

Event Tech World: Inaugural Meet-Up & Roundtable Discussion

Date: July 18th, 2024

Location: London



Attendees



Workshop Objective

Chatham House Rules discussion to unearth the **challenges, frustrations and opportunities of event tech** and to share experiences, recommendations and best practices.

Registered attendees to Event Tech World's inaugural meet-up and roundtable discussion were surveyed beforehand on their company's technology **use cases** and **investment strategies**.

The results clarified that whatever event technology solutions attendees were considering (**registration, mobile apps, CRM and data integration, surveys, onsite sentiment analysis, one-to-one meetings** etc.), there were people in the room who had **already invested** in associated tools and could therefore share advice and experience.

A **majority** of the companies present said they use technology solutions for **post-event evaluation, registration** and **live event engagement**.

It was striking that the use of **mobile event apps** is **not** as ubiquitous as we're perhaps led to believe, and there's **strong interest** (but **underinvestment**) in **technology** for **onsite sentiment recognition, behavioural analysis**, plus **Virtual Reality (VR)** and **Augmented Reality (AR)** experiential solutions.

Following a review of the survey results, one delegate outlined the **challenges** faced by agencies when **recommending technology solutions to clients**. These included the '**corporate fear**' associated with AI-powered tools and platforms, which results in '**glacial progress**'.

A raised example is **ethical facial analysis**, which does **not** record your face or collect any identifiable data but engages instead with an audience's **sentiment**.

If companies could get past the misapprehension that **facial analysis** is the same as **facial recognition** (which it's not), they could benefit from understanding audience sentiment or demographics **in real time**.

Ethical facial analysis technology is **affordable** (a 4K camera analysing 500 faces for circa £2,000) and could **replace focus groups, market research**, and **event surveys** with more accurate response data.

The **use cases** for 'in the moment' ethical facial analysis include '**moving a speaker on**' when an audience shows disinterest (or getting them to **expand on a topic** if interest rises), **post-event truths** about how well your CEO's keynote was received, how **receptive** an audience is to a new **product or service**, what the '**gait and gaze**' of your audience says about engagement, and which **demographic segment** is interacting with your content.

Despite **mainstream fears** associated with facial recognition software, when done well, attendees agreed that **authentication solutions** such as **Wicket** create a seamless event check-

in experience. After uploading a selfie during registration, on arrival, event delegates can simply walk up to a tablet and be **instantly recognised and verified** before having their badge printed.

Other facial recognition tech providers include **Zenus**, which one workshop attendee recommended with the **caveat** that the provider still has ‘work to do’ to make its data and insights more **accessible, interpretative** and **user-friendly**.

However, attendees agreed that the **current challenges** of using facial recognition technology (**intrusive data collection, AI fears** etc.) make it more prohibitive. That said, the adoption of **ethical facial analysis software** was **much more appealing** to the group, with the proviso that a **clear differentiation** is established, so that stakeholders understand **what** they’re investing in and **how** it benefits audience analysis.

The roundtable conversation then returned to the insights that attendees had provided before the workshop. These were broken down into ‘**Challenges**’, ‘**Successes**’ and ‘**Wishes**’.

Five key ‘Challenges’ were identified:

- Data Collection
- Post-Event Follow-up
- Data Quality and Integration
- Turning Raw Data into Insights
- Engagement and Value Perception

Recurring themes from the identified challenges are:

- What to do with collected data after the event
- How to integrate data with existing Martech
- How to better automate to eradicate manual data collection and analysis
- How data-led insights are used to shape sales and marketing strategies

On the challenge of automation, one attendee spoke about the ‘value of the verbatim’ in attendee feedback and how generative AI has removed the manual process of filtering post-event surveys for comments.

“Through a series of prompts, we’ve been able to use a ChatGPT equivalent to segment written

feedback into thematic responses and emerging trends. We can then compare the outputs with feedback analysis and NPS scores from previous years.”

Continuing with generative AI to analyse feedback, one attendee spoke about creating ‘ChatGPT-friendly’ survey forms for smaller meetings to garner comparative results. Another talked about piloting [Chatty Form](#) to gain deeper insights from an intuitive chatbot asking follow-up questions.

To conclude the discussion around AI-driven automation, a different attendee shared how they use [Vimeo’s AI-powered tools](#) to divide hour-long webinars into searchable chapters and create eight-minute highlight reels, plus social media-friendly shareable snippets. Similar AI-powered video summarising tools include [Giyst](#) and [Clipr](#).

Five key ‘Successes’ identified were:

- Project Tracking and Analysis
- Data Capture at Events
- Data Consolidation and Automation
- Advanced-Data Tools
- Return On Investment (ROI) /Return On Objectives (ROO) tracking

Five key ‘Wishes’ identified that will feature in future Event Tech World roundtables:

- Website Tracking Without Cookies
 - Engagement and Brand Perception
 - Customer Journey Tracking
 - Data Collection Challenges
 - Sentiment Analysis of Qualitative Data
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- With the remaining time left for the inaugural Event Tech World roundtable discussion, attendees discussed ROO tracking, shared recommended tools, and recounted their experiences of event technology integration.

Event Technology Solutions Discussed

Event solutions debated around the table included:

- [6Connex](#) – Virtual and hybrid event platform.
- [Asana](#) – Project management and team collaboration tool.
- [ASP](#) – Website solutions for event organisers.
- [Bizzabo](#) – Event management and marketing software.
- [Brella](#) – Networking and event matchmaking platform.
- [Cvent](#) - CRM integration and an all-in-one event management toolkit
- [CrowdComms](#) - All-in-one platform solution.
- [EventsAir](#) – Event management software for all types.
- [Explori](#) - Post-show surveys.
- [HeyGen](#) - Create interactive streaming avatars.
- [Holoplop](#) – No verified information, placeholder description.
- [Hopin](#) – Platform for virtual, hybrid, in-person events.
- [Jotform](#) – Online form builder and data collection.
- [Maxbi](#) - Performance benchmarking and lead analysis.
- [Microsoft Dynamics](#) – Business management and CRM platform.
- [Pardot](#) – B2B marketing automation by Salesforce.
- [Power BI](#) - Data visualisation.
- [Qualtrics](#) – Experience management and survey platform.
- [Salesforce](#) – Customer relationship management (CRM) software.
- [Skipster](#) – Event planning and registration platform.
- [Slido](#) – Audience interaction and live polling tool.
- [Splash](#) for event registration websites and branded webinar integration.
- [Spot Me](#) – Virtual event and engagement platform.
- [Swoogo](#) – Event management software for planners.
- [Treasure Data](#) - Customer data platform.
- [Zoom](#) – Video conferencing and online meetings platform.

To join a future Event Tech World roundtable discussion and to enquire about free membership to our community of event technologists, email vanessa.Lovatt@eventtechworld.com