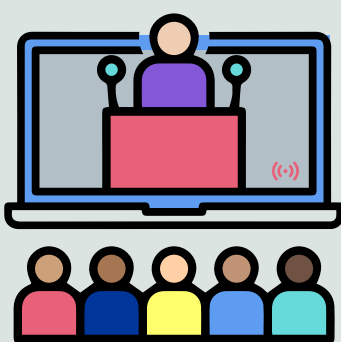


EVENT INDUSTRY DECODED:

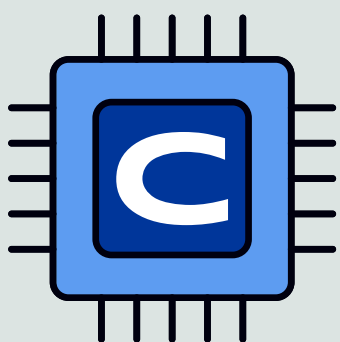
Navigating Challenges, Building Skills, and Harnessing Event Technology



Combining in-person events with event tech maximizes ROI, creates immersive experiences, and leaves a lasting impact on attendees.



96%
Event marketers hosted **IN-PERSON OR HYBRID** events in 2023



67%
Significantly more stakeholders rely on **EVENT TECH** compared to three years ago

Event marketers, despite their creativity and adaptability, must consistently innovate to overcome unique challenges in a fiercely competitive landscape.



71%

of event organizers say that connecting the in-person and virtual audience is their biggest challenge.

67%

of event organizers state that technology to ensure a smooth experience is a challenge or concern.

35%

of event organizers say that finding the right venue to host a hybrid event is a challenge.

49%

of event organizers stated that they faced difficulties with scheduling the event for an international audience with multiple time zones.

The success of event marketers and technology staff relies on their proficiency in both soft and hard skills



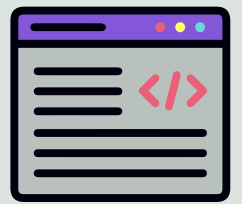
80%
STRONG ATTENTION
to Detail



74%
Project Management
SKILLS



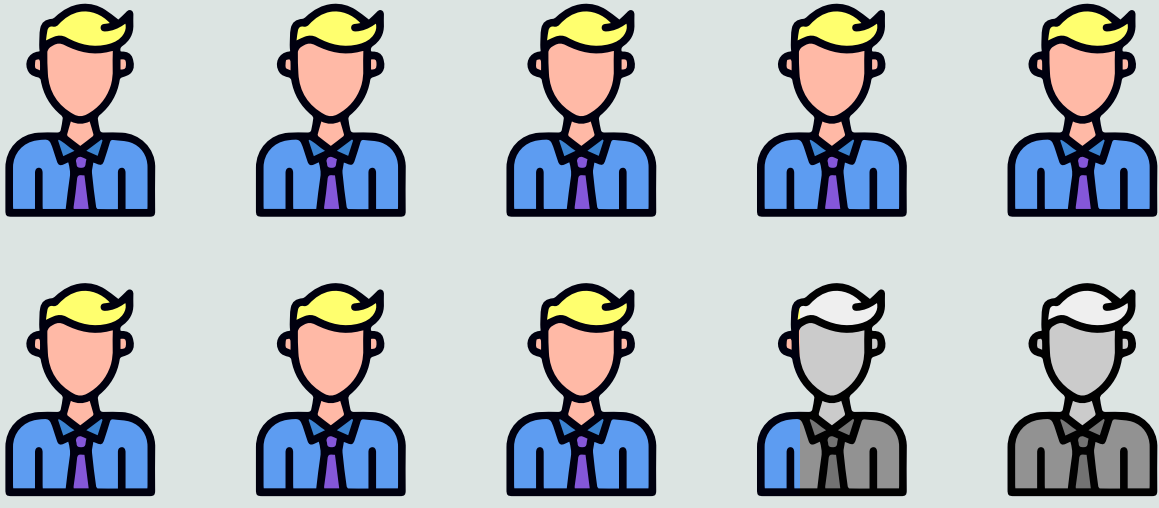
61%
AUDIO/VIDEO
Equipment Skills



54%
CODING/HTML
Abilities



The role of event technologists is vital in leveraging technology to enhance event experiences, streamline processes, and drive increased engagement.



82%
Organizations believe that the **EVENT TECHNOLOGIST** role will gain importance in next five years

Internal event technologists are hired for safety and consistency, while external technologists provide knowledge and opportunities.

63%

Organizations hire internal event technologists to keep organizational **DATA PRIVATE**



However, organizations hire **EXTERNAL EVENT TECHNOLOGISTS** because they need:



83% Tech expertise they can provide

54% Access to a broader network of vendors

46% Access to more resources