



#ETLLondon25



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AI analysis

## How Digital Doppelgängers Transform Live Events

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# Summary

The session explores the concept of digital doppelgängers and their transformative impact on live events. Digital doppelgängers involve creating a digital clone of the audience before the event takes place, enabling organisers to test ideas and simulate events in advance. This innovative approach leverages AI and data to provide insights and improve event planning, ensuring that resources are utilised effectively and events are more engaging for attendees.

The speaker highlights the evolution of data waves in event planning, transitioning from a 'no data wave' where events were planned without data, to a 'post data wave' where data was collected after events. The current 'pre data era' is marked by the use of digital doppelgängers to gather data before events, allowing for better decision-making and more impactful events. This shift is crucial in times of budget constraints, as it ensures that event spending is optimised.

Digital doppelgängers offer several advantages, including faster and more impactful event planning, lower costs, and the ability to provide data before the event. This approach is particularly beneficial in the context of the social media 'tsunami', where traditional marketing approaches struggle to capture attention. By using digital doppelgängers, organisers can break through the noise and create meaningful in-person experiences that resonate with their audience.





## How Digital Doppelgängers Transform Live Events

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The session also discusses the importance of owning events and creating authentic connections with attendees. In a landscape dominated by social media and AI-generated content, live events offer a unique opportunity to establish trust and make a lasting impact. Digital doppelgängers enhance this by enabling organisers to tailor their events to the specific needs and preferences of their audience.

Furthermore, the speaker emphasises the need for a clear event call to action, ensuring that attendees know what to do after the event. By using digital doppelgängers, organisers can identify and address potential obstacles before the event takes place, leading to more successful outcomes. This approach also provides balanced feedback and generates true insights, making it a cost-effective alternative to traditional surveys and focus groups.

Finally, the session covers practical tips for event planning based on insights gathered from digital doppelgängers. These include starting with a bang to capture attendees' attention, supporting serendipity to create memorable moments, incorporating analogue elements for digital natives, curating content to simplify decision-making for attendees, and sticking to the obvious to meet expectations. These strategies are designed to enhance the overall event experience and ensure that attendees leave with a positive impression.

# Takeaways

## Digital doppelgängers transform event planning

Digital doppelgängers involve creating a digital clone of the audience before the event, enabling organisers to test and simulate ideas in advance. This approach leverages AI to gather pre-event data, allowing for better decision-making and more impactful events. It ensures that resources are optimised and events resonate with attendees.

## Pre data era enhances event effectiveness

The shift to the pre data era marks a significant evolution in event planning, where data is gathered before the event rather than after. Digital doppelgängers play a crucial role in this transition, providing insights that help organisers plan more effective and engaging events. This is particularly important in times of budget constraints.

## Practical tips for impactful events

Insights from digital doppelgängers highlight several strategies for successful event planning. These include starting with a bang to capture attendees' attention, supporting serendipity to create memorable moments, incorporating analogue elements for digital natives, curating content to simplify decision-making, and sticking to the obvious to meet expectations. These tips help ensure a positive event experience.



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