

# The State of Event Technology Adoption:

## Managing The Digital Ecosystem

**Why should you care about technology adoption?** You plan meetings and events. You know the topic is important because the board or executive team frequently throw out ideas that need to be explored. They want you to implement new technologies... anything from mobile apps, Internet upgrades, interactive technologies, new registration systems, etc.

**Technology adoption accelerates when there are processes, standards, and resources in place to simplify and support its usage.** The same is true for the digital ecosystem of your events.

Learn breakthroughs from a groundbreaking research study sponsored by PSAV and MPI that examined: network and Wi-Fi registration and badging, mobile, engagement, social, digital signage, hardware acquisition, attendee tracking, content capture, and streaming across different event types.

**Identify best practices in creating and managing digital ecosystems** by looking at them from a variety of perspectives. Examine how decisions are made in terms of planning and executing technology as well as how to use best practices at your organization.

### Benefits of attending:

- Discover why early consideration of technology is as important as venue or F&B selection.
- See where your organization is on a scale of technology-adoption maturity.
- Learn how to incorporate best practices from successful organization into your own event planning.



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