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Tech Demo: Captello

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Summary

Captello's tech demo, led by Daniel Mortimer, explored the company's comprehensive suite of event management solutions. Captello, a US-owned business established in 2019, offers services aimed at both enterprises and event organisers. The focus of the session was on how Captello's tools help organisers run better-connected events and leverage data for enhanced engagement and ROI. Captello provides a full suite of products that cover various aspects of event management, from registration and badge printing to gamification and lead capture. Mortimer highlighted the unique selling point of Captello's in-house CRM, which integrates seamlessly with existing systems, enabling efficient email automation, client management, and data tracking. This CRM ensures that all information from events is consolidated, facilitating instant or scheduled data integration with external CRMs through numerous available integrations.

The session delved into specific functionalities related to event registration, showcasing Captello's flexibility in handling events of all sizes. Mortimer explained how Captello caters to different registration needs, offering both simple and complex solutions, including on-site management with either self-service tools or full-team support. The platform's lead scanning app helps track attendee movement and manage ticketed elements, enhancing the overall experience for participants. QR codes play a central role in these processes, supporting lead retrieval, capture, and gamification activities designed to engage attendees and provide valuable data feedback to organisers and sponsors.

Mortimer discussed the use of gamification to boost attendee engagement, citing examples like treasure hunts, quizzes, whack-a-mole, and spin-to-win activities. These methods encourage prolonged participation and interaction, contributing to a more dynamic event atmosphere. Gamification also aids in collecting data on attendee behaviour and preferences, which can be used to inform future event planning and sponsor strategies. The attendee app offered by Captello can be customised extensively or replaced with a web-based solution, depending on the organiser's preferences. This flexibility ensures that organisers can tailor the event experience to their specific needs, whether through a fully branded mobile app or a simpler, app-less approach.





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Wednesday, 12 November 2025

A key feature highlighted in the demo is Captello's premium lead capture system, which stands out for its integration capabilities with popular CRMs like Salesforce, HubSpot, and Pipedrive. This system allows exhibitors to record voice notes, automate email responses, and create customised questions within the lead capture form. Mortimer emphasised that this tool significantly improves lead follow-up rates, addressing the common issue of neglected leads post-event. The lead capture system ensures that urgent leads receive immediate attention, enhancing the overall efficiency of the follow-up process and providing exhibitors with a clear understanding of their ROI from the event.

Captello also offers a networking module called Connections, which facilitates attendee interactions without requiring a mobile app. Attendees can scan QR codes on badges using their native phone cameras to access digital business cards, which can be saved for later use. This approach simplifies networking and is particularly beneficial for smaller or medium-sized events, where attendees may not be inclined to download event-specific apps. Post-event, attendees receive a hub with all their scanned contacts, making it easy to follow up and maintain connections.

The session concluded with an overview of Captello's capabilities in session management and exhibitor management. Organisers can track real-time attendee participation, collect feedback, and analyse session data through Captello's platform. Exhibitor management is streamlined with customisable lead capture forms, automated email processes, and detailed post-event analytics. Mortimer stressed the importance of providing exhibitors with clear ROI data, which Captello achieves by consolidating all event metrics into a single, accessible dashboard. This comprehensive data tracking helps organisers and exhibitors understand the success of their event efforts and make informed decisions for future planning.

Takeaways

Comprehensive event management suite

Captello offers a full suite of event management solutions, covering aspects such as registration, badge printing, gamification, lead capture, and session management. Their tools are designed to enhance both organiser and attendee experiences, ensuring seamless integration and efficient data handling throughout the event lifecycle.

Premium lead capture system

Captello's lead capture system integrates with popular CRMs and includes features like voice note recording, email automation, and customised question forms. This system significantly improves lead follow-up rates, addressing the common issue of neglected leads post-event and providing exhibitors with clear ROI data.

Flexible networking solutions

The Connections module allows attendees to interact using QR codes on badges without the need for a mobile app. This simplifies networking, especially for smaller or medium-sized events, and ensures attendees can easily follow up with contacts post-event through a digital hub.



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