

The Future of Event Technology and Emerging Trends in the Events Industry

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Abstract

Event Technology has changed the way how event specialists plan and execute events. It has fundamentally influenced how members experience events. It has rethought how brands expend into events. The past few years have seen an outstanding climb in enthusiasm for event advancement and embedding technology in the events industry.

For event experts, the tech change tends to unfathomable prospects. Planning social affairs will get less troublesome — as will filtering through coordinated efforts and coordinating day-of-event part experience. Inventiveness can flourish when expanded reality, live solicitation and responsive social occasions, digital heat maps, and other moved courses of action become valuable similarly as moderate. Venues are arranging new science fiction style instruments, including reference point improvement and 3-D depictions that make wayfinding increasingly direct.

This research will take a look at the advancement of event technology by analyzing a section of the critical model lines in the events sector by consistent assessments of social affairs of all sizes that have effectively solidified the most recent in today's dynamic environment. Through discussion with area specialists, entertainment insiders, and event authorities, this study will delve into the promising fate of what's ahead.

Keywords: *Event management, technology, planning*

1 Introduction:

Event technology has taken the events world by storm. Some of the maximum profound changes in event programs over the past 15 years have been pushed by the regular virtual transformation of the planning method.

Online registration, ticketing, mobile apps, engagement apps, and online venue sourcing are only a few of the compare activities.

With such a brilliant amount of disruption, planners have attempted to make experience of the new possibilities brought along – and that they have tried to contain the risks related to enforcing tech programs.

The fact is that event technology isn't always just a trend anymore. It is an essential pillar of making plans and executing events. Moreover, the necessities to integrate the events piece with CRM, MarTech and HR tools scream for a new set of competencies that event planners do not necessarily possess. As an end result, event planning teams have adapted and given rise to new roles.

2 Literature Review

Technology connects all elements of the social occasion organizing system. It's used approaches of a given occasion, from online enrollment to on-demand recognizable evidence printing to e-displaying to participants beforehand, during, and after a display.

Compact event applications have a few remarkable grounds over the latest couple of years, experts said. They have efficiently assisted human beings interface each other and can pass on important spring up messages, inclusive of sincere statements, plan modifications, or in any event, advancing messages.

On-site, more interesting innovations are gaining traction, partly due to the fact that the cost of implementing them has gone down extensively in recent years. Beacon technology can transmit customized information to select attendees primarily based on hyper-specific locations. radio frequency identification (RFID) and near field communication (NFC) can both be used to discern out how long an attendee stays at a given session or function. Facial recognition can speed up the registration technique. Virtual reality and augmented reality can change the way people look at the world. Event professionals are already experimenting with (and deliberating new uses for) all of these straight-from-sci-fi offerings.

Meetings and events can no longer take place in windowless ballrooms with PowerPoint presentations and notebooks and pens at every table. Planners now have to make meetings greatly dynamic, and technology is one of the most effective ways for them to do so.

The ultimate goal is to engage people attending a given convention or event. “Guests are very receptive in recent times to tools that can enhance and customize their experience. “Technology has created organizational tools that streamline the details and help create unique involvement and often more personalized participation.”

2.1. Event Technologists

Organizations can't rely solely on planners to manage event technology. Recent research revealed only 38% of respondents consider themselves confident technology users and only 20% were tech-savvy. Planners who aren't comfortable using technology themselves have difficulty leveraging it for the benefit of event participants.

Event planners aren't anticipated to have advanced technical abilities.

A review of 250 job postings, indexed the top duties of planners as logistics, overall performance evaluation, budget, vendor management, advertising as well as marketing and sponsor recruitment. Only 6% of jobs explicitly required expertise in digital gear.

As many planners aspire to extend their roles and become commercial enterprise event strategists, they will need to foster a deeper expertise of event layout, information, technology and the impact of events on the organization and the worldwide economic system. Thus, improvement of the event technologist function to complement the strategic pursuits of planners is vital to help the elevation of the planner characteristic and the strategic and imaginative prescient of the company.

Just as planning an event has evolved into sub-specialties, such as attendee control, advertising, production, sponsorship and exhibit sales, there may be an area on the event team for someone to build and maintain the event technology stack – an integral aspect of the planning system.

Unlike an on-site technician that assists with equipment set-up or troubleshooting, an event technologist works with executives to deeply recognize event KPIs, and to be able to establish the technology and data needs that deliver on those KPIs. He or she is comfortable with the complete technology suite and the complexities of software platforms, integrations and statistics evaluation.

Embedding a technologist, ideally on the event team, is a competitive and important circulate that positions organizers

to meet the needs of an evolving marketplace, create immersive and powerful participant reviews and build the digitally adept organization of the future.

2.2. Rise Of Event Technology

As audiences grow extra familiar with technology, the demand is growing for brand new and more technologies to be integrated into events. Attendees want to be engaged in the event, they want more interaction, and new technologies make that interactive experience viable.

The industry is developing, and event technology teams are growing their numbers to hold up with the demand.

As teams grow, event technologists are developing more specialized skill sets. One event technologist talks about dedicating herself to the mobile app and gaining focused expertise there. As event complexity grows, this expertise is deepening. You can also have event registration site constructing experts, sourcing professionals, housing managers, mobile app specialists and more.

2.3 Implications For The Events Industry

- Industry associations or media groups may provide certifications to event technologists or add to the curriculum of present certifications.
- Companies and businesses that employ event technologists will share more case studies online and at conferences about what's working.
- Programming will emerge at industry occasions or independently prepared gatherings will pop up to provide more opportunities for event technologists to network with peers about new platforms and functionality, challenges, pain points, first-class practices, trends, strategies, job openings and salaries.
- Event technology will develop substantially, fueled through more sophisticated needs and by more adoption of the equipment available. Event technologists can have a closer, more hands-on relationship with suppliers and drive the evolution of products better, faster and at a larger scale.
- As the growing trend towards personalization requires planners to find more and more ways of delivering white-glove service, the use of event technology is going to have to evolve in a way that gives planners more time and bandwidth for personalized services (i.e. through automation and streamlining of repetitive tasks and onerous workflows) and more segmentation and targeting capabilities to allow for more service differentiation at scale.

2.4. Growth Opportunities

The past very few years have seen an immense advancement in both sponsoring in event technology and mergers and acquisitions (M&A). The market joy of 2019 is foreseen to hold in Q4 2019 and Q1/Q2 2020. Tremendous event technology associations announced energetic acquirement programs for the going with couple of years. This example is set to continue with whether the economy will flourish or not. As huge event technology totals create, tinier associations will feel the weight, and in numerous models, they won't have the alternative to battle. That suggests getting or repositioning. This is especially legitimate for business divisions that have shown up at improvement (particularly online enlistment and event applications).

The upward push of 'across the board' gadgets (+27% year over year) is in like manner making it uncommonly outrageous for vertical players.

Some adroit players with a solid client base will moreover have the choice to clutch more undertaking financing. The understanding among money related examiners (VCs) looking at event technology is that open entryways are regardless incredibly compelled, and increasingly significant advancement is required.

Open entryway for normal improvement and speculation financing are so far present for those workplaces creating responsibility, adventure the administrators and enrollment gadgets. A couple of these advancements will stand up to undefined challenges from their online selection and event applications accomplices in 2021. For some gadget sorts, believe it or not, cycles are creating.

Characteristic impact is in like way at the horizon for close by players. There is so far a colossal open entryway for advancement in non-English talking markets. Strong players in these business divisions are intense possibility for theory or future acquisitions.

2.5 Investment In Event Technology

Event experts are putting more in event technology in 2019/2020. 52% will spend larger piece of their financial limit on making their event technology amicable.

While the heft of organizers reviewed plan to spend more, it is authentic to approach whether this ascent is adequate for event technology organizations to develop and exercises to be computerized well disposed. With numerous event experts despite everything utilizing spreadsheets to control events, it's not astounding that most organizers mean to expand their event tech spend. So, the accomplishment of new pursuits lays to a great extent on early adopters with adequate spending plan to endeavor new tech. This is dispiriting thinking about that 45% of respondents won't modify their tech spending plan, and 5% really arrangement to spend substantially less.

Apparently, the respondents who plan various events every year (more prominent than 16) and, the greater part of every one of, those with monstrous spending plans of \$5M+ do perceive the vital significance of event technology.

56% of those arranging in excess of 16 events

every year will spend more in 2020. 71% of event experts with \$5M+ in accounts will spend more on event technology in 2020.

With regards to appropriation, 62% of the event specialists studied state they will fundamentally utilize more event technology this year. On the off chance that we contrast this amount and 2018, the certainty is better with an expansion of 3%.

36% will utilize basically a similar measure of event tech. Just a little rate will utilize less event technology.

Notwithstanding, at whatever point event experts do embrace new event technology, they need to confront the test of getting purchase in from their group and association (see the following area). The consequence is an emphasis on utilizing a greater amount of what they as of now have.

This pattern is additionally exhibited by the numbers

in pattern 9, which show a perplexing absence of information assortment. Notwithstanding being one of the most essential parts of event development, organizers are just currently starting to understand that information is the way to opening the maximum capacity of their events. Some are accepting the open door to let information separate the quality goods from the waste and are making information driven interests in technology that will assist them with climbing to increasingly vital jobs.

2.6 Trending Tools In The Industry

Looking at organizers' decisions somewhere in the range of 2018 and 2019 gives us an exciting image of the drifting instruments in event technology. While online event enrollment despite everything rules, the reception of ongoing enlistment apparatuses has diminished by 10% year-over-year. This can be a result of event specialists previously having a supplier for event enlistment.

At the point when it includes event technology, event organizers pick operational greatness over contrivances. Commitment keeps on being extremely basic, and technology can help, anyway coordination are at the center of arranging events. These details are a demonstration of that. Event applications are becoming just by 6% year-over-year. As applications are rapidly turning out to be items or part of across the board arrangements, it appears the event advertise has topped and will enter a period of change in 2020.

2.7. All-In-One Solutions

Event experts were whether they lean toward utilizing across the board arrangements or various suppliers for their event. This is the issue that will shape the market the most in 2020.

While 45% of organizers utilize both across the board and vertical arrangements, the level of those utilizing across the board arrangements has developed by 27% year-over-year. In 2018, just 9% were utilizing across the board apparatuses; presently, over 36% favor them over various arrangements.

Event experts need to fight with a mind-boggling measure of moving parts. Having siloed instruments has never made a difference. However, there has consistently been a feeling of making things work, particularly with mix turning into a factor for some tech suppliers.

In 2018, 73% of respondents utilized various suppliers – most likely looking for cost-viability and increasingly vertical usefulness. This number has crumpled in 2019 to 18%.

While the ongoing binge of acquisitions has without a doubt assumed a job, this is likewise demonstrative of organizer inclinations. There is a calculated expense to sourcing, contracting and figuring out how to utilize divergent arrangements over the event arranging procedure, and across the board arrangements serve to diminish that fundamentally.

The most apparent takeaway from this freefall is that combination has to a great extent fizzled. Indeed, there are instruments that do reconciliation well – they are likely most refreshing when they coordinate with bigger across the board arrangements – yet all the awesome declarations of APIs and receptiveness haven't conveyed to the buyer.

2.8. Connectivity

Various event coordinators during the time have lamented poor or exorbitant wi-fi as a block for improvement. Taking everything into account, it is so far the case with 58% of coordinators notwithstanding everything indicating that Wi-Fi openness and execution unfavorably influence their

events. 58% of coordinators in spite of everything show that Wi-Fi openness and execution antagonistically influence their events.

Luckily the degree of baffled coordinators has headed off to some place around 21%. There is a hint of promising end to current conditions. With more settings offering Wi-Fi as an element of the rental pack, lodgings offering basic and premium Wi-Fi decisions to guests to regulate move speed, and data plans being logically liberal and all inclusive, things are looking upward. With the methodology of 5G, we can imagine even less disappointment. This will be late 2020/mid 2021.

1.9 Costing

25% of event professionals say event technology costs too much.

This is in line with our previous research. It also signals a discrepancy between what a tool promises and actual delivery. This is when cost becomes a factor.

Inevitably, events with smaller budgets feel the cost factor more. The number is substantially higher in the respondents who reported an annual budget of less than \$100K per year (34.5%) and lower for those with a \$5M budget (15.9%).

Being able to spend more does not equal success. In fact, 30% of those whose budgets give them unreserved access to fancy event tech struggle with getting people to use it as well. This reinforces the idea that even very expensive tools are often poorly delivered, difficult to use and not user friendly.

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2.10. Operational Efficiency

At some point in the past coordinators used technology as an approach to show the freshness of their event. We have for each situation unequivocally bolstered against the usage of tech to amaze. It is animating to see that coordinators are making a move as needs be.

Coordinators were reviewed about their event technology decision criteria year-over-year, the rate for whom freshness was a figure dove from 53% 2018 to only 33% in 2019.

The accentuation is by and by on ensuring about a respectable return for capital contributed through operational capability, with cost being the overall part, trailed by blend and available assistance. The way that help dropped by 10% is a show of both event tech providers improving self-serve mechanical assemblies and coordinators getting continuously content with using them.

Coordinator to-coordinator proposition is similarly a strong factor affecting the decision methodology. As self-sufficient substance providers, we are happy to see industry reports being strong influencers, beating stamped substance (which dropped 7%).

2.11. Data Collation & Analysis

This examination discloses to us that event experts are showing signs of improvement at utilizing and understanding event technology, however there is unquestionably still opportunity to get better in the utilization of information.

Broad research interfaces the key utilization of information to better event arranging.

Just 48% of organizers depend on event tech to convey noteworthy information. The rest either think information is a 'pleasant to have', couldn't care less about it or don't try gathering it.

This detail is disturbing. Considering seriousness, event business development and participant fulfillment, information can be probably the most grounded component of achievement. Actually, event organizers are as yet not so much sold on the information piece.

This is a fantastic botched chance for monstrous development, for better events as well as for vocation improvement. Our exploration reveals to us that more organizations are taking a gander at information abilities in senior event the executives' positions.

More organizations are taking a gander at information aptitudes in senior event the board positions.

2.12 Strategic Planning

Across different budget brackets, planners agree that technology has given them more responsibility or has made them more strategic.

Event technology gives you more work but also presents an opportunity to elevate what has traditionally been an execution-driven role into a strategic one.

Suppliers should take note of such a response. It seems that those tools that give less work, but offer the data to be more strategic, will win more business in 2020.

2.13. Augmented Reality & Virtual Reality

- **Augmented Reality** involves layering computer-generated information over physical objects visible through technological interfaces (think Pokémon GO).
- **Virtual Reality** refers to simulated and immersive environments experienced through headsets and another sense-activation hardware.

Augmented reality and virtual reality are both hot topics in the event industry.

As the cost of the gear comes down and the library of content grows, event planners are expected to become more invested in these technologies.

Here are some viable event use cases being implemented now or in the near future for augmented reality (AR):

- **Marketing & Advertising**

Conferences can be set up with an array of trigger images or spatial anchors installed throughout the space that initiate augmented reality experiences for attendees. Experiences could include promotional videos, product placements, pricing and other content.

- **Wayfinding**

To reduce the cost of expensive signage, organizers can place trigger images in key areas to help participants navigate the event (e.g. verbiage like “This way to the keynote address”).

- **Shrinking an exhibit footprint**

Exhibitors with more merchandise than can fit in a booth or products too large to display can use augmented reality to showcase the products left behind.

Virtual reality event activations are less common today than augmented reality activations because of the costs to deliver and experience them. Nevertheless, some exciting use cases are emerging for events:

- **Sponsor Marketing**

A virtual reality studio placed sensors on the steering column and gas and brake pedals of a car. When attendees put on the VR headset, they were able to steer, brake and accelerate inside a real vehicle. The same studio envisions event organizers creating a VR platform that sponsors can “plug” into for events activations.

- **Off-site Tours**

It’s difficult to convince attendees to hop on a bus to a local factory, building site or copper mine while they’re enjoying the conference. What some companies are doing is creating virtual reality tours of those facilities so potential customers never have to leave the event.

- **Remote Attendance**

Lower costs for hardware and the imminence of 5G bandwidth is driving the potential of live virtual reality streams from events to remote audiences, making it possible for remote attendees to experience events through VR content. Facebook’s Oculus Rift is already marketing VR access to music concerts and comedy shows through Oculus Venues.

2.14. Artificial Intelligence

Indeed, computerized reasoning (man-made intelligence) is among the most encouraging and least comprehended advancements in the event space. It applies quick handling and astute calculations to a lot of information to recognize designs and gain from them.

In the event business, artificial intelligence can possibly make precise and customized communications from a bigger universe of qualified people utilizing an about boundless pool of information. It will likewise perform undertakings at scale, anticipate member conduct and encourage all degrees of dynamic.

Today, three iterations of artificial intelligence appear at events:

- **Smart Networking**

Mobile apps can now help attendees find and meet with like minds, birds of a feather, potential customers and peers.

- **Chatbots**

These platforms allow attendees to ask questions and receive responses from an artificial intelligence algorithm using mobile text and messaging software.

- **Conversational Interfaces**

These Alexa and Siri-like voice-activated devices provide event information to attendees.

Before deciding whether or not to deploy AI-infused event technology, planners should take the following measures:

- Consider any privacy and data security implications of adopting AI and ensure that technology providers are GDPR compliant.
- Ascertain the attitudes and potential sensitivities of event participants and staff toward AI before implementing AI-based tools.
- Test the applications and tools before buying them as some early adopter technology providers haven't yet perfected the user experience.
- Combine AI with human intelligence or computer-enhanced capabilities until the technology is refined – for example, keyword matchmaking to support AI matches, human responses to support AI chatbot answers and human customer service reps (available via video) to supplement conversational devices.
- Manage user expectations appropriately. In these early stages of adoption, AI technology can frustrate as well as delight users.
- Calculate the additional staff commitments required to implement AI technology. Chatbots, for example, require more planning around anticipated questions and responses that may be unique to a specific event or audience.

2.15. Real-Time Data & Analytics

Any number of event solutions that track attendee behavior and relay findings to the cloud in real-time can assist planners. With real-time data, savvy planners can make informed changes and resolve issues

Some of the most common technologies for in-the-moment data include:

- **Beacons**

Small devices attached to attendee badges send radio signals to receivers that can record the date, time, location and dwell time of wearers. Many proximity solutions provide planners with visualizations of how attendees are moving through a conference or exhibition. These heat maps help them monitor traffic flow, identify areas of congestion, observe interest in sponsor-branded areas and determine ROI.

- **Light Detection and Ranging (LIDAR).**

Light pulses are used to calculate the distance between an object and a transmitter. The result is a 3D representation of physical objects and people that can help planners observe attendee traffic (via heat maps) and potentially assist security with locating an active shooter.

- **Mobile event apps and Chatbots**

Behaviors like check-ins, votes or frequently asked questions logged by the apps give planners insight on how the event is progressing and where attendees are struggling. The real-time information enables planners to provide assistance or address a complaint.

- **Radio-Frequency Identification (RFID) and Near-field Communication (NFC).**

RFID and NFC utilize radio waves to follow participants and empower different capacities, (for example, cashless installments). They can assist associations with identifying misrepresentation (counterfeit or taken wristbands) or bring a meeting flood room online when the principle room is full. The technology can likewise make organizers aware of the appearance of celebrity speakers at registration so they can meet and welcome them by and by.

- **Closed-Circuit Television (CCTV).** Video cameras can provide planners and venue security a real-time view into the event space enabling them to troubleshoot problem areas on the trade show floor or spot an emergency.

To gain value from real-time data, organizers should:

- Map all the sources of real-time data.
- Develop a plan for what to do with data when it's received, including a crisis management plan.
- Consolidate data from multiple sources into a single platform to make reporting and action easier.

2.16. Facial Recognition

Facial acknowledgment technology is fundamentally connected with the event registration process. Programming filters a participant's face records key highlights and makes a remarkable guide of the facial scene. At registration, the essences of those people who have selected into facial acknowledgment (for example by transferring photographs during enrollment) are filtered and contrasted with the photograph database. At the point when a match happens, the arrangement triggers another procedure (identification printing).

During the event, facial recognition can be used in other ways: access control and attendance tracking, lead collection and (personalized) content and giveaway distribution. It can also track biometric data from facial expressions, making it possible for event organizers to understand whether audience members are engaged or distracted.

Facial recognition technology delivers organizers a number of benefits:

- Expedited check-in
- Better access control (compared to traditional authentication methods, such as paper confirmations)
- More detailed attendee behavior data (vs. heat maps)
- Faster detection of bad actors

- GDPR compliance (100% opt-in)
- Delivery of a more personalized event experience
- Reduction in the amount of personal or privileged information (passwords) attendees have to provide
- Good first impression of the on-site event
- Convenience for attendees

To get the most from facial recognition technology in an event setting, organizers should:

- Consider incentivizing opt-in to facial recognition as higher participation yields more, better data.
- Find a technology partner with a track record of performance and one that takes adequate privacy and data security measures.
- Communicate with event participants on whether (and how) the photos and data will be used after the event. If it won't be used after the event, communicate that also to ease attendees' privacy concerns.
- Determine whether the provider offers a full solution, including cameras, hosting and on-site support.
- Learn the limitations of facial recognition technology and a specific provider's offering before implementing it in the event.
- Factor in costs of the rollout (pre-event marketing, on-site signage and tech support).
- Research privacy and data collection regulations in the state or country in which the event is located to make sure the technology selected is in compliance.

3 Methodology

Approach

- To examine, find and translate the impact of technology in the events business, explore is done as this paper require more than individual skill and experience (UOW, 2003). From exploring writing on the exploration procedure, the analyst referred to that Kothari (2004) planned a stream graph to exhibit the bit by bit strategy for inquire about with an accentuation on the assessment. The means do no longer essentially follow each other in a chose request. Gratton and Jones (2010) express that in spite of the way that there is advancement through the means, input is a significant detail and the analyst will wind up moving between every one of the levels for the length of the framework. Sharp et al., (2002) express the procedure is in no way, shape or form obvious; it has a particular assortment of steps which are a piece of a succession. The examination procedure has various changed purposes, the most well-known being to audit existing information, to depict a circumstance or issue, to help in the get together of something valuable and a clarification of same. Research can likewise be sorted into 3 classifications, the first being worried about advancement of hypothesis on the paper subject without connecting to rehearse. The second classification is associated with reaching inferences from the standard for use in the application on the paper point while the third class is worried about endeavor explore in view of an objective. A few territories of research utilize a couple of systems than others; this paper will put an accentuation on exploratory investigations and will have a blended philosophy.
- Exploratory examine, moreover as formulative research, will be stressed over gathering an expertise, understanding business sector plans and isolating finishes that are not established absolutely on a hypo-paper (Gratton and Jones, 2010). The exploratory assessments will be used on account of the general youngsters of the technology business (Goldblatt, 2008) in event control and the effects are

regardless being arranged, in like manner, key variables are not depicted right now endeavors. Dhawan (2010), states that exploratory research be used while hoping to discover musings and encounters into a request. Research can be established totally on basic and helper data identified with data combination using studies and gatherings with motivation to convey new ability and information. In order to reap exploratory research, Jones et al, (2007) states that a reveal in review should be done to mindfulness on perception from people who have hands-on capacity with the theme. Technique may be depicted as the strategy got for the term of the examination to design indisputable assessment frameworks to organize the investigation (Greetham, 2009). In like manner with any assessment, the standard concealed issue of the investigation methodology is the methods by which to decode the thoughts on this paper into terms that would propose proof expected to reveal whether the hypo-paper presented is proper or counterfeit (Greetham, 2009).

Interviews

King and Harrocks (2010) characterize interviews, for subjective research, as introducing adaptability and opportunity in design, concentrating on the experience of the interviewee and an awesome connection between the questioner and interviewee as being fundamental for progress. A meeting with event industry authorities that has both ability inside the events venture and the technology business were led and the results were deciphered to plan subjective research that grants for statements and references to be used to demonstrate addresses presented by means of this exploration paper. The meeting provided inside and out aptitude of the region of event technology and an understanding into a portion of the effects that technology has on event experts right now. A unique and genuine perspective on the theme took into account an upgraded comprehension of the effect technology has on the events business. The records amassed predominant quantitative information gathered and shapes a more noteworthy complete essential information arrangement on the subject.

Individual, eye to eye interviews with event industry experts took into consideration an extra adroit point of view on the effect technology (Lord and Harrocks, 2010) is having on the events business. All through the meetings, the scientist had the option to test for more prominent propelled measurements which considered more extravagant data. All through the meeting, the questioner was fit for translation of any non – verbal trade, watch if the inquiries have been misconstrued and offer the interviewee with included power over their reactions. Territories that had not been featured inside the overview have been featured and new issues have been found. Meetings are hard to sum up and to remain fair (Klenke, 2008) in a circumstance as additional inside and out issues are looking to be tested from the interviewee and they can be very tedious. The reactions from the meeting can be difficult to decipher and should be deliberately interpreted in order to get the most extreme right outcomes from the reactions. Choosing candidates for talking that had a comprehension of each, the events business and the mechanical bundles that are related with the events business become troublesome anyway enormously limited any bothersome results because of unknowledgeable reactions.

Design of the Interview

The gathering facilitated was semi-composed, the interviewee was equipped with different immovably communicated, unequivocal requests that may warrant a normal and intriguing response where different requests spoke to an increasingly unmistakable obstinate reaction and allowed the interviewee to offer their sentiments on the region even more uninhibitedly (Ruler and Harrocks, 2010). These sorts of gatherings mulled over quantitative proof that become effectively arranged and fused some unexpected responses that brought novel issues up in the assessment. Starting contact with the interviewee's was made by methods for email with a letter to give an explanation to the perspective of curious for their comprehension in the field. The district of inventive impacts inside the events business required least sensitive information past the evaluation of the interviewee, right now, moral idea ought to have been thought about while undertaking the requests questions. The gathering was interpreted, and refers to were taken all through (Buchanan, 2004).

Sample of Interview

Three gatherings were done, the superior one was with the regulating official of an event the board association, the second was with the festival facilitator and the third and last gathering was with the owner of a manifestations and sound equipment firm completely arranged in Pune. The assessment is being performed by an understudy, different obstacles occur as there is a nonappearance of association with the region of research and data examination. The topic must be investigated start to finish to gather an appreciation of the subject which took a sizeable proportion of time despite discretionary and fundamental research being readied. A nonattendance of industry inclusion with the region of events or technology near to the nonappearance of information on the effects technology has on events shaped an opening in the cognizance of the master. Composing on the impacts of events on technology, society, money related viewpoints and authoritative issues are handily documented, in any case, the results of technology on the events business, explicitly, are insufficient.

Research system thought about the expert to investigate the subject using Kothari's (2004) ask about strategy steps, see figure above. The data grouping followed the assessment suggestion and composing audit. The reasonable research strategies were indispensable to get the perfect results. A highlight on the arrangement and masterminding guarantees amazing experiences that is used to evaluate and reinforce the request being introduced. The systems picked and recorded above have been done as such to gather the best alluring outcomes and to utilize the advantages viably open to the expert. As the basic data is inside the path toward being assembled, the ensuing degree of Kothari's procedure may be to dismember the real factors and evaluate using helper data relationships and that will be the edge for the succeeding region at the present time.

4 Data Analysis

Right now, data of event participant's and event coordinators had been amassed and the aftereffects of the 138 reactions to the semi-set up review had been investigated and noted in component. Before the conduction of the perceptions, the judicious and the objectives of the exploration study questions were reported. Before the conduction of the overview, respondents were given with a notification concerning the explanation of the examination notwithstanding the regions of the investigations. The sum total of what questions had been mandatory and expected for explicit use right now various reasons. The objective in taking part in the overviews as a methods for information assortment was to gain investigation into the effect technology is having on the events business, to permit appraisal with auxiliary information gathered and measurements collected during interviews, so as to offer noticeable quality to enter slants in the region of event technology while connecting with event participants and coordinators in the examination and to get an example of the audit of the effect technology is having inside the event business So as to feature social issues, for example, hostile to social conduct and natural effects. This overview permitted thinking about the stature of the respondent, regardless of whether they were an event participant, or an event coordinator and it is accepted that the outcome would affect their answers somewhat.

The review was directed through a month to month electronic bulletin to a database of a blend of event participant's and coordinators, LinkedIn associations and online life mediums utilizing the overview programming site SurveyExpression.com. The two-section study was aggregated of 11 inquiries and 17 proclamations.

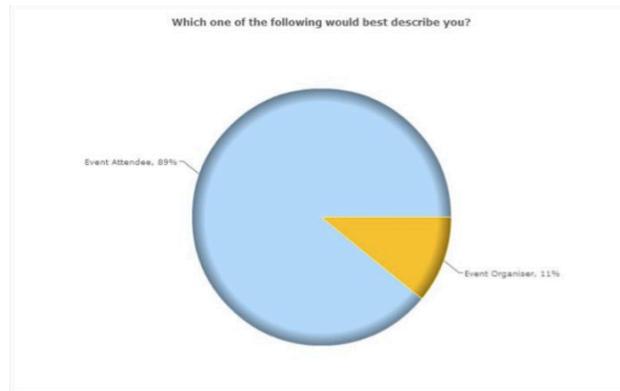


Figure 1: Sample compilation

It is evident from figure, showed up finished, that the respondents to the examination were for the most part event members. Event participant's make up for 89% of the cross zone evaluated, speaking to 123 respondents while event facilitators spoke to 11%, an all in all of 15 respondents. From the targets advanced for the examination questions, the method of reasoning of this request became to pick the perspective from which the respondent perceived the requests. It is normal that event participant's and facilitators may have various replies considering Getz (2005) communicating that the events business at present requires guidance and the capacity to apply fitness.

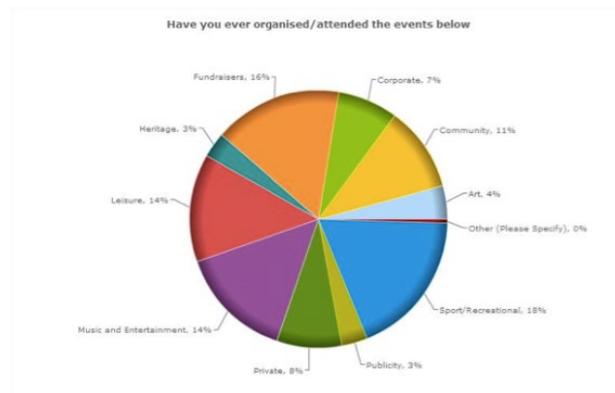


Figure 2: Types of events organized/attended

To see the most pervasively went to events participate/sifted through by the model, respondents were requested to choose the sort from events they participate/formed. The results can be settled clearly from figure 4 above, 18% of respondents picked Game/Recreational activities, making this characterization the most a great part of the time sifted through/went to events, immovably joined by social affair vows events at 16%, and music and unwinding events at 14%. From the composing assessment performed inside the past regions, sport rivalries and settings, Settlement and the MICE business, explicitly, are essentially answered to get the awards of movements in technology. From the data over, the model picked are perfect to comment on the impact technology is having in the region of events, particularly game and redirection. Getz (2005) commented on reality that a get-together vows event can be any number of the different styles implied, sport, music, preoccupation to gather pledges all the while as it is similarly included in the past regions the vitality of mechanical movements and technology in the music and news source. From the figure 4, it is moreover seen that corporate, arrange, heritage, workmanship, open and individual events speak to the end 36%, a total of 50 respondents.

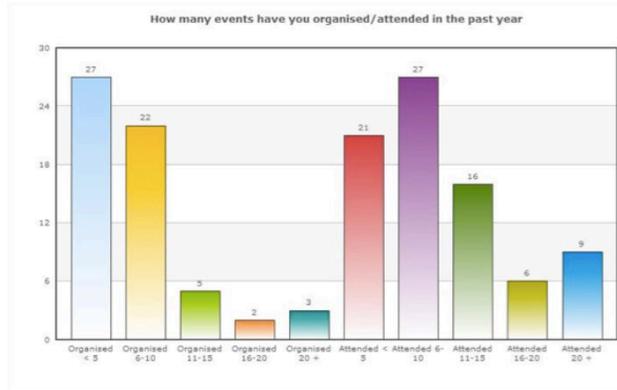


Figure 3: Number of events organized/attended in the past year

From the section graph above, it is far obvious that the event coordinators that answered to the review and analyzed their stature from question two of the study as an event coordinator were not the sole respondents to have composed events, this is expected to the "freshness" of event the board as a calling and the prerequisite to comprehend event the board in different callings is of principal significance, plot by Getz (2005). Of the respondents, practically half (49%) state they have composed under ten events while 10% of respondents have expressed, they have sorted out at least ten events, this would bring about the assumption that the 10% of the cross segment have a top to bottom skill of the events business. As the table of event types recorded preceding the event expressed the sort of events being looked into as Craftsmanship, People group and Relaxation, specifically, it is accepted that the respondents composed said events lacking preparing and expertise in event the board. From the result of the overview, 64% of the respondents have gone to under 15 events in the previous year. This guarantees the example have in truth gone to events and have been vulnerable to the effect technology may have on events.

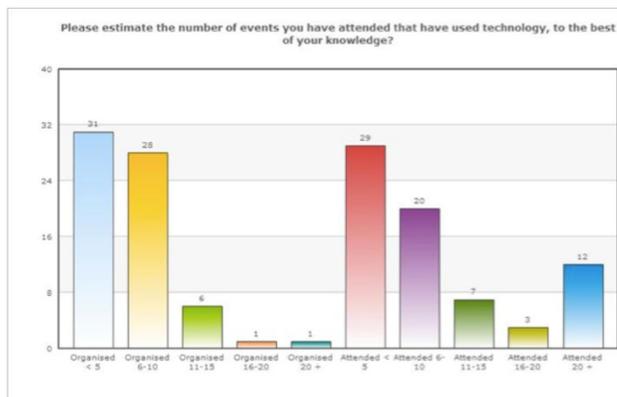


Figure 4: Number of events organized/attended in the past year that used technology

The results, showed up above, considered the case of the association among the collection of respondents that participate/orchestrated events in the earlier year and the aftereffects of those that went to events in the earlier year that used technology, the outcomes are over the top. With a wealth of research on the impact technology is having on exceptional zones of event the board, there may be an opening in the aggregate and sweeping packs in investigate and a confined centrality is arranged at the essentialness of perceiving the effects in event considers.

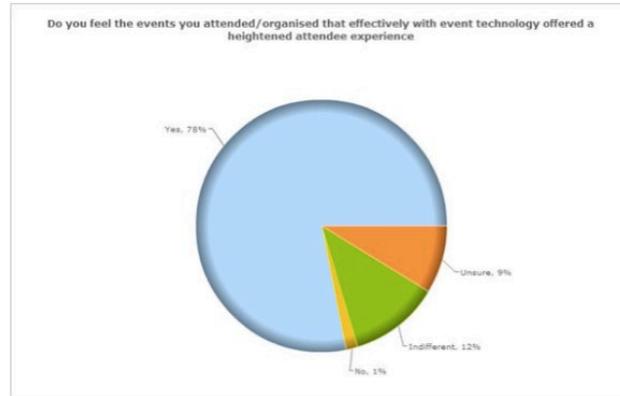


Figure 7: Do you feel the events you attended/organized that effectively utilized technology offered a heightened attendee experience

A by and large of 78% of the example concurred that events that they joined in or sorted out, contingent upon their stature point, that used technology successfully, did in truth give an uplifted participant experience, Key patterns referred to in the writing survey section featured connections between participant experience and the utilization of technology. While, 21% of the rest of said they have been uncertain and unconcerned about whether the incredible utilization of technology offered an increased participant experience. Nonetheless, four individuals expressed, as they would like to think, technology didn't elevate participant experience. It is evident from figure over that most of the example sees an association between a participant's involvement with an event and technology utilized, supporting the writing found.

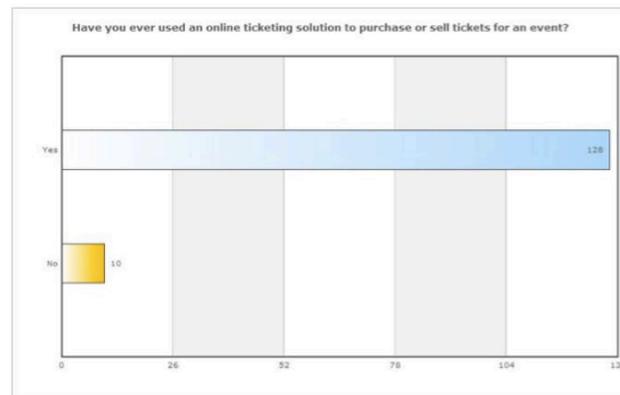


Figure 8: Use of an online ticketing solution to purchase or sell tickets for an event

With 93% of the 138 respondents to the overview having used a web ticketing course of action in the past to either purchase or sell tickets, this exhibits event organizers and members are getting a handle on technology. Web ticketing transformed into a key example being investigated as the owner of Event Expert, an Electronic Ticketing Plan provider, was met for the reason of assessment into the impact of technology in the events business, the researcher expected to accumulate data true to form of use of online event ticketing by and by being gotten a handle on by the model picked. In any case, 10 respondents have not used ticketing answers for buy or offer goes to events, as ticketing plans are an extending style inside the events business, this outcome was to be imagined. The disclosures of this outline draw a relating with the composing found on the extension of the use of a ticketing answer for events spread out by Allen, (2002) spreading out web ticketing as transforming into an industry standard.

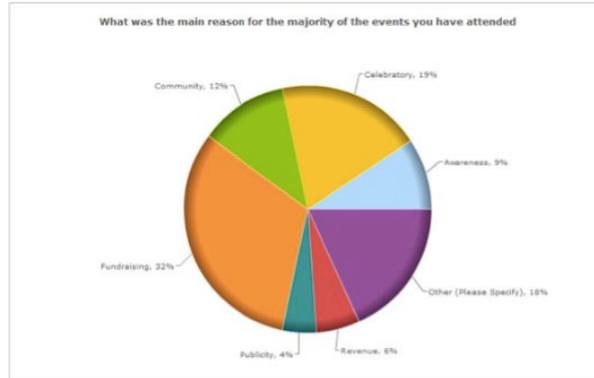


Figure 9: What was the main reason for the majority of the events you have attended

As illustrated by Goldblatt, (2011), events have fluctuated purposes relying upon the arrangement of the events, the technology utilized at different event types takes into consideration the achievement of objectives and goals. The outcomes, as sketched out in the figure, show that the connection between the respondents' introduction to events technology and the sort of event went to is obviously raising support events and 78% state they have been presented to compelling utilization of technology at events.

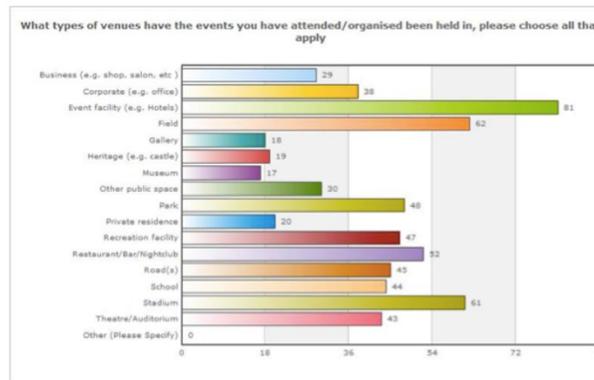


Figure 10: What type of venues have the events you have attended/organized been held in, please choose that apply

Of the 138-event participant's and organizers, the researcher has found that the most utilized scene, as showed by the respondents, were event workplaces, these are settings, for instance, lodgings, gathering rooms and show spaces. As can be seen from the results in figure, the respondents were drawn closer to pick all scenes that applied and 81 people picked event workplaces, immovably followed by fields, parks and restaurants. From a review of composing on the events business and it is by and large documented that there is a high usage of event technology for get-togethers, social occasions, shows and impulses, portrayed out by Sox et al, (2014).

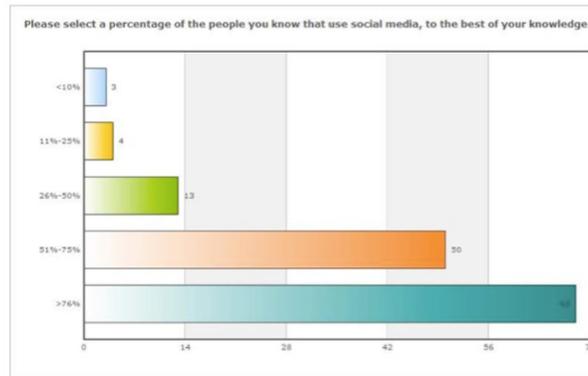


Figure 11: Social media utilization

Web 2.0 and web-based life have been a significant pattern in the events business as laid out by Blossoms and Gregson (2012). The utilization of online life stages by both event coordinators and event participants is ever developing as a stage for correspondence and for showcasing purposes. As can be seen from the outcomes showed in figure 13, 68 of the 138 respondents expressed that over 76% of their companions, loved ones utilize online life, as far as they could possibly know. Kang et al, (2014) abridged the expanding significance of internet-based life and the embracement of same in the public arena.

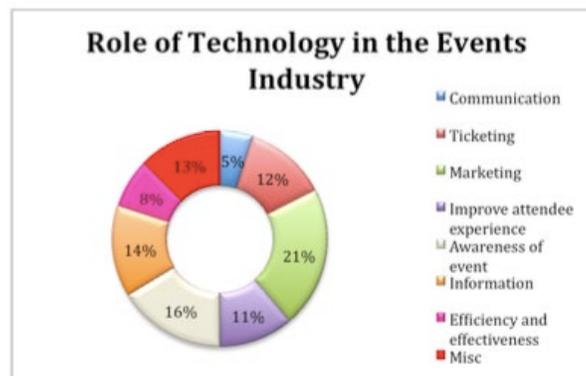


Figure 12: Role of technology in the events industry

The end question of the review transformed into an open-finished inquiry that requested that the respondents remark on what they perceived to be the job of technology in the events business. The entire 138 reaction might be found in the supplement __, offering one of a kind and unmistakable thoughts on the theme. Mechanical ramifications on the event business are different and give numerous favorable circumstances as referenced by Goldblatt, (2011). The foremost ramifications of technology, as expressed by the writing audit, affirmed likenesses to the reactions got to the inquiry presented to study respondents on what they saw to be the job of technology in the events business. The respondents to the overview had a differed reaction; in any case, the scientist saw a few key patterns from the 136 reactions to the inquiry. A huge lion's share of the respondents plot event technology as having a significant job in the events business and legitimized their reaction under various headings, as sketched out beneath. The outcomes found a relationship between the respondents' attitude toward technology in events and the writing found regarding the matter. A solid discernment found was that technology goes about as a strategy for correspondence for event coordinators just as a showcasing instrument for the event coordinator. A lot of

the example noticed the job of technology to be for ticketing events, giving data to event participants and in the formation of consciousness of events.

Statement	SD	D	U	A	SA
12 Technology is an increasing trend in the events industry	9%	1%	2%	3%	85%
13 Event technology aids in the event goer saving time and money	3%	2%	1%	54%	30%
14 Events technology saves time and money for the event organiser.	1%	1%	4%	48%	36%
15 Event technology impacts directly on the success of event promotion	4%	2%	1%	49%	34%
16 Event technology increases attendee interaction	1%	3%	1%	74%	35%
17 Events you attended/organised effectively utilised event technology and offered a heightened attendee experience	1%	2%	1%	45%	31%
18 Event technology wastes time and money for the event organiser/attendee	4%	0%	5%	4%	2%
19 Event technology is having a major impact on the shape of the events industry	1%	4%	1%	0%	23%
20 Event technology increase interaction between organiser and attendee	0%	9%	1%	75%	24%
21 Event technology helps limit anti-social behaviour	2%	1%	7%	58%	18%
22 Event technology impacts on the reputation of the event/organiser	1%	4%	9%	6%	22%
23 Event technology brings added value for event goers	0%	1%	1%	75%	27%
24 Event technology offers events a platform to increase their brand awareness	1%	1%	3%	53%	42%
25 Event technology is making events more accessible	0%	2%	7%	4%	44%
26 Events with an online presence offers a superior event than events that do not have an online presence	0%	8%	2%	24%	27%
27 Technology is a part of everyday life	1%	1%	1%	25%	72%
28 Is event technology having an impact on the number of event management jobs, in your opinion	1%	4%	4%	63%	12%

Key: SD: Strongly Disagree D: Disagree U: Undecided A: Agree SA: Strongly Agree

Table 1: Table of Likert scale results

For the second piece of the review, respondents were approached to rate whether they concur or differ to a progression of 17 explanations on the mechanical ramifications on the events business. The announcements were invoked following an audit of writing on the point, so as to assemble precise essential research to guarantee credibility of the optional research accumulated on the topic to guarantee completion and rationale. The announcements depend on key patterns in event technology and underline the principal issues and originations found.

Table 1 above displays the respondents' outcomes for every announcement and are regarded predictable. The review results show respondents do recognize the nearness and significance of technology on the events business as the positive effects on the events business explanations were concurred and firmly settled upon while the negative articulations were emphatically differ to. The outcomes bolster the discoveries in reports, scholarly sources and diaries recently looked into. Goldblatt, (2008) states that technology is not, at this point an extravagance in the public arena and is in truth a pattern in the events business and is being grasped and changing the state of the events business concerning how coordinators are arranging and creating events. Technology can set aside time and cash for onlookers and coordinators in the events business as was settled upon by 54% of the respondents, while just 3% deviated, as was delineated in a scope of the auxiliary research discoveries, ticketing, internet based life and web based

promoting just as cooperation among coordinators and participants are highly recorded by Vouddas et al, (2009), Wolfram, (2013) and Blossoms and Gregson, (2012). These creators have recognized the expanded attention to events and the availability and helplessness is because of advancement and improvements of technology and its application in the events business including an incentive for the client and increasing participant experience is a noteworthy result from mechanical application in the events business. With the advancement of correspondence innovations, for example, walkie-talkies and cameras, it is accepted a consequence of this is a decrease in hostile to social conduct just as the impression of being a progressively better event than those that don't use technology, as thought by Newlove, (2011) and Curtin, (2014), analysts secure a reaction on whether the example accepted technology in the events business assists with diminishing enemy of social conduct, offers a prevalent event and effects legitimately on the event organizations notoriety as should be obvious a larger part of the respondents were unsure on whether technology expanded enemy of social conduct while 70% concurred and firmly concurred that technology utilized effectively offers an unrivaled event.

5 Conclusions & Recommendations

As it could be communicated after the relationship of the composing kept an eye on in regard to the issue and the fundamental information assembled, the assessments in the zone of event technology and its assets upon application facilitated. It is clear from this segment the assessment focal point of this paper has been done in the mood for contemplating edification of the rule how the impact technology has on the events business can be assessed and the explanation and methodology of applying technology to the events business. All of the targets and objectives investigated award for the master to pull in finishes and answer the investigation's request introduced on how "technology impacts the event business". From undertaking examination concerning the domain of event technology and the implications of same on the events business, the authority has different pointers that can be delivered utilizing the review of composing and estimations collected despite remarks from key observers in interviews.

The finishes drawn after the investigation award the subsequent solicitations to be responded; Events are viewed as celebrations of essential changes in an individual's essence, for the ones taking a premium. Event technology is viewed as the utilization of technology inside the events business to overhaul, help and grow an experience. The most noteworthy sorts of mechanical applications being used in the events undertaking are "Person to individual communication", "Web", "internet", "Web crawlers" and "Photograph Sharing" The choice effects of technology in the events business are incredibly outperforming the hostile impacts. The constructive outcomes found after the examinations are influence on the "development, improvement and feasibility of exercises" the reward for increasingly unmistakable "proficient arranging" "dependable execution", "unrivaled vehicle" and "globalization". Mechanical utility inside the events business are communicated to offer "correspondence" and goes about as an "equalizer" for event associations while "internet ticketing is changing into industry vastly outperforming the negative impacts. The constructive outcomes found after the assessments are influence on the "development, improvement and feasibility of exercises" the reward for progressively important "proficient arranging", "solid execution", "prevalent vehicle" and "globalization". Creative utility inside the events business are communicated to offer "correspondence" and goes about as an "equalizer" for event associations while "internet ticketing is changing into industry standard". The whole of the effects noted are found to change over the "shape" of the events business. Following the assessment, there are two negative effects set out to impact the events business. The first is the demolition of work power by virtue of being superseded by the guide of technology and a fear of technology occurring in a developing people, known as technophobia.

As no persuading significance regarding "Event Technology" was available combining all fragments of event the board, examination concerning developing a definition and stating for "Event Technology" must

be finished. The basic proposition following the investigation could be for event facilitators to hold forefront on ongoing improvement technology as referred to all through the paper is the criticalness of using technology and the various focal points that can be gotten. An absolute examination of the components which can be influencing the events business, despite the implications of the events business should be formed. As technology is ever changing, inconsistently staying stale, nearly ask about is endorsed for the assessment and overhaul of the criticalness of checking traits and the advantages of technology for the events business. It is recommended that an audit be figured out how to event members at events both utilizing and done utilizing technology to get an increasingly certified reaction to the usage of technology.

As no unquestionable importance of "Event Technology" was available merging all regions of event the administrators, assessment into working up a definition and stating for "Event Technology" must be finished. The basic proposition following the assessment could be for event organizers to hold current on ongoing improvement technology as referred to all through the paper is the criticalness of using technology and the various focal points that can be gotten. An all-out evaluation of the factors which can be influencing the events business, despite the repercussions of the events business should be framed. As technology is ever changing, now and again staying torpid, correspondingly investigate is endorsed for the examination and upgrade of the hugeness of observing characteristics and the upsides of technology for the events business. It is recommended that an examination be controlled to event members at events both utilizing and done utilizing technology to get a progressively veritable reaction to the use of technology.

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