

Evolution of Event Technology

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Key milestones, trends, and impact on the planning?production?experience cycle

1. Early Foundations (Pre?1990s)

Period	Technologies & Tools	Primary Use	Impact
1920?	Radio broadcasts, printed	Basic audience	Limited reach; events were
1950s	programs, manual ticketing	communication & ticket sales	local and time?bound
1960?	Projectors, slide carousels,	Visual aids and amplified	Improved presentation
1970s	analog sound systems	audio	quality, but set?up was labor?intensive
1980?	Early video walls, VCRs,	Playback of pre?recorded	First step toward digitising
1990s	basic computer?based registration	media, rudimentary data capture	event logistics

2. Digital Turn (1990?2005)

2.1 Internet & Web?Based Solutions

- **Websites & Email** – Centralised event information, RSVP via email.
- **Online Ticketing Platforms** (e.g., Ticketmaster, Eventbrite’s early version) – Real?time sales, barcode tickets.

2.2 Presentation & AV Advances

- **LCD/LED Screens** – Higher resolution, lighter weight.
- **Digital Projectors** – Faster setup, better image quality.

2.3 Data & Analytics Emergence

- **Basic registration databases** – Track attendee counts, demographics.
- **Surveys via email** – Early feedback loops.

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Result: Events became more scalable, with the first “digital footprints” for attendance and revenue tracking.

3. Mobile & Social Era (2005-2015)

Technology	Functionality	Event-Specific Benefits
Smartphones	Mobile apps, QR code scanning, on-site navigation	Real-time agenda updates, contactless check-in
Social Media (Facebook, Twitter, Instagram)	Event pages, live-streaming, hashtag promotion	Amplified reach, user-generated content, viral buzz
Cloud-Based Event Management Platforms (Cvent, Bizzabo)	Centralised registration, payment, reporting	Streamlined workflow, multi-event dashboards
RFID & NFC Badges	Tap-to-enter, session tracking, cashless vending	Accurate attendance data, personalised experiences
Live-Streaming & Webcasting	YouTube Live, Vimeo, proprietary streams	Hybrid events, global audience participation

Key Trend: Shift from “attendance-only” to “engagement-centric” events, with data collected at every touchpoint.

4. Immersive & Intelligent Technologies (2015-2023)

Category	Representative Tech	Core Application in Events
Virtual & Augmented Reality (VR/AR)	Oculus Quest, AR overlays via mobile	Virtual trade-show booths, interactive product demos
Artificial Intelligence & Machine Learning	Chatbots, recommendation engines, predictive analytics	24/7 attendee support, personalized agenda suggestions, churn prediction
Internet of Things (IoT)	Smart lighting, environmental sensors, beacon networks	Adaptive venue ambience, real-time crowd density monitoring
Hybrid-Event Platforms	Hopin, Zoom Events, ON24	Seamless integration of in-person & virtual streams, unified analytics

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Category	Representative Tech	Core Application in Events
Data Visualization Dashboards	Power BI, Tableau for event metrics	Instant KPI tracking (registrations, engagement, ROI)

**Impact