

ULTIMATE GUIDE

HOW TO GET THE MOST MILEAGE OUT OF YOUR EVENT TECH STACK



STOVA

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Introduction

How to Get the Most Mileage Out of Your Event Tech Stack

When it comes to optimizing event technology solutions, many event owners leave productivity on the table and stretch their budgets.

When needs evolve beyond existing tech implementations, how can organizers better leverage their event tech at scale?

Many event planners overlook the potential efficiencies in their operations and put unnecessary stress on their budgets by underutilizing their existing event technology partners. This manifests in a number of problems:

1 It costs time and money to research, source and contract new pieces of technology, and this cost rises with each additional tech partner.

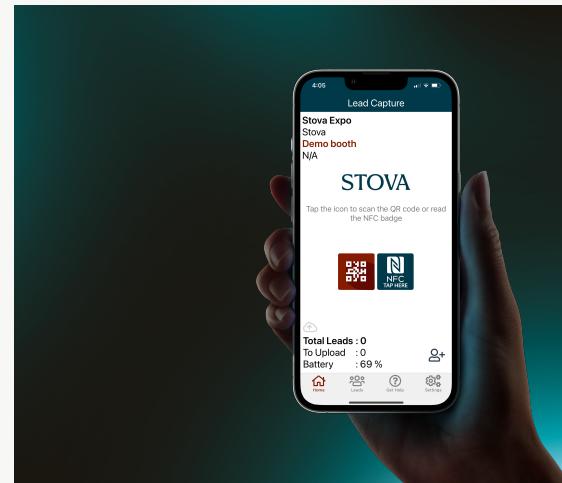
2 Integrating diverse technologies, especially from different providers, poses challenges that are compounded the more fractured the tech stack is.

3 Purchasing new solutions for functionalities that existing solutions already offer is a costly inefficiency.

How can you optimize your current technology investments and master your current tools in order to minimize spending time and money seeking and learning new solutions?

This article explores strategies for maximizing the potential of your event tech stack and offers tips to streamline tech operations, improve efficiency, and cut down on costs.

4 Ways to Maximize the Value of Event Technology



1 Select solutions that solve multiple problems at once.

The easiest way to make sure event technology can efficiently manage an event team's needs as they evolve is to plan ahead.

Think about the flexibility of the tech solutions you choose and how well they integrate with each other as you curate tech partners and design your tech stack. Prioritize comprehensive solutions that address multiple needs.

For example, choosing an event management platform that can manage registration, networking, event marketing and analytics will allow you to plug into features as needed rather than having to source a new tool and negotiate a new contract for every function.

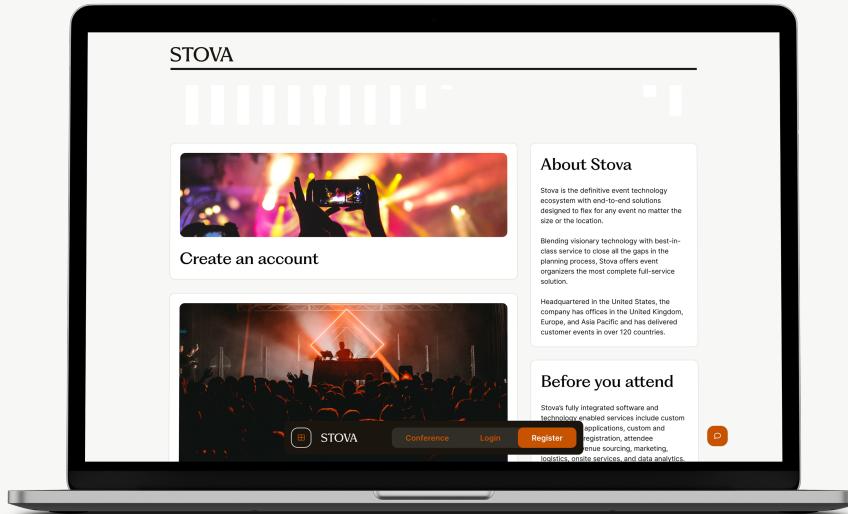
Choosing more comprehensive tech platforms can also be more conducive to better-functioning technology, as they have developer teams dedicated to ensuring their platforms work seamlessly with integration partners. Creating a tech stack that is a hodge-podge of separate vendors can often create complexities and friction when it's time to integrate them – and these may fall on you to manage.

2 Leverage support to get the most out of your tech.

The wider the selection of features, the steeper the learning curve for using the technology, right?

Well, not necessarily.

How much you have to learn depends on what you want to use, and it's usually easier to learn one platform that performs two functions than two separate platforms that need to be integrated.



There are a number of reasons for this. For one thing, a single platform that covers multiple purposes will usually share a single data source. For example, Stova's event registration receives all your attendee information and immediately makes it available when creating your mobile event app, your virtual event platform, your networking solutions, and anything else within the Stova environment. However, if you buy a separate solution for registration, you may have to export that information, reformat it to be compatible with your other tools, and then import it.

Another reason is because the support team of a multifunctional platform will have knowledge of multiple components within your tech stack rather than the one piece of it their company provides. This not only cuts down on the time you have to spend contacting them but opens a breadth of possibilities based on the extended capabilities and use cases of the entire platform.

Consider a scenario in which you would like to collect information from each attendee at a particular moment in the event for an onsite activation or event game. You could collect this information during the registration process for later use, and if you were speaking to a support team that only manages registration, that's what they might tell you to do.

However, if that team also supports your mobile event application, they might be able to offer you an alternative using your mobile event technology – through, for example, an onsite gamification feature, alert or poll prompting everyone to submit the information as they opt into the game. This might alleviate the length and complexity of your registration process, which ultimately might be better for registration conversions.

The upshot?

Not only can they provide customized training and help you to solve problems across your tech stack more efficiently – but also suggest solutions, hacks, and workarounds they've learned from servicing thousands of other events.

The support team is thus an invaluable consultative resource — not just for becoming more proficient with a given platform, but for optimizing your event design as well.

3 Forge a collaborative relationship with your tech provider.

In the same vein, your tech provider may help you optimize processes in ways you hadn't anticipated.

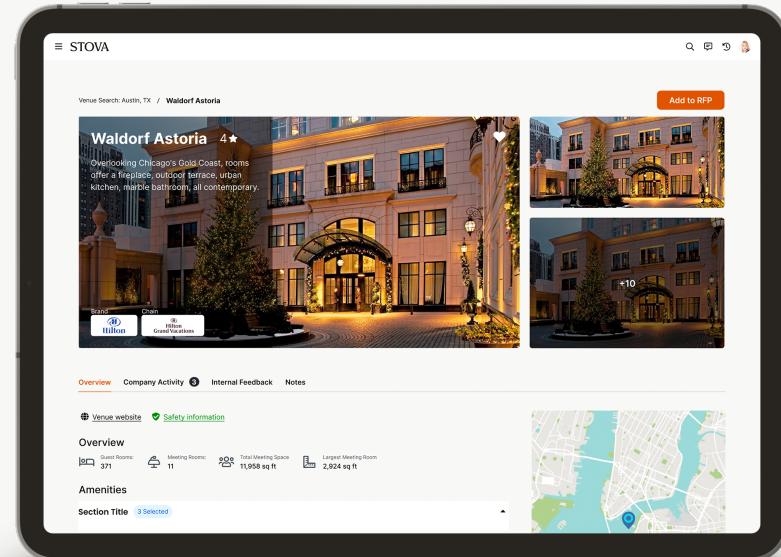
Many planners are laser-focused on sourcing solutions to specific problems so they can move on to the next thing. Taking the time to have someone walk you through everything your platform can do can actually save you time in the long run. Even if you don't need a particular function right now, having at least a superficial awareness of your platform's full potential can make sourcing solutions much easier when you decide you do need them.

For example, if you're a marketing professional and events are only one facet of your job, you may not have established workflows for managing event logistics. Stova offers a suite of strategic meetings management solutions that include project and timeline management features, a venue sourcing solution, and budget management tools.

While you may only be shopping for a registration tool or mobile event app, having a complete framework for planning events at your fingertips might be valuable as you plan more events or expand your team. (It can be more efficient to have a platform that does lots of things and have marketers and planners know there are features there if they need them rather than buying apps piecemeal as a need arises.)

Tech partners who act as consultative resources offer proactive insights and recommendations to optimize usage, but can also often provide customized solutions tailored to your event's unique needs.

It's wise to check in with your tech partner throughout your event planning timeline to discuss goals and challenges. Sharing your event strategy as you go will allow your tech partner to suggest tailored improvements and useful resources that may not have been discussed in the sales process.



4 Leverage managed services where it makes sense.

Another powerful way to save time is to find a tech partner who, in addition to user-friendly solutions, has invested in the service side of the business. **Consider outsourcing certain tech-related tasks to specialized services.**

Managed services can be a godsend for those planning events while managing a myriad of other responsibilities, those in single-person event teams, or those managing multiple events simultaneously.

Outsourced help can often be leveraged for an event from start to finish. A white-glove support service might start by setting up your registration site and event marketing campaigns and then build out your event app, event website, or virtual event platform from there.

During the event, managed services might include onsite support or green room support for your virtual event. Once the event concludes, you can then rely on your tech partner to generate detailed analytics reports.

Using managed services to handle some or all of your tech implementations ensures expert execution and allows your team to focus on core event planning activities and logistics.



The Financial Advantages of Integrated Event Technology Solutions

Technology has become an indispensable tool for creating seamless and engaging experiences. However, with the many tasks involved in organizing an event, relying on separate tech solutions or partners for each aspect can be inefficient and costly.

1 Streamlining Administrative Processes

One key financial benefit of adopting integrated event technology solutions is the reduction of administrative overhead. When using separate tools or partners for registration, check-in, mobile event apps, virtual event engagement, and analytics, event planners often find themselves juggling systems and contracts.

Revenue					
Revenue Name	Revenue Category	Attendees	Weight	UnAggregated Revenue	Total
Contractor	Attendee	400	100%	UR: 450.00	\$18,000.00
Realty/Attendees fees	Attendee	45	100%	UR: 950.00	\$42,500.00
Non-member vendor fees	Sponsor	20	100%	UR: 9,000.00	\$270,000.00
Member vendor fees	Sponsor	20	100%	UR: 4,500.00	\$90,000.00
Sub Total					\$505,500.00
Add Revenue Item Export to Excel					

Expenses					
Expense Name	Expense Category	Member	Attendees	Weight	UnAggregated Cost
Special Event - Onsite Game	Entertainment	650	100%	UC: 95.00	0.05% 6.00% \$6,830.00
Conference Breakfast & Lunch	Food & Beverage	650	100%	UC: 95.00	18.00% 6.00% \$61,295.00
Convention Center	Facilities	0	100%	AC: 100,000.00	0.05% 0.00% \$100,000.00
Budget Overruns	Travel - Other	45	100%	UC: 50.00	16.00% -0.00% \$2,055.00
Sub Total					\$168,145.00
Add Expense Item Export to Excel					

Choosing integrated event technology solutions that can address multiple needs, from registration and check-in to virtual event engagement and post-event analytics, can actually save you money in the long run. Here are three financial advantages to going for an all-in-one solution:

The result? Increased complexity. A higher lift around research, procurement, and negotiations. New relationships with vendors that need to be cultivated. Costly, time-consuming onboarding.

A comprehensive solution that consolidates the above functionalities minimizes these administrative burdens. As a result, the efficiency gains translate into cost savings, allowing planners to allocate resources more effectively and focus on creating exceptional event experiences.

2 Cost Savings Through Bundle Deals

Many companies provide bundle deals for clients who purchase multiple services, making it more budget-friendly for event planners. This reduces the overall cost of adopting various technologies and simplifies the financial management of events.

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3 Higher Value Relationships and Enhanced Negotiating Leverage

Event planners who build long-term relationships over multiple products with their technology partners are more likely to receive preferential and tailored support, updates, and access to innovative features.

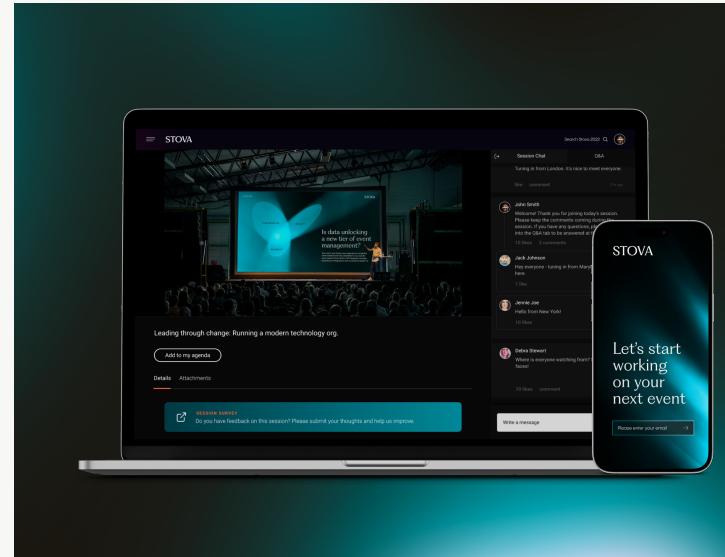
This increased longevity with a trusted partner also contributes to a higher customer lifetime value, enhancing an event team's negotiating leverage. While all companies would do well to work diligently towards the success of every customer, the relationship between spend and leverage is a fact of every business. As event teams become more significant clients for their chosen technology partner, planners can negotiate better terms, pricing structures, and additional services.

The ability to negotiate from a position of strength not only results in immediate cost savings but also positions event planners for success in future collaborations. Planners can continually refine their tech stack by fostering a strategic partnership with a reliable technology provider, adapting to evolving industry trends, and staying ahead of the competition.



3 Underutilized Features That Will Unlock Your Tech Stack's Potential

Ensuring a solid return on investment is not just about seeking boons to your budget but also maximizing the potential of the features within your event tech platform.



These three often underutilized features can, when harnessed effectively, elevate your events to new heights.

1 Event Marketing Support

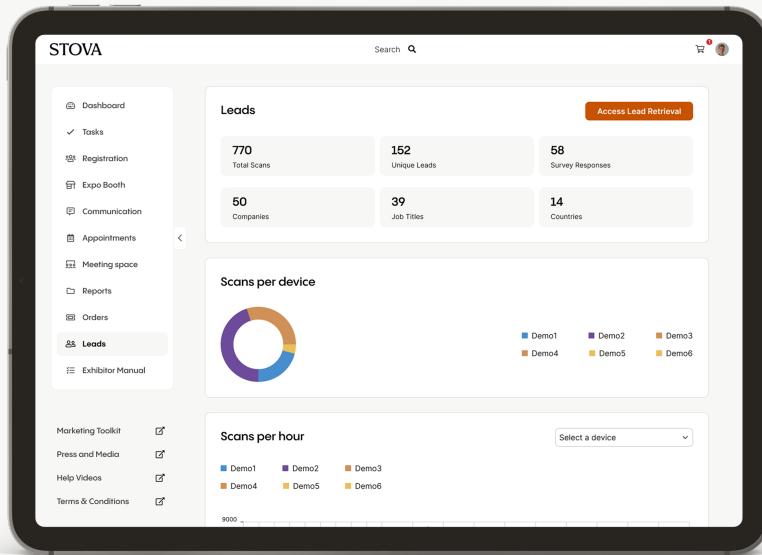
Event marketing support encompasses tools and features within your event tech platform designed to enhance promotional efforts. This includes tools that can help you design and deliver email campaigns, social media integrations, and personalized marketing materials.

Effectively utilizing these features can significantly amplify your event's reach and impact by boosting registration, creating a buzz around your event, and kicking off the engagement well ahead of the onsite experience.

For example, Stova allows you to craft targeted and personalized email campaigns that reach specific segments of your audience with tailored messages. This increases the likelihood of registrations and allows you to track the effectiveness of different campaigns, enabling you to refine your marketing strategy for future events.

2 Event Data/Intelligence

Event intelligence involves collecting, analyzing, and interpreting data generated throughout the event lifecycle. This includes attendee demographics, engagement metrics, and feedback data directly from your event tech stack.



While there's no shortage of content about event data, it remains a consistently underutilized component of an event team's arsenal. The frequent need to jump from one event to the next leaves strapped teams with a paucity of resources for analyzing data, distilling it into insights, and determining how to action them.

For that reason, an integrated solution can be critical as these tend to pool the data from across the tech stack into a single source, making everything easy to visualize at a glance. Tapping into your event data offers invaluable insights into attendee behavior, preferences, and overall event success. By harnessing this data, event planners can make informed decisions, optimize future events, and demonstrate measurable ROI to stakeholders.

A robust analytics dashboard doesn't only come into play at the end of an event's lifecycle. Combining attendee feedback with real-time data can help event planners react and refine their events from inception to completion. For example:

• Pre-event

By monitoring the responsiveness to your email campaigns, you can begin to home in on the topics and messaging your audience is most receptive to.

• During the event

Monitoring attendee engagement during virtual sessions or within the event app can help you to further identify popular topics and speakers, preferred formats, and peak participation times. Giving the audience opportunities to provide qualitative feedback through the app will also help you identify why people liked or didn't like a given component, which can be critical for giving your hard data some context.

• Post-event

This is the time to collect overall impressions and feedback through surveys or big-picture engagement analytics. Use this data not only to improve events with every iteration, but also to help your team curate and package content on demand.

Event intelligence allows you to tailor content and scheduling for maximum impact, ensuring a more satisfying experience for attendees and increasing the overall success of your event.

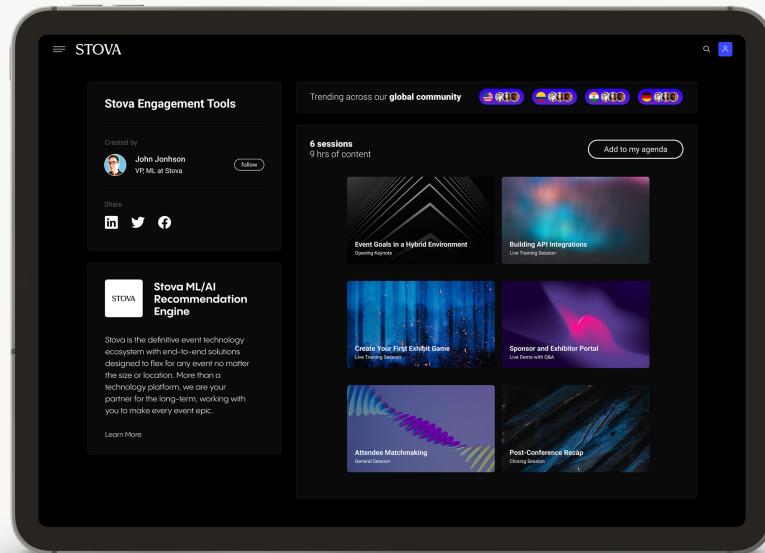
3 Event Content Upcycling Opportunities

Upcycling your event content is all about extending the lifespan of your event content by repurposing and reusing it, and a solid event tech platform will support this function as well. For example, Stova makes it easy to convert live event content into on-demand resources and curate highlights based on engagement analytics.

This content can then be stored directly within an event platform that attendees can access once they return to their homes or offices and consume on their own time.

It also lets people derive value from sessions they might have missed – and in the case of Stova's to derive it more efficiently than if they had simply streamed it.

The ability to convert and curate event content can also support your marketing efforts. For example, imagine that in analyzing engagement analytics, you identify a particularly well-received workshop. Capitalizing on this, you can repurpose key segments of the workshop into bite-sized highlights and share them on social media or through targeted email campaigns. This reinforces the value of your event and attracts additional interest for future events.



Conclusion

The efficiency and cost-effectiveness of your event technology stack can make or break the success of your team. Taking full advantage of your existing tech investments involves strategic planning, leveraging support, fostering collaborative relationships with tech providers, and exploring managed services where it makes sense. These strategies will ensure event planners create an event tech stack that can accommodate the evolving needs of their events.R

The key lies in continuous optimization, and collaborating closely with tech partners can significantly enhance the efficiency, effectiveness, and overall success of your event tech strategy.

CONTACT US

For more information about how your event tech stack can support efficient workflows and better event experiences.

Book a consultation with one of our event experts.

[Book a Demo](#)