



Stay ahead of the game: Leveraging tech to optimise events

First published on LinkedIn on September 5, 2019

Shaan Bassi, Senior Insights Manager, [The Creative Engagement Group](#)

Across industries events are being scrutinised more than ever, there is a need to constantly justify their existence and return on investment. This is combined with the ever-evolving nature of the event landscape; with the advent of virtual events and technological advancements – think Augmented Reality, Virtual Reality and Artificial Intelligence – as well as the need to providing an ever more personalised experience, event planners are presented with a huge challenge having to design the most effective strategic and tactical solutions for their events.

At The Creative Engagement Group, we are constantly working with our clients to address a number of key questions:

- How can engagement be maximised? Can we measure it?
- What was the impact? Can we demonstrate its effectiveness?
- How do we stay ahead of the game?



Want to keep up? Knowledge is power.

Gone are the days of counting attendees at an event or looking at a poorly responded satisfaction survey in isolation.

Clients are now looking to gain insights into every aspect of the event experience to truly understand the impact; from the hot topics and trends discussed, to deep dives into specific event elements. Having the ability to measure and track brand perceptions, assess positioning versus key competitors and evaluating the impact of a campaign all now have a significant impact on strategic decision making.

Real-time agility is here. And it's a game changer.

Whilst post-event impact and optimisation has always been a key part of the event lifecycle, we at The Creative Engagement Group have taken it one step further with responsive technology enabling real-time improvements.

Utilising state-of-the-art technology, anonymous radio-frequency detection and camera analytics - think sophisticated, digital eyes and ears, not only can we gain robust, evidence-based metrics on event activities, but the data can be leveraged to adjust environmental flows or layouts whilst the event is live. For example, if we identify an area isn't getting much traction, we could adjust the location of the catering to ensure greater footfall, e.g. during a plenary session when the delegates are elsewhere.

Making what seems like small improvements can have a significant impact. The rule of 1%, developed by Jan Carlzon, former President of Scandinavian Airlines (SAS), said, *"In order to succeed in business and differentiate yourself from competitors, you do not have to be 1000% better at one thing; you have to be 1% better at 1000 things!"*

We are integrating a variety of technologies across a range of events, where metrics allow us to make seemingly small changes to enhance both the attendee experience and content engagement during an event. Tracking key delegate pathways and engagement hotspots allows us to guide the positioning of sales reps to maximise the number of in-depth discussions and to convert passers-by into engaged individuals.

Top tips for using insight to stay ahead of the game...



Define your outcomes: What do you want to achieve? This is specific to the client, the strategy and the event – *is the aim to change a behaviour, drive awareness or generate leads?*

Ensure a strategic output: Event insights should go far beyond the numbers; they should reveal the event context and ultimately provide a clear ‘*so what*’ – a tangible outcome that informs action.

It's not just about tomorrow: Reflecting-on and integrating event learnings into future strategy allows us to refine and improve. However, it's not all about the future, by using this technology and the real-time reporting we don't need to wait and can enhance experiences in the moment.

In an increasingly competitive and progressive market, it is more important than ever to drive and optimise event performance, with C&IT's State of the Industry survey revealing that 68% of corporate planners have seen budgets fall or remain static in the past year. Leveraging technology and insight generation will deliver those golden nuggets of information that will enhance event strategy and maximise value.



I currently work across the TCEG portfolio, supporting on insight & research needs. Want to know more, drop me an email at Shaan.Bassi@tceg.com or take a look at the work our event and exhibition agency does at www.wrglive.com

The Creative Engagement Group engage internal and external audiences through the strategic creation and delivery of live experiences, physical environments, logistics, film, digital & immersive, employee engagement, learning, scientific engagement and training. WRG is a division of The Creative Engagement Group that specialises in international events and experiential activities, it employs more than 200 people with offices in Europe and the US. The company has over 30 years' experience working across categories including; Healthcare, Energy, Technology, Luxury, Retail, FMCG and Financial & Professional Services. WRG is a division of The Creative Engagement Group.