

Event Tech World: Inaugural Meet-Up & Roundtable Discussion

Date: October 10th, 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 **second meet-up and roundtable discussion**, sponsored by **First Events**, were surveyed beforehand on the **challenges and successes of obtaining a single attendee view**.

Initial Discussion

Overwhelmingly, **100% of respondents reported that it's either 'somewhat' or 'very challenging' to track attendee behaviours across multiple touchpoints.**

The reasons stated for this include **fragmented data sources** such as registration systems and apps; a **lack of integration**, which causes silos in the data; plus **compliance issues** restricting the onboarding of new technology; and a **lack of understanding from higher-level management** about why joined-up data is important.

"We collect a lot of data and we've been using AI tools to segment and analyse that data but you have to know how to give the AI the right guidance according to what insights you want to discover. If you're collecting data but don't have set 'why' objectives in mind, you won't get results and you'll annoy your audience by asking them to fill out too many surveys or provide too much detail."

One **data objective** discussed was around **sustainable travel**. A recommended technology for this was You.Smart.Thing. The tech **embeds within websites, mobile, ticket booking systems, and CRM platforms**, so there's nothing to download. It captures and analyses attendee travel plans by **measuring journey CO2 emissions, promoting active or accessible routes, and warning of disruptions.**

Another data objective discussed was around **pre-booked meetings at exhibitions**. When Hyve introduced Connect, powered by Personatech, the organiser of the Autumn Fair thought it would **facilitate match-making and provide data on exhibitor engagement**. Unfortunately, as extensively covered by the industry media, the AI-powered tool set up mutual-interest meetings between buyers and exhibitors on **random times and dates, which were never attended** - leading to exhibitor protests on the show floor.

On the subject of **data privacy, compliance**, and the challenges of **onboarding new technologies**, the point was made that entrepreneurial start-ups with revolutionary solutions often believe they'll wow agencies and corporate in-house event teams without considering compliance. It's why **so much innovation fails** and why **trusted, compliant suppliers succeed**.

"When start-ups are told that without achieving ISO 27001 certification or without being able to prove SOC 2 credentials, organisations can't touch them, it can be crushing. It's one of the main reasons why tech innovation fails."

The conversation then turned to a **lack of training and expertise in data capture and management**. Even if the right technologies are in place, a lack of skills and spreadsheet knowledge among event managers will lead to data **not being exported properly, inefficient processes, and insights lost.**

A discussion around **mobile event apps versus QR codes** produced an interesting insight. When one organisation decided to **replace** expensive event apps with onsite QR codes to provide access to the agenda, **attendees complained**, saying they **missed the push notifications** that would guide their journey, alert them to any changes in the programme, and help them engage with session speakers and content.

The roundtable conversation then returned to the insights that attendees had provided before the workshop, focusing now on the successes of achieving a single attendee data view.

Successes

The identified **successes** of obtaining a single attendee view included:

- Clear consistency between registration and app usage
- Personalising opt-ins and AI tools for deeper insights and privacy management
- GUID implementation (globally unique identifiers that paint a clearer picture of user behaviours across multiple event touchpoints).

Before the workshop, attendees were also given an **extensive list of data points** and asked to **rank the most valuable**. Those **selected by more than half** of the registrants were:

- Networking interactions
- Post-event survey results
- Lead capture and follow-up
- Purchasing data post-event
- Session attendance and participation
- Registration information
- Pre-event communications engagement

Networking regularly emerges as the key reason why people attend events, so perhaps it's no surprise that data to evaluate the value of networking was deemed the **most valuable by a considerable margin**.

A discussed tool for **analysing networking** is **Brella**. One attendee said that the data is **useful** but it is siloed as it **doesn't integrate easily** with other platforms.

The data point considered the **least valuable** was '**Social Media Engagement**'. A majority of organisers around the table admitted that **they post to appease sponsors, highlight exhibitors**, and

drive word of mouth, but the **use-case** for social engagement analytics **ends there**. AI-powered tools that bolster social sharing include Premagic.

Challenges

The identified **challenges** of obtaining a single attendee view included:

- Multiple touchpoints, creating data complexity
- Data silos and fragmented internal structures
- The difficulties of separating valuable insights from noise at scale
- A lack of a unified data model across technologies
- Poor platform integration prevents data flow between systems
- Data protection and compliance
- Disparate systems make it hard to centralise attendee data into a coherent profile
- Event insights are siloed by event, requiring extensive manual work to achieve an overarching view

When asked 'what would **help you overcome** the challenges of integrating attendee data across platforms, **62%** chose '**Better Integration Tools**', **50%** selected '**Expertise in Data Management**', and **33%** said '**Improved Collaboration Between Departments**'.

Recommended technology to help visualise a single attendee data view included Microsoft Power BI and Bear Analytics.

Final Thoughts

To conclude the workshop, attendees discussed areas their organisations were **investing in** and those **solutions being considered for investment**.

It was interesting that **onsite sentiment analysis** and **onsite behavioural analysis** were two areas **actively being considered** for technology investment by a majority of organisations in the room. Another area being actively considered for investment by attendee organisations was **AR, VR and the Metaverse**.

Event Technology Solutions Discussed

Event solutions debated around the table included:

- [Bizzabo](#) – Event management and marketing software.
- [Big Marker](#) – Webinar and virtual event platform.
- [Brandlive](#) – Virtual events and video production platform.
- [Brella](#) – Networking and event matchmaking platform.
- [Clipr](#) – AI-powered video content creation.
- [Congo](#) - Recording/transcribing conversations
- [Cvent](#) – Event management and venue sourcing platform.
- [Descript](#) - AI video editing/segmentation.
- [Entegy](#) – Event management and engagement platform.
- [Eventogy](#) – Event management software for corporate events.
- [Eventscase](#) – Event management and engagement platform.
- [Expo FP](#) – Floor plan management for events and conferences.
- [Fenix](#) – Event registration and ticketing solutions.
- [FFairs](#) – Virtual event platform for fairs and expos.
- [Fotogoto](#) – Real-time event photo sharing platform.
- [Gamma](#) – Cloud communication and collaboration services.
- [GES Visit](#) – Event registration and attendee tracking solution.
- [Grip](#) – AI-powered event matchmaking platform.
- [HeyGen](#) – Creation of interactive streaming avatars.
- [Hubspot](#) – CRM, marketing, sales, and service platform.
- [Immersion](#) – Real-time unconscious impact neuroscience tracking.
- [Interprefy](#) – Remote interpretation for virtual and hybrid events.
- [Jotform](#) – Online form builder and data collection.
- [Kaltura](#) - Video-hosting hub.
- [Kumo Space](#) – Virtual spaces for networking and socialising.
- [LineUp Ninja](#) – Speaker and agenda management software.
- [Marketo](#) – Marketing automation and lead management platform.
- [Notebook](#) - AI-powered research and writing assistant for summarisation.
- [On24](#) – Webinar, virtual event, and content experience platform.
- [Open Exchange](#) – Secure virtual meeting platform for financial services.
- [Pigeonhole](#) – Live Q&A, polls, and audience engagement tool.
- [Salesforce](#) – Customer relationship management (CRM) software.

- [Scribe](#) – Process documentation and workflow automation tool.
- [Slido](#) – Audience interaction and live polling tool.
- [You Smart Thing](#) – Travel management and smart mobility platform.
- [Zenius AI](#) – AI-driven facial recognition for events (sentiment capture).
- [Zuant](#) – Lead capture and mobile sales enablement 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