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At What Point Does Event Tech Add Stress? Recognizing the Breaking Point in Your Event Tech Stack

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VOXO

At What Point Does Event Tech Add Stress? Recognizing the Breaking Point in Your Event Tech Stack

Wednesday, 12 November 2025

Summary

The session explored the breaking point in event tech stacks, focusing on how technology can add stress rather than alleviate it. The panellists, including event managers from Airbus, Carers UK, and Your Overseas Home, discussed their experiences and criteria for selecting event tech suppliers. They emphasised the importance of user experience, scalability, and support, noting that a seamless experience is crucial both for event managers and attendees. They also highlighted the value of human support, especially in the face of technical issues, and the need for a responsive vendor invested in the success of the event.

Shanaaz from Your Overseas Home stressed the importance of API compatibility and user journey simplicity, particularly for older attendees. She noted that tracking and analytics are vital for virtual events, allowing for better event improvement and partner satisfaction. Sarah from Carers UK echoed these sentiments, underscoring the need for ease of use and accessibility, as well as detailed data reporting to satisfy sponsors. Oliver from Airbus highlighted the dual need for user experience catering to both novice and expert event managers, alongside the importance of change management and scalability.

The discussion then shifted to preferences regarding event tech suppliers. Shanaaz and Sarah preferred a single vendor to minimise manual work and streamline processes, while Oliver acknowledged the complexity of Airbus's global operations, necessitating multiple vendors due to legal and logistical reasons. Despite the ideal of a single vendor, Oliver stressed the importance of having fallback solutions and maintaining legacy contracts.





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The panel agreed that the first impression of a vendor is crucial, with a seamless experience and responsive support being key indicators of a good partnership. They stressed that the vendor's investment in the event's success is paramount, with timely responses to technical issues being a major factor. The panellists also discussed the challenge of balancing aesthetics with functionality, emphasising that the attendee's experience should be prioritised.

On the topic of no-shows, the panellists shared strategies such as early registration, nurturing emails, and appointment bookings to keep attendees engaged and ensure they show up for the event. They noted that most registrations tend to happen in the last month before the event, making timely reminders essential. Sarah mentioned the use of session spotlights and traditional marketing techniques to reduce dropout rates.

Finally, the panellists provided recommendations for those considering event tech purchases. They advised thorough research, multiple meetings with potential vendors, and prioritising support and scalability. They also discussed the importance of knowing when to switch vendors, which can be triggered by a lack of progression or responsiveness. The session concluded with a focus on the need for strong support, innovation, and partnership from event tech suppliers to ensure successful event execution.

Takeaways

User experience is crucial in event tech

The panellists emphasised that both event managers and attendees need a seamless experience. User journey simplicity and accessibility are particularly important for older attendees and novice event managers. Ensuring a smooth and intuitive interface can significantly reduce stress and improve overall satisfaction.

Human support is vital for successful events

The panel highlighted the importance of responsive and invested tech support. Vendors need to offer timely assistance, particularly during critical moments, to ensure smooth event execution. This human element is essential for addressing technical issues and providing reassurance to event managers.

Strategic planning and early engagement reduce no-shows

Strategies such as opening registration early, sending nurturing emails, and allowing appointment bookings can keep attendees engaged. Timely reminders and marketing efforts close to the event date are crucial in minimising dropout rates. This proactive approach helps ensure higher attendance and better event outcomes.



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