



Event Technology increases Audience Engagement.

White Paper / 21-3-2017

Over the past decade, the event technology landscape has undergone some drastic changes. Through increased internet access on a global level, a foundation for event technology to grow has been established to cater for such services required by companies, organizations and institutions. Owing to this growth, the number of event-focused companies and solutions have found their place in the modern market ranging from mobile applications to social media tools to live streaming. In many organizations and companies, event technology has taken root with event-centric applications and devices forming an integral part of event planning, onsite management and attendee engagement processes (MPI, 2015).

According to research, the benefits associated with adoption of technology in an institution or organization are realized only when the processes and standards for selecting the particular choice of technology to be used and deploying it are already established. The said benefits associated with adoption of technology include improved economies of scale, operational efficiency, customer engagement among many others. It is also worth noting that adoption of the chosen technology is most likely to be successful if it is carried out in phases. Organizations that choose to adopt particular technologies during their early stages tend to organize and standardize processes ahead of others and usually



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demonstrate particular behaviors which can be viewed as both instructive and predictive (MPI, 2015).

Technology advancements such as developments in cloud computing has enabled organizers to tweak event contents immediately if necessary even in native applications. Through the incorporation of social gestures and features which have gained popularity in event applications, event technologies are now widely applicable in mobile phones. This is due to the shift in event applications to take the shape of social networks in terms of their place, time or interest based settings (Coburn, 2013). In addition, there has also been a shift in trend where big data is being used in event applications where data gleaned from event application deployments are viewed as instrumental in delivering ROI to attendees, exhibitors and event producers (Coburn, 2013). In similar approaches, events have been viewed as temporal, place based social networks where the attendees of these events are involved in making connections with many of the other attendees attending such events. Similar to features such as posting status updates, acquiring friends, receiving and posting likes and comments, sharing photos among others which are present in social networks such as Facebook and Twitter, event applications have also adopted a similar setting given their social nature. Due to the temporal nature evident in event based social network, it is crucial that these networks focus on building relationships among event attendees.



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Through the creation of application features that facilitate such connections, they are able to focus on specific business needs of the event attendees either through linking event attendees to like-minded individuals or having the ability to match event attendees to various sponsors (Coburn, 2013).

One of the major developments in event technology has been the generation of a significant amount of data from modern event applications. In a similar manner that Google is able to learn its users' search queries in order to better serve the users with related ads or the manner in which Facebook is able to learn from social graphs and user posts and use them to present the users with their preferred content. In a similar manner, event technologies such as event organizers, exhibitors, and attendees should be able to learn from data collected by the preferred event technologies so as to maximize ROI. Technologies such as event organizers should possess the ability to determine the speakers it should give major priority to and which ones not to invite back. In addition, modern event technologies are able to provide personalized analytics reports that provide the users with information and their networking and event participation as compared to event wide benchmarks. This information is useful in keeping the attendees focused on their justification to attend the event (Coburn, 2013).



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In many cases, organizations result to mainly allocating resources for event technology on a per-event basis. However, some organizations opt to provide such resources on an ad-hoc basis whereby the event teams participating in different events are awarded resources based on their requirements which they recommend to the organization. In addition, surveys have also shown that many organizations possess the sufficient capacity in terms of the number of staff available to support their existing event technology solutions. However, there are several organizations which also turn to event technology specialists, IT specialists, or production companies to set up their event technology solutions. This is especially the case when handling new event technologies or in cases where the organization lacks the sufficient staffing capacity to handle its event technology. Such organizations therefore seek external services for professionals such as A/V specialists, registration solution managers, social media managers and coordinators among others (MPI, 2015).

Modern event applications are also featured with audience response features that provide the attendees with a means of voicing out their ideas, comments and views of different topics of discussion in the event. Such features may include interactive question and answer platforms where the event organizers collect questions from different members in the audience which can then be selected by the speaker where he or she determines which questions they would respond to. In addition, they may also include features such as live polls



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which enable the event organizers to determine what their audiences have in mind either prior to or during the event. The audience's opinions are also made visible to the event organizers with the results displayed in real time on both the attendees' and organizer's devices or on a big screen projected where everyone is able to view.

Event applications are also able to enable attendees to engage in discussions on different topics thus providing a platform for the attendees to voice their opinions on key topics. Such features also allow for anonymity. Other features that are also included in such applications include idea voting, surveys, show flow, event agenda, instant data downloads and touchscreen kiosks. Some event applications also allow the attendees to engage in trivia games.

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