



Panoptic Events

THE DIGITAL AGE - TECHNOLOGY WITHIN EVENTS

BY PANOPTIC EVENTS

WE CREATE EXPERIENCES

Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

Meet The CEO



Craig McGee

I am a lover of travel, good food, learning from other cultures, passionate about self development, and football. My approach is "Choose life first."

Professionally, I have ran events all over the world for 18 years, from humble beginnings in Glasgow bars, to major Festivals in the USA and high-end MICE Events in Brazil.

Self-employed from the age of 18, I chose to follow my passion for Music & Events instead of an Economics course (whilst gaining a degree).

Coming from a background in the music industry, I set up Panoptic Events in 2014 and we have since successfully delivered over 3000 unique experiences across the UK and internationally in this time. Clients have included Microsoft, Audi, KPMG and Red Bull. I firmly believe this cross-sector experience allows us to continually learn and improve, bringing our expertise to every event.

www.panopticevents.com

www.nota9to5kindoflifestyle.com



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The Importance Of Technology

The Role of Technology in Today's Climate

The rise in technological advancements in recent decades has given us brand new devices like smartwatches, tablets, and voice assistant devices, and access to things like AR, VR and MR technology. With these devices, we can do things like transfer money instantly and make purchases online for just about anything, including clothes, groceries, furniture and more. Technology's prominence is so widely spread in our lives that it now affects the way we communicate, learn and think.

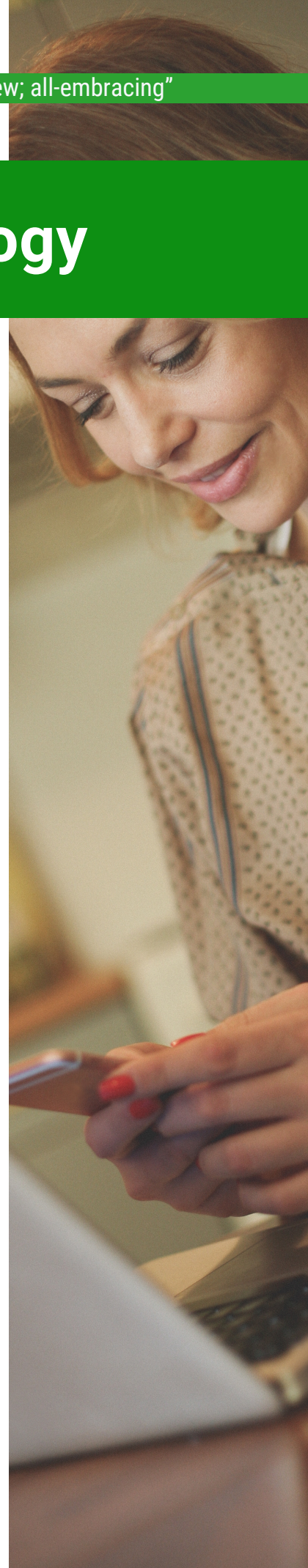
The impact of technology has also had a significant yet inevitable influence on the business world. Certain companies now exist simply because of the new, emerging technologies. Technology is now at the heart of many organisations as it enables easier communication, smoother trade and access to accurate and instant statistics which can be crucial for many businesses.

The rise in technology has also been great for learning. The vast range of online courses, access to webinar seminars and the ability to research any topic with access to a significant range of resources is extremely beneficial for any business looking to enhance its own knowledge or educate its employees.

What About Events? Technology within the Events Sector

Technology has also made significant changes to the way that events are now designed, created and executed. The emergence of different technologies has allowed the industry to adapt and evolve, working in a much more engaging, efficient and innovative manner.

There now exists technology out there that can support us in delivering the optimum experience to every attendee, at every step of the process – from finding the perfect venue to making your booking system more inclusive and improving navigation. In fact, by taking the initiative to search for inclusive technologies, we may even stumble across a solution that enhances the event experience for everybody.



Current Technological Trends

What is Being Used Now?

Currently, there are now various technologies that are being actively utilised by event creators that have vastly improved the event experience for attendees.

AR & VR Experiences

In recent years, the use of AR & VR technology has surged, becoming a hot topic not just in events, but across all major industries. From events to fashion, to travel and to the food industry, a quickly growing number of companies are dabbling in this developing technology.

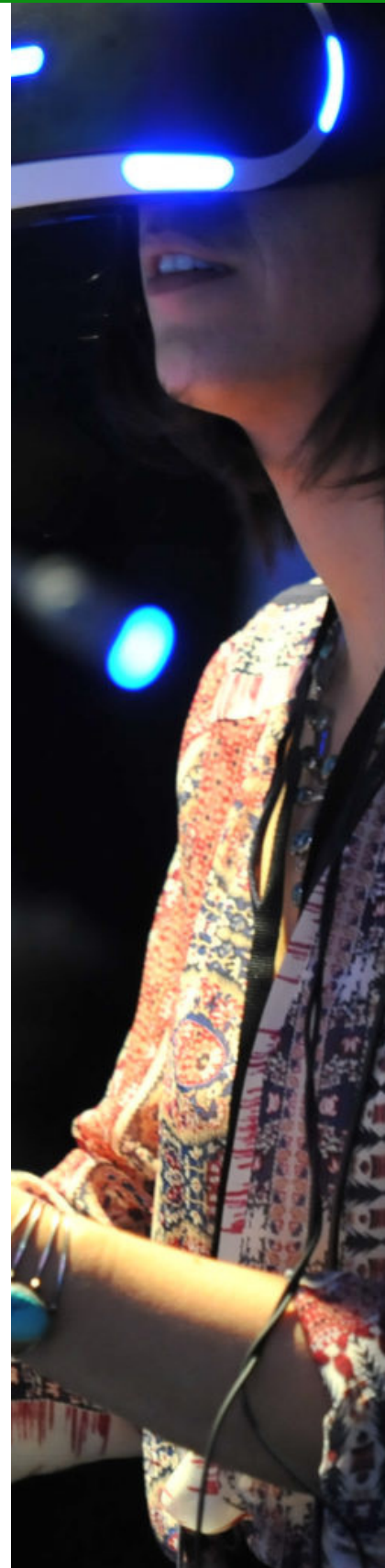
Augmented reality is a hardware filter that we can use to see our world through an image, sound, and effect. It's most commonly used through apps on smartphones.

Virtual reality, on the other hand, is a totally immersive experience that often requires a full headset and controller system to enjoy.

According to recent studies, the global AI and VR market is expected to expand into a \$209.2b industry by 2022, which signals that the technology is bound to be utilised globally in the next year.

There are a number of ways that event creators can use AR & VT technology at events:

- Virtual attendance
- Virtual venues
- Virtual tours
- Live results
- Augmented experiences
- Virtual name tags and business cards
- Product features
- Gamification
- Photo booths



Current Technological Trends

Live Streaming

We all know that live streaming is not only a staple trend, but is a highly utilised tool within the events sector for broadcasting purposes. Especially in the wake of the COVID-19 pandemic, businesses have been turning to live streaming their digital and hybrid events to continue with their agenda in the current climate, which is becoming a lot more prominent as the uncertainty around in-person events remains.

On top of being the most optimal option in terms of practicality, live streaming has a whole host of benefits. Particularly, there is no limit on geographical reach - through live streaming an event you can reach a wider, global audience who may not typically be able to attend due to distance, allowing you to engage with international customers and attendees. Additionally, if people see how impactful your event is online across the globe, they'll be more likely to consider buying a ticket for any future in-person events.

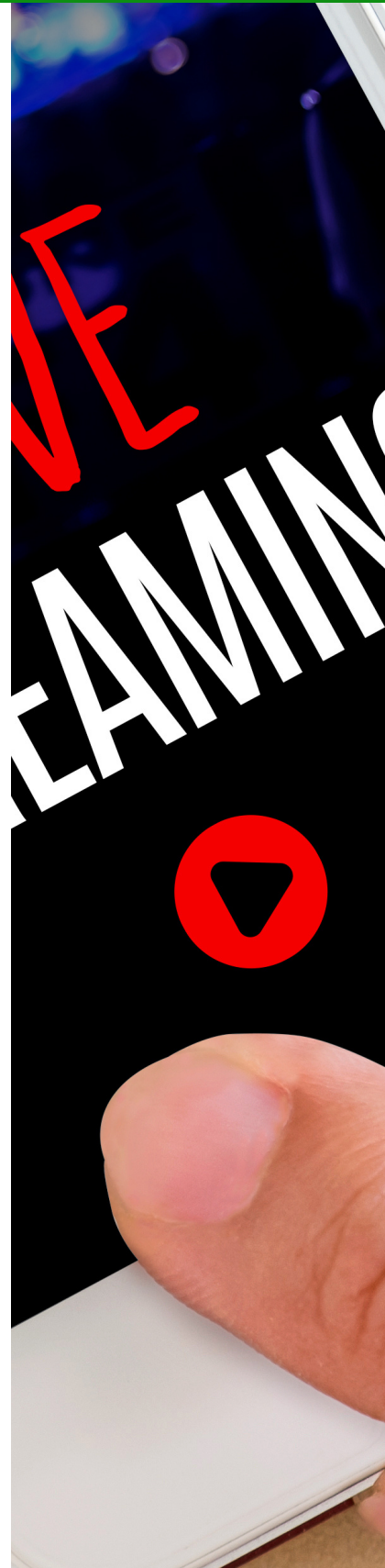


Event-Specific Apps

Traditionally, event attendees were and sometimes still are, given a cumbersome paper event guide featuring event details, speakers, sponsors, adverts and sometimes unnecessary information that may not be relevant for them. However, there has now been event-specific apps developed to combine such components in the click of a button. Attendees can now access information on their desired event through their phones, tablets or laptops.

Such apps allow event creators to make changes to the event if needed, where attendees are notified in a quick manner. This not only makes both the event organisers and attendees life easier, but it improves the sustainability infrastructure of the event as less waste is created via the traditional paper event guide.

Event-specific apps are great because they offer lots of benefits to event creators while undermining the costs of physical extras.



Accessibility with Tech at Events

What Are The Challenges?

When it comes to planning events, organisers hold a legal duty to consider accessibility when planning an event. It's important to take a proactive approach to inclusivity, not only for the moral sense, but also because it translates into a good business decision. Studies show that there are 14.1 million disabled people in the UK alone, so failing to address accessibility could see you ignoring a potentially large section of your market.

Registering And Ticketing

Even before attending the event, your guest experience starts when they purchase their ticket. This is why it's important to ensure you create a simplified, care-free experience for users, whether they have a disability or not. To enhance the user experience, you should create an easily navigable, decipherable website or app.

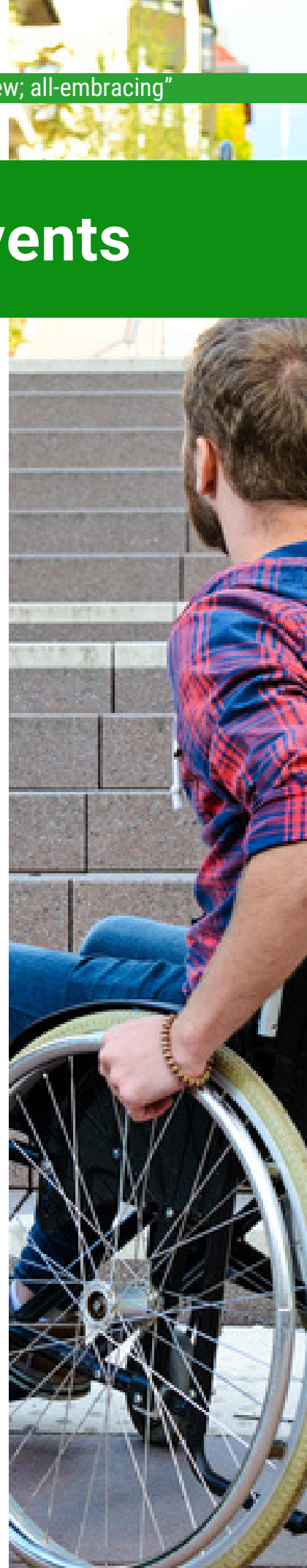
Hearing Technology

When it comes to including those with reduced hearing at your event, there's no shortage of technology that can provide help when required. Live captioning and assistive listening systems, like induction loops, are among some of the more popular solutions. But not every venue has them. If your venue choice doesn't have its own induction loop, you can hire one yourself without incurring too much of a cost – an effort that will certainly be appreciated by those sections of your audience. Don't forget, the ability to hear well at an event isn't something that should be restricted to those with hearing aids. Apps like Google's Sound Amplifier let the average smartphone user hear amplified sounds straight through their headphones. This is ideal for events with talks and seminars, as app users can dial up the audio volume and block out any unwanted background noise.



Navigation

It's one thing to get to an event easily, but it's another thing to navigate your way around the event venue. Sometimes attendees can find it difficult to locate certain areas of the venue and particularly within large events, it is very easy to get lost due to the magnitude of the venue location. As a result of this, there are apps like 'Indoor wayfinding' to help attendees navigate exhibit halls with ease, similar to how GPS-enabled Google Maps and Waze provide driving assistance.



Future Technological Trends

Technological Trends we will be Seeing at Events in the Future:

- AI Translation Apps
- Radio Frequency Identification
- Facial Recognition Technology

AI Translation Apps

Traditionally, real time translators would be present at high-end events to ensure a smooth dialect. Not only are these very costly for users, but they also require specific equipment to operate. However, in the last few years, there have been apps developed using certain technologies such as AI to create a cost-effective option for traditional translation services. Language apps are a fantastic option for event creators as all they need is for the attendee to download the app and they are ready to go!

Radio Frequency Identification

Simplified, RFID is a technology that allows a wireless chip/tag and a reader to communicate with each other over both long and short distances. These chips can be embedded in various materials, from wristbands to cards and badges, and this technology is causing a seismic shift in the events industry.

The meeting and event options with RFID are pretty much endless, including entering attendees in giveaways, seamlessly integrating social media, automatically registering and signing attendees into an event which helps organisers determine exactly how many people have attended their event or workshop. It has the potential to eliminate a lot of the manual work that can slow processes down.

Facial Recognition Technology

Facial recognition has been around for a while, with airports now relying on them for security purposes. However, it looks like we will be seeing this technology become even more widespread in the future. The system records the facial features of the attendee using photos uploaded during registration, which is later utilised for checking in at the event. Each match automates personalized actions, such as printing a badge with the attendees name or sending an email with a scannable lunch voucher. This is an excellent technology for event creators as it not only speeds up the check-in process, but also improves security.



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JUNE 2021

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PREPARED BY
**CEREN ORUC OF PANOPTIC EVENTS, IN COLLABORATION WITH ABIGAIL
MCLOUGHLIN AND CRAIG MCGEE.**

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