



#ETLLondon25



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AI analysis

Event Tech Live 2025: Event report

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Summary

Discussions at Event Tech Live 2025 explored a variety of themes around the integration of AI and technology in event management, focusing on how these advancements can enhance efficiency, engagement, accessibility, and sustainability. Common challenges faced by event planners, such as data fragmentation, information overload, and maintaining attendee engagement, were addressed through innovative solutions like AI-driven content summarisation, multilingual accessibility tools, and personalised attendee experiences. The importance of aligning technology with strategic goals and maintaining a balance between automation and human touch was emphasised across multiple sessions, highlighting the need for thoughtful implementation and continuous improvement to achieve optimal results.

One prevalent theme was the transformative role of AI in capturing and analysing event content. Discussions underscored the necessity of retaining information from events to combat the forgetting curve, which shows that attendees forget a significant portion of what they learn shortly after an event. AI solutions, such as real-time content summarisation and personalised recommendations, were proposed to ensure valuable information is not lost and can be effectively utilised for post-event marketing and engagement. These technologies offer a way to extend the lifecycle of events, turning them into ongoing sources of knowledge and interaction.

The integration of AI in managing attendee experiences was another key focus. Technologies like AI-powered concierges, personalised agendas, and interactive maps were discussed as tools to enhance the delegate experience by making it more relevant and efficient. These solutions aim to reduce the cognitive load on attendees, helping them navigate events smoothly and engage more deeply with the content. The importance of understanding and leveraging the neurological processes of attendees to create impactful experiences was highlighted, suggesting that event planners should design their tech tools to align with how the brain processes information.

Event Tech Live 2025: Event report

12–13 November 2025

Multilingual accessibility emerged as a crucial aspect of modern event planning, driven by audience expectations for inclusivity and comprehension. AI speech translation and machine-translated captions were presented as affordable and scalable solutions to enhance engagement across diverse linguistic backgrounds. The hybrid model of combining AI with human interpreters was highlighted as a key development, allowing for more comprehensive and accurate multilingual experiences. The discussions stressed the importance of thorough preparation and testing to ensure the accuracy and effectiveness of these tools.

Sustainability in event management was another significant theme, with discussions on how hybrid events and innovative tech solutions can reduce environmental impact. The use of digital badges and emotion analytics were presented as ways to enhance attendee engagement while promoting sustainability. Technologies that enable remote production and reduce the need for extensive travel and heavy equipment were discussed as practical steps for making events greener. The commitment to accessibility and inclusivity was also seen as a way to attract a broader audience and enhance the overall impact of events.

Finally, the importance of strategic alignment and continuous improvement in event planning was underscored across multiple sessions. The need for clear goals, real-time data, and automation to enhance efficiency was emphasised, along with the necessity of involving all stakeholders early in the planning process. The discussions highlighted the value of collaboration between event planners and tech providers to ensure robust connectivity and high production values. By leveraging data-driven insights and innovative technologies, event organisers can create more dynamic, responsive, and impactful experiences for attendees, driving long-term value and success.

Takeaways

AI-driven content summarisation extends event lifecycle

AI solutions that capture and summarise event content in real-time help combat the forgetting curve, ensuring valuable information is retained and can be utilised for post-event marketing and engagement.

Personalised attendee experiences enhance engagement

Technologies like AI-powered concierges, personalised agendas, and interactive maps reduce cognitive load and help attendees navigate events efficiently, fostering deeper engagement with the content.

Multilingual accessibility is crucial for inclusivity

AI speech translation and machine-translated captions provide affordable and scalable solutions to enhance engagement across diverse linguistic backgrounds, ensuring comprehensive and accurate multilingual experiences.

Event Tech Live 2025: Event report

12–13 November 2025

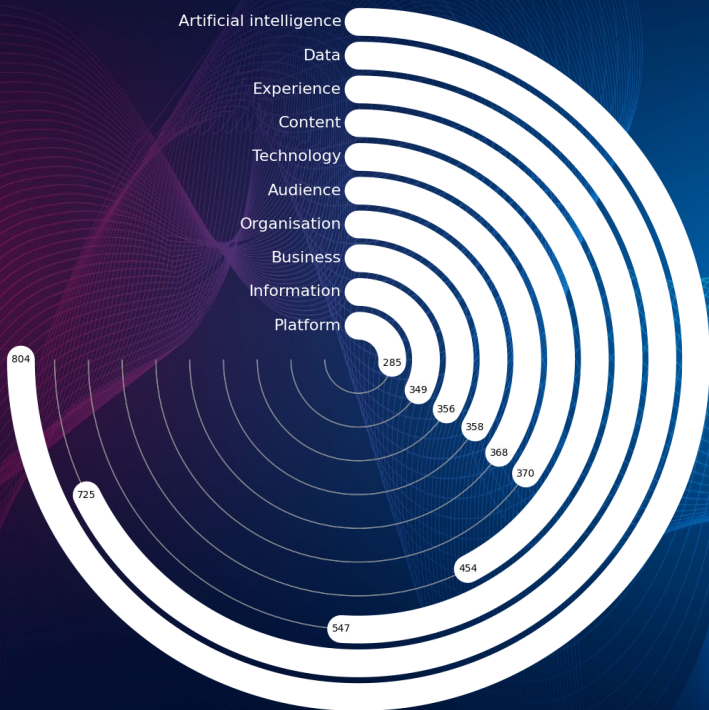
Sustainable event management through hybrid models

Hybrid events and innovative tech solutions, such as digital badges and remote production, reduce environmental impact while enhancing attendee engagement, promoting sustainability in event planning.

Strategic alignment and continuous improvement

Clear goals, real-time data, and automation enhance efficiency in event planning, while collaboration between planners and tech providers ensures robust connectivity and high production values for impactful experiences.

Topics



AI workflow shift

AI is profoundly transforming event planning workflows and resource allocation by automating repetitive tasks and enhancing efficiency. Several sessions highlighted AI's ability to streamline administrative processes such as registration, content creation, and attendee management. Tools that automate the creation of registration forms, agendas, and personalised recommendations allow event organisers to focus on strategic aspects rather than mundane details. AI-powered chatbots and virtual assistants further reduce the burden on human staff by handling attendee queries and facilitating smooth interactions.

A recurring theme across sessions was AI's role in personalising attendee experiences and improving engagement. AI tools can offer tailored recommendations based on demographic and behavioural data, ensuring attendees receive relevant content and networking opportunities. The ability to capture and analyse real-time data during events allows organisers to refine content and delivery, resulting in higher satisfaction and engagement rates. Post-event, AI-driven analytics provide valuable insights into attendee behaviour and preferences, enabling organisers to make informed decisions for future events.

AI also significantly impacts resource allocation by optimising processes and improving data accuracy. Automation tools reduce the time spent on manual tasks such as lead capture and data enrichment, allowing teams to allocate resources more effectively. AI-powered analytics offer quick and precise insights, aiding in better decision-making and strategic planning. The integration of AI into existing workflows ensures seamless functionality, helping event planners enhance efficiency and achieve better outcomes. Overall, AI's transformative potential in event planning is evident in its ability to streamline operations, personalise experiences, and optimise resource management.

Inclusive access

Several sessions highlighted the importance of AI-driven translation services and accessibility features to foster inclusivity at events. Technologies that offer real-time translations, captions, and speech-to-speech translation in multiple languages were repeatedly mentioned as vital tools in breaking down language barriers and ensuring that attendees can engage with content in their preferred language. Innovative solutions such as QR codes to access summaries and interactive tools for Q&A sessions were also noted for their role in enhancing participation and making events more accessible.

The need for platforms to be user-friendly and accessible across various devices was a recurring theme. Ensuring ease of use and mobile accessibility was particularly emphasised for older adults and individuals who may not be as tech-savvy. Event technology providers were recognised for their efforts to create intuitive platforms that cater to diverse demographics, including features like detailed agendas, live updates, and simplified navigation options. This approach helps attendees feel more comfortable and engaged, regardless of their technological proficiency.

Another significant pattern was the integration of AI and accessibility standards to create inclusive experiences for attendees with disabilities. The compliance with WCAG standards and the provision of assistive technology support, such as screen readers, were highlighted as essential for ensuring equal participation. Additionally, the use of AI to provide personalised experiences and content tailored to individual preferences and needs was seen as key to enhancing engagement and inclusivity. By leveraging these technologies, event organisers can cater to a broader audience and create a welcoming environment for all attendees.

Balancing automation

The discussions emphasised the importance of balancing automation with strategic oversight, particularly in the context of event management and planning. While automation can streamline processes and enhance efficiency, it is crucial to retain human oversight to ensure the quality and relevance of the content. AI tools can assist with technical tasks such as data analysis, follow-up processes, and content summarisation, but final decision-making should involve human input to align with the event's goals and standards. This helps maintain the human touch necessary for effective engagement and strategic planning.

Several sessions highlighted the need for careful integration of AI and automation tools to support, rather than replace, human roles. Automation should be used to handle repetitive tasks and enhance data accuracy, allowing teams to focus on creative and strategic aspects. Practical approaches such as starting with small-scale tests and scaling successful initiatives can ensure a smooth transition to automation while preserving strategic focus. Tools that automate data collection and analysis can provide real-time insights and recommendations, improving operational efficiency without compromising the quality of outcomes.

A recurring theme was the importance of intentionality in data collection and the use of technology to enhance engagement. By prioritising hands-on access to data and maintaining a seamless branding experience, teams can improve the overall attendee journey. Collaboration among tech providers and stakeholders is vital to ensure that automation tools are integrated effectively, supporting strategic goals and delivering cohesive and impactful experiences. Overall, the balanced approach to automation involves leveraging AI to streamline workflows and enhance efficiency while ensuring that human expertise and strategic oversight remain central.

Perspectives



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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AI analysis

How Year-Round Community Events Drive Business Growth, Insights, and Value

Claudia Colea
AI Community Specialist at Zapier

Esther Trappoudou
Head of Community at Zed Industries

Francisco Opatzo
Founder & Principal Consultant at Led by Community

Valentina Ruffoni
Founder at The PE Network

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Valentina Ruffoni

– on sustainable community management:

*You'll know your community is thriving when it
can operate independently of you.*

Event Tech Live 2025: Event report

12–13 November 2025



Ken Madden

– on personalisation in EventTech:

*Personalisation feels like the pumpkin spice
latte of EventTech this year; it's everywhere.*

Potential future topics

Addressing AI bias and ethical considerations in event technology

As AI becomes increasingly integrated into event management, it is crucial to address the potential biases and ethical concerns associated with its use. This session will delve into the ways AI can inadvertently perpetuate biases and explore strategies for ensuring ethical AI deployment in events. Experts will discuss best practices for mitigating bias in AI algorithms and highlight the importance of transparency and accountability in AI-driven event technologies.

Attendees will gain insights into the ethical challenges posed by AI in event tech and learn how to implement solutions that promote fairness and inclusivity. The session will feature case studies and practical examples to illustrate how event planners can navigate ethical dilemmas and make informed decisions when utilising AI. Join us to explore the balance between innovation and ethics in the realm of event technology.

Enhancing event security with advanced technology

With the increasing reliance on technology in event planning and management, security concerns have become paramount. This session will focus on the latest advancements in event security technology, including AI-driven surveillance, secure data encryption, and biometric authentication. Experts will share insights into how these technologies can safeguard events from cyber threats and physical security breaches.

Participants will learn about the practical applications of advanced security solutions and how they can be integrated into various event scenarios. The session will also address the importance of creating a comprehensive security strategy that covers all aspects of event planning, from registration to post-event data management. Discover the tools and techniques that can help ensure the safety and security of your events.

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