Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Events Industry Trends – Technology Focus

HOSPITALITY
AND
TOURISM
MANAGEMENT

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Today's Aims

1. RECAP On Events Mgt - Event Design and Production.

2. Events Industry Issues and Trends

3. Assignment Report Writing Recap.

INDUSTRY TRENDS / ISSUES :

What about the consideration of Event industry "Issues and Trends"?

What level of impact do they have on the Design, Production and Delivery of events?

Discuss…

KEY TRENDS IMPACTING THE EVENTS INDUSTRY (Ref: CVENT 2024)

Event Technology Trends

- Hybrid events are extremely popular within industry, powered by the latest event technologies and tools.

- What specific EVENT TECHNOLOGIES / TOOLS can you think of?

(Types and Trends??)

Event Technology Trends

(Accelevents, 2020)

Technical Innovation

- One of the fastest growing changes in the industry is the *technological transformation*
- This has dramatically changed the way events have been executed and organised in recent years
- The growth of technology has impacted the way we plan, execute and market events
- Applications have changed the way people socialise and interact with each other
- This in turn has brought about a new level of diversity, enhancing how all stakeholders experience events today (Newlands, 2015)

Internet Connectivity

- Having sufficient *internet connectivity* has now become a major factor in the consumer buying decision process.
- Venues cannot run the risk of getting adverse negative publicity or bad reviews or ratings on social media sites, such as TripAdvisor, on account of unsatisfactory internet access or connectivity
- Conference venues and hotels have had to finance the upgrade of their internet services to Broadband, with capacity for fibre optic speeds

Internet Connectivity & Specific Computer Event Software

- Emergence of specifically designed computer software, often tailor-made, using digital media to deliver an online
- Can be used for data collection, storage and the retrieval of documents
- Online technology has reshaped how events currently run and has streamlined crucial processes.
- Booking engines and other similar event management software products are now being used in industry - search, compare and book venues.

Internet Connectivity & Specific Computer Event Software

- Ease of options to pay for function space, food and beverage provision, and group accommodation on the same portal (Smith, 2016)
- Web provisions has provided event companies with a much wider choice of suppliers, venues, real-time price setting, online registration and ticketing
- Online resources addresses Sustainability agendas
- Technology can influence Crowd control (Flow Monitoring)
- Both client and venue information is easier to access, therefore eliminating much paperwork

Smart Events

(Crystal Interactive, 2018)

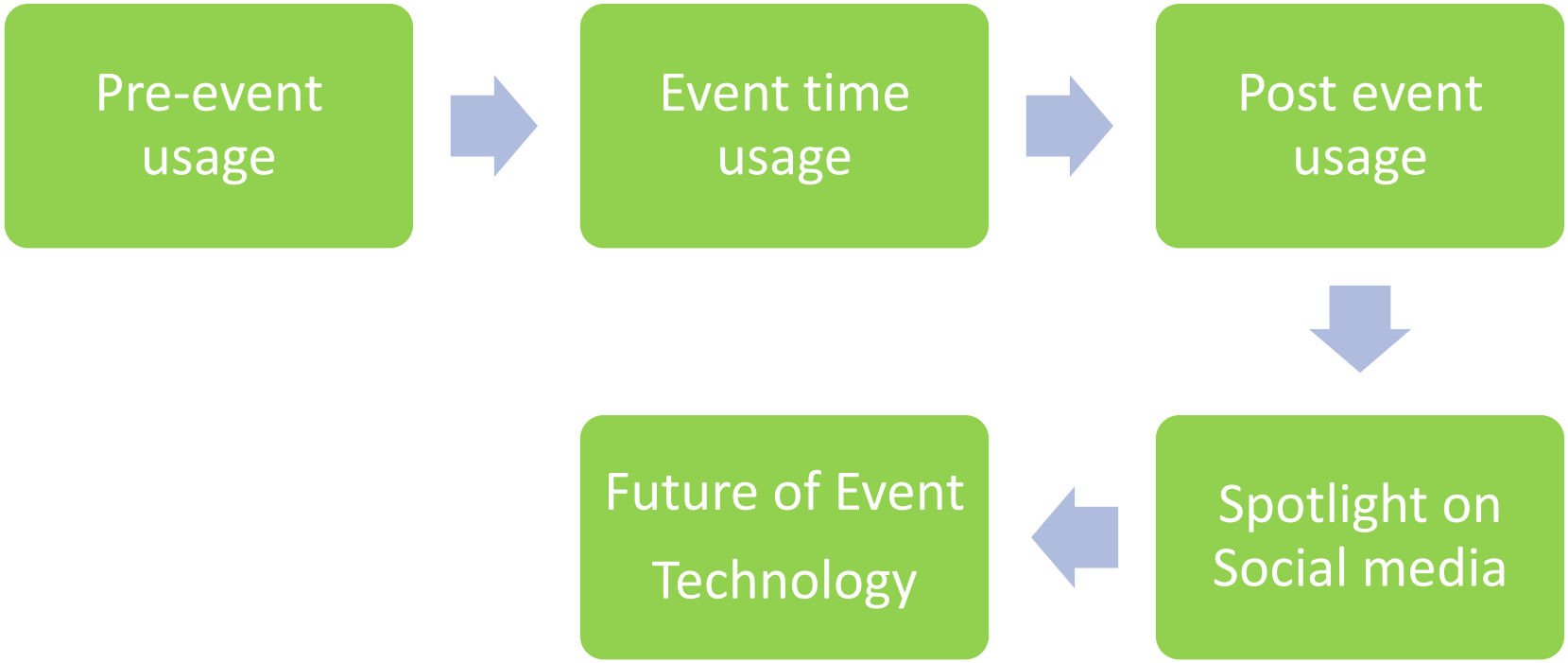
Holograms

(Panasonic North America, 2018)

ABBA Voyage – The band that isn't there

KBN Next Media, 2021)

Growth of Technology in Events



Overview of social media

- Marketing
- Event build-up and wind-down through viral videos, shared stories, twitter hash tags etc.
- Easy to share quality audio visual event content as teasers
- Promotional and advertising campaigns
- Lead generation and interest in event
- Targeted ad campaigns can be used on almost every social media site
- Facebook has 3.07 billion monthly active users globally (2024)
- YouTube has 2.49 billion monthly active users (2024)
- Other social media platforms… ?

Smartphones and Applications

- Meeting planners are using apps and finding them beneficial to both organisers and attendees
- Being able to communicate with other delegates using smartphones and tablets to access applications has become an essential event planning tool
- This allows delegates to join up with people with similar interests, or to chat about key topics

Smartphones and Applications

- A study by Eventbrite (2019) found that 73% of music fans support a mobile phone ban at gigs — but when asked about sharing habits, the results told a different story!

- The age of the smartphone is actually altering the experience of events — and the events themselves.

- Increasingly, people will use phones at live events for convenience, engagement, marketing, and even — counterintuitively — disconnecting!

Blockchain Technology

- The blockchain is a chain of information including the transaction information with a timestamp that cannot be altered once it is recorded.

- Needs crypto-currency

- How can this be used in events?
  - Selling event tickets
  - Identity management
  - Secured transactions

Ethereum Technology (*safer use of technology for transactions*).

Adds to blockchain capabilities to create smart contracts.

Benefits:

- Elimination of ticket duplication and counterfeit tickets
- Elimination of scalpers
- Completely centralised ticket sales
- Uniform resale and refund system
- Potential lower costs

Event Technology Trends – Usage..

- Live Streaming/Hybrid Events
- Drones
- Touch Screens
- Promotion
- Projection Mapping
- Augmented Reality
- Gamification
- Wearable Technology
- Chatbots
- 3D Printing
- Apps
- Cashless Payment
- Interactive Mirrors
- Virtual Reality
- Facial Recognition
- Driverless Cars
- Risk/Health
- Blockchain and Ethereum

Hybrid Events

- The event industry has adapted to a new form of event delivery (both in person and online - simultaneous)
- As a result of the pandemic, hybrid events now define the future of events.
- Hybrid Events have addressed the restrictions on indoor capacities and post pandemic, a resistance to travel or mix with others.
- Hybrid Events have created a viable and widely accessible option to organising conferences, concerts, expos, festivals, award ceremonies…

Hybrid Events

- Hybrid events have become the norm and can expand participation.

- NB:

The new normal has uncovered a number of issues for the event industry, from restrictions to hesitations.

- Some challenges for a Hybrid Event are related to Budget.

ASSIGNMENT SPECIFIC =

- Are there any additional technology types you might incorporate into your MICE event planning and delivery phases to improve / enhance your event

(Best Practice(?) …. Lessons learnt from today's session(?)

NEXT WEEK

- Module Review & Recap.
- Assignment Q&A.
- Report Draft Reviews.

WEEK ENDING - ASSIGNMENT 2 HAND-IN!!!!
(8th NOV)

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