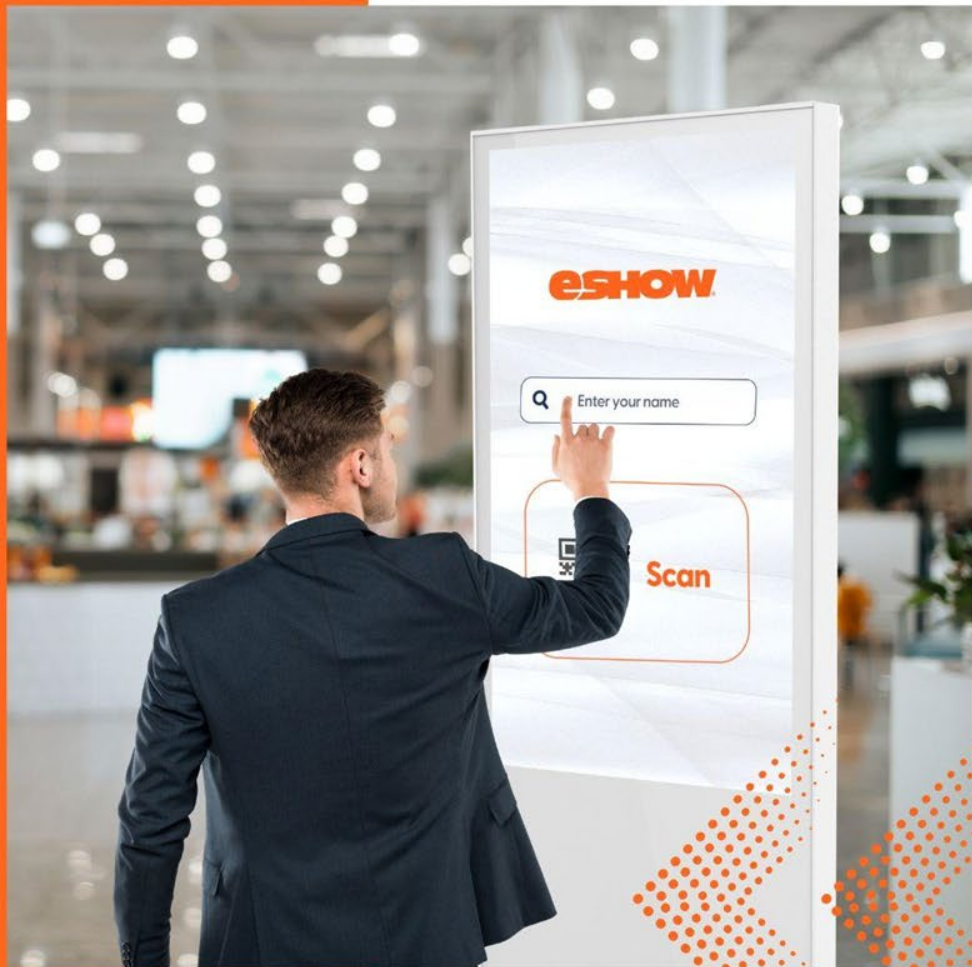


# INCREASING ENGAGEMENT THROUGH EVENT TECH

ATTENDEE ACQUISITION ROUNDTABLE | MARCH 27, 2025

Presented by Akshar Patel, VP of Corporate  
Strategy & Development | eShow

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## ABOUT THE SPEAKER

# AKSHAR PATEL

VP of Corporate Strategy & Development

- **Recognized industry leader** with over 20 years in event management
- Named among **Connect Association's** "40 Under 40" and **Gather Voices'** "50 Top Voices in Events"
- Successfully launched **The Hospitality Show** with 4,000+ attendees at Questex



# NAVIGATING THROUGH CHALLENGES

How many of you feel that  
last-minute registrations  
make your event planning  
more difficult?

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# THE LAST MINUTE RUSH UNDERSTANDING REGISTRATION TRENDS

**60%** of attendees register in the final 2 weeks

- **45%** register within 4 weeks of the event
- **29%** register in the final 2 weeks
- **22%** register during the week of the event
- **9%** register on-site

Source: [Maritz, "Registration Insights Report 2024"](#)

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# EVOLVING ENGAGEMENT

How many of you have seen  
a shift in attendee  
engagement at your events  
in the past few years?

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# TECH EXPECTATIONS GEN Z & MILLENNIAL

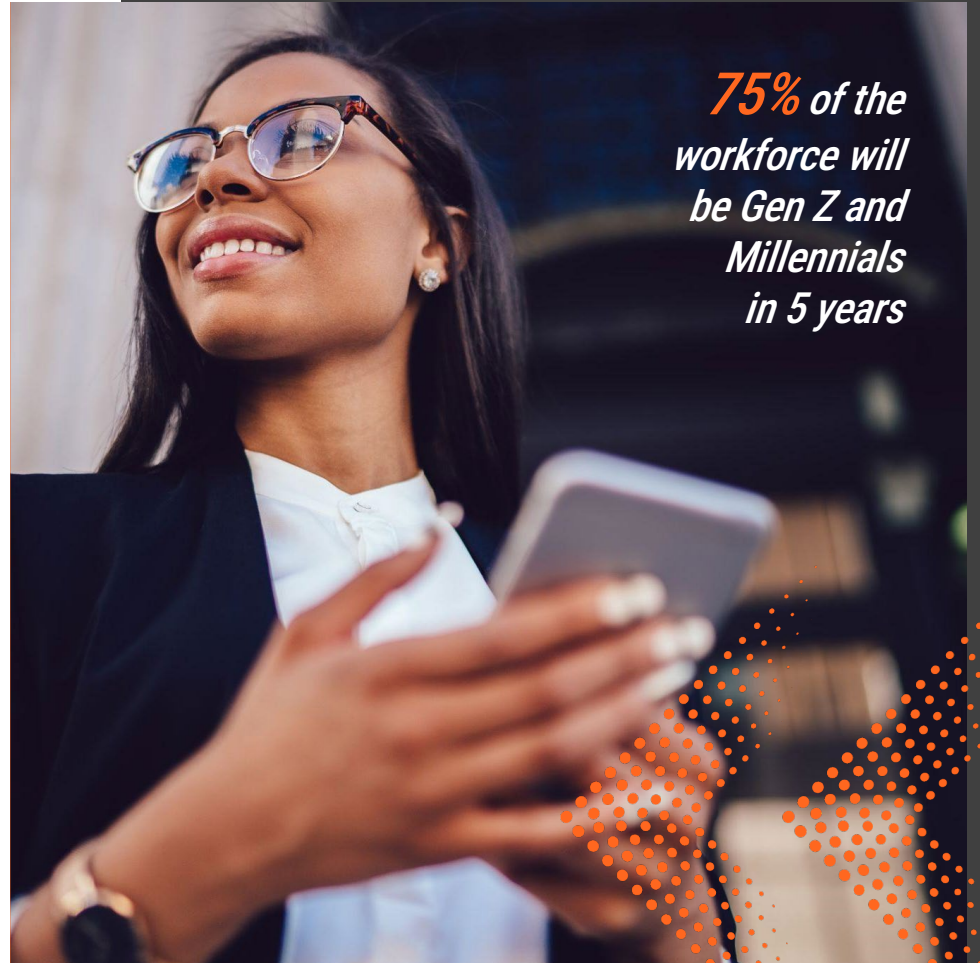
## Key Demands:

- **Mobile-first** experiences
- **Real-time engagement**
- **Personalized** content

## Behavioral Trends:

- Shorter attention spans = need for **interactive content**
- Preference for **instant access** via AI recommendations & **mobile check-in**

Source: [Freeman, "Event Organizer Trends Report Fall 2024"](#)



***75%** of the  
workforce will  
be Gen Z and  
Millennials  
in 5 years*



# GETTING MORE TIME BACK

How many of you would like to  
reduce manual processes in your  
event planning to focus on  
increasing attendee engagement?

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# EVENT PLANNING IN THE FACE OF ECONOMIC PRESSURE

- **Tighter Budgets**

Pressure to *do more with less*, making ROI-critical investments.

- **Shift In Priorities**

Focus on *maximizing engagement* and *event efficiency* to justify spend.

- **Smaller, Local Events**

Growing demand for regional events to *build deeper connections*.





# EVENT TECH SOLUTIONS

*Adopting a holistic event planning approach that **combines expertise, strategy and technology** to **reduce friction, enhance efficiency and increase engagement.***

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# REDUCING FRICTION IN THE ATTENDEE JOURNEY

- **Technology Drives Every Touchpoint**  
Seamless integration across the entire event experience.
- **High-Value and Convenient Experiences**  
Attendees expect easy, personalized interactions.
- **End-to-End Approach**  
A unified experience from start to finish.



# THE IMPACT OF EVENT TECHNOLOGY ON ATTENDEE EXPERIENCE

## **Elevated Engagement**

**68%** of attendees prefer events with mobile apps for interaction.<sup>1</sup>

## **Enhanced Experience**

**68.7%** of planners use tech to improve events.<sup>2</sup>

## **Boosted Retention**

**35%** increase in attendee retention at tech-driven events.<sup>3</sup>

Sources: (1) [Bizzabo](#), (2) [Nunify](#), (3) [Moldstud](#)

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## Actionable Strategies for Event Planners

# 1st IMPRESSIONS MATTER

### **Streamline Registration & Communication**

Utilize intuitive online registration platforms and automated emails for a seamless attendee experience.

### **Enable Quick Check-In with Advanced Tech**

Implement innovative solutions for fast and efficient attendee check-ins.

### **Increase Engagement with Interactive Features**

Enhance the attendee experience using mobile apps and interactive digital tools.



## Actionable Strategies for Event Planners

# LEVERAGE EVENT TECH TOOLS

- **Event Management Software**  
Streamlines planning, scheduling, and coordination.
- **Lead Retrieval Tools**  
Captures real-time lead data and tracks attendee interactions.
- **Floor Plan Management Tools**  
Optimizes exhibit layouts and attendee navigation.
- **Mobile Apps**  
Provides real-time updates, networking, and engagement features.
- **Digital Kiosks**  
Facilitates self-service check-in and attendee engagement.
- **Event Analytics**  
Tracks performance and attendee behavior for insights.
- **Virtual & Hybrid Platforms**  
Connects in-person and remote attendees with interactive features.



# STRATEGIC PARTNERSHIPS: EXPANDING THE EVENT ECOSYSTEM

- **Comprehensive Event Support**  
Industry collaborations for advance event management and technology solutions.
- **Streamlined Event Processes**  
Fewer vendor touchpoints for a smoother experience.
- **Optimized Execution**  
Strategic alliances improve staffing, logistics, and management.





# Q&A

**Have a question?**

Let us know what's  
on your mind.

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# LET'S STAY CONNECTED

*Leverage expert guidance and support  
to unlock your event's full potential  
and drive maximum ROI.*



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