

Freeman¹

Go Beyond Tech

5 Questions to ensure better audience experiences

Are you using event technology effectively? When applied in the right ways, this tech can help you craft immersive, audience-centric experiences.

The key is evaluating the event journey and planning with the audience in mind. This perspective provides better solutions (and more effective tech) that elevates the attendee experience.

To get started, ask these **5 questions** to evaluate your experiences.

Note: If you answer NO to any of these questions, there may be a disconnect with your tech. And that means you have an opportunity to rethink and update your experiential approach.

Because each organization is unique, many things will vary — budgets, resources, accessibility, etc., so factor that into your evaluation.



Ready to talk tech with benefits?

Contact us

01

Do you know your event objectives?

Think about your organization's current goals and how your event ladders up to those goals.

02

Do you know your audience?

Consider current customers, prospects, and any other group who might benefit from attending your event.

03

Can you quantify the impact of each activation at your event?

Determine the audience journey and key touchpoints where you can evaluate and measure response, traffic, and interaction along the way.

04

Does your technology align with your objectives, audiences, and desired outcomes?

List out each technology consideration and see how each activation contributes to your goals and objectives for the event and your audiences.

05

Do you have alignment between your team, stakeholders and leadership on the questions above?

Essentially, this is about open and transparent communication between your stakeholders, team and key players. Getting alignment and buy-in early is essential for success.