



#ETLLondon25



Choose2Rent

AI analysis

Event Tech Live 2025: Event report

12–13 November 2025

VOXO

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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.

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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 the 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.

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.

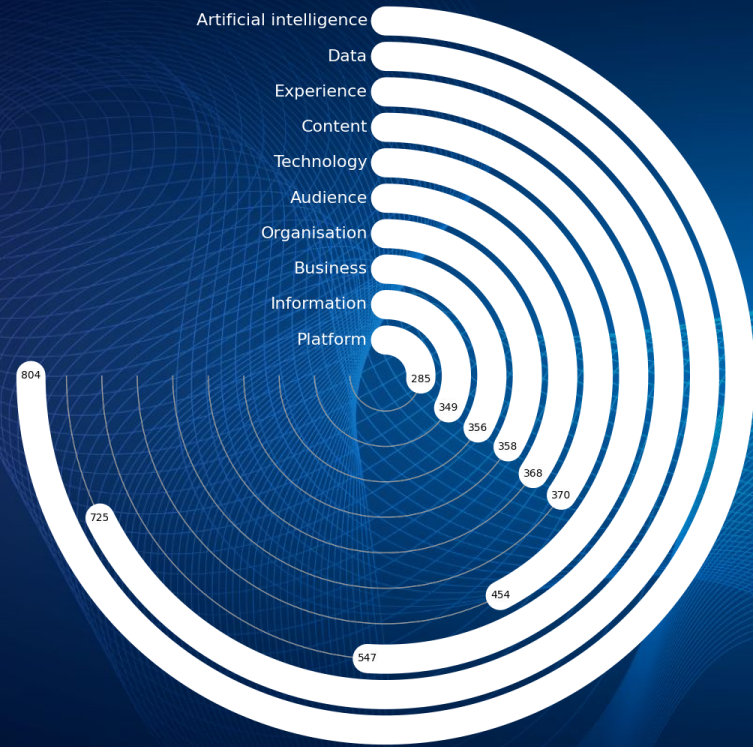
Topics

Artificial intelligence, data, and experience are three pivotal topics shaping the future of event management and operations.

Artificial intelligence (AI) is revolutionising the field with its ability to enhance productivity, personalise attendee experiences, and improve multilingual communications. AI-driven tools such as chatbots and event apps are making information navigation more manageable and engaging, although there is a need to balance automated solutions with human oversight to ensure authenticity and meaningful interactions.

Data plays an essential role in driving decisions, optimising attendee experiences, and ensuring compliance with regulations like GDPR. The utilisation of data for visualisation, integration with CRM systems, and leveraging AI for insights is crucial for improving event outcomes and return on investment.

Meanwhile, the focus on experience highlights the importance of personalised and engaging interactions that meet attendees' expectations. Incorporating real-time data and technology enhances participation and enjoyment, underscoring the need for seamless, immersive experiences that align with business goals and audience satisfaction.



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

Artificial intelligence

Artificial intelligence is increasingly shaping event planning and operations by enhancing productivity, personalising experiences and improving translations. Tools such as Voxo summaries, event apps and chatbots help manage sessions, guide participants and support international audiences, though concerns remain about predictable outputs and the need to preserve human connection.

AI is widely seen as a driver of innovation that can address logistical challenges and elevate attendee experience, but it must be balanced with human oversight to maintain authenticity. Its rapid development offers major opportunities for personalisation and efficiency, yet it also demands careful use to avoid generic content and over reliance on automation.

Data

Data is seen as a vital component in event management, driving decisions, enhancing attendee experiences, and ensuring compliance with regulations like GDPR. Its importance spans across visualisation for comprehension, leveraging AI for insights, and maintaining high-quality integrations with CRM systems. There is also emphasis on the need for seamless data capture and analysis to improve event outcomes and ROI.

For society at large, the extensive use of data signifies a shift towards more informed and efficient decision-making processes. It highlights the growing reliance on data-driven technologies to enhance interactions, personalise experiences, and address privacy concerns. This trend reflects a broader movement towards transparency, accuracy, and innovation in both business and personal spheres.

Experience

Experience is considered paramount across contexts, from event management to medical education, with an emphasis on personalised, engaging interactions. Integrating real-time data, AI and other technologies enhances participation while supporting operational efficiency. The discussions highlight that successful experiences require careful planning, the right technological mix and a clear understanding of audience needs.

The speakers call for seamless, immersive experiences that support business goals and attendee satisfaction. They stress continuous improvement by using analytics to refine strategies and adapt to evolving expectations. Experience remains central to driving engagement, fostering connections and achieving meaningful outcomes.

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.

Active participation

Creating engaging and immersive event experiences was a recurrent theme across multiple sessions. Several speakers underlined the importance of integrating interactive elements and innovative formats to promote active participation. Examples such as debate-style panels, gamification, and experiential activities were highlighted for their effectiveness in maintaining attendee engagement. Emphasising personalised interactions, whether through tailored agendas, one-on-one meetings, or real-time personalised activations, was a common strategy to ensure that attendees felt involved and valued throughout the event. These approaches aim to transform attendees from passive recipients of information to active contributors and participants.

A recurring pattern observed was the emphasis on fostering a sense of community and psychological safety among attendees. Speakers noted that creating safe spaces where attendees feel valid and seen encourages them to share their unique perspectives and experiences. Techniques such as smaller, intimate spaces within larger events and training staff to warmly welcome attendees were recommended to enhance this feeling of community. Additionally, incorporating storytelling and human experiences into event design was suggested to evoke emotions and deepen connections, thereby promoting active involvement.

Technology played a significant role in enabling participatory experiences. The integration of immersive technologies such as AI, NFC, QR codes, and real-time data allowed for dynamic and interactive event environments. Examples included personalised digital activations and gamified environments, which encourage attendees to actively engage and shape their experiences. The strategic use of technology to support analogue moments and spontaneous interactions was also noted as a way to enhance engagement. Overall, the sessions underscored the importance of thoughtful and intentional event design that prioritises interaction, community building, and personalised experiences to shift attendees from passive observers to active participants.



Data to value

Several sessions highlighted the importance of integrating various data sources and using AI-driven tools to collect, analyse, and interpret event data. Effective data management was seen as crucial for maintaining a single source of truth and reducing manual data handling, enabling organisers to measure event success and understand attendee behaviour. AI tools like chat GPT and Power BI were mentioned as valuable for uncovering patterns and insights, aiding event planners in making informed decisions that enhance the event's commercial value. Sentiment analysis tools and personalised recommendations were also discussed as methods to boost engagement and satisfaction, providing valuable metrics for demonstrating the event's impact.

Another recurring theme was the necessity of seamless data flow across different technology platforms. Integrating systems like Salesforce, HubSpot, and Microsoft Dynamics helps in maintaining accurate data and ensuring smooth data transfer and effective analysis. Comprehensive analytics were deemed essential for convincing stakeholders about an event's value, with detailed reporting on attendee interactions, engagement levels, and feedback being critical for justifying investments. The importance of setting clear KPIs and measuring success through both qualitative and quantitative feedback was emphasised, ensuring that organisers can present actionable insights and recommendations for future improvements.

Moreover, the sessions underscored the strategic use of event data to enhance personalisation and engagement. AI-driven technologies were identified as key in providing personalised content and recommendations during and after events, thereby increasing attendee satisfaction and driving revenue. The role of detailed lead quality reporting was highlighted, noting that tracking patterns such as dwell time and repeat visits can provide exhibitors with valuable insights into lead quality and financial return. The importance of proactive engagement strategies and the use of customer data to address churn before it happens was emphasised, suggesting that adopting metrics similar to those used by subscription publishers could significantly improve rebook rates and predict revenue more effectively.

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.





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Sustainability data use

The integration of sustainability data into event planning and decision-making was discussed across several sessions, focusing on the environmental impact of badge and lanyard management and the use of digital screen badges. Attendees were encouraged to use durable materials and implement recycling stations at events to manage waste effectively. Incentivising attendees to keep their badges for future events and using tear-resistant badges that can last multiple days were suggested to promote sustainability. The size of badges and the materials used were highlighted as crucial considerations, with recommendations to use less plastic and paper and implement methods to return and recycle badges and lanyards.

The use of technology to support sustainability was another recurring theme. Digital screen badges were praised for their reusability and the reduction of logistical burdens associated with pre-sorting and printing stations. Strategies to ensure the return of badges post-event, such as collecting them or incentivising participants to return them, were discussed as effective measures to maximise reuse. The use of calculators to measure and report emissions associated with events, particularly for exhibitor stands, was demonstrated. These tools provide detailed insights on emissions from various components of event setups, helping organisers make informed decisions that align with sustainability goals.

Hybrid events were emphasised for their ability to significantly reduce carbon footprints by leveraging technology to facilitate remote participation. This approach cuts down on travel-related emissions and logistical costs, contributing to overall event sustainability. Technologies enabling efficient remote management and high-quality broadcasts without extensive logistical setups were advocated. Recording sessions and providing captions to enhance accessibility and sustainability were suggested as practical steps to make event content available online, reducing the need for physical presence. These measures collectively help organisers create memorable, sustainable events that meet growing demands for environmental responsibility.

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.



Valentina Ruffoni

– on sustainable community management:

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



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.

Leveraging virtual reality for immersive event experiences

Virtual reality (VR) is transforming the way attendees experience events, offering immersive and interactive environments that enhance engagement. This session will explore the latest VR technologies and their applications in event planning, from virtual tours and interactive exhibitions to live VR broadcasts. Experts will discuss how VR can create memorable and impactful experiences that resonate with attendees.

Attendees will have the opportunity to explore the practical aspects of incorporating VR into their events, including hardware requirements, content creation, and user experience design. The session will feature demonstrations of cutting-edge VR solutions and provide insights into the future of immersive event technology. Join us to discover how VR can elevate your event experiences to new heights.

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