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AI analysis

# The Organisers Ultimate Content Creation Tech Stack

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Co-founder at Lineup Ninja

**Johan Wadenholt Vrethem**  
CEO at Voxo AB

**Rich Belcher**  
Managing Director at First Sight Media

**Moderator: Paul Richardson**  
Managing Director at Vividink Ltd

**VOXO**

## Summary

The session delved into the ultimate content creation tech stack for event organisers, exploring the integration and utilisation of various technologies to streamline content management, capture, and dissemination. Paul Richardson moderated the discussion with insights from Joe Atkinson, Johan Wadenholt Vrethem, and Rich Belcher, each bringing distinctive perspectives from their respective fields – event content management, AI summarisation, and video production and streaming. The conversation provided a comprehensive look at how organisers can effectively manage content, leverage AI for summarisation, and ensure seamless integration across different platforms to enhance attendee engagement and event success.

The definition of content was discussed first, with Rich Belcher emphasising video as a core component while acknowledging broader forms such as written, audio, and experiential content. Johan Wadenholt Vrethem highlighted the role of AI in making content accessible and summarising event sessions to enhance the attendee experience. Joe Atkinson defined content at two levels: strategic insights and practical elements like session titles and descriptions, stressing the importance of managing both effectively. This foundational understanding of content set the stage for exploring how technology can be harnessed to manage and distribute it efficiently.

The panel addressed the concept of a 'single source of truth' for event content, with Joe explaining how Lineup Ninja's platform facilitates this by centralising content submission and scheduling. Rich expanded on how First Sight Media leverages this centralised data to streamline video capture and distribution, ensuring organisers don't need to micromanage details during the event. Johan added that Voxo's AI summarisation integrates seamlessly with the data from Lineup Ninja and First Sight Media, reducing the time organisers spend on manual updates and enhancing the accuracy and relevance of content summaries.





## The Organisers Ultimate Content Creation Tech Stack

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Discussion on the tech stack emphasised the importance of interoperability and seamless integration between different platforms. Rich explained how APIs facilitate automatic data transfer, reducing manual input and ensuring real-time updates across platforms. Johan stressed the value of AI in summarising sessions, making content more accessible and engaging, and providing crucial feedback on attendee engagement. Joe highlighted the need for a flexible content management system that can handle varied processes, from curated agendas to exhibitor-submitted content, ensuring comprehensive coverage and easy access.

The benefits of creating and utilising evergreen content were explored, with the panel agreeing that repurposing content can significantly extend its value and reach. Rich noted that video content can serve as a bridgehead for entering new markets or geographies, while Johan provided statistics showing increased engagement with repurposed AI summaries. The conversation underscored the importance of understanding audience behaviour and preferences to maximise the impact of content over time. Joe mentioned the strategic importance of leveraging data to refine content planning and delivery continuously.

In conclusion, the session highlighted the critical role of trust and collaboration among tech providers in ensuring a successful content creation strategy. The panellists emphasised the importance of working with solution-oriented partners who can seamlessly integrate their services to support organisers. They also discussed the need for organisers to focus on strategic goals and choose technologies that align with their objectives, ensuring a cohesive and impactful content strategy. The session provided valuable insights into building an effective content creation tech stack, leveraging AI and video technologies, and fostering collaboration for enhanced event success.

# Takeaways

## **Integration of diverse technologies is crucial for effective content management**

The session highlighted the importance of integrating various technologies such as video production, AI summarisation, and content management systems. By centralising data and ensuring seamless interoperability between platforms, event organisers can streamline content creation, capture, and dissemination processes, enhancing attendee engagement and overall event success.

## **AI plays a pivotal role in summarising and enhancing event content**

Johan Wadenholt Vrethem discussed how AI can summarise event sessions, making content more accessible and engaging for attendees. AI summarisation not only saves time for organisers but also provides valuable feedback on attendee engagement, helping organisers refine their content strategy and improve future events.

## **Trust and collaboration among tech providers are essential for successful content creation**

The panellists emphasised the importance of working with solution-oriented partners who can seamlessly integrate their services to support event organisers. Trust and collaboration ensure that the tech stack works efficiently, allowing organisers to focus on strategic goals and deliver a cohesive and impactful content strategy.



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