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From Optional to Essential: How Ottobock Transformed Their Event Experience

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From Optional to Essential: How Ottobock Transformed Their Event Experience

Thursday, 13 November 2025

Summary

The session explores Ottobock's transformation of their event experience from relying on traditional methods to integrating advanced event technology, particularly through the use of an event app. The discussion highlights the initial challenges and resistance faced in adopting event tech, the gradual shift from printed materials to digital solutions, and the resulting benefits in terms of cost-efficiency, engagement, and improved event management. The speakers emphasize the importance of starting with basic functionalities and scaling up based on feedback and data-driven insights. They also discuss the critical role of setting realistic objectives and continuously refining the app's features to enhance user experience and meet evolving needs. The session includes practical recommendations for introducing and scaling event technology, stressing the need for balance between ambition and feasibility, and the significance of stakeholder buy-in and trust. The speakers underline the necessity of constantly innovating and not settling for the status quo to maintain relevance and drive further improvements in event execution.

The transformation process began with identifying pain points in traditional event planning, such as fluctuating costs and inefficiencies in printed materials. Ottobock initially faced skepticism within the company regarding the adoption of event technology, given the perception that it was outside their budget and unnecessary for their scale. However, through a pilot event and demonstrations of the app's potential, they managed to garner support and prove its worth. This shift was marked by significant improvements in attendee engagement and streamlined event management, demonstrating that even smaller events can benefit from such technology when properly implemented.

One critical aspect of the transformation was the focus on essential functionalities that directly addressed the event's needs, rather than overwhelming users with numerous features. This approach helped ensure high adoption rates and meaningful engagement. The speakers also noted the importance of internal change management, including clear communication of the app's benefits and addressing any resistance from stakeholders. They shared insights on how to present new technology to senior management, emphasizing a balanced approach that highlights both opportunities and risks.





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The session also covered the importance of continuous improvement and scaling up the app's functionalities based on user feedback and data analysis. Over the years, Ottobock expanded the app's features, enhancing speaker profiles, exhibitor engagement, and post-event interactions. This iterative process allowed them to refine their approach and better meet the needs of their attendees. The data collected through the app provided valuable insights into attendee behaviour and preferences, enabling more targeted enhancements and proving the app's ROI.

Another key theme was the strategic use of event technology to enhance brand engagement and commercial value. By integrating the app into their event planning and execution, Ottobock was able to offer more value to exhibitors and sponsors, thereby increasing revenue opportunities. The speakers highlighted the importance of setting clear KPIs and measuring success through both qualitative and quantitative feedback. They also discussed the role of technology in driving sustainable practices by reducing the reliance on printed materials and optimizing resource allocation.

Finally, the session concluded with practical advice on maintaining momentum and avoiding complacency. The speakers stressed the need for continuous innovation and improvement, even after achieving high adoption rates and positive feedback. They encouraged attendees to keep exploring new functionalities and ways to enhance the event experience, ensuring that their technology remains relevant and impactful. The discussion underscored the importance of living in the grey, accepting that some uncertainties are inevitable, and using data-driven insights to navigate them effectively.

Takeaways

Start with essential functionalities

When introducing event technology, focus on basic features that directly address event needs to ensure high adoption rates and meaningful engagement. Avoid overwhelming users with numerous functions initially; instead, scale up based on feedback and data-driven insights. This approach ensures the technology remains relevant and impactful.

Continuous improvement and stakeholder buy-in are crucial

Success in integrating event technology requires ongoing refinement based on user feedback and data analysis. Present new technology to senior management with a balanced approach that highlights both opportunities and risks. Securing stakeholder trust and support is essential for long-term adoption and effectiveness.

Avoid complacency through innovation

Even after achieving high adoption rates and positive feedback, it's vital to keep exploring new functionalities and ways to enhance the event experience. Continuous innovation ensures the technology stays relevant and impactful, helping to drive further improvements in event execution and attendee engagement.



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