/s]
Analyzing, summarizing, and translating: 58% | 7/12 [00:00<00:00, 9.42it/s]
Analyzing, summarizing, and translating: 92% | 11/12 [00:01<00:00, 13.03it/s]
Analyzing, summarizing, and translating: 100% | 12/12 [00:01<00:00, 10.34it/s]
All events analyzed, summarized, and updated successfully.
```

Output - Social posting (automated where allowed)

Licensed photo: Pexels official API
Original summary generated by us + source link

• Canada Invests in Clean Technology Sector

The ECT sector's GDP fell 1.1% to \$70 billion in 2024, after rising 1.5% in 2023 and 4.9% in 2022, despite gains in Nunavut, Saskatchewan, Nova Scotia, and Alberta, as the overall economy's growth slowed to 1.9% from 2.0% in 2023 and 4.6% in 2022.

torontoeventshub Hello friend, today is 2025-12-19 and we are sharing the most important Today's news, so you have time to review.

Demo version: 🇨🇦 FA/EN updates. Sources: Statistics Canada (The Daily) + Bank of Canada + Toronto open data. Summarized/translated; no endorsement.

If you're coming from Explore, make sure to follow our page:

@Torontoeventshub
@Torontoeventshub
@Torontoeventshub

If you want to see more of our content, make sure to like and save this post 🥰

Data source: City of Toronto Open Data
You can find more events on my Telegram channel.

#Toronto #TorontoEvents #CityEvents #WeekendEvents #TorontoLife
3 days ago

AI Processing - overlay engine - Publishing - Compliance Gate

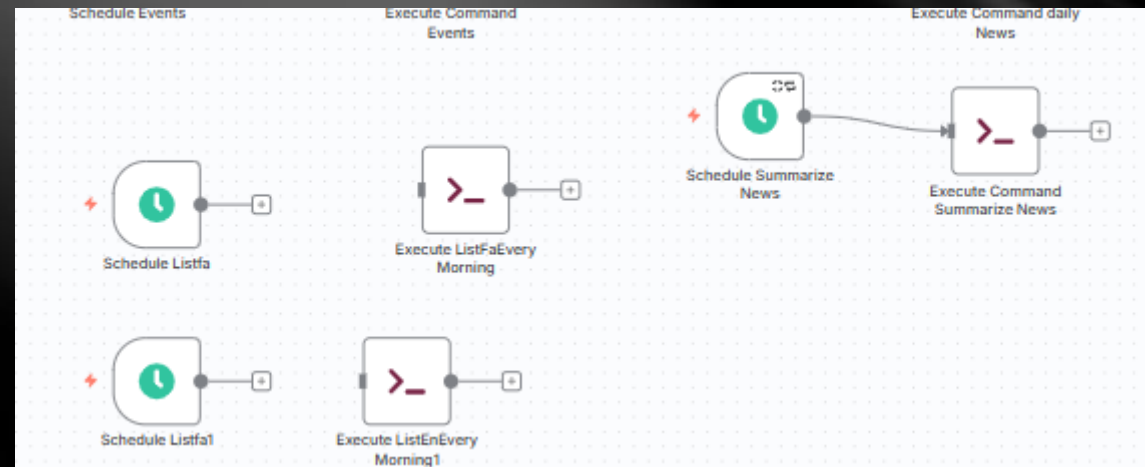
```
encoder : Lavc62.11.100
Stream #0:0(und): Video: h264 (avc1 / 0x31637661), yuv420p(tv, progressive), 900x1600 [SAR 1:1 DAR 9:16], q=2-31, 30 fps, 15360 tbn (default)
Metadata:
  encoder      : Lavc62.11.100 libx264
  handler_name : videoHandler
  vendor_id    : [0][0][0][0]
Side data:
  cpb: bitrate max/min/avg: 0/0/0 buffer size: 0 vbv_delay: N/A
Stream #0:1: Audio: aac (LC) (mp4a / 0x6134706D), 44100 Hz, stereo, fltp, 128 kb/s
Metadata:
  encoder      : Lavc62.11.100 aac
frame= 5 fps=0.0 q=29.0 size= 0KiB time=N/A bitrate=N/A speed=N/A elapsed=0:00:00.52
frame= 71 fps= 61 q=29.0 size= 512KiB time=00:00:02.23 bitrate=1878.2kbits/s speed=1.91x elapsed=0:00:01.16
frame= 159 fps= 93 q=29.0 size= 1280KiB time=00:00:04.01 bitrate=2610.4kbits/s speed=2.35x elapsed=0:00:01.70
frame= 238 fps= 98 q=29.0 size= 1792KiB time=00:00:08.68 bitrate=1690.5kbits/s speed=3.58x elapsed=0:00:02.42
```

Convert to DB

| | | | |
|---------|-----------|-----------|-------------------------------|
| Toronto | 2026-0... | 2026-0... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2026-0... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |
| Toronto | 2025-1... | 2025-1... | {"__CreatedOn": "2025-12-01"} |

00:00:02 | 13,607 rows

N8n Orchestration



The Distillery Winter Village
55 Mill St, Toronto, ON, M5A 3C4
Jan 02, 2026 - 10 a.m.
Category: Celebrations, Food/Culinary, Live Performances
Price: 15.00 - 30.00
Come out to Toronto's most iconic Christmas market!

Our cobblestone streets are transforming into a twinkling winter wonderland once again, with charming market cabins ready for their yuletide debut, our magnificent 55-foot silver fir standing tall, and our team gearing up to welcome you back for the most magical time of the year!

More details

Credits: Data source attribution: City of Toronto Open Data

Follow for latest Toronto events

@TorontoEventsHub

The Distillery Winter Village
55 Mill St, Toronto, ON, M5A 3C4
Jan 02, 2026 - 10 a.m.
دسته‌بندی: جشن‌ها، غذاها، اجراهای زنده
قیمت: ۱۵ تا ۳۰
بایبید به نمادین‌ترین بازار کریسمس تورنتو برویم!

خیابان‌های سنگفرش ما دوباره به یک سرزمین عجایب زمستانی تبدیل می‌شوند، با کابین‌های جالب بازار که برای اولین بار در عید نوروز آماده شده‌اند، یک صنوبر نقره‌ای ۵۵ فوتی که قد بلندی دارد، و تیم ما آماده است تا از شما در جادوگری‌ترین زمان سال استقبال کند.

ادامه مطلب

Data source attribution: City of Toronto Open Data

با من آخرین های تورنتو رو پیدا کن...

@TorontoEventsHub

Wholesale Services Price Index, third quarter 2025

Statistics Canada (The Daily)

The Wholesale Services Price Index is out for the third quarter, with base year 2020 set at 100.

Copyright & IP Compliance



We publish original summaries (not copied articles).

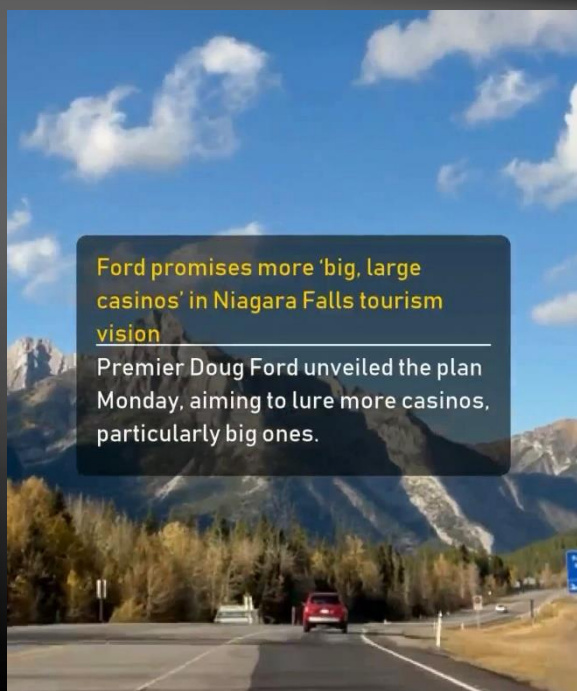
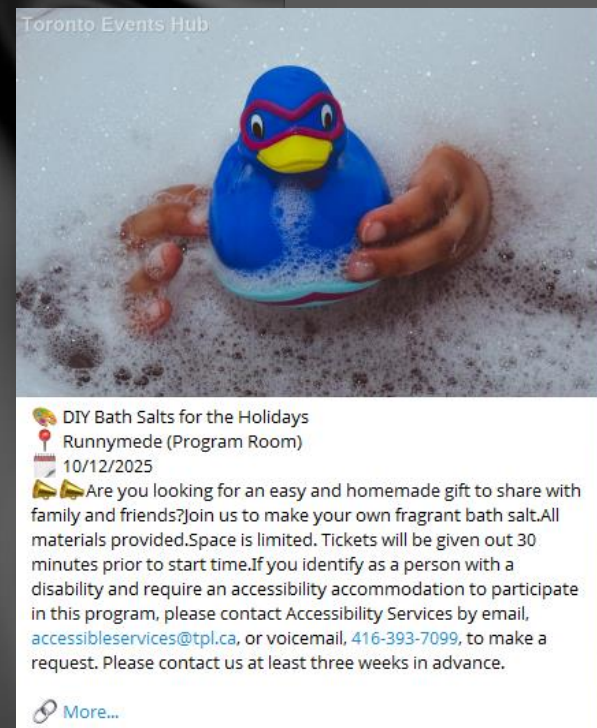
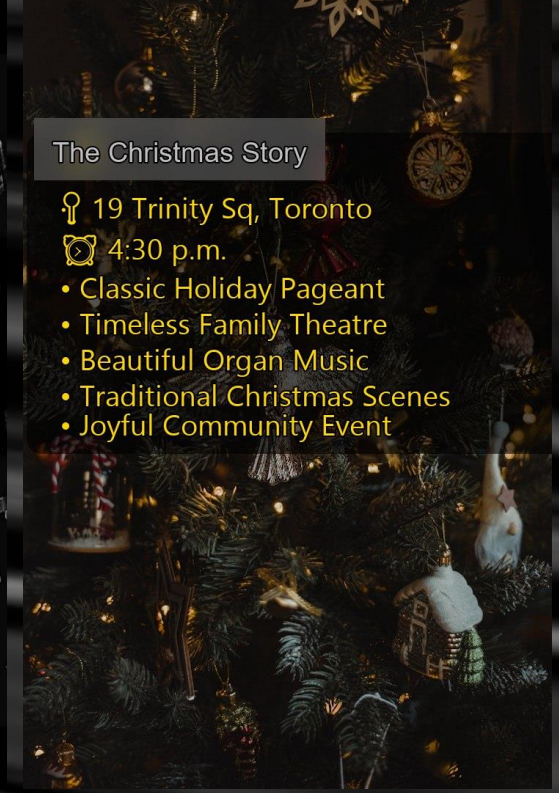
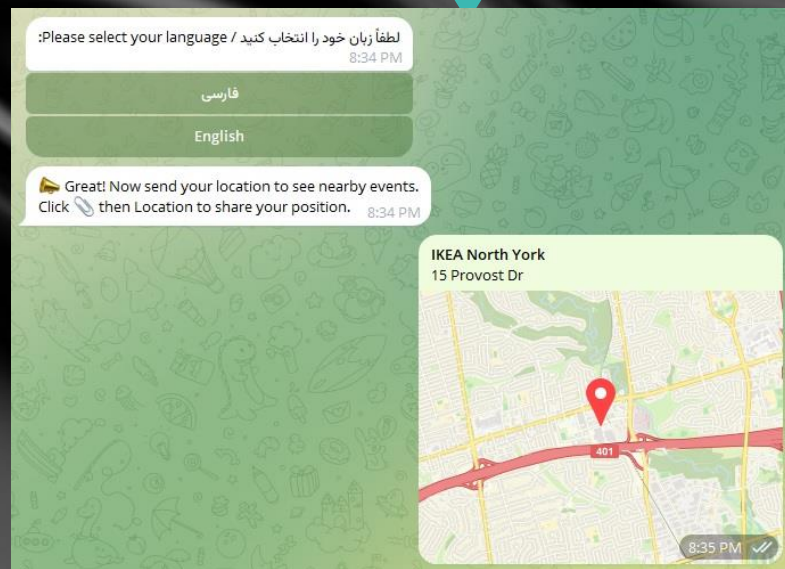
We use licensed/owned media only.

We always show source attribution + link.

Takedown process: remove content within 24 hours upon valid request.

TEH compliance gate enforces licensing + attribution; takedown workflow is available to City.

Auto-generated Posts

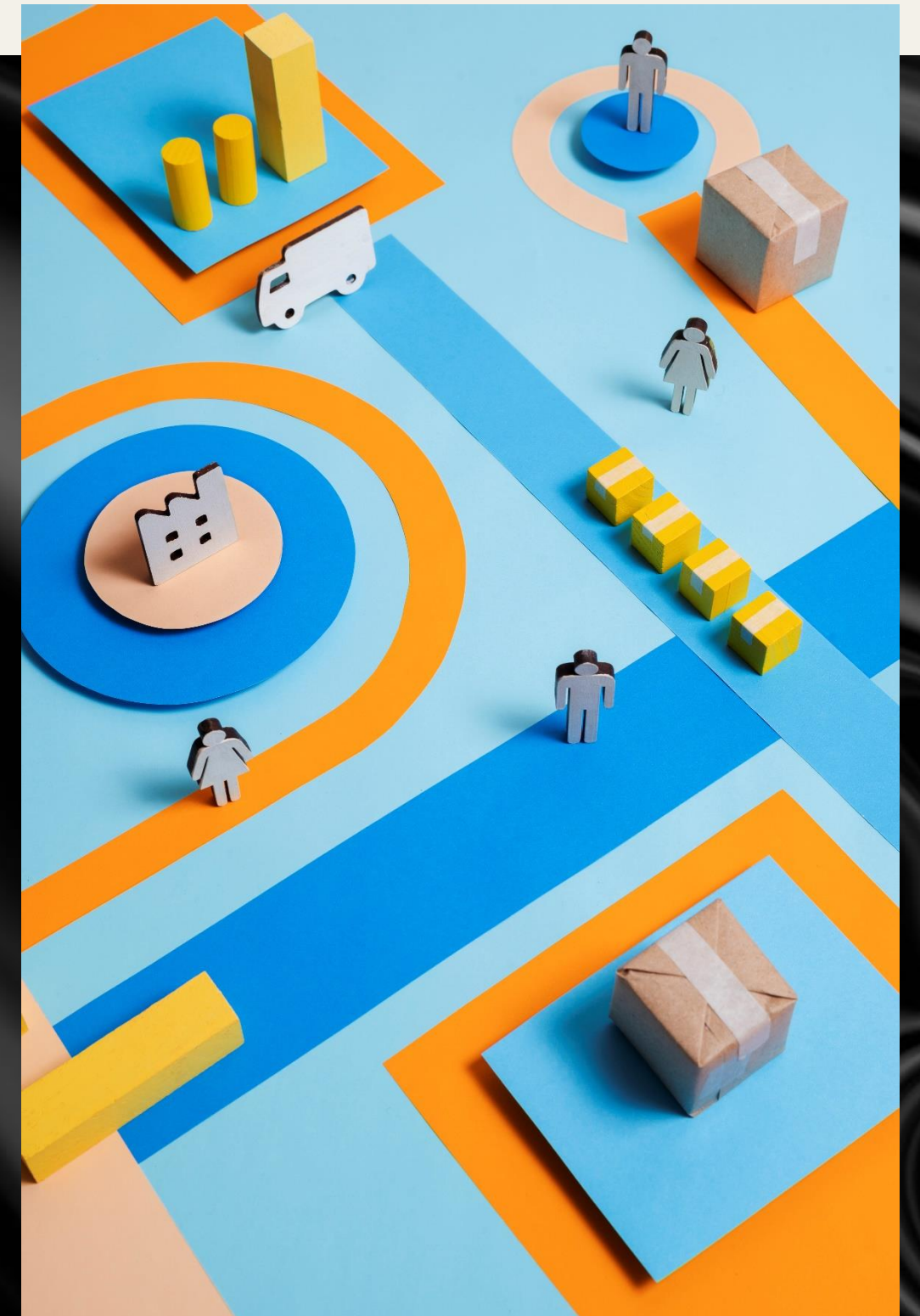


Core Advantages of the Automation Engine

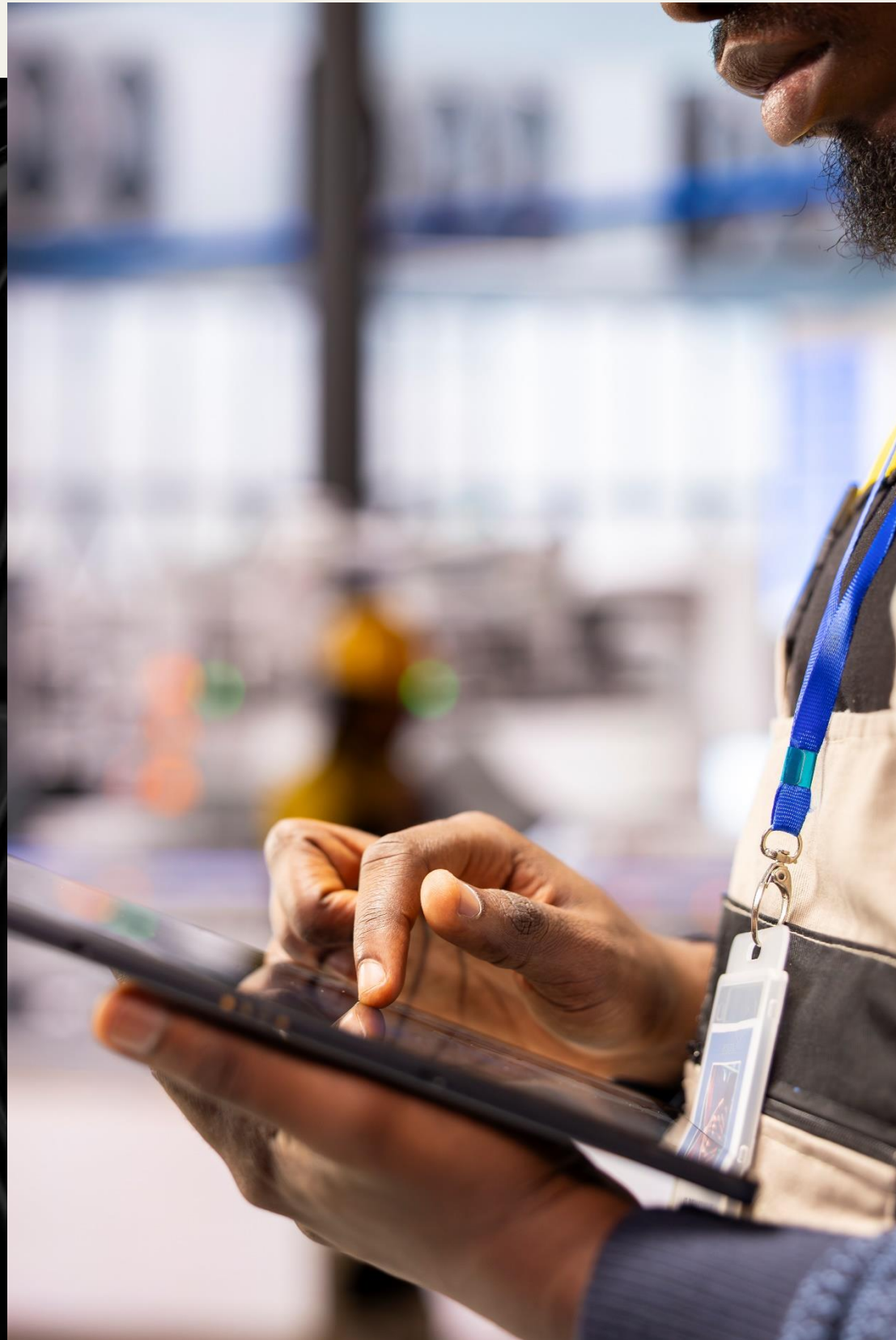


Events(☑)

News & media(☑)



Cross-Industry Use Cases



Fully automated pipeline: JSON → visual content → publishing

True multilingual support, including RTL languages like Farsi

Media discovery + text overlay + bilingual captions

Works across industries due to flexible schema-based design

Government open-data programs

Current Deployment

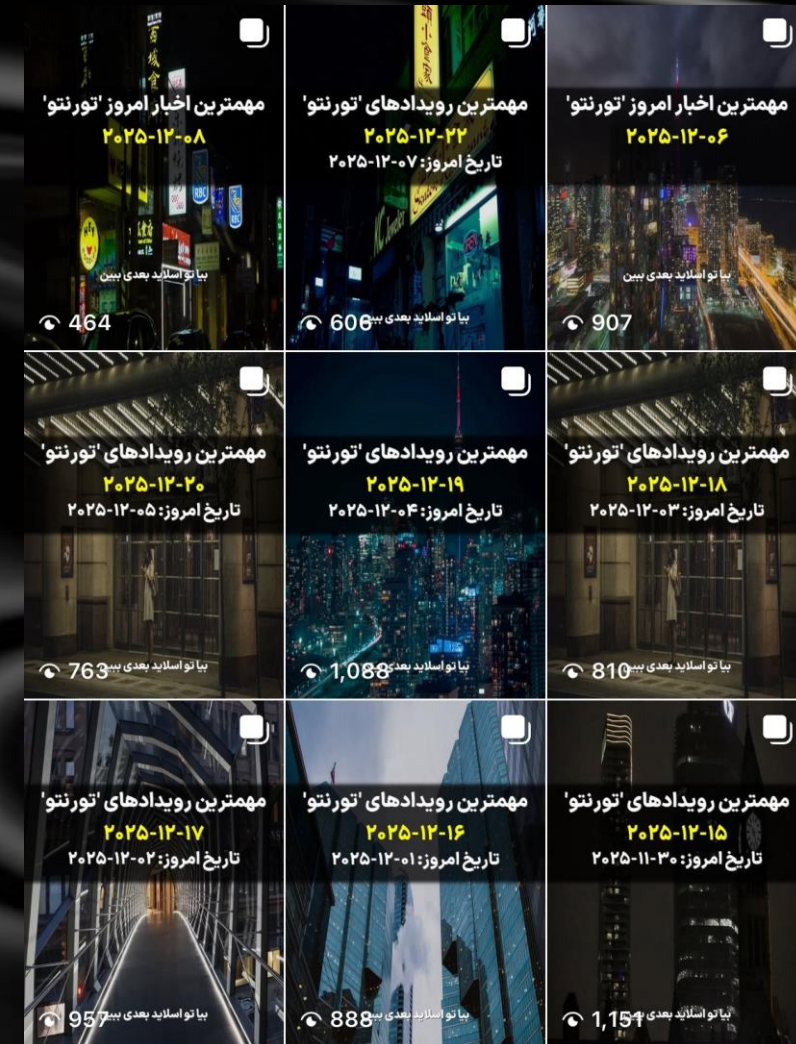
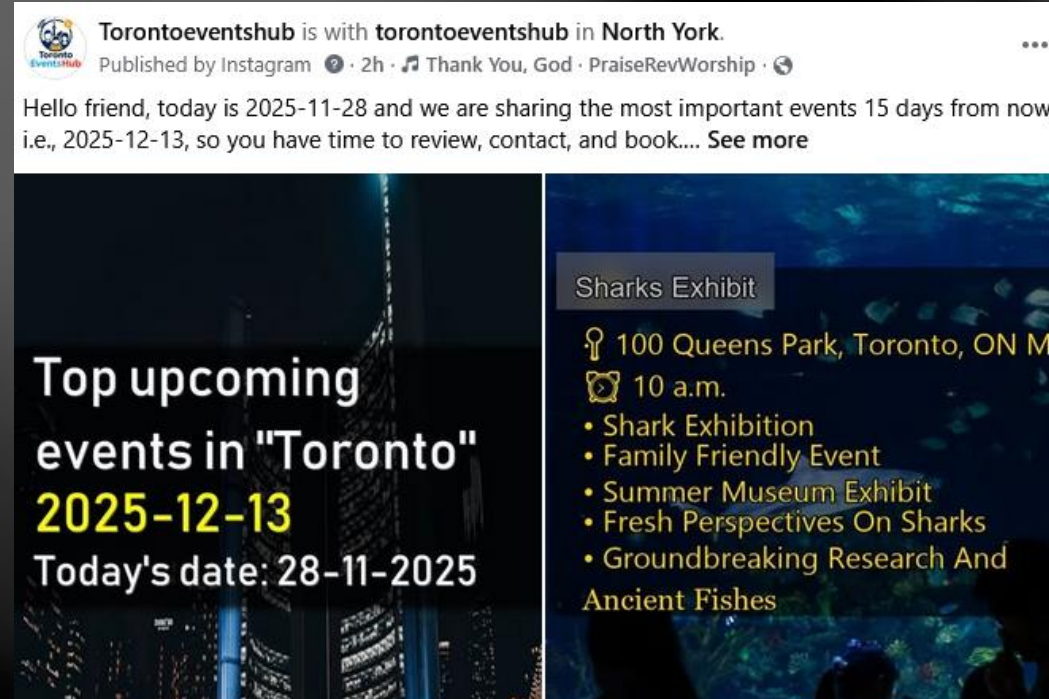
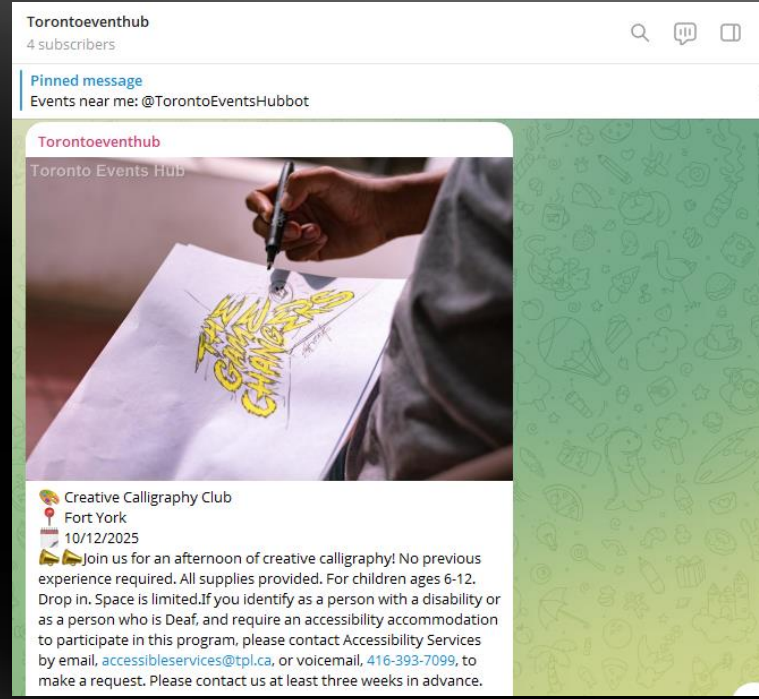
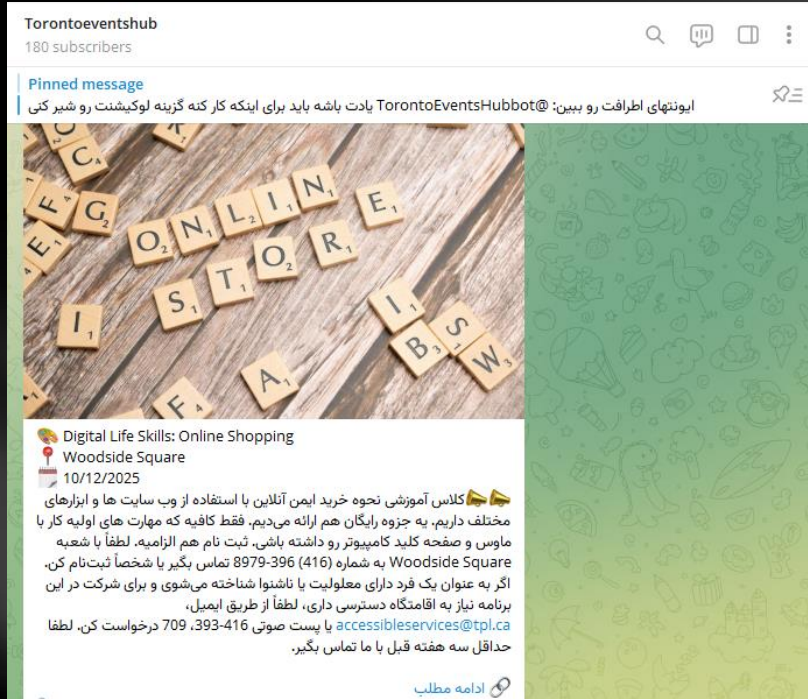
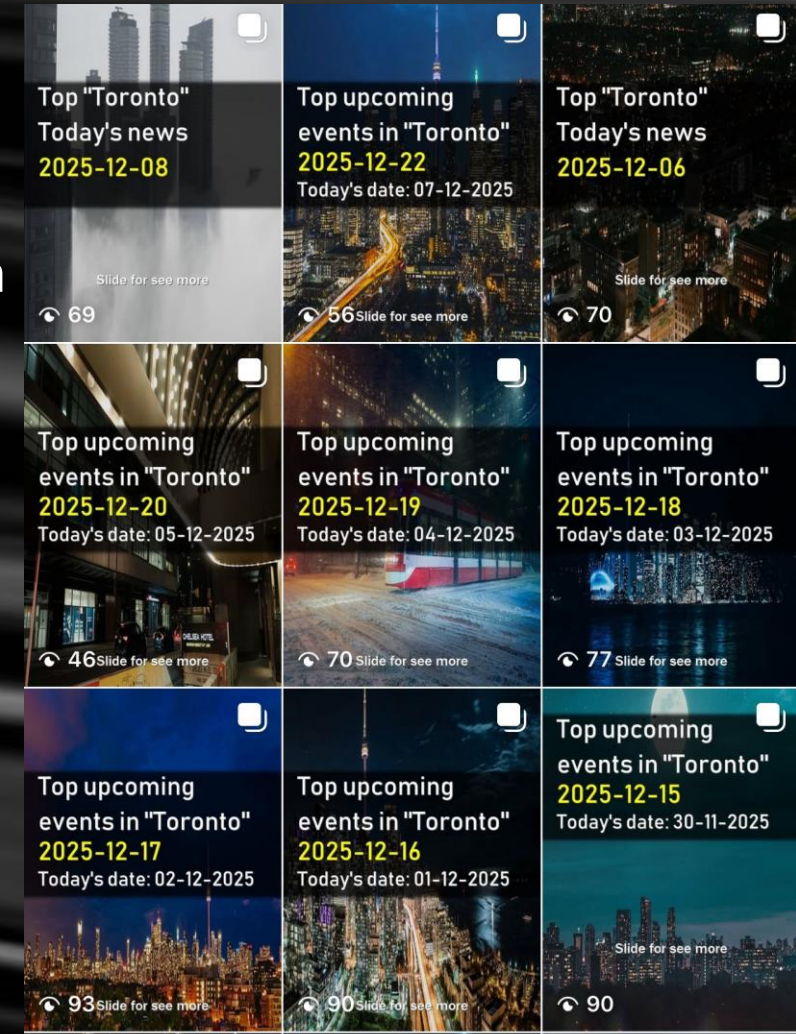
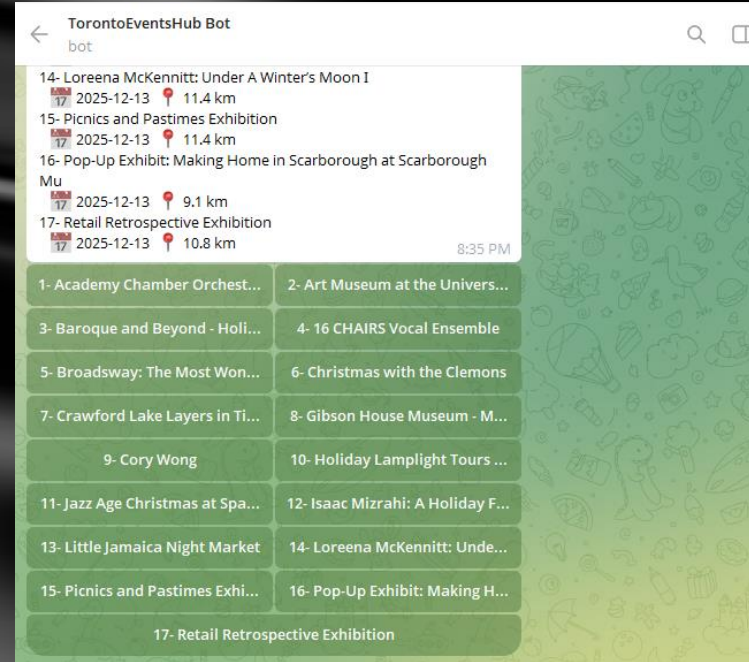
- The pipeline runs on low-cost, scalable infrastructure and can be deployed globally with minimal operational overhead.
- Orchestration, automation, Backend are live.
- Runs on: self-hosted n8n + SQL Server + Telegram API + licensed media and AI APIs.
- Pilot channels are for **demo**/testing; public launch is planned post-competition.

Telegram activity

- 2 active Telegram channels (fully automated – just for demo)
- 1 Telegram bot for on-demand event listings.

Meta activity

- 2 Instagram pages for automated content(just for demo)
- 1 Facebook page connected to the engine



Revenue Model / Customer Segments

Customer Segments

Revenue Streams

City organizations



Subscriptions (monthly / annual)

News / media



API access

Product-based businesses



Industry-specific / white-label editions

Our automated channels



Licensing + optional managed services

Primary model: License (Setup + Monthly) • Entry via 90-day Pilot • Plus Custom / One-time / Equity



Pricing & Commercial Models (License-Based)

| License | Target customer | Product scope | SLA / Governance |
|---------------------------------------|---------------------------------|---|------------------|
| Media Team License | Mid-size media teams | Up to 3 cities • EN/FA • Every 6 hours • Pro templates • Monthly report | Standard+ |
| Municipality (GOV) License | Municipal/city orgs | Multi-department • Hourly / near real-time • Audit-ready logs • Governance | Enterprise |
| Newsroom / Agency License | News agencies, large publishers | Breaking + scheduled • Editorial controls • Provenance + attribution | Enterprise+ |
| Pilot License (90-day) — GOV/Newsroom | Entry program (pilot) | 1 city • 2 languages • Limited cadence (Daily or Every 6 hours) • KPI report + compliance checklist | Pilot |

- Setup includes: source integration, schema design, template pack, compliance rules, QA, and training.
- Fair Use Policy applies: higher cadence and dedicated tenant are available via Enterprise or Custom.
- Positioning line (very important): Designed to reduce recurring manual workload and operational cost across collection, rewriting, translation, and publishing.

Pilot Box (90-day)

Pilot License (90-day) – GOV/Newsroom

Pilot pricing subject to City procurement and approval.

Pilot will include:

- 3–5 City datasets, selected by the City, such as:
- Events & Festivals
- Cultural Programs & Grants
- Community Services
- Temporary Permits
- Public Listings

Languages:

- English / French
- Persian (RTL)
- (additional languages optional)

Channels:

- TEH demo channels (Telegram & Instagram)
- Optional web page (City controls future official publishing)

What TEH Delivers

Every dataset will generate:

- Automated posts with:
- Title
- Date & time
- Location
- Summary
- Source link
- City of Toronto Open Data attribution

Multilingual output:

- English / French
- Persian (RTL)

Distribution:

- Published automatically when data updates
- Visible on live demo channels
- Logged for audit

City retains full control:

- Dataset selection
- Content visibility
- Attribution format
- Takedown or correction requests
- Pilot termination at any time

During the 90-day pilot we will report:

| KPI | What it Measures |
|------------------------|---|
| Posts generated | Total number of public communications created |
| Data-to-publish time | Time from dataset update to public post |
| Language coverage | English + Persian output volume |
| Dataset coverage | How many City datasets are active |
| Attribution compliance | % of posts with correct City attribution |
| Reach & engagement | Views, clicks, and follower growth |

The pilot is successful if it demonstrates:

- Faster publication compared to manual posting
- Increased multilingual reach
- Zero copyright or attribution violations
- Zero City infrastructure or IT dependency

Go-To-Market (12-Month Roadmap)

Q1

“Toronto: full automation + daily outputs + QA metrics”

Q2

“Web dashboard MVP + user accounts”

Q3

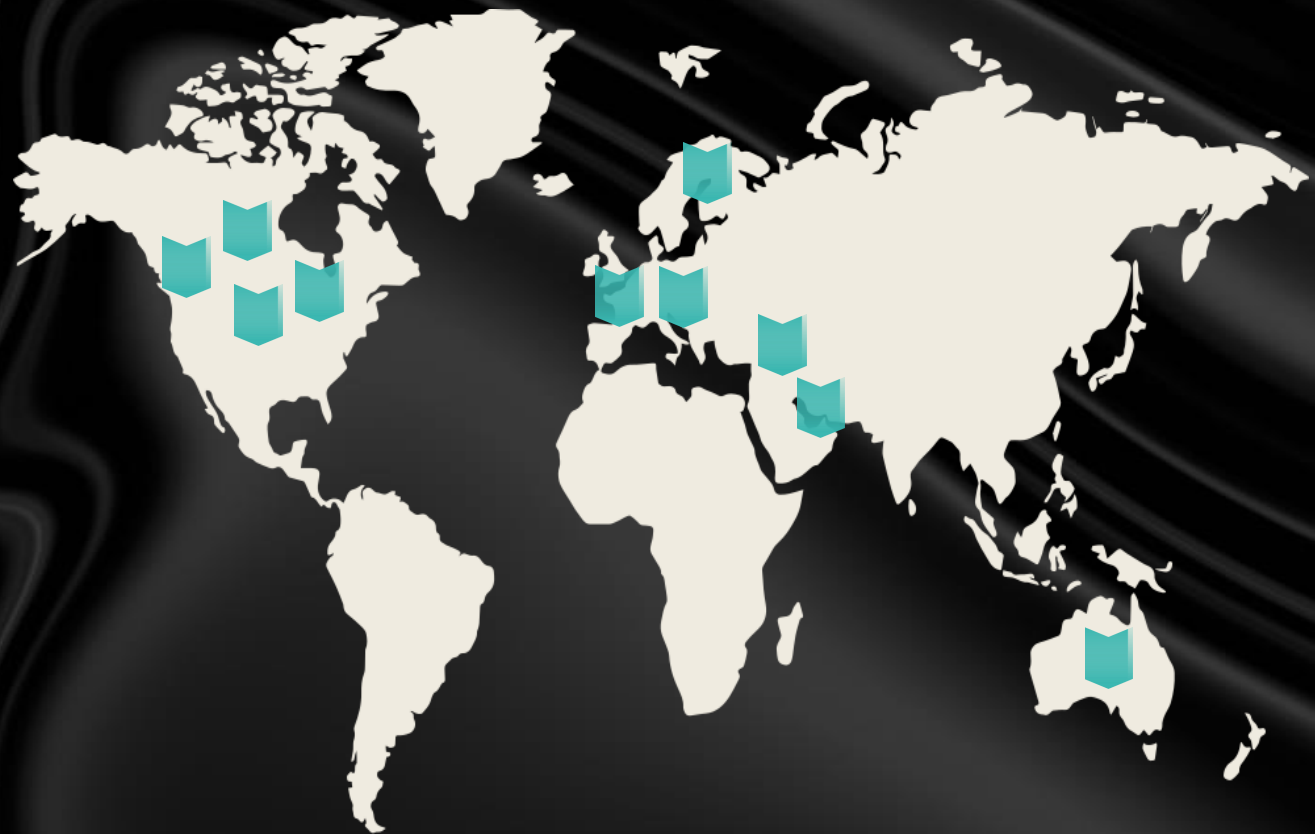
“Pilot: 1 UAE city dataset + Multi lingual support”

Q4

“Paid API + white-label rollouts”



Future Vision



A universal engine for converting any dataset into multilingual include Arabic social.

Custom white-label versions for governments, media networks, and enterprises.

Expansion across major global cities (North America → GCC → EU).

Compliance-by-design for data/IP across markets.

AODA/accessibility-ready outputs (alt text, readable templates)



We are requesting approval to run a 90-day City of Toronto pilot using selected Open Data feeds.

Scope

- Use of selected City of Toronto Open Data datasets (events, culture, community programs, permits)

What TEH provides

- Automated ingestion
- Multilingual content generation
- Social & web distribution
- Attribution & compliance

What City provides

- Approval to run pilot using public datasets
- Point of contact (Open Data / EDC)

Risk profile

- No City infrastructure
- No data modification
- No personal data
- City retains full data ownership

Outcome

- KPI report: reach, language coverage, publishing speed, cost reduction



Thanks a lot

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Phone number: +1(647)646-5803.

Credits:

- Images & icons: Licensed visuals used within this presentation; all rights belong to their respective owners.
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Useful links:

[Toronto events hub short presentation.](#)

[Toronto Events Hub – End-to-End](#)

[Technical Demo](#)

[Meet the Founders – Toronto Events Hub](#)

[\(TEH\)](#)

[Instagram demo page.](#)

[Telegram demo Channel1.](#)

[Telegram demo Channel2.](#)