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AI analysis

The Future of Personalised Digital Activations and Gamification at Events

Ken Madden

SVP, Head of Technology & Innovation at George P. Johnson Experience Marketing

Moderator: Jeff Sinclair

Co-Founder & CEO at Eventbase

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Summary

The session explored the future of personalised digital activations and gamification at events, focusing on innovative technologies and strategies to enhance attendee engagement and experience. Eventbase, known for its event apps, highlighted its work with major events like CES, Salesforce Dreamforce, and Cisco Live, and introduced their new technology, Magic Badge, which is the world's first secure digital credential for conferences and events. This tool aims to provide a seamless and secure experience, enabling real-time personalised interactions and activations through NFC and QR codes.

Ken Madden from George P. Johnson Experience Marketing discussed the importance of creating memorable and engaging experiences at events. He noted the shift in event organisers' mindset post-COVID, where many are now more open to digital innovations and personalised approaches. This shift has led to a greater emphasis on using technology to enhance the attendee experience and make events more interactive and engaging. Madden showcased examples of successful activations, such as the Dreamforce event, where technology was used to create immersive experiences.

The Magic Badge technology, introduced by Eventbase, offers various features including secure QR codes and NFC passes that can be used for multi-day events. This technology allows for real-time interactions and personalised experiences, making it easier for attendees to engage with the event and its various activations. The Magic Badge can trigger personalised content on attendees' phones and on big screens, providing a dynamic and interactive experience. This technology also supports third-party game engines, allowing for even more customised and engaging activations.





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Wednesday, 12 November 2025

One of the key features of Magic Badge is its ability to integrate with Eventbase Activate, a tool that enables event organisers to configure and manage digital activations. This tool allows for seamless interactions and real-time data tracking, enhancing the overall event experience. Madden and Sinclair emphasised the importance of having these technologies in place, as they remove the friction in event planning and execution, allowing organisers to focus on creating engaging and memorable experiences for attendees.

The session also highlighted the potential of gamification in events, with examples of how Magic Tap, a gamified environment, can be used to create immersive and interactive experiences for attendees. This technology allows attendees to earn points and rewards by engaging with various activation stations throughout the event, creating a fun and engaging atmosphere. The integration of real-time data and personalised interactions makes this technology a powerful tool for event organisers.

Overall, the session emphasised the importance of using technology to enhance the attendee experience and create memorable and engaging events. The introduction of Magic Badge and Magic Tap showcases the potential of personalised digital activations and gamification in the event industry, providing event organisers with the tools they need to create dynamic and interactive experiences for their attendees.

Takeaways

The introduction of Magic Badge technology

Magic Badge is the world's first secure digital credential for conferences and events, offering real-time personalised interactions and activations through NFC and QR codes. This technology enables seamless and secure experiences for attendees, enhancing engagement and creating dynamic event environments.

Post-COVID shift in event organiser mindset

Event organisers are now more open to digital innovations and personalised approaches, leading to a greater emphasis on using technology to enhance the attendee experience. This shift has resulted in the adoption of new technologies that make events more interactive and engaging.

The potential of gamification in events

Gamification, through technologies like Magic Tap, can create immersive and interactive experiences for attendees. By allowing attendees to earn points and rewards through activation stations, gamification enhances engagement and creates a fun and engaging atmosphere at events.



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