

EVENT TECH

FORECAST

JANUARY 2023

ENTRANCE/EXIT

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Introduction

Boosting revenue, a 365 audience and a personalized plan in every participant's pocket - the digital renaissance of events is here.

But the next 12 months present many challenges for eventprofs and technology - proving good exhibitor ROI, finding the right people and getting to grips with integration, to name a few.

The Event Tech Forecast is your complete guide to how digital tools will impact our industry over the next 12 months.

Professionals from around the world have told us their biggest concerns, hopes and plans for 2023, so we can show you the real state of affairs.

A crack team of industry leaders has also been brought together to explain how you can tackle any hurdles and make the most of the opportunities digital offers.

Thank you to everyone who contributed to this study, especially those who gave their expert insights:



Timothy Skennion

Derabo Advisory Group
Managing director



Rob Millar

Devonshire and St Andrews
Director



Chris Pendley

Messe Frankfurt
Digital and data services director



Mark Maydon

Crowd Connected
Director



Stephan Forseilles

Easyfairs
Head of technology

Now, use the Event Tech Forecast to uncover how 2023 will shape up and forge a tech-fuelled future for your business.

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**How much of your annual
revenue do you expect to
come from digital channels?**



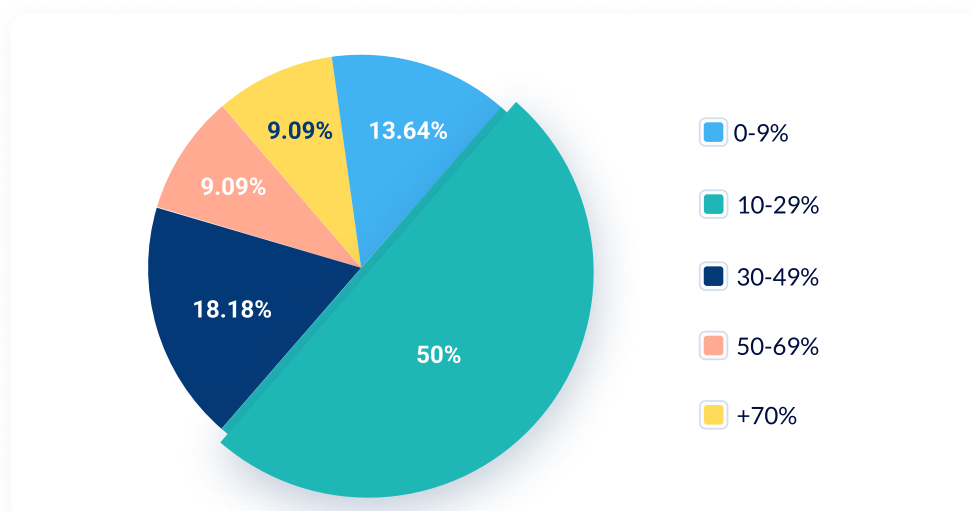
Digital revenue has become an increasingly important component of an organizer's business model.

Half of eventprofs now expect between 10 and 29% of their annual revenue to come from these channels in 2023.

That's an increase of more than 10% compared with our previous research in July.

Meanwhile, 9% believe it will be 70% or more while 9% said it would be between 50% and 69%.

0-9%	13.64%
10-29%	50%
30-49%	18.18%
50-69%	9.09%
+70%	9.09%



Timothy Skennion, managing director at Derabo Advisory Group, believes innovative organizers will develop their business models to include a 365 approach which will “largely be driven by digital content offerings”



Event producers can no longer be entirely reliant on traditional revenue streams - namely ticket sales and sponsorships - or legacy event models for that matter.

The events themselves will include a greater number of digital offerings - sponsored and unsponsored - as hybrid formats continue to evolve and as such digital revenues will make up a larger proportion of overall event revenues.

Event technology platforms will need to evolve to where they are able to support any event formats, allowing producers to leverage a single platform to manage their full event calendar and other digital content programs.

Timothy Skennion

Managing director at Derabo Advisory Group



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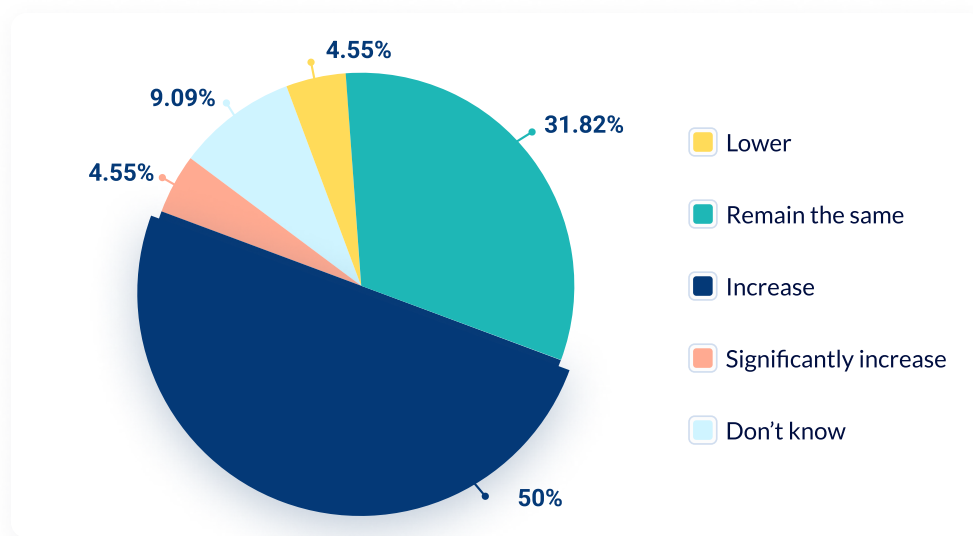
How will the digital component of your budget compare with previous years?

A total of 55% of respondents also predict digital revenue will increase in 2023, while 86% believe it will at least remain the same.

Only 5% of those who took part in the survey said they think this component will be reduced.

This forecast further reveals how important digital channels have become to an organizer's revenue model.

Disappear	0%
Lower	4.55%
Remain the same	31.82%
Increase	50%
Significantly increase	4.55%
Don't know	9.09%

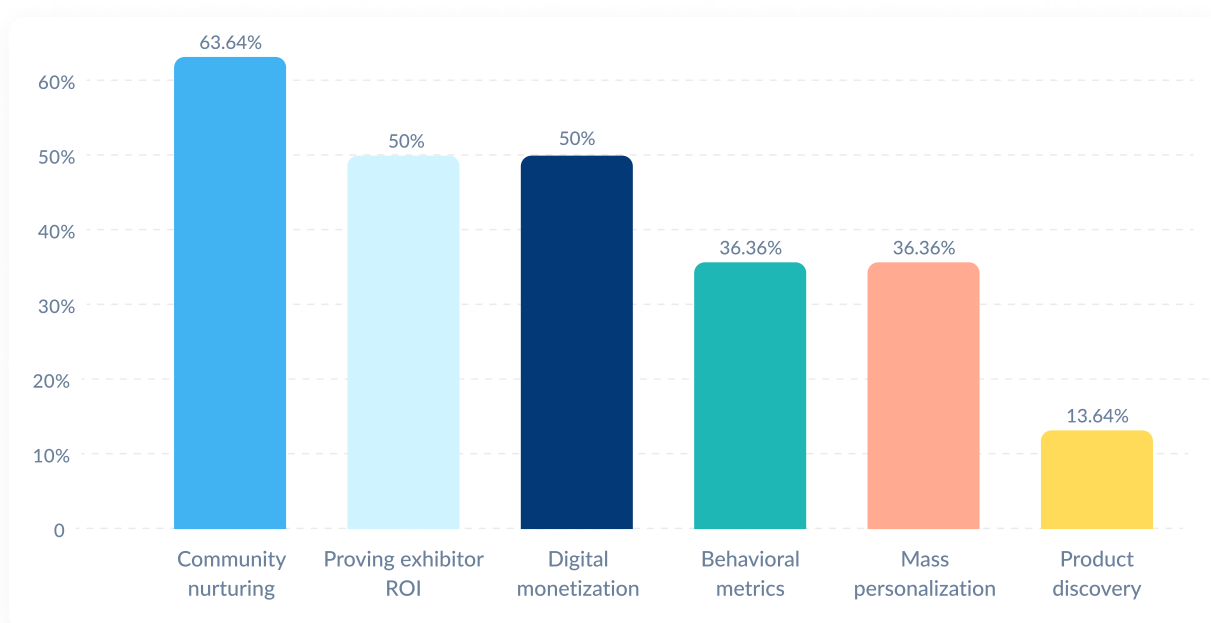




Where are the biggest opportunities for event technology to develop?



Community nurturing	63.64%
Proving exhibitor ROI	50%
Behavioral metrics	36.36%
Product discovery	13.64%
Mass personalization	36.36%
Digital monetization	50%



Nurturing a community around your event offerings was highlighted as one of the biggest opportunities for eventprofs in 2023, with almost two thirds choosing it at 64%.

Meanwhile, digital monetization and proving exhibitor ROI both came out with 50% of respondents saying it offered room for growth.

Chris Pendley, digital and data services director at Messe Frankfurt North America, believes developing a year-round community will allow the the live show to become an “authority” among professionals across a market.



Instead of having the physical event at the top of the funnel, I imagine a community space where you have people engaged 365.

It can be a year-round marketplace for exhibitors and attendees to still connect and do business in between the shows.

Within that we're putting out content year-round, so we're staying connected with our clients and providing relevant, valuable subject matter to them that they're then able to engage with.

Chris Pendley

Digital and data services director at Messe Frankfurt North America



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Is 2023 the Year of Community?

Our expert contributors and respondents highlighted community as a top priority for engagement, revenue and reach.

But Rob Millar, director at Devonshire and St Andrews, believes organizers struggled to make the most of this approach through 2022.

Poor recruitment led to many planners failing to see the value which can be gained, with some choosing to pull back on their 365 strategy.

Here, he gives an overview of what's been happening as well as how organizers can succeed in 2023.



Even shows that have made a reasonable success of 365 are finding it hard to maintain. They are unsure whether this is a temporary set-back or something more long-term.

That said, when you dig under the bonnet to see what they actually mean, the reality is that many of them tried to either:

- Replicate the show format online in some way – either virtual events or at least improving their directories of exhibitors
- Build a content plan, but without really understanding whether there was any value in it

My view is both approaches still fundamentally fail to understand the value of skills required to build communities. In both instances they were throwing money at a problem that did not necessarily exist – therefore, I can see why major organizers are now pulling back.

A community manager or specialist could be an absolutely massive help in most cases, but other skills may also be needed – an example would be you can develop a 365 offer by creating a marketplace where people can buy and sell year-round.

That does not need a community manager, but absolutely needs skills around developing and maintaining marketplaces.

The solution: build a more strategic plan about how you engage in a 365 world, rather than getting existing staff to build on their core knowledge - replicating shows online - or throw money at a non-existent problem - content development.



Rob Millar

Director at Devonshire and St Andrews





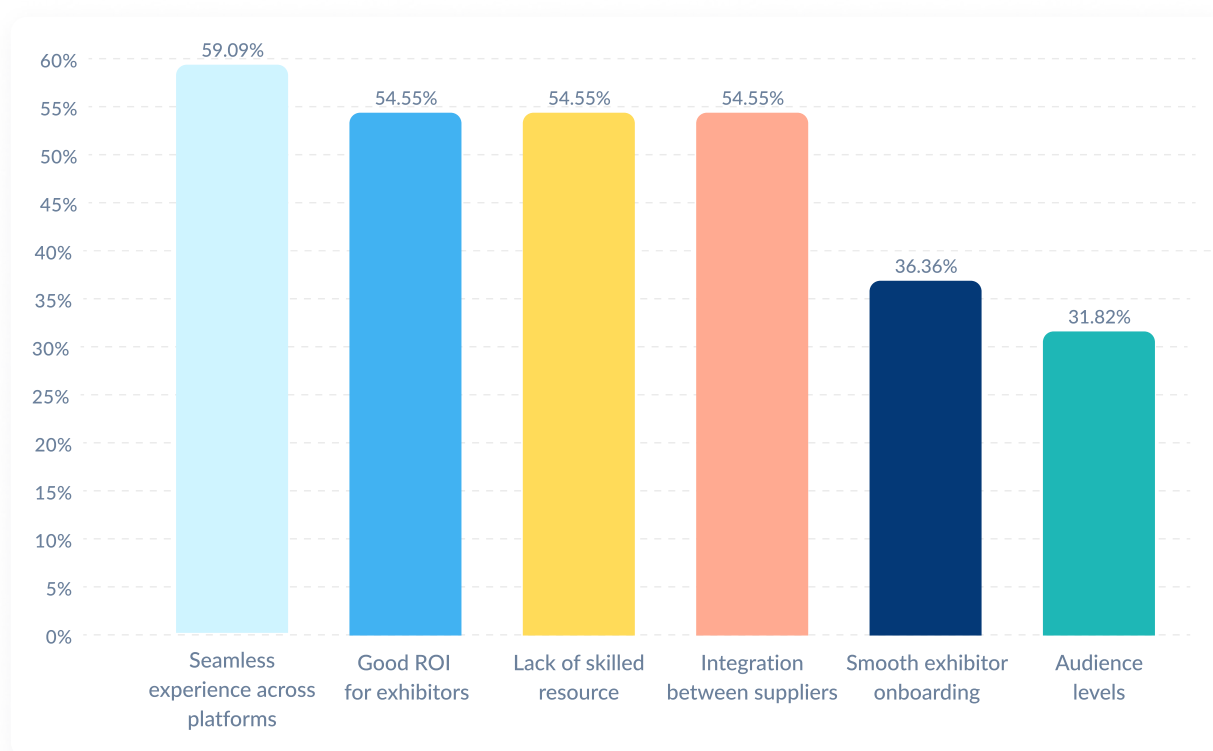
**What are the key challenges
facing eventprofs?**



A seamless experience across platforms was chosen as the biggest challenge facing eventprofs, with 59% of respondents reporting it.

This was followed by good exhibitor ROI, integration between suppliers and a lack of skilled resource - all at 55%.

Good ROI for exhibitors	54.55%
Seamless experience across platforms	59.09%
Audience levels	31.82%
Lack of skilled resource	54.55%
Integration between suppliers	54.55%
Smooth exhibitor onboarding	36.36%



Stephan Forseilles, head of technology at Easyfairs, claimed there is a “war for talent” over the people who can best tackle these digital challenges - highlighting how our industry needs to offer something special to bring them in.



There is a war for talent everywhere and the exhibition industry is not the best-equipped army in that war.

Remuneration, work-life balance, image, home working and remote working - in all areas there are other industries that do better than us.

Stephan Forseilles

Head of technology at Easyfairs



Achieving good exhibitor ROI got the second highest number of responses in this study, having been top of the list in our previous research from July.

Digital tools such as Lead Intelligence are one way to increase the value of their participation, bringing all onsite and online interactions into a single dashboard boosting the number gathered by three times.

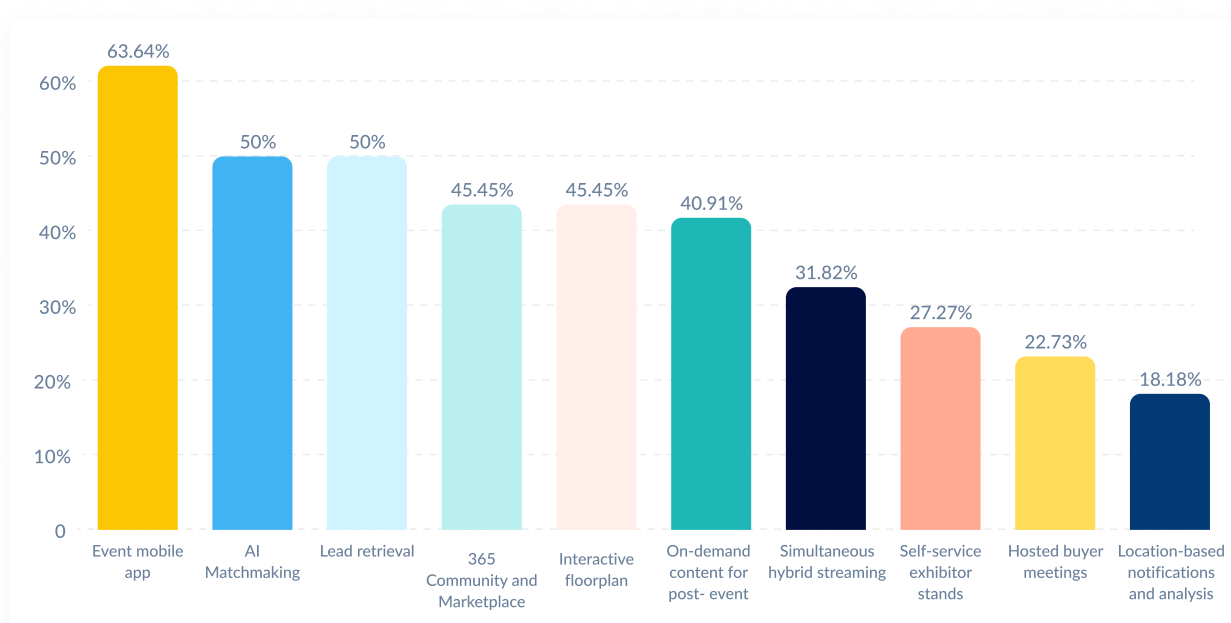
Find out more about how this solution boosted leads by 258% at Pharmapack Europe and can help you [here](#).



**What are your key event
tech features?**



AI Matchmaking	50%
Lead retrieval	50%
On-demand content for post-event	40.91%
Hosted buyer meetings	22.73%
Self-service exhibitor stands	27.27%
Location-based notifications and analysis	18.18%
Event mobile app	63.64%
365 Community and Marketplace	45.45%
Interactive floorplan	45.45%
Simultaneous hybrid streaming	31.82%



An event mobile app came out on top as one of the key technology features for our industry, with 64% of respondents choosing it.

That's no surprise when we are now so used to having a personal computer in our pocket helping us with every part of our lives - including banking, communication and travel.

AI Matchmaking and lead retrieval both scored 50% of respondents, while a 365 Community and interactive floorplan both received 45%.

Mark Maydon, director at Crowd Connected, highlighted how the mobile app featuring the ability to help navigate the showroom is now an expectation among participants - making it crucial for future events.



The post-Covid return to the physical show floor has led to a re-evaluation by organizers of the value of the mobile app.

Everyone comes to a show with a mobile phone in their pocket - and everyone is familiar with Apple and Google maps when out and about.

Now there's an increasing expectation that the phone in your pocket will help you find what you came for as well as discover what we didn't even know was there.



Mark Maydon

Director at Crowd Connected



4.1

Getting sophisticated around data

“Our industry is a toddler who just discovered that he could get up and walk - the world is ours.”

That's how Stephan Forseilles, of Easyfairs, portrays the position of event organizers using data currently.

But he claims developing a real knowledge in this area will be key for event technology features to be properly unleashed.

That is why he believes 2023 will be the year where planners place real focus on innovating so they can make the most of all this new information available.

The digital transformation of businesses since 2020 means more and more want to get to grips with it - with many of the features listed above depending on its development.



Collecting this data is really your treasure - you need to have quite a big amount of data, then you can start building new algorithms on top of it to make recommendations.

There are very few places where you can know who is interested in what, who is talking with who and which are the hot topics of an industry.

The live tradeshow are the best place to do that, because then you can really see what's happening in an industry.

It's super important data - so collecting it for long enough to be able to use it in a meaningful way is key to the future of tradeshow organizers.



Stephan Forseilles
Head of technology at Easyfairs





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