Joint Industry Survey October & November 2023

How has technology impacted the delivery of sustainable events?

In Summary

There's no doubt that event technology has had a positive impact on sustainable event delivery and many event organisers, associations and corporate clients have benefited from streamlining their delivery processes using EventTech. This has helped to reduce the use of paper invites and information brochures including postage, and influenced the type of onsite building materials, paper and plastic graphics, event branding, communications methods, and onsite registration and enquiry desks - including the size of the human team needed to manage it all - plus of course travel.

Thankfully the use of EventTech, whilst positively supporting more sustainable event delivery, also offers clearer and more precise ways of monitoring and measuring sustainable practices and their impact.

EventTech covers a wide range of products and solutions – some off the shelf, some DIY, some custom build and specialist installation and training. These days excellent digital platforms support registration processes, websites and comms, onsite check-in and badging systems, interactive audience engagement activity, booking accommodation online, planning and managing exhibitions, end to end project management including procurement, budgeting, scheduling and all types of communication, as well as platforms for virtual events, event apps and so on.

Interestingly we can see that some of the challenges faced relate to audience user expectations and technical inability and in some areas just plain old resistance to change! Cost appears to be another issue – particularly with Hybrid events, and it seems that many clients find it difficult to achieve a reasonable level of satisfaction with this type of solution.

Another challenge appears to be in-house resource and the capacity to a) manage rising and falling levels of workflow, and b) how to find, fund and deploy the right EventTech – particularly when in house teams are at capacity anyway. Some EventTech is undoubtedly intuitive and user-friendly, but more sophisticated solutions can be very complex and users can struggle to make it work effectively and to deliver value for the investment in a new platform or system. In these circumstances it can be beneficial to work in partnership with a proficient third party.

The outcome of our survey makes it clear that post-Covid, event technology is now becoming embedded in our modus operandi as event professionals. Not only do we we have a wide range of effective systems and platforms to choose from, but by using EventTech it helps us reduce the carbon impact of our events and the negative impact that our industry once had on our environment.

Has the use of technology enhanced sustainable practices in the events industry?

YES

100%

By what percentage would you say technology has improved your sustainable event delivery:

15% = 28% respondents
25% = 22% respondents
50% = 33% respondents
75% = 17% respondents

Has technology helped you to measure and monitor sustainable practices and outcomes?

YES 61%

NO 39%

What challenges have you faced using technology to deliver more sustainable events?

'Running a hybrid meeting is like running another event in parallel to the in-person event.'

'Sometimes it's too complicated and I get lost in the tech'

'The cost of digital events is huge due to the technology required'

'Within the medical environment, certain aspects like event show guides and lecture abstracts are still desired in the paper hard copy versus digital delivery'.

'Poor networking functions in online event platforms. Poor online exhibition functions in online event platforms.'

What 3 technologies have had a positive impact in supporting your sustainable event delivery?

eventsair

Canva

EVENT APPS

E-BADGING SYSTEMS

mailchimp

zoom

vimeo

EventFolio

ON-LINE BOOKING & TICKETING PLATFORMS

DIGITAL MARKETING

live

cvent

Has price impacted decisions in choosing sustainable event solutions?

YES 78%

NO 22%

If price has impacted your decisions, please say why?

'Budgets are very tight.'

'We are a not-for-profit and while sustainability at events is a worthwhile cause we need to balance the P&L risk of too heavy an investment in this'.

'It's so expensive meaning we make less profit and causing us to compromise on other areas of our event.'

'We still have to make the bottom line add up so it's a balancing act between profit and sustainability.

'As a charity operating with an incredibly stretched/limited budget, we are under pressure to find shortcuts and ways of decreasing costs, which means not always choosing the most sustainable option.'

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This survey was shared on our LinkedIn pages, and on the AAE, MICE Concierge and Full Circle Databases. Many thanks to everyone who took part.
If we can be of any help moving forward, please don't hesitate to get in touch?

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