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AI analysis

The Tech Dating Game: Beyond Borders Edition

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Summary

The Tech Dating Game: Beyond Borders Edition session featured interactive discussions on various tech solutions for event planning, focusing on how these technologies can enhance the experience for both planners and attendees. The participants, including representatives from Crowdcoms, Evessio, Mavexa, and Alithia Events, shared insights into their respective platforms, highlighting key features that make their products stand out in the market. They discussed the importance of integration, user-friendly interfaces, and the ability to handle complex workflows seamlessly to improve overall efficiency and engagement in event planning and execution.

The conversation emphasised the significance of smooth and user-friendly tech interfaces that can simplify the event planning process. Crowdcoms highlighted their platform's ability to manage various event aspects, from registration to mobile apps and badge printing, even in challenging situations like internet outages. This reliability and ease of use were presented as crucial for maintaining the flow and success of events, ensuring planners can focus on creating memorable experiences without technical disruptions.

Evessio showcased their specialised software for awards and recognition programmes, which automates many manual tasks like email notifications and judging processes. They argued that this automation allows planners to concentrate on more impactful elements of the event, such as entertainment and attendee engagement. Their platform also supports hybrid and global awards programmes, offering virtual event rooms where attendees can interact with colleagues while watching the awards show, thus enhancing the overall experience and inclusivity.





The Tech Dating Game: Beyond Borders Edition

Thursday, 13 November 2025

Mavexa's focus was on field marketers, providing a niche solution designed to address specific pain points in this area. They discussed the importance of community building and education in overcoming challenges related to people, data, and technology. Mavexa emphasised integration with existing tools and platforms, allowing planners to use the software without changing their current workflows drastically. They also mentioned the potential of AI to transform event planning by improving productivity and strategic foresight, although they acknowledged the limitations and realistic expectations of AI's impact.

Alithia Events presented their platform as a comprehensive solution for event operations, leveraging AI and analytics to provide actionable insights and automate tasks. They stressed the importance of integration with various tools to streamline workflows and enhance planners' efficiency. Alithia's unique approach to data aggregation and insight generation was highlighted as a game-changer for large enterprise event portfolios, providing clear visibility and saving time for planners by automating repetitive tasks and offering strategic recommendations based on data.

Overall, the session underscored the value of technology in simplifying and enhancing event planning and execution. The participants agreed that integration, automation, and user-friendly interfaces are key to making tech solutions effective and loved by planners. They also highlighted the importance of understanding planners' needs and providing tailored solutions that address specific challenges in the event planning industry.

Takeaways

Integration is Key

The session highlighted the importance of integration in event planning technology. Platforms like Mavexa and Alithia Events emphasised their ability to integrate seamlessly with existing tools, making it easier for planners to adopt new technologies without disrupting their workflows. This integration helps improve efficiency and ensures a smoother event planning process.

Automation Enhances Efficiency

Automation was a central theme in the discussion, with platforms like Evessio and Alithia Events showcasing how their software can automate manual tasks. This allows planners to focus on more strategic and impactful aspects of their events. Automation not only saves time but also reduces stress by handling repetitive tasks and providing timely insights.

User-Friendly Interfaces Matter

The importance of user-friendly interfaces was emphasised by Crowdcorns and other participants. A smooth, intuitive interface can significantly enhance the user experience, making it easier for planners to manage various aspects of their events. This ease of use is crucial for maintaining the flow and success of events, ensuring that planners can create memorable experiences without technical disruptions.



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