



#ETLLondon25



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AI analysis

Event Tech Live 2025: Day 1

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Summary

The discussions covered a wide array of topics relevant to contemporary event management, with a particular focus on the integration of technology and AI to enhance various aspects of event planning, execution, and follow-up. Across numerous sessions, speakers shared insights into how AI and innovative technologies are transforming the landscape, addressing both opportunities and challenges. Common themes included the importance of personalisation, efficiency, sustainability, accessibility, and the need for human oversight to ensure quality and relevance in AI applications. The sessions also highlighted the evolving expectations of attendees and sponsors and the strategic implications for event organisers seeking to stay competitive in a rapidly changing industry.

A key theme across the discussions was the transformative potential of AI in streamlining event management processes. From pre-event planning to post-event follow-ups, AI tools are being utilised to automate complex tasks, enhance personalisation, and provide real-time insights. Speakers highlighted practical applications such as AI-driven registration systems, personalised attendee recommendations, and automated content creation. These technologies not only save time and reduce costs but also improve attendee satisfaction by offering tailored experiences. However, the importance of maintaining human oversight was consistently emphasised to ensure accuracy and quality in AI-generated outputs.

Another significant topic was the role of data and analytics in driving event success. Discussions revealed that many organisers possess vast amounts of data but struggle to derive actionable insights. Effective integration of data sources and systems was recommended to create a coherent picture that can guide strategic decisions. Specific examples included using pre-registration data, session attendance metrics, and engagement scores to enhance personalisation and improve rebooking rates. The use of AI for real-time data analysis and sentiment tracking was also highlighted, providing organisers with valuable feedback to refine event strategies and deliver better experiences year after year.

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Sustainability and accessibility emerged as critical considerations in modern event planning. Speakers discussed various initiatives to reduce environmental impact, such as recycling badges and lanyards, using digital screen badges, and employing eco-friendly materials. The importance of making events accessible to diverse linguistic and physical needs was underscored, with technologies like AI-powered speech translation and WCAG compliance measures being showcased. These efforts not only promote inclusivity but also align with broader societal shifts towards sustainability and ethical responsibility in event management.

The evolving nature of team management and leadership in the context of global events was another recurring theme. Conversations highlighted the challenges and strategies for building high-performance teams, particularly in remote and culturally diverse settings. Effective leadership involves clear communication, trust, and empowering employees to make decisions independently. The impact of remote work on team dynamics was discussed, noting the balance between flexibility and maintaining team cohesion. The importance of creating a positive work environment, offering growth opportunities, and fostering a sense of community was emphasised as crucial for employee retention and satisfaction.

Lastly, the discussions delved into the strategic integration of technology to enhance attendee engagement and event outcomes. Examples included AI-driven content summarisation, gamification, personalised digital activations, and the use of digital doppelgangers for pre-event planning. These technologies not only improve the attendee experience but also provide organisers with valuable insights to drive better business results. The need for a balanced approach, combining innovative tech solutions with human interaction, was highlighted to ensure meaningful connections and long-term partnerships with sponsors and exhibitors. Overall, the sessions provided a comprehensive overview of the current trends, challenges, and opportunities in the event management industry, offering practical recommendations for leveraging technology to create impactful and successful events.

Takeaways

AI transforms event management processes

AI tools automate complex tasks, enhance personalisation, and provide real-time insights, saving time and reducing costs while improving attendee satisfaction. Human oversight remains crucial to ensure accuracy and quality.

Data and analytics drive strategic decisions

Effective integration of data sources and systems helps create actionable insights, guiding event strategies and improving rebooking rates. Real-time data analysis and sentiment tracking provide valuable feedback for continuous improvement.

Sustainability and accessibility are essential

Initiatives like recycling badges, using eco-friendly materials, and employing AI-powered speech translation promote inclusivity and reduce environmental impact, aligning with broader societal shifts towards sustainability and ethical responsibility.

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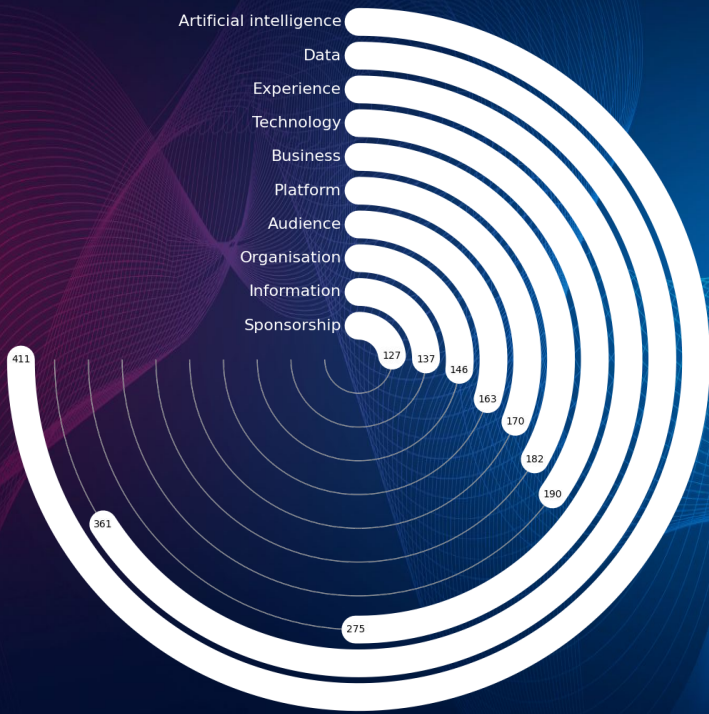
Effective leadership in global event management

Building high-performance teams involves clear communication, trust, and empowering employees. Balancing flexibility with maintaining team cohesion and creating a positive work environment is key to employee retention and satisfaction.

Strategic integration of technology enhances engagement

AI-driven content summarisation, gamification, and personalised digital activations improve attendee experiences and provide valuable insights. Combining innovative tech solutions with human interaction ensures meaningful connections and long-term partnerships.

Topics



Perspectives



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**How to Make First Touch
Frictionless with Radical
Registration & Badass Badges**

Huong Nguyen
Founder & CEO at Shilon Events & Aletheia

Kerem Baran
Founder at Eventpack

Pietro Landini
Sales Operations & Business Insights at Adobe

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Pietro Landini

– on technology reliability in events:

*Never assume technology will always
function flawlessly; always have a backup
plan.*



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The Power Alignment: How MDs, CTOs & CMOs Unite to Future-Proof Events with Tech

Gary Clement
CEO & Co-founder at Evessa

Rachael Miller
Digital Delivery & Development Director Digital Transformation at William Reed

Robin Booth
Managing Director at emap

Sophie Eke
Chief Marketing Officer at Aes Europe

Moderator: Matt Coyne
Host & Content at Waves Connects

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Robin Booth

– on anticipating the future of technology changes:

*Be ready for changes that are currently
beyond your understanding.*

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**From Attendee to Contributor:
The ROI of Real Connection**

Christine Renaud
Co-Founder & CEO at Branddate

Vanessa Lovatt
Founder at Event Tech World

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Christine Renaud

– on the role of contribution in human growth:

Contribution is central to the human experience, as people increasingly seek experiences because that's how we grow.

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