



#ETLLondon25



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AI analysis

## Tech Demo: Eventronics

Johanna Roodt  
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Steve Segers  
CEO at Eventronics

**VOXO**

## Summary

The session presented by Johanna Roodt and Steve Segers from Eventronics focused on two innovative technologies aimed at enhancing event experiences: digital screen badges and emotion analytics. The digital screen badges are designed to be sustainable, reusable, and versatile. They can display attendee information dynamically and allow for easy modification without the need for reprinting. This technology simplifies logistics by eliminating the need for pre-sorting badges and setting up printing stations. Furthermore, the badges can be used to communicate specific information, such as dietary requirements, enhancing the overall event experience. The system also supports tracking attendance and ensuring the badges are returned after the event, contributing to waste reduction and sustainability goals.

Johanna Roodt elaborated on the functionality and benefits of the digital badges. She highlighted their sustainability aspect, noting that the badges and lanyards are made from recycled materials and can be reused after events. This reduces waste and supports eco-friendly initiatives. The badges are equipped with unique codes, allowing hosts to efficiently assign them to attendees and update information in real-time. This reduces the logistical burden and enhances flexibility in event management. Additionally, the badges can display different colours to denote various categories of attendees, aiding in organisation and communication. Johanna also addressed concerns about retrieving badges post-event, suggesting several strategies to ensure their return and emphasising the system's effectiveness in large events.

Steve Segers introduced the second technology, emotion analytics, which aims to measure attendees' emotions in real-time using AI and neuroscience. He explained that traditional surveys, often used to gauge event success, are limited by low response rates and generalised feedback. Emotion analytics, however, provides detailed insights into attendees' feelings, engagement, and focus during events. Sensors placed in the room anonymously track emotional indicators, which are processed by AI to generate accurate data. This technology allows event organisers to assess content and speaker effectiveness, identify moments of highest engagement, and receive strategic recommendations to optimise future events.





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Steve outlined the benefits of emotion analytics, noting that it offers real-time feedback without intrusive surveys, enhances ROI tracking, and is privacy-compliant. He provided examples of successful use cases with companies like Merck, Caixa Bank, and Volkswagen Group, where the technology helped identify impactful messages, assess innovative formats, and align client goals with outcomes. The detailed reports generated by emotion analytics offer valuable insights for improving event content and speaker performance, ensuring that organisers can make data-driven decisions to enhance attendee experiences.

Both speakers emphasised the importance of leveraging technology to create impactful and memorable events. Johanna and Steve underscored the value of sustainability and real-time feedback in achieving these goals. They encouraged attendees to visit the Eventronics booth to experience the technologies firsthand and ask further questions. The session highlighted the potential of innovative event technologies to transform traditional event management practices, making them more efficient, engaging, and environmentally friendly.

In conclusion, the session demonstrated how digital screen badges and emotion analytics can significantly improve event management and attendee experiences. The technologies presented by Johanna and Steve offer practical solutions to common challenges in event logistics and feedback collection. By embracing these innovations, event organisers can enhance sustainability, streamline operations, and gain deeper insights into attendee engagement and emotions, ultimately leading to more successful and impactful events.

# Takeaways

## Digital screen badges enhance sustainability and flexibility in event management

These badges are made from recycled materials and can be reused, reducing waste. They allow for real-time updates of attendee information, eliminating the need for pre-sorting and printing stations. This technology also supports various organisational needs, such as displaying dietary requirements and tracking attendance.

## Emotion analytics provides real-time insights into attendee engagement and emotions

Using AI and neuroscience, sensors track emotional indicators anonymously, offering detailed feedback without intrusive surveys. This technology enables event organisers to assess content and speaker effectiveness, identify moments of high engagement, and receive strategic recommendations to optimise future events.

## Leveraging innovative technologies can transform traditional event management practices

By adopting digital screen badges and emotion analytics, event organisers can enhance sustainability, streamline operations, and gain deeper insights into attendee experiences. These technologies help create more efficient, engaging, and impactful events, fostering memorable experiences for attendees.



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