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AI analysis

Technology Crystal Ball: what works and what's next in events

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Moderator: Darcy Gabriele
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Summary

The session focused on the evolving landscape of event technology and how professionals are leveraging new tools and strategies to enhance the attendee experience. Lydia Ritchie highlighted the shift from logistical planning to creating experiential opportunities, stressing the importance of integrating sales conversations naturally into event activations. She emphasised the need for personalised engagement and strategic pre-event and post-event activities to maximise face-to-face interactions and leave lasting impressions on attendees.

Hannah Van Nostrand discussed the importance of continuously improving attendee experiences by leveraging strong community ties and sponsor collaborations. She shared examples of creative engagement tactics, such as using Legos for raffles and post-it note walls for sharing advice. Hannah underscored the value of simple, non-technological solutions that can significantly enhance attendee engagement and sponsor visibility. She also highlighted the importance of networking opportunities that begin as early as registration and continue throughout the event.

Evelina Dunkley emphasised the importance of storytelling in event design, describing it as a three-part process: arrival, anticipation, and reveal. She advocated for the inclusion of real stories from employees to add authenticity and impact, rather than relying solely on celebrity speakers. Evelina also stressed accessibility and sustainability in event planning, noting the challenges of ensuring venues meet basic accessibility requirements for all attendees.





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The panelists discussed ways to innovate within their roles and empower their teams. Lydia highlighted the need for collaboration and sharing of creative risks across regional teams. Evelina advocated for empowering local experts and diverse collaboration to ensure events are culturally relevant and impactful. Hannah emphasised the importance of continuous innovation and pivoting strategies to keep the attendee experience fresh and engaging.

Artificial intelligence was discussed as a tool for improving event planning and communication. Hannah mentioned using AI-driven virtual assistants integrated with WhatsApp to provide attendees with instant information about the event. Evelina described using AI to adjust communication tones for different languages and contexts, making conversations more constructive and less confrontational.

Finally, the panel discussed the significance of video content in enhancing event engagement. Short, snappy videos were identified as more effective for social media, while longer videos serve as valuable assets for websites and newsletters. The importance of capturing visually appealing moments to attract attendees to future events was also highlighted. Overall, the session underscored the need for strategic thinking, creative engagement tactics, and leveraging technology to create impactful event experiences.

Takeaways

Shift from logistical planning to experiential opportunities

Event planning has evolved from focusing solely on logistics to creating meaningful experiences for attendees. Integrating sales conversations naturally into event activations and organising strategic pre-event and post-event activities can maximise face-to-face interactions and leave lasting impressions on attendees.

Importance of storytelling and accessibility in event design

Storytelling is a crucial element in event design, with a focus on real stories from employees to add authenticity and impact. Accessibility and sustainability are also important considerations, ensuring venues meet basic requirements for all attendees and incorporating sustainable practices into event planning.

Leveraging AI and video content for enhanced engagement

AI tools, such as virtual assistants integrated with WhatsApp, can provide attendees with instant information and improve communication. Video content is essential for engagement, with short, snappy videos being more effective for social media and longer videos serving as valuable assets for websites and newsletters.



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