



#ETLLondon25



Choose2Rent

LONDON

AI analysis

Event Tech Live 2025: Day 1

Wednesday, 12 November 2025

VOXO



Event Tech Live 2025: Day 1
Wednesday, 12 November 2025

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.

Event Tech Live 2025: Day 1

Wednesday, 12 November 2025

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.

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

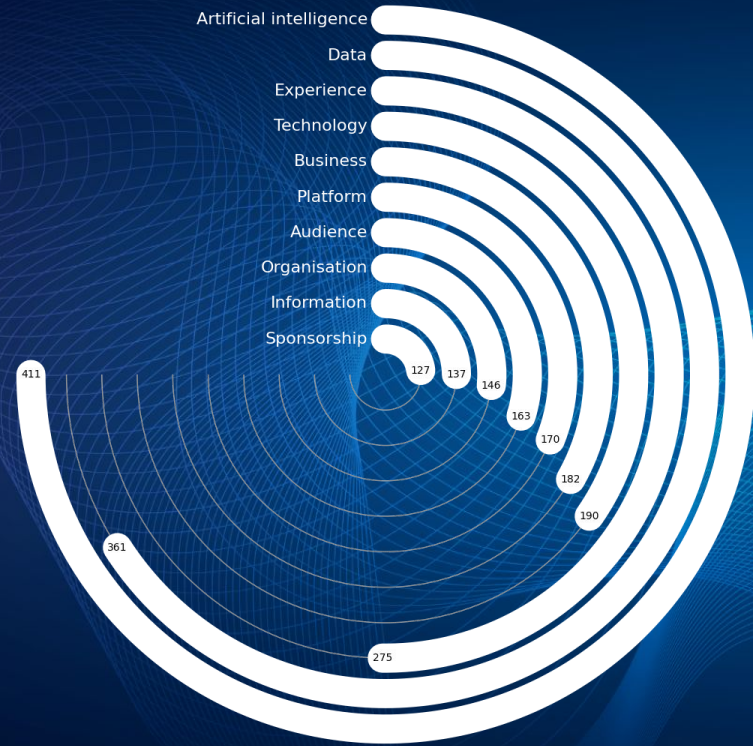
AI-driven content summarisation, gamification, and personalised digital activations improve attendee experiences and provide valuable insights. Combining innovative tech solutions with human interaction ensures meaningful connections and long-term partnerships.

Topics

Artificial intelligence, data, and experience are pivotal in the modern landscape of event management and technological integration. Artificial intelligence is celebrated for its transformative impact on organising events, enhancing networking, personalising content, and engaging attendees. While AI streamlines processes and reduces costs, there is caution about over-reliance and the importance of human oversight, balancing efficiency with creativity and judgement.

Data plays a crucial role in improving event planning, personalisation, and decision-making. Utilising and integrating data across platforms is essential for driving actionable insights and fostering engagement. However, responsible data governance and privacy are paramount to avoid detracting from human experiences.

Meanwhile, experience remains a vital aspect, emphasising immersive and participative interactions that foster connection and meaning. Prioritising human experience, complemented by AI-driven personalisation, ensures memorable and impactful engagements. Strategic planning and creative risks are essential for maximising satisfaction and return on investment.



Top 3 topics unpacked: What was said about ...?

Artificial intelligence

Artificial intelligence is recognised for its transformative impact on event organisation, enhancing networking, content personalisation, and attendee engagement. Discussions highlight AI's ability to streamline processes, from generating summaries and translations to automating administrative tasks. Privacy concerns and the need for human oversight are repeatedly emphasised, alongside AI's potential to reduce costs and logistical hurdles.

The general view is that AI serves as a powerful tool and force multiplier, improving efficiency and enabling innovative solutions. However, there is caution about over-reliance on AI and its inability to replace human creativity and judgement. This balance between leveraging AI and maintaining human elements is seen as crucial for societal progress and technological integration.

Data

The discussions highlighted the critical role of data in enhancing event planning, personalisation, and decision-making. There was a strong emphasis on the necessity of timely data utilisation, integration across platforms, and ensuring data capture processes are straightforward and unobtrusive. The value of data in driving actionable insights, fostering engagement, and improving user experiences through AI and automation was repeatedly underscored.

However, concerns were raised about data governance, privacy, and the potential for over-engineering data collection, which could detract from human experiences. Overall, data was seen as a powerful tool for societal advancement, provided it is managed thoughtfully to balance technological benefits with ethical considerations.

Experience

Experience is considered a vital aspect in various contexts, including event management, technology integration, and personal engagement. Emphasis is placed on creating participative and immersive experiences that foster connection, meaning, and belonging. Speakers highlight the importance of prioritising human experience over excessive data capture, ensuring seamless integration of tools, and tailoring content to attendee interests.

For society at large, experience is seen as a transformative element that drives emotional connection, learning, and growth. The focus on experience underscores the need for thoughtful planning, creative risks, and collaborative environments to maximise satisfaction and ROI. Ultimately, enhancing experiences is about fostering deeper connections and ensuring meaningful engagement across various platforms and activities.

Perspectives



Pietro Landini

– on technology reliability in events:

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



Robin Booth

– on anticipating the future of technology changes:

Be ready for changes that are currently beyond your understanding.



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.

Powered by

VOXO

voxoevent.ai