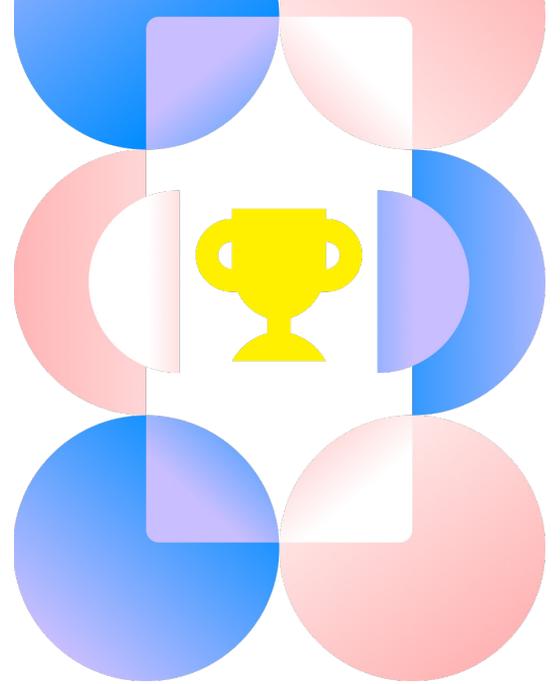


# The top event technology trends of 2024

A look at insights from the *Gartner*<sup>®</sup>  
*Magic Quadrant*<sup>™</sup> for Event Technology Platforms



Dive into the transformative trends in event technology reshaping how we plan, execute, and experience events. Understanding these transformations is pivotal, so we took a deep dive into the inaugural *Gartner*<sup>®</sup> *Magic Quadrant*<sup>™</sup> for *Event Technology Platforms* — in which we were proudly named a Leader — so we could share the latest event technology trends with you.

Our in-depth analysis unveils the strategies and innovations leading the charge into 2024, equipping organizers with the knowledge to craft unforgettable events.

## **Event tech consolidation: Creating an integrated future**

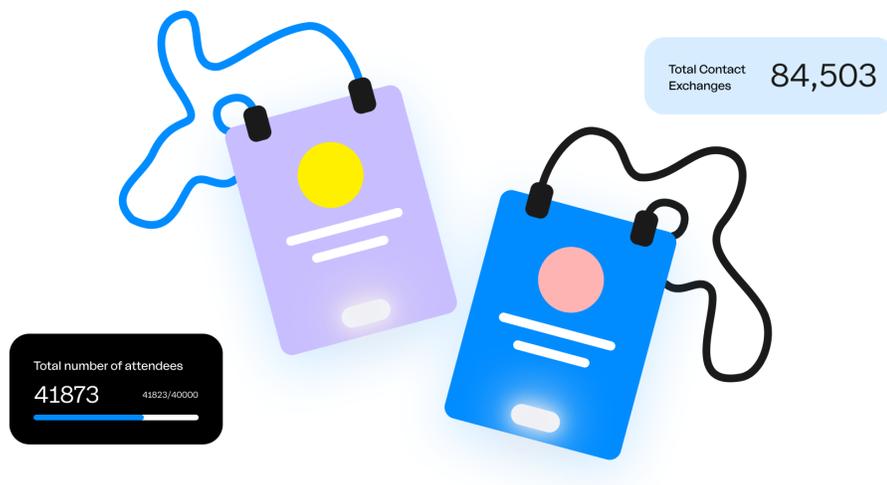
- Embrace platforms that seamlessly blend virtual and physical event spaces, offering unified experiences for all attendees.
- Look for solutions that provide intuitive, cross-functional features – from registration to feedback – under one roof for smoother event orchestration.
- The goal is to eliminate silos between different event aspects, ensuring a cohesive experience that enhances engagement and streamlines management.

## **Artificial intelligence: Looking beyond automation**

- Use AI for dynamic personalization, crafting experiences that adapt to attendee interactions in real-time, from tailored content to recommended networking opportunities.
- AI-powered analytics can predict trends and attendee needs, offering insights that refine event strategies and content curation.
- Leverage chatbots and virtual assistants to provide instant support and information to attendees, enhancing their experience and reducing staff workload.

## Wearable tech and real-time data: Unlocking deep insights

- Implement wearables to facilitate smoother on-site experiences, such as contactless check-in, payment, and personalized agenda updates.
- Gather valuable data on attendee behaviors and preferences through wearables, enabling real-time adjustments and post-event insights for future planning.
- Enhance security and streamline event operations with wearable technology, ensuring a safe and efficient environment for all participants.



## Regional events: Nurturing community and complexity

- Capitalize on the growing preference for smaller, regional events to minimize travel requirements, champion sustainability, and foster community engagement.
- Use local events to highlight regional speakers, cuisine, and culture, creating a unique and memorable experience.
- Leverage advanced event tech functionality – role-based permissions, session visibility, and session access control – to provide tailored, persona-specific experiences.

## Adjacent competitors: Championing innovation to stay ahead

- Acknowledge the expansion of traditional meeting platforms into the in-person event space as a call to elevate your event offerings with unique technology and creative content.
- Differentiate your events with exclusive features, such as augmented reality experiences or live translation services, to remain competitive and appealing.

## Automation and scalability: Mastering operational efficiency

- Automate logistics and back-end operations, from scheduling to attendee communication, freeing up time for strategic planning and creative endeavors.
- Use AI for scalable customization in marketing campaigns, attendee registration, and feedback collection, ensuring a personalized touch at every step.

## Attendee experiences: Prioritizing interactivity and engagement

- Design interactive sessions that leverage technology for live polling, Q&A sessions, and collaborative workshops, driving engagement and value.
- Create immersive environments and activations, allowing attendees to explore new dimensions of your event theme and content.
- Foster a sense of community and connection among attendees through tech-enhanced networking opportunities and social integrations.

## Personalization: Embracing attendee expectations

- Integrate recommendation engines to guide attendees through personalized event journeys, from session selection to networking matches.
- Employ data-driven insights to customize every aspect of the attendee experience, ensuring each participant feels valued and understood.

## Crafting the future of event technology — today

In 2024, the convergence of technology, personalization, and scalability within the event industry will be not just a trend; it's a movement. By taking these insights and changing how you think about and execute events, you can pioneer new standards for engagement, efficiency, and impact. Want to know how Bizzabo can help you put these trends into practice? Let's talk.

# Stop venting and start eventing.

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