

# The Global Event Tech Summit

By ConferenceNews

22 – 23 November // Venue - De Vere Horsley Estate

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# What is The Global Event Tech Summit?

Following the huge success of the inaugural Global Event Tech Summit, we are excited to bring to you this November the second iteration of the two-day event, built for the next generation of technology-focused event planners.

The event is centred around education and personalised experience in equal measures. The summit will be focused on helping organisers understand and select the latest tech, it will also help professionals understand the benefits emerging technologies can bring to virtual, hybrid and in-person events. From the latest platforms offering virtual and hybrid solutions, to the metaverse, augmented reality and AI – the summit will provide insight into the solutions making waves in the events industry.

In a post-pandemic market, discussion will be based around the benefits that tech can bring including: increasing ROI, reaching a global audience, increasing sponsorship opportunities, meeting net zero sustainability ambitions, data capture and more.

For any senior event professional looking for an exclusive learning opportunity on how the latest technology can simplify their event cycle, the Global Event Tech Summit offers a rare and unique opportunity to get the fast track on new tech and rub shoulders with event professionals making a difference.

Delegates are invite-only and accepted based on their company, job title and decision-making status, creating the highest calibre of discussion and thought leadership on the latest technology advances in the global events world.

**2 days**  
of insightful  
industry driven  
content

**100%**  
of attendees are  
decision-makers on  
technology for their  
events

Unmatched  
networking  
opportunities  
with senior event  
organisers

## Members of our community

- 73 Media
- CloserStill Media
- TM Forum
- YouTube
- Clarion Events
- GDS Group
- BrandFuel
- The Creative Engagement Group
- Samsung
- Smyle
- TikTok
- Facebook

# Programme

With an immersive and varied programme,  
this is an event not to miss!

## DAY 1

9:15 - 9:30	Keynote Address
9:30 - 10:30	<i>Organiser Panel</i>
10:30 - 10:45	Networking Coffee Break
10:45 - 11:45	<i>Headline Sponsor Panel</i>
11:45 - 13:30	Organiser RTs
13:30 - 14:30	Lunch
14:30 - 16:00	1 on 1 meetings
16:00 - 16:15	Networking coffee break
16:30 - 18:00	1 on 1 meetings
19:00	Dinner

*[Subject to change]*

## DAY 2

9:15 - 9:30	Keynote Address
9:30 - 11:30	<i>Organiser &amp; Sponsor Panel</i>
11:30 - 11:45	Networking Coffee Break
11:45 - 12:45	1 on 1 meetings
12:45 - 13:45	Lunch
13:45 - 14:45	<i>Organiser &amp; Sponsor Panel</i>
14:45 - 17:45	1 on 1 meetings

To find out more contact Jack Newey on: [jnewey@mashmedia.net](mailto:jnewey@mashmedia.net) or call on +44 (0)208 481 11 22

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# Why should you attend?

## Develop

*Learn from experienced event professionals and marketers on the challenges that they faced, and how the correct implementation of relevant technology to their events has saved them time and helped them grow the brand beyond its original boundaries of capability.*

## Explore

*The Global Event Tech Summit provides the exclusive opportunity for all handpicked delegates to trial the newest technology available on the market and meet directly with the providers for a selection of personalised consultations based on their event or marketing needs.*

## Network

*The balance our team has struck between education, social and relaxation when planning the programme is a key selling point for any delegate looking to attend. As well as the series of engaging sessions and round table discussions due to take place over the two days, there is ample opportunity for more informal networking with like-minded professionals.*





# Personalise your learning experience

## Topics you will investigate:

**Digital transformation:** unpicking the metaverse, NFTs and immersive technology.

**Experience: In-person, virtual, or hybrid?:** understanding your business objectives is key to identifying which model is best for your brand.

**Community building:** using a specialist platform or leveraging social media, where does my community want to meet?

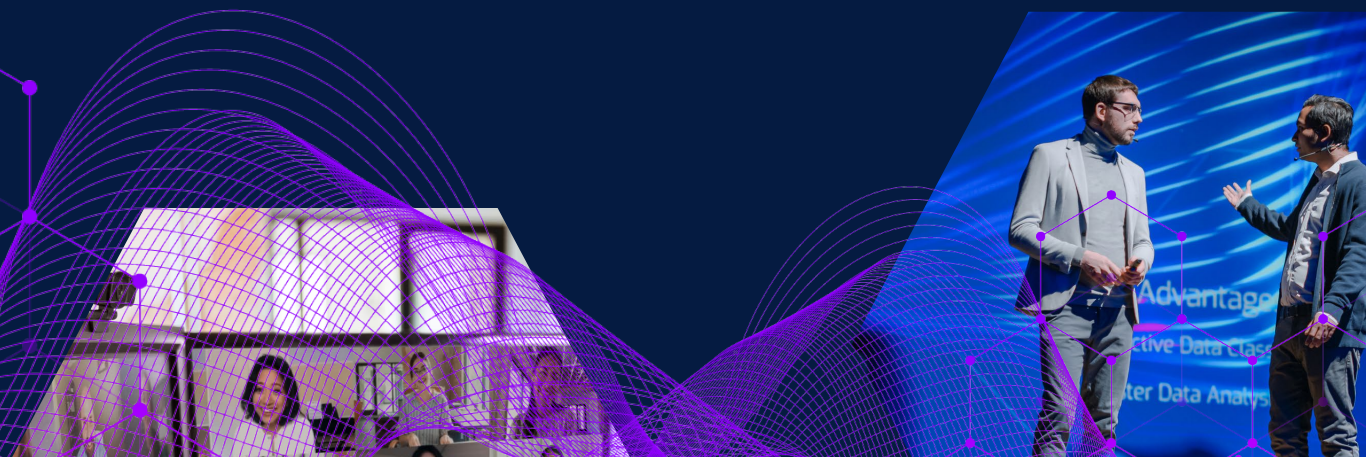
**Using AI to solve your audience's needs:** how can you leverage AI technology to ensure your audience's needs are met?

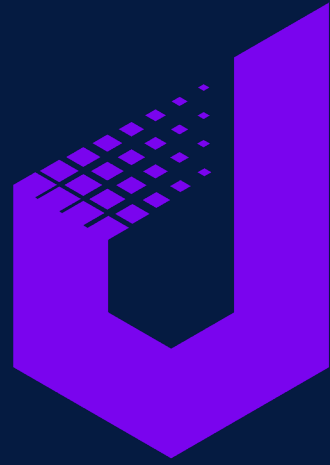
**Social media strategy building:** how do you establish which social media channel is best for your audience, how much does it cost, and how do you build a robust strategy?

**Making influencer marketing work in a B2B environment:** social media influencers are all the rage for consumer advertisers, but how can they help when it comes to expanding your brand message in a B2B world?

**Event platform buying guide:** with more than 800 virtual event platforms available on the market, how do you decide which is best for you? This session will share the questions you must ask when tendering.

**Data security:** in an age of increased cybersecurity threats, brands must ensure their data is secure. This expert session will share all you need to know.





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## Apply for your free space now

If you're interested in attending our summit, please follow the link below and submit your application. The Global Event Tech Summit editorial team will review the application and reply to you with the results within 72 hours.

For further information contact

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