TECHNICALLY SPEAKING:
5 TECH TRENDS FOR YOUR NEXT EVENT

We see event trends come and go; and while some may just be the hero of the day, others find their way into the fabric of the event industry.

❌ PowerPoint presentations were once fresh and exciting, now they elicit more eye rolls than engagement.

✅ TED-style presentations that last no longer than 18 minutes quickly stepped in and catered to our modern attention spans.

Recently, technology has offered some exciting avenues to engage attendees on a new level and we're sharing our favorites for your next event.

TECH TREND 1
POP-UPS:
Adding a New Location Element to Your Event

Offer a full sensory experience by blending technology with physical elements.

Now your attendees can apply their newfound knowledge in real-time.

Think outside the box, or, in this case, the ballroom.

TECH TREND 2
VIRTUAL & AUGMENTED REALITY:
Change How Attendees See Your Event

75%
of the Forbes World's Most Valuable Brands have created some form of VR or augmented reality experience for customers or employees. - *YouVisit*

Through Virtual Reality, you can take your attendees to amazing places or provide a fully hands-on training experience without ever leaving the show floor.

TECH TREND 3
APPS:
The Official Event Matchmaker

Connect people to complement and learn from one another in group activities.

ROI can be achieved easily when establishing connections into your existing meeting app.

Delight your audience and **GO GREEN** at the same time.

TECH TREND 4
GRATIS:
Introducing the Digital Swag Bag

Ditch the flyers and distribute either a branded flash drive or access to a gated web page full of exclusive, sponsored offers and gifts. By going digital, you save yourself precious time and effort in gift bag assembly and handling registration handouts.

GET ACCESS TO YOUR EXCLUSIVE GIFT

Now you can use the time saved to expand on your communication strategy.

Allow the audience to participate in real-time.

TECH TREND 5
INTERACTIVE:
The Key to Attendee Engagement at Events

Use active learning best practices to turn your attendees into participants.

View media, share thoughts, take virtual notes, and participate in polls all on mobile.

Discover the Best Ways to Engage Your Attendees

Every event is different. After 30+ years, we've learned the staples of a great event, but also know to let the individuality of corporate culture shine through everything. All these pieces of event technology can connect your people in a unique, customizable way.

CPG helps identify the game-changing trends that deliver your brand message to your attendees and keep them engaged long after the event concludes.

Create 'Belief Through Experience' at Your Next Event!