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## Top 10 Event Technology Trends

By Dharmesh Dayabhai March 25, 2019

Events have quickly become tech-driven affairs. From virtual reality to artificial intelligence, the event technology space has jumped leaps and bounds to meet the emerging demands of event planners.

As we continue to shine a spotlight on event management technology for [Event Technology Week](#), here are some of the top trends that have been making waves.

### Virtual reality



Attendees want full, immersive experiences at events, conferences and trade shows. This means event planners are tapping into virtual reality tools, including Google Cardboard and Oculus Rift, to create interactive experiences.

### Augmented reality

You may be asking how augmented reality differs from virtual reality. Augmented reality refers to digital devices that enhance the physical experience, and it too has made its mark in the events industry. From Snapchat filters to wearable devices, AR tools can be a great way to boost attendee engagement at events.

## Facial recognition

Facial recognition is definitely on its way up. For event planners, this is a great tool for more efficient attendee check-in and better data security.

## Artificial intelligence

Artificial intelligence has been making leaps and the events industry is no exception. From chatbots to machine learning, AI tools can significantly improve the process for event planners.

## Chatbots

There's no denying the emerging trend of chatbots as AI continues to grow. For event planners, chatbots are a natural fit as they can be used to answer attendee questions, collect feedback and drive interaction. And chatbots can live on your event website, mobile app or SMS.

## Mobile apps



Did someone say mobile apps? As we know, the future is mobile. Mobile apps have become a pillar of the events industry. Event planners are embracing mobile technology for attendee engagement, attendee tracking and live data tracking.

## Integrations

As meetings and events continue to evolve, event software integrations are designed to create a seamless workflow in the event planning process.

## Virtual events

We've reached a point in the industry of experiencing an event without actually having to be there. This means that event planners can expand beyond physical borders through live-streaming, webinars and digital sessions to reach virtual attendees.

## Big data and reporting



Live data is available at the touch of our fingertips. For event planners, this means you can collect data instantly about your attendees. Event analytics and big data allow you to enhance the attendee experience and improve your events for the future.

### Experiential marketing

Event professionals are now putting emphasis on creating memorable experiences for attendees through unforgettable themes and activities.

We've only scratched the surface here in terms of event technology trends. Event technology has come a long way to create dynamic, seamless experiences for both event planners and attendees.

Want to know more about the shift in event technology? Stay up-to-date on tools, trends and insights this week for [Event Technology Week!](#)

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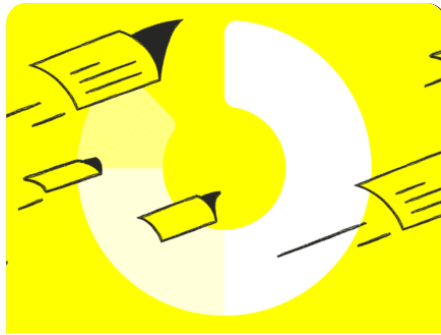
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