



# The State of Event Technology Adoption

**PSAV**



MEETING PROFESSIONALS INTERNATIONAL

## STANDARDS AND PROCESSES

The event technology landscape has changed dramatically in the past decade. Internet access has become a mainstay and acts as the foundation for an entire technology ecosystem at meetings and events. Consequently, the number of event-focused companies and solutions that have entered the marketplace, from mobile applications to social media tools to live streaming, has grown quickly. And event-centric applications and devices have become integral to event planning, on-site management and attendee engagement processes.

Research supports the idea that technology adoption and its associated benefits (economies of scale, operational efficiency, customer engagement) accelerate when processes and standards for selecting, managing and deploying it are in place. Adoption of this technology typically occurs in stages. Early adopters tend to organize and standardize processes before others and exhibit specific behaviors that are both instructive and predictive.

Meeting Professionals International engaged researchers at Interactive Meeting Technology (IMT) to study how event professionals currently adapt to event technology and whether they have begun to develop standards and processes that accelerate event-technology adoption. The purpose of this report is to outline, contextualize and summarize the results of that research, as well as deliver best practices and guidance for companies interested in leveraging the potential of event technology.



## METHODOLOGY

First, IMT researchers reviewed existing reports, studies and findings from leading event-industry organizations and associations. They conducted informal interviews with an influential group of suppliers and meeting planners and developed a comprehensive, 28-question survey.

MPI sent the survey, “Managing Event Technology Ecosystems,” via email to MPI members and PSAV’s industry distribution list (primarily meeting and event planners) and received 452 total responses and 287 completed ones (every question was answered). Respondents identify as the following.

- Nonprofit/trade association (27 percent)
- Corporate meeting planner (25 percent)
- Independent/third-party meeting planner (18 percent)
- Supplier partner (16 percent)
- Other (9 percent)
- Agency partner (3 percent)
- Commercial event organizer (2 percent)

The majority of respondents come from nonprofit/trade associations and corporate environments or are independent meeting planners, respectively. They most often plan annual conferences, internal corporate meetings and regional conferences. Most are managers and senior managers between the ages of 35 and 54 years old.

In order to obtain a 360-degree view of how respondents approach event technology, IMT divided the survey questions into the following categories.

- Budgets
- Resources
- Organizational capabilities
- Data management
- Work processes
- Role in event technology
- Demographics

In addition to the survey, IMT researchers conducted telephone interviews with a number of survey respondents who agree or strongly agree with the statement, “Our organization is proficient at selecting, managing, and deploying event technology.” Interviewees elaborated on their original survey responses and provided more insight into the specific strategies and tactics that contributed to their self-declared proficiencies.

## LEVELS

Researchers rated organizations by their levels of maturity in managing event-technology processes to reveal where they are in the adoption life cycle. For this research, levels are defined as follows.

- Level 1 (ad-hoc): Does not have processes for managing event technology.
- Level 2 (process by project): Has event-technology processes that change based on the specific requirements, objectives, and desired outcomes, which can vary from event to event.
- Level 3 (process across organization): Has implemented event-technology standards and processes that are consistent and repeatable across all of the events for the organization and do not vary from event to event.
- Level 4 (mature processes across organization): Has standards and processes that remain consistent across the organization. Also has policies and practices (preferred vendors, required levels of wireless Internet access, event-technology choices) that are required across all events.

## SURVEY RESULTS: OVERALL TECHNOLOGY

**Question 1:** To what extent do you agree or disagree with the following statement: Our organization is proficient at selecting, managing and deploying event technology?

ANSWER CHOICES	RESPONSES	
Strongly Disagree	4.65%	21
Disagree	18.36%	83
Neither Agree nor Disagree	18.14%	82
Agree	39.16%	177
Strongly Agree	18.81%	85
Not Applicable	0.88%	4
<b>Total</b>		<b>452</b>

About 19 percent of respondents strongly agree and 39 percent agree that they are proficient in selecting, managing and deploying technology. In contrast, only about 23 percent indicate in varying degrees that they are not proficient. The remaining 19 percent of respondents have no opinion or indicate that the statement is not applicable.

## SURVEY RESULTS: BUDGET

**Question 2:** How does your organization allocate budgets for event technology?

ANSWER CHOICES	RESPONSES	
Ad Hoc: Each event team makes own decision	19.63%	75
By Event: There is an event technology budget for each event	41.62%	159
Organization Level: Budgets are allocated for the year	17.54%	67
All of the Above	12.04%	46
Not Sure	5.76%	22
Other	3.40%	13
<b>Total</b>		<b>452</b>

The largest category of respondents, about 42 percent, allocates budgets for event technology on a per-event basis. The second-largest group, approximately 20 percent, does so ad-hoc. The third largest group, some 18 percent, determines budgets at an organizational level and on an annual basis. The remaining 21 percent of individuals who responded use a variety of strategies or do not indicate a specific strategy.



**Question 3:** In the last three years has your organization's event-technology budget...

ANSWER CHOICES	RESPONSES
Significantly Decreased	0.78% 3
Decreased	6.79% 26
Neither Increased or Decreased	37.60% 144
Increased	44.65% 171
Significantly Increased	3.92% 15
N/A	6.27% 24
<b>Total</b>	<b>383</b>

Most people who responded indicate that their organization's budget in the past three years significantly increased (4 percent), increased (45 percent) or stayed the same (38 percent). The remaining respondents (only 13 percent) reported decreases or that the question is not applicable.

**Question 4:** Is your organization forecasting your future event technology budget to...

ANSWER CHOICES	RESPONSES
Significantly Decrease	0.53% 2
Decrease	4.21% 16
Neither Increase or Decrease	36.05% 137
Increase	49.74% 189
Significantly Increase	2.63% 10
N/A	6.84% 26
<b>Total</b>	<b>280</b>

Individuals sharing their information about future purchases on event technology anticipate a significantly increased (3 percent) or increased (50 percent) budget, while 36 percent of those responding will spend about the same amount as before. The remaining respondents (13 percent) report decreases or that the question is not applicable.

**Question 5:** In your opinion, rank the approaches that are most effective at getting event technology funded in your organization.

 See Question 5 Chart on page 12

Respondents say "demonstrate improved attendee experience" is the most effective approach for getting event technology funded in an organization. In contrast, they indicate that "various technologies can be integrated in a comprehensive ecosystem" is the least effective. The full breakdown from most effective to least effective follows.

1. Demonstrate improved attendee experience
2. Demonstrate operational efficiency
3. Demonstrate cost savings
4. Generate revenue
5. Necessary to keep up with the competition
6. Integration with current CRM (customer relationship management) system
7. Various technologies can be integrated in a comprehensive ecosystem

**Question 6:** What advice do you have for other event professionals regarding budgeting for event technology? Responses here vary, but a number of recurring themes emerged.

1. The expense associated with event technology merits close scrutiny.
2. The need for reasonable comparisons between technologies exists.
3. To some respondents audio-visual equipment could be event technology.
4. Budget estimates need to address unexpected expenses.
5. Technology is a critical and necessary component of events.
6. A level of unfamiliarity exists around the implementation of technology.
7. Due diligence, negotiation, and competitive bidding can help reduce costs.
8. Trusted partners and technology experts play a role in helping planners.
9. Linking technology to business outcomes can help justify the expense.

## SURVEY RESULTS: RESOURCES

**Question 7:** To what extent do you agree or disagree with the following statements?



See Question 7 Chart on page 12

The largest number of survey takers (41 percent) agrees or strongly agrees that they have adequate staff to support existing event technology solutions. Nevertheless, high numbers of them turn to event technology specialists (53 percent), their IT departments (43 percent) or their production companies (59 percent) to implement it. Further, when it comes to taking on new event technology, 44 percent of those responding indicate that they do not have adequate staffing in place.

**Question 8:** Please describe any new positions or roles that you have added to your team to manage event technology.

Relatively few respondents have hired new staff to manage event technology. Many use temporary staff or outsource various tasks to third parties. Several indicate that they are in the process of training existing staff to handle event technology. In total, only 46 survey takers provided a response other than none or not applicable (including those who outsource event-technology services). The positions that have been added include the following.

### Event-technology specialists

- A/V specialist
- Registration solutions manager
- Social media manager and coordinator
- Trainer and social media expert
- Social media director
- Event-technology manager

### Generalists with event-technology skills

- Registration manager
- Exhibitor services department
- Office manager
- IT specialist
- Project manager
- Part-time programmer/tester
- Operations team



- Network specialist
- Production manager
- Event coordinator with technology experience
- ICT service delivery manager
- Marketing manager with IT background
- Designer
- Communications and public relations manager with technology skills
- Event coordinator with technology skills
- Data manager

**Question 9:** Who on your extended event team is responsible for managing the deployment of each of the following event technologies?



See Question 9 Chart on page 14

Meeting and event planners bear the main burden of managing the deployment of event technology. In every single category of event technology referenced (except video walls and live streaming), the majority of respondents indicate that meeting planners are responsible. The data also shows the following.

1. The deployment of Internet and Wi-Fi access is also heavily dependent on the venue.
2. Some responsibility for event technology is given to the IT department or production company.
3. Engagement managers, consultants and procurement have very little involvement in managing the deployment of event technology.

## SURVEY RESULTS: ORGANIZATIONAL CAPABILITIES

### LEVELS

Researchers rated organizations by their levels of maturity in managing event-technology processes to reveal where they are in the adoption life cycle. For this research, levels are defined as follows.

- Level 1 (ad-hoc): Does not have processes for managing event technology.
- Level 2 (process by project): Has event-technology processes that change based on the specific requirements, objectives, and desired outcomes, which can vary from event to event.
- Level 3 (process across organization): Has implemented event-technology standards and processes that are consistent and repeatable across all of the events for the organization and do not vary from event to event.
- Level 4 (mature processes across organization): Has standards and processes that remain consistent across the organization. Also has policies and practices (preferred vendors, required levels of wireless Internet access, event-technology choices) that are required across all events.

**Question 10:** Rate your organization’s overall capability for each of these functions related to managing event technology.



See Question 10 Chart on page 13

For the majority of individuals, processes associated with event technology exist by project (Level 2) for the following.

- Strategic planning
- Technical planning and support
- Vendor evaluation and selection
- Content mapping
- Pre-production planning
- Resource allocation and assignment
- Internal communication planning
- On-site event communication
- On-site production
- Metrics and measurement

Standards and processes exist for the organization (Level 3) for the following.

- Budget planning
- System and data security

**Question 11:** Rate your organization’s overall capability at selecting, managing and deploying the following technologies.



See Question 11 Chart on page 15

Responses break down into three categories.

1. For the highest percentage of respondents (29 percent), organizations only manage resources and processes (Level 4) for registration.
2. Processes exist by project (Level 2) for the highest percentage of individuals in the following event technology categories.
  - Badge systems (28 percent)
  - Attendee tracking systems (29 percent)
  - Internet access for attendees (46 percent)
  - Wi-Fi access for attendees (44 percent)
  - Event mobile apps (36 percent)
  - Audience response systems (36 percent)
  - Digital signage (36 percent)
  - Social media displays (37 percent)
  - Content capture — audio and video recording (37 percent)
3. The question was not applicable to the highest percentage of respondents in the following event technology categories.
  - Access control systems (40 percent)
  - Lead retrieval systems (33 percent)
  - Video walls (42 percent)
  - Photo booth/photo activation (39 percent)
  - Live streaming (33 percent)

## SURVEY RESULTS: DATA MANAGEMENT

**Question 12:** How do you make sure that your attendee list is consistent among your website, printed schedules, digital signage and event app?

ANSWER CHOICES	RESPONSES	
Manually	18.77%	55
Via Spreadsheets	38.57%	113
Automatically Updated via Data Integration	32.76%	96
Other (please specify)	9.90%	29
<b>Total</b>		<b>293</b>



The majority of respondents (58 percent) uses manual processes or spreadsheets to ensure data consistency across websites, printed schedules, digital signage and event apps. About 33 percent use automation to keep data aligned. A small percentage (10 percent) use some other method, including a Web developer, combination of approaches depending on the event or a third-party company to manage data across multiple databases and devices.

**Question 13:** How do you make sure that your program, sessions, speaker lists and session details are consistent among your website, printed schedules, digital signage and event app?

ANSWER CHOICES	RESPONSES	
Manually	38.97%	113
Via Spreadsheets	29.66%	86
Automatically Updated via Data Integration	23.10%	67
Other (please specify)	8.28%	24
<b>Total</b>		<b>290</b>

The majority of respondents use manual processes (39 percent, information tracked through Word documents or email) or spreadsheets (30 percent) to ensure that programming, sessions, speaker lists and session details are consistent across the Web, print directories, digital signs and the mobile app. Just more than 23 percent use automated systems and software. For a small percentage (8 percent), the question does not apply or the respondents use some other method, including a Web developer or “home grown” system.

**Question 14:** Describe any other data integrations that your organization has created.

Respondents describe other systems they use to integrate data in several categories.

- Modular software platforms that automatically update and integrate data holistically. Respondents identify customer relationship management (CRM), registration and member management solutions as being at the center of these ecosystems.
- Multiple standalone solutions linked together. Respondents discuss the linking of registration, mobile apps and online floor plan software in this category.
- Custom-built software solutions.
- Individuals within the organization (such as the IT department or a database manager) tasked with supervising data integration.

**Question 15:** Describe how you use event technology data from past events to make decisions for future events.

Responses to this question can be categorized in three ways.

**Metrics.** Usage, ease of use, value to the event, ease of integration, attendee engagement, content satisfaction, costs, attendance, attendee demographics, successes, failures, room pick-up, post-event sentiment, attendee experience, app adoption, website visits, downloads, logins, open rates, traffic flow near technology deployment, QR code usage, social media statistics, attendance history, thoughts and feelings, views, leads, registration patterns, sales and size of virtual audience

**Methods.** Reports from specific software companies (registration, mobile app, networking, member management, CRM, etc.) attendee surveys, budget review, appreciative inquiry meetings, post-mortems, comparison of technologies by attendee demographic, radio frequency identification (RFID), year-over-year graphs, centralization, session tracking, audience response systems and testimonials.

**Actions.** Build on successes, change/grow usage of tool or technology, make historical comparisons, share data with venue, evaluate speakers, select session topics based in attendee preferences, determine ROI, negotiate with venues, choose event locations, analyze trends, determine areas of improvement, track lessons learned, adjust room sizes, reevaluate food and beverage selections, share with sales department, personalize contact with attendees, anticipate attendance, plan Internet bandwidth needs, select suppliers and allocate future resources.

## SURVEY RESULTS: WORK PROCESSES

**Question 16:** Describe any changes you have made to your event planning, on-site event management or attendee engagement processes because of event technology.

Most responses to this question fall into two categories: streamlined operations capabilities and the ability to enhance the customer experience. Below is a representative sample of the comments.

### Streamlined operations

- Used more technology in planning the event
- Increased consistency in reporting, logistics, and data collection
- Automated continuing education tracking
- Used social media to engage attendees
- Developed strategies for attendee engagement
- Used tablets instead of on-site notebooks
- Automated invitations, registration, and post-conference surveys
- Consolidated planning on one technology platform
- Placed QR codes on badges
- Used audience response system in general session
- Used project management software for event planning
- Formalized post-mortem analyses
- Streamlined systems integration
- Used RFID to track sessions
- Reduced error
- Improved badge printing and attendee data collection
- Reduced staff
- Reduced the amount of printed materials
- Increased IT staff
- Increased budget for technology





### Enhanced customer experience

- Offered more personalization
- Became more visitor-focused
- Recommended more technology to clients
- Increased attendee engagement through mobile apps and contest
- Improved on-site registration and payment
- Enabled virtual check-in
- Converted some live training to webcasts
- Increased number of touch points
- Shortened registration line
- Enabled real-time responses to attendees
- Reached new audiences
- Put registration online
- Checked attendees in using an iPad
- Provided electronic handouts
- Enhanced customer experience via a more robust event-registration website
- Moved all content online

**Question 17:** Describe your negative experiences with event technology at past events.

Several comment categories emerge in response to this question, including the following.

- Inadequate, expensive, unavailable or intermittent wireless connectivity, Internet access and bandwidth\*
- Inaccurate data reported by event technology
- Lack of data integration across technology solutions
- Lack of interoperability on multiple platforms
- Poor response to problems from on-site technology staff
- Fast pace with which technology is advancing
- Slow adoption of technology by target audience

\*This is the most frequent response to this question.

## SURVEY RESULTS: ROLE

**Question 18:** In which steps are you involved helping with event technology in your organization?



See Question 18 Chart on page 14

Planners help their organizations always, regularly and sometimes in all seven categories below.

1. Evaluation and selection of event technology (always 30 percent, regularly 29 percent)
2. Post-event measurement, reporting, and follow-up (always 29 percent, regularly 26 percent)
3. On-site execution of event technology (always 27 percent, regularly 27 percent)
4. Communication plans for event technology (always 26 percent, regularly 26 percent)
5. Creation of processes and standards (regularly 26 percent, sometimes 25 percent)
6. Purchase and negotiation of event technology (always 27 percent, regularly 25 percent)
7. Setup, configuration, and testing of event technology (regularly 25 percent, sometimes 28 percent)

**Question 19:** What percent of your time is involved in working with event technology?

ANSWER CHOICES	RESPONSES	
Less than 10%	30.53%	87
11-25%	38.95%	111
26%-50%	18.60%	53
51%-80%	7.02%	20
Greater than 80%	4.91%	14
<b>Total</b>		<b>285</b>

The vast majority of individuals (70 percent) spend 25 percent or less of their time on selecting, managing or deploying event technology. About 19 percent spend between 26 percent and 50 percent of their time on event technology. Only 7 percent spend from 51 percent to 80 percent of their time on it, and a mere 5 percent spend nearly all of their time working with event technology.

**Question 20:** What type of training do you wish that you had to be more successful?

Open-ended responses fall generally into three categories.

**Training in specific technologies.** Mobile apps, invitations, registration, live streaming, audio-visual equipment, websites, wireless connectivity, social media (LinkedIn), audience response systems, survey platforms, HTML, reporting tools

**Best practice.** Mapping technology to objectives, selecting technology, benchmarking technology implementation

**General education.** Trends, using technology to streamline operations, data to support change and cost savings, case studies, new products and technologies, IT architecture, integration and synchronization, ROI on specific technologies, affordable technologies, typical costs for rental equipment, hard costs versus variable costs for technology, how to communicate with suppliers, technical project management

## SURVEY RESULTS: DEMOGRAPHICS

**Question 21:** What types of events do you organize?



See Question 21 Chart on page 13

Taking into consideration that survey respondents may organize events in many categories, nearly  $\frac{3}{4}$  of respondents (74 percent) organize annual conferences. The second largest group (56 percent) produces internal corporate meetings, and the third largest group (53 percent) plans regional conferences. At the other end of the spectrum, 11 percent organize sporting events, another 11 percent produce dealer meetings and 7 percent plan investigator meetings. Nearly 18 percent organize events that do not fall into any other category.



**Question 22:** Please define your organization.

ANSWER CHOICES	RESPONSES	
Corporate Meeting Planner	25.4%	71
Agency Partner	2.9%	8
Supplier Partner	16.5%	46
Non-Profit/Trade Association	27.2%	76
Commercial Event Organizer	1.8%	5
Independent/Third-Party Meeting Planner	17.6%	49
Other	8.6%	24
<b>Total</b>		<b>279</b>

Because of the large number of skipped responses (173), the distribution of organization types could actually be different overall. This data suggest that respondents to the survey fall into three major groups.

- Nonprofit/Trade associations (27 percent)
- Corporate meeting planners (25 percent)
- Independent or third-party meeting planners (18 percent)

The smallest group to identify itself is comprised of commercial event organizers (2 percent). About 9 percent of respondents fall into the “other” category.

**Question 23:** What is your job role?

ANSWER CHOICES	RESPONSES	
Individual Contributor	9.4%	27
Team Lead	9.4%	27
Manager	24.5%	70
Senior Manager	25.9%	74
Regional Manager	1.7%	5
Vice President	3.1%	9
Management/C-Level	7.3%	21
Partner	2.8%	8
Owner	8.7%	25
Volunteer	0.3%	1
Intern	0.0%	0
Other	6.6%	19
<b>Total</b>		<b>286</b>

Most respondents are senior managers (26 percent) or managers (25 percent). The second major group is comprised of individual contributors, team leads and owners — each at approximately 9 percent. About 7 percent of the people who answered fall into the “other” category.

**Question 24:** What is your age?

ANSWER OPTIONS	RESPONSES	
18 to 24	1.4%	4
25 to 34	18.6%	53
35 to 44	26.0%	74
45 to 54	31.9%	91
55 to 64	18.2%	52
65 to 74	3.9%	11
75 or older	0.0%	0
<b>Total</b>		<b>285</b>

The biggest group — about 1/3 of the respondents — are ages 45 to 54. The second largest group (26 percent) falls between 35 and 44 years old. There are about the same number (19 percent) of 55- to 64-year-old individuals as there are people in the 25 to 34-year-old category. Less than 2 percent are 24 years old or younger.

## PROFILE: ELITE COMPANY

Of all survey respondents, only 19 percent strongly agree that they are proficient at selecting, managing and deploying event technology. By isolating the most popular responses to every question (except open-ended questions) answered by this elite group of event professionals, we identify an elite profile as the following.

- 54 percent of the organizations allocate budgets for event technology by event.
- In the last three years, 48 percent of the organizations increased their event technology budgets.
- 54 percent of organizations forecast that they will increase their event technology budgets in the future.
- The most effective approach to getting event technology funded is to demonstrate an improved attendee experience.
- 46 percent agree that they have adequate staffing to support existing event technology.
- 39 percent agree that they have adequate staffing to take on new event technology.
- 40 percent agree that they will use event technology specialists to implement and troubleshoot event technology.
- 37 percent agree that they will rely on the IT department to implement event technology.
- 40 percent agree that they will rely on their production companies and vendors to help implement event technology.

In this group, meeting planners are primarily responsible for deploying a wide range of event technologies from registration systems to live streaming; however, production companies manage video walls and live streaming.

Respondents approach standards and processes differently depending on the specific process as follows.

Event technology processes exist by project (Level 2) for...

- Technical planning and support
- Content mapping\*\*
- Pre-production planning
- On-site event communication

\*\*Responses appeared in more than one category equally.



Event technology standards and processes exist for the organization (Level 3) for...

- Vendor evaluation and selection
- System and data security
- On-site production
- Metrics and measurement

Organizations manage event technology resources and processes (Level 4) for...

- Strategic planning
- Budget planning
- Content mapping\*\*
- Resource allocation
- Internal communication planning

Organizations rate their capabilities at selecting, managing and deploying event technologies differently depending on the technology as follows.

Processes exist by project (Level 2) for...

- Attendees tracking systems
- Internet access for attendees
- Wi-Fi access for attendees
- Mobile apps
- Audience response systems
- Lead retrieval
- Digital signage
- Video walls
- Social media displays
- Photo booth
- Content capture
- Live streaming

Event technology standards and processes exist for the organization (Level 3) for...

- Badge systems\*\*

Organizations manage event technology resources and processes (Level 4) for...

- Registration
- Badge systems\*\*

\*\*Responses appeared in more than one category equally.

The only technology not applicable to “strongly agree” respondents is access control systems. Some 58 percent of elite group respondents manage data consistency for attendees among the website, printed schedules, digital signage and mobile app using automatic updates via data integration. And 44 percent of elite group respondents manage program data consistency among the website, printed schedules, digital signage and mobile app using automatic updates via data integration.

Respondents are involved in helping their organizations with event technology as follows.

1. Evaluation and selection of event technology (always 45 percent, regularly 27 percent)
2. Communication plans for event technology (always 34 percent, regularly 36 percent)
3. Creation of processes and standards (always 35 percent, regularly 33 percent)
4. Post-event measurement, reporting, and follow-up (always 37 percent, regularly 27 percent)
5. On-site execution of event technology (always 35 percent, sometimes 24 percent)

6. Purchase and negotiation of event technology (always 33 percent, regularly 31 percent)
7. Setup, configuration, and testing of event technology (always 22 percent, regularly 22 percent, sometimes 39 percent)

#### More About the Elites

- 34 percent of respondents spend between 11 and 25 percent of their time working in event technology, and 24 percent spend less than 10 percent of their time on event technology.
- Of respondents, 73 percent organize annual conferences, 65 percent manage galas and parties and 60 percent produce internal corporate meetings.
- 30 percent of highly proficient respondents are corporate planners, 26 percent are nonprofit/trade association planners and 21 percent are independent planners.
- 25 percent are senior managers and 24 percent managers.
- 32 percent are 45 to 54 years old and 26 percent are 25 to 34 years old.

#### Elite vs. All Respondents

Survey takers who strongly agree that they are proficient at selecting, managing and deploying event technology exhibit many of the same characteristics as all of the respondents. But they differ from all respondents in some significant ways as well.

- More individuals allocate event technology budgets by event in the strongly agree group (54 percent) than survey takers overall (42 percent).
- 48 percent of survey takers who strongly agree that they are proficient in event technology also agree that have adequate staffing to take on new event technology solutions. By comparison only 30 percent of the combined group agree that they have adequate staffing to take on new event technology solutions. Some 44 percent of the combined group do not agree that they have adequate staffing to take on new technology solutions.
- 58 percent of the strongly proficient group make sure that attendee data is automatically updated via data integration across multiple databases compared to 57 percent of respondents overall who update attendee data using spreadsheets or other manual methods.
- 44 percent of the strongly proficient group make sure that program data is automatically updated via data integration across multiple databases compared to 67 percent of respondents overall who





- manually update their databases.
- 58 percent of elite respondents spend 25 percent or less of their time working with event technology compared to 70 percent of respondents in the combined group.
- In the elite group, 65 percent of respondents manage galas and parties. Only 52 percent manage these types of events in the overall group.
- In the highly proficient group, 87 percent of respondents are meeting planners; in the combined group only 70 percent are meeting planners.
- The largest age group for both the strongly agree group and the combined group is the 45 to 54 year olds. The second-largest group for strongly agree is 25 to 34, whereas the second-largest group for all respondents is 35 to 44.



See Elite vs. All Respondents Chart on page 15

The elite group manages event technology functions in all three categories: Level 2, Level 3 and Level 4. In contrast, the combined group (all respondents) manages almost all event technology processes at Level 2. Combined group respondents manage budget planning and system and data security at Level 3, and they do not manage any processes at Level 4.

**Organizations' Overall Capabilities for Managing Event Technology Functions**

WORK PROCESSES	STRONGLY AGREE ONLY	ALL RESPONSES
Level 2: Processes exist by project	Technical planning and support	Strategic planning
	Content mapping** Pre-production planning On-site event communication	Technical planning and support Vendor evaluation mapping** Pre-production planning Resource allocation Internal communication On-site event communication On-site production Metrics and measurement
Level 3: Standards and processes exist for the organization	Vendor evaluation and selection System and data security On-site production Metrics and measurement	Budget planning System and data security
Level 4: Organization manages resources and processes	Vendor evaluation and selection System and data security On-site production Metrics and measurement	

\*\*Responses appeared in more than one category equally.

The elite group rates its organizations' capabilities for selecting, managing and deploying event technologies primarily on Level 2. They only regard one technology as not applicable. In contrast, the combined group rates its organizations' capabilities for managing event technologies as either Level 2 or 4 and regards five technologies as not applicable.

**Organizations' Overall Capabilities for Selecting, Managing, and Deploying Event Technologies**

WORK PROCESSES	STRONGLY AGREE ONLY	ALL RESPONSES
Level 2: Processes exist by project	Attendee tracking systems Internet access for attendees Wi-Fi access for attendees Mobile apps Audience response systems Lead retrieval Digital signage Video walls Social media displays Photo booth Content capture Live streaming	Badge systems Attendee tracking Internet access Wi-Fi access for attendees Mobile apps Audience response systems Digital signage Social media displays Content capture
Level 3: Standards and processes exist for the organization	Badge systems**	
Level 4: Organization manages resources and processes	Registration Badge systems**	Registration
Not Applicable	Access control	Access control Lead retrieval Video walls Photo booth Live streaming

\*\*Responses appeared in more than one category equally.

**SUMMARY OF FINDINGS**

**BUDGETS**

While some organizations allocate budgets for event-marketing activities centrally and on an annual basis, the largest group of respondents managed budgets on a per-event basis. Budgets for event technology have increased for many over the past three years, and at least half of survey respondents forecast more investment in the future. Even though there are concerns that event technology is expensive, complex and not entirely understood, meeting planners have found success in securing funding for it by demonstrating that event technologies improve the attendee experience, increase operational efficiency and generate cost savings.

**RESOURCES**

Survey respondents indicate that they have adequate staffing to manage existing technology but anticipate difficulty having enough resources to take on any new technology. Meeting planners, heavily responsible for the majority of event-technology deployments, rely on event technology specialists, their IT departments and their production companies to help them. Some organizations have hired additional staff to partially shoulder the burden, but in most cases new hires aren't specialists in specific technologies. Instead, they are generalists required to also have some level of expertise in event technology.

**ORGANIZATIONAL CAPABILITIES**

In general, the processes for most technology-related functions exist by project. Budget planning and systems and data security are the only two for which organizations have standards and processes





(Level 3). When it comes to specific event technologies, processes exist by project for nine out of the 15 technologies listed in the survey. Organizations manage resources and processes (Level 4) for only one technology: Registration. Five technologies — access control, lead retrieval, video walls, photo booths and live streaming — are not applicable, meaning that they are not likely used in large numbers by respondents.

#### DATA MANAGEMENT

The largest group of survey respondents uses spreadsheets to make sure that the attendee list is aligned with the website, printed schedule, digital signage and mobile app. When it comes to program data, more event professionals update their respective databases manually than not. In cases where data is integrated automatically, respondents indicate that they have committed to software platforms with built-in synchronization, used application-programming interfaces to link standalone solutions or built custom solutions. Meeting planners use various metrics and methods for analyzing data so that they can take a wide range of actions to improve future events.

#### WORK PROCESSES

Event technology enables meeting planners to change the way they plan meetings, manage on-site logistics and engage attendees. In the survey, respondents say the benefits of technology adoption include streamlined operations and enhanced customer experience. These abilities and outcomes have emerged despite the many challenges and negative experiences cited by survey takers, including poor Wi-Fi connectivity or Internet access in venues, lack of interoperability across multiple technology platforms and slow adoption by some target audiences.

#### ROLES

Respondents indicate that they are involved in many technology-related tasks within their organizations. When those tasks are broken down into categories, meeting professionals are more heavily involved in evaluating and selecting event technology and post-event measurement, reporting and follow-up and somewhat less involved in the purchase and negotiation of event technology and setup, configuration and testing. Despite their involvement in these crucial tasks, 70 percent of respondents spend 25 percent or less of their time on event technology.

#### ELITE GROUPS

Elite organizations possess many of the same characteristics as the others surveyed. They too allocate event-technology budgets by event. They have increased budgets over the last three years and will continue to increase them in the future. Many say they have adequate staff in place to support current technology investments but will use outside companies to provide additional resources. Meeting planners in this group are heavily involved in managing the deployment of event tech-

nology within their organizations. Most respondents in this category are managers and senior managers. The elite group stands out from other event professionals in the following significant ways.

- Manage event technology functions in all three categories — Level 2, Level 3 and Level 4.
- Mostly have adequate staffing for new technology.
- Demonstrate high proficiency in all the technologies identified in the survey (except access control systems).
- Use automated processes to synchronize attendee and program data.
- Spend more time working on event technology than other respondents.
- Comprised of more, younger meeting planners than others.

## RESEARCH CONCLUSIONS

#### BUDGETS

For the majority of the event professionals who responded to the survey, investment in event technology has been and will continue to be healthy; however, the processes for determining budgets has not yet matured. It's true that event-technology costs are dependent on the specific objectives and types of events being planned. Nevertheless, a more holistic approach — one that involves budgeting for event-technology at the organizational level — does not yet appear to be present even in the elite group of highly proficient event professionals, though doing so can help organizations achieve some economies of scale and reduce the costs of event technology for all events across the organization.

#### RESOURCES

Even though respondents indicate that they lack adequate staffing to accommodate new event technology, they are not hiring individuals dedicated to event-technology tasks and responsibilities. Rather, they are hiring generalists with some event-technology expertise and continuing to rely on third-party vendors and production companies (at the risk of bias toward specific technologies or solutions) to fill in the resource gaps. The hiring of specialists in specific technologies or to manage the selection, procurement, deployment and effectiveness of event technologies signals an acknowledgement of the role of event technology in the organization and paves the way for more event technology adoption.

#### ORGANIZATIONAL CAPABILITIES

Because organizations describe their capabilities for managing event-technology functions (strategic planning, budgeting, etc.) and their abilities to select, manage and deploy specific event technologies (registration, badge systems, etc.) as being at Level 2 (per project), they are unable to reap the benefits of advanced technology adoption: economies of scale, more operational efficiency and higher customer engagement.

#### DATA MANAGEMENT

The manual data management — using Word documents, emails, handwritten notes or spreadsheets — used by a large numbers of event professionals to align both attendee and program databases means that they are precluded from the wide range of benefits that come from automated data synchronization and integration. This lack of technology adoption has the potential to increase staffing costs, decrease operational efficiency, increase data inaccuracy and deprive organizations of the insights that come from the advanced computing capabilities of automated systems.

### HIGH-LEVEL FINDINGS

- 19% develop standards and use mature processes to accelerate the adoption of technology.
- 49% have increased their organization's technology budgets in the past three years.
- 52% say their future event-technology budgets will increase.
- 70% spend less than 25% of their time on event technology.
- 57% use manual process (including spreadsheets) to synchronize attendee data.
- 69% use manual processes (including spreadsheets) to synchronize program data.



## WORK PROCESSES

Despite some poor experiences with event technology (primarily related to poor Internet service) and a lackluster adoption of mature event-technology processes, the event technology professionals surveyed report some benefits in streamlined operations and enhanced customer experience as the result of using event technology. These positive experiences build a foundation for further acceptance within organizations.

## ROLE

Meeting planners spend less than 25 percent of their time on event technology, despite the facts that they carry the burden for managing the deployment of specific technologies and that these tasks are complex and integral to the organization. In addition, many indicate a desire for more training in specific technologies, best practices and general topics, such as trends, using technology to streamline operations and how to communicate with technology suppliers. If the principal technology “water carriers” are undertrained or unable to devote more time to managing technology, event technology acceptance will be slow and meeting planners will be unable to develop internal resources to accelerate adoption.

## ELITE GROUP

The elite group (respondents who rate themselves as being the most proficient in selecting, managing and deploying event technology) emerged from the survey results. While more of them allocate budgets by event and manage the processes associated with event technologies by project (Level 2), they exhibit a number of other behaviors that demonstrate their progression toward more technology acceptance and a greater grasp of specific technologies compared to the combined group of survey respondents. They are more likely than the rest to implement processes and standards, reap the benefits of early adoption and be regarded as bellwethers for the industry.

## FINAL THOUGHTS

The meeting industry is just beginning to embrace technology in the way that many other industries have. But in order to benefit from the tremendous potential of technology to produce meetings and manage meeting-planning businesses, event professionals have to become more educated, develop standards and best practices and allocate resources in a more holistic, high-level way across their organizations. This report has identified an elite group of meeting planners who have begun the work of organizing and formalizing their processes and approaches. Over the next three years, they and others will help accelerate the adoption of event technology and move the meetings industry into the next phase of growth and development.

## BEST PRACTICES

During telephone interviews, highly proficient survey respondents revealed a number of best practices that illustrate the value of implementing standards and processes to accelerate event-technology adoption.

### STARTING

- › Define event technology (audiovisual vs. email marketing platforms vs. mobile apps) within the organization in order to standardize the processes and performance metrics associated with event technology.
- › Formalize the event-technology discovery and learning process within the organization with regular meetings (“lunch and learns” or “happy hours”) to allow employees to share infor-

mation with other employees on a regular basis.

- › Consider event technology as a major meeting-planning component along with venue, food and beverage and transportation.
- › Build (more) time into the event-planning schedule to address the implementation of, and issues around, event technology.
- › Develop an event-technology posture for the organization, such as “try something new, but fail fast,” or “if it works, keep it” or “do what it takes to always be on the leading edge.” Doing so helps the organization justify its investments and its failures.

### BUDGETING

- › Develop a policy of “trying something new” every year to stay current on new technology and to understand the impact of specific technologies on the event, organization and attendees.
- › Develop contingency budgets just for event technology to absorb unexpected costs.
- › Create budgets specifically for event-technology experimentation.
- › Grow the event-technology budget each year by making sure there is always a line item in place for event technology, compare expenditures from year to year and base subsequent budgets on the current year expenditures.

### SELECTING

- › When selecting a specific technology for the first time, evaluate as many candidates as possible, create spreadsheets and scoring mechanisms and use that information to become educated about the technology itself.
- › Create “true” partnerships with vendors — technology providers and production companies — involving multiple-year contracts, performance guidelines, consistent evaluations, transparency and open dialogue.
- › Invite vendors to demonstrate technology even if it’s not currently in the budget or in the purchase funnel. Doing so keeps staff members up-to-date on offerings and keeps vendor relationships active.
- › Select technologies based on whether benefits can be extended to the entire organization or to other meetings instead of just one event.
- › Develop relationships and accounts with a pre-defined and vetted group of technology vendors and use their products, software, devices and services as dictated by the specific requirements of the event rather than seeking out vendors and technologies on an ad-hoc basis.

### MANAGING

- › Appoint an internal “point person” to oversee, coordinate and supervise the selection, management and deployment of all event technology (including non-event technology such as CRM platforms that are used for event purposes) across the organization.
- › Determine where event data resides, who legally owns the data and how to back up the data stored by vendors and develop protocols for handling data generated by events and through event-technology vendors.
- › Consolidate the data from all vendors, technologies and internally generated processes into one database or report to analyze a single event or all events in a consistent and actionable way.
- › Use independent sources to verify the Internet access and bandwidth capabilities of venues and to assess the needs of customers, rather than relying solely on the in-house Internet provider. Confirm with the venue how many other organizations will also be accessing the Internet at the same time as your event.
- › Consider a team approach to the event-technology requirements of specific events. Appoint different team members to represent specific technologies for the event and become the go-to person for all questions and issues regarding this area of expertise.



**EVALUATING**

- › Create a consistent and reoccurring agenda item to discuss event technology topics — budgets, performance, resource allocations and new purchases, for example — with senior management.
- › Design more comprehensive post-event surveys to secure specific feedback on the performance of event technologies.
- › Review event-technology performance throughout the life cycle of the event rather waiting until it is concluded.
- › Have a post-mortem meeting with vendors to discuss the feedback, performance and data collected by each event technology.
- › Formulate event-technology performance metrics and measurement to evaluate vendors consistently.
- › Analyze event-technology data in three buckets — metrics, methods and actions — to provide the insight needed to make decisions about future events.

**STANDARDIZING**

- › Create a stable team of event-technology subject matter experts — either internal or external — who can answer questions and troubleshoot on specific technologies.
- › Develop a list of criteria or business conditions under which the use of event technology is warranted.

- › Develop an event-technology ecosystem, including a list of vetted products, so that specific events can draw upon those resources as needed.
- › Create internal mechanisms (newsletters, online groups, email lists, etc.) for updating team members and other departments about projects, initiatives, software, processes, partnerships and accounts related to event technology to minimize duplicate efforts and multiple accounts with the same vendors.
- › Develop a library of document templates (vendor contracts, RFPs, customer-order forms, etc.) related to event technology.

**EDUCATING**

- › Create an internal training program on event technology for team members drawing from vendor materials, research, trusted partners and industry articles.
- › Maintain a library of research materials and articles on event technology for access by staff and encourage submissions from team members.
- › Use project management software that allows team members to record information in real time about what they are learning from various educational programs. The software can serve as a knowledge base that can be accessed from anywhere.

 **Charts**

**QUESTION 5 CHART:** In your opinion, rank the approaches that are most effective at getting event technology funded in your organization.

	1	2	3	4	5	6	7	TOTAL	SCORE
Demonstrate cost savings	25.58% 88	19.19% 66	19.19% 66	15.41% 53	9.01% 31	7.56% 26	4.07% 14	344	4.98
Demonstrate operational efficiency	17.37% 62	29.97% 107	24.37% 87	12.04% 43	8.68% 31	4.76% 17	2.80% 10	357	5.10
Demonstrate improved attendee experience	30.53% 109	21.01% 75	18.21% 65	11.48% 41	9.52% 34	5.88% 21	3.36% 12	357	5.20
Necessary to keep up with the competition	6.10% 21	9.01% 31	13.66% 47	19.77% 68	19.77% 68	14.53% 50	17.15% 59	344	3.50
Generate Revenue	15.63% 53	11.50% 39	10.91% 37	15.34% 52	15.63% 53	14.75% 50	16.22% 55	339	3.87
Integration with current CRM (Customer Relationship Management System)	3.25% 11	6.21% 21	8.58% 29	9.47% 32	20.71% 70	29.88% 101	21.89% 74	338	2.85
Various technologies can be integrated in a comprehensive ecosystem	5.80% 20	5.22% 18	6.96% 24	14.49% 50	15.63% 53	20.87% 72	31.30% 108	345	2.84

**QUESTION 7 CHART:** To what extent do you agree or disagree with the following statements?

	STRONGLY DISAGREE	DISAGREE	NEITHER AGREE OR DISAGREE	AGREE	STRONGLY AGREE	TOTAL
Our organization has adequate staffing to support our existing event technology solutions.	6.06% 22	30.85% 112	22.31% 81	36.64% 133	4.13% 15	363
Our organization has adequate staffing to take on new event technology solutions.	6.63% 24	38.12% 138	24.86% 90	26.24% 95	4.14% 15	362
Our organization uses event technology specialists to help us implement and troubleshoot issues.	6.91% 25	20.99% 76	19.34% 70	39.50% 143	13.26% 48	362
Our organization relies on the IT department to help us implement event technology.	10.50% 38	22.38% 81	23.76% 86	35.64% 129	7.73% 28	362
Our organization relies on our production company and our vendors to help us implement event technology.	7.18% 26	12.98% 47	20.72% 75	41.71% 151	17.40% 63	362



**QUESTION 10 CHART:** Rate your organization's overall capability for each of these functions related to managing event technology.

	LEVEL 1: AD-HOC - WE ARE LUCKY TO HAVE A PROCESS	LEVEL 2: PROCESSES EXIST BY PROJECT	LEVEL 3: STANDARDS AND PROCESSES EXIST FOR THE ORGANIZATION	LEVEL 4: ORGANIZATION MANAGES RESOURCES & PROCESSES	N/A	RATING AVERAGE	RE-SPONSE COUNT
Strategic Planning	15% 47	36% 109	24% 74	21% 64	4% 13	2.53%	307
Technical Planning & Support	12% 38	43% 132	23% 71	18% 56	3% 9	2.49%	306
Vendor Evaluation & Selection	8% 25	36% 108	29% 89	22% 67	5% 15	2.69%	304
Budget Planning	6% 18	30% 90	33% 102	28% 86	3% 9	2.86%	305
Content Mapping	8% 25	38% 116	20% 62	15% 44	18% 56	2.51%	303
Pre-Production Planning	9% 26	43% 131	25% 76	19% 59	4% 13	2.58%	305
Resource Allocation & Assignment	7% 22	40% 121	25% 76	22% 66	6% 19	2.65%	304
Internal Communication Planning	8% 23	37% 111	30% 92	21% 65	4% 13	2.68%	304
On-site Event Communication Planning	7% 21	42% 128	27% 81	21% 62	3% 10	2.63%	302
System & Data Security	7% 21	25% 75	32% 96	28% 85	8% 25	2.88%	302
On-site Production	7% 21	41% 124	26% 78	21% 63	6% 17	2.64%	303
Metrics and Measurement	12% 36	39% 116	26% 77	15% 46	8% 25	2.48%	300

**QUESTION 21 CHART:** What types of events do you organize?

ANSWER CHOICES	RESPONSES
Galas & Parties	51.6% 146
Road Shows	21.2% 60
Sporting Events	11.3% 32
Internal Corporate Meetings	56.2% 159
Customer Events	48.8% 138
Dealer Meetings	11.0% 31
National Sales Meetings	30.4% 86
Investigator Meetings	6.7% 19
Trade Shows	35.3% 100
Trade Show Exhibits (Booths)	43.1% 122
Annual Conferences	74.2% 210
Chapter Meetings	36.0% 102
Regional Conferences	53.0% 150
Other	17.7% 50
<b>Total Respondents: 283</b>	



**QUESTION 9 CHART:** Who on your extended event team is responsible for managing the deployment of each of the following event technologies?

Answer Options	MEETING OR EVENT PLANNER	CONTENT OWNER	MEETING OWNER	PRODUCTION COMPANY	VENUE	ENGAGEMENT MANAGER	CONSULTANT	PROCUREMENT	IT DEPARTMENT	OTHER	DON'T KNOW	RESPONSE COUNT
Registration Systems	63.61% 208	0.92% 3	5.81% 19	1.53% 5	0.61% 2	1.22% 4	0.92% 3	0.61% 2	10.40% 34	11.62% 38	2.75% 9	327
Badge Systems	66.65% 217	1.23% 4	7.98% 26	2.15% 7	1.23% 4	1.23% 4	1.23% 4	0.61% 2	4.91% 16	10.43% 34	2.45% 8	326
Attendee Tracking Systems	58.49% 186	1.57% 5	8.18% 26	2.83% 9	0.94% 3	1.89% 6	1.57% 5	0.63% 2	7.86% 25	11.64% 37	4.40% 14	318
Access Control Systems	29.13% 90	1.29% 4	5.18% 16	4.85% 15	4.53% 14	0.65% 2	0.97% 3	0.65% 2	18.77% 58	8.09% 25	25.89% 80	309
Internet Access in the Event Area	37.31% 122	0.61% 2	1.83% 6	6.42% 21	31.19% 102	0.00% 0	1.22% 4	0.00% 0	17.43% 57	3.67% 12	0.31% 1	327
Wi-Fi Access in the Event Area	36.70% 120	0.31% 1	2.75% 9	4.89% 16	35.78% 117	0.31% 1	0.92% 3	0.00% 0	14.68% 48	3.06% 10	0.61% 2	327
Event Mobile Apps	43.53% 141	2.89% 9	5.61% 18	6.54% 21	0.93% 3	2.18% 7	3.74% 12	0.62% 2	11.84% 38	14.64% 47	7.17% 23	321
Audience Response Systems	36.08% 114	1.58% 5	4.43% 14	21.20% 67	0.95% 3	1.90% 6	3.80% 12	0.63% 2	8.23% 26	10.44% 33	10.76% 34	316
Lead Retrieval	34.63% 107	3.56% 11	8.09% 25	3.24% 10	4.21% 13	3.74% 10	3.88% 12	2.59% 8	4.85% 15	17.80% 55	13.92% 43	309
Digital Signage	36.31% 117	1.26% 4	2.52% 8	13.88% 44	19.56% 62	0.95% 3	2.21% 7	0.32% 1	8.20% 26	10.73% 34	3.47% 11	317
Social Media Displays	35.53% 113	5.97% 19	6.60% 21	11.32% 36	1.89% 6	3.77% 12	3.46% 11	0.31% 1	8.49% 27	18.24% 58	4.40% 14	318
Photo Booth/Photo Activation	40.98% 125	1.97% 6	2.95% 9	14.10% 43	.98% 3	1.64% 5	3.93% 12	1.30% 4	2.62% 8	17.38% 53	12.13% 37	305
Video Walls	26.42% 79	1.00% 3	2.01% 6	32.11% 96	3.68% 11	1.67% 5	2.01% 6	1.00% 3	7.02% 21	10.37% 31	12.71% 38	299
Content Capture	24.34% 74	11.84% 36	6.25% 19	17.76% 54	0.99% 3	3.62% 11	1.64% 5	0.33% 1	5.59% 17	16.12% 49	11.51% 35	304
Live Streaming	19.74% 61	1.62% 5	2.59% 8	32.04% 99	2.17% 7	1.62% 5	1.62% 5	0.65% 2	15.53% 48	12.30% 38	10.03% 31	309

**QUESTION 18 CHART:** In which steps are you involved helping with event technology in your organization?

	ALWAYS	REGULARLY	SOMETIMES	OCCASIONALLY	NEVER	TOTAL	WEIGHTED AVERAGE
Evaluation & Selection of Event Technology	30.50% 86	29.43% 83	20.57% 58	9.57% 27	9.93% 28	282	2.39
Purchase & Negotiation of Event Technology	26.60% 75	24.82% 70	21.28% 60	11.35% 32	15.96% 45	282	2.65
Creation of Processes and Standards	24.11% 68	26.89% 73	25.18% 71	12.77% 36	12.06% 34	282	2.63
Setup, Configuration and Testing of Event Technology	20.92% 59	25.18% 71	27.66% 78	14.54% 41	11.70% 33	282	2.71
Communication Plans for Event Technology	26.35% 73	26.35% 73	23.47% 65	11.19% 31	12.64% 35	277	2.57
On-site Execution of Event Technology	27.30% 77	27.30% 77	24.82% 70	9.93% 28	10.64% 30	282	2.49
Post-Event Measurement, Reporting and Follow-up	29.43% 83	25.53% 72	22.34% 63	11.70% 33	10.99% 31	282	2.49



**QUESTION 11 CHART:** Rate your organization’s overall capability at selecting, managing and deploying the following technologies.

	LEVEL 1: AD-HOC - WE ARE LUCKY TO HAVE PROCESSES	LEVEL 2: PROCESSES EXIST BY PROJECT	LEVEL 3: STANDARDS AND PROCESSES EXIST FOR THE ORGANIZATION	LEVEL 4: ORGANIZATION MANAGES RESOURCES & PROCESSES	N/A	TOTAL	WEIGHTED AVERAGE
Registration Systems	6.55% 19	24.14% 70	27.24% 79	28.62% 83	13.45% 39	290	2.90
Badge Systems	4.83% 14	27.93% 81	23.79% 69	24.83% 72	18.62% 54	290	2.84
Attendee Tracking Systems	7.24% 21	29.31% 85	19.66% 57	18.62% 54	25.17% 73	290	2.66
Access Control Systems	4.88% 14	22.30% 64	15.33% 44	17.07% 49	40.42% 116	287	2.75
Internet Access for Attendees	5.90% 17	45.83% 132	20.14% 58	20.14% 58	7.99% 23	288	2.59
Wi-Fi Access for Attendees	6.57% 19	43.94% 127	20.76% 60	20.07% 58	8.65% 25	289	2.59
Event Mobile Apps	6.25% 18	36.11% 104	14.24% 41	18.40% 53	25.00% 72	288	2.60
Audience Response Systems	4.55% 13	36.36% 104	11.19% 32	12.69% 36	35.31% 101	286	2.49
Lead Retrieval Systems	4.55% 13	30.77% 88	16.43% 47	15.03% 43	33.22% 95	286	2.63
Digital Signage	5.19% 15	35.99% 104	13.15% 38	16.26% 47	29.41% 85	289	2.57
Video Walls	5.94% 17	28.32% 81	10.84% 31	13.29% 38	41.61% 119	286	2.54
Social Media Displays	6.29% 18	37.06% 106	12.59% 36	16.78% 48	27.27% 78	286	2.55
Photo Booth/Photo Activation	5.94% 17	34.62% 99	10.14% 29	10.84% 31	38.46% 110	286	2.42
Content Capture (Audio & Video Recording)	6.25% 18	37.50% 108	17.01% 49	17.01% 49	22.22% 64	288	2.58
Live Streaming	6.27% 18	32.75% 94	12.20% 35	15.33% 44	33.45% 96	287	2.55

**ELITE VS. ALL RESPONDENTS CHART**

CATEGORY	QUESTION	STRONGLY AGREE	PERCENTAGE	ALL	PERCENTAGE
Budget	How does your organization allocate budgets for event technology?	By event	54 percent	By event	42 percent
Resources	Our organization has adequate staff to take on new event technology solutions.	Agree	39 percent	Disagree	38 percent
Managing data	How do you make sure that your attendee list is consistent between your website, printed schedules, digital signage, and your event app?	Automatically updated via data integration	58 percent	Via spreadsheets	39 percent
Managing data	How do you make sure that your program, sessions, speaker lists, and session details are consistent between your website, printed schedules, digital signage and your event app?	Automatically updated via data integration	44 percent	Manually	39 percent
Involvement	What percent of your time is involved in working with event technology?	0-25 percent	58 percent	0-25 percent	70 percent
Event types	What types of events do you organize?	Galas and parties	65 percent	Galas and parties	52 percent
Respondent types	Please define your organization.	Meeting planners	87 percent	Meeting planners	70 percent
Age group	What is your age?	45-54	32 percent	45-54	32 percent
Age group	What is your age?	25-34	26 percent	35-44	26 percent



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Meeting Professionals International (MPI), the meeting and event industry's largest and most vibrant global community, helps its members thrive by providing human connections to knowledge and ideas, relationships and marketplaces. MPI membership is comprised of more than 20,000 members belonging to 71 chapters and clubs worldwide.

For additional information, visit [www.mpiweb.org](http://www.mpiweb.org).

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