CONCEPT

Event Technology and AI: Hybrid Events, Event Apps and Attendee Data

19 – 23 April 2027
Dubai - Five-star CBD venue



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Ref: 782_19844 **Date:** 19 – 23 April 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 21450 SAR

Introduction:

Event technology and AI now shape how conferences, exhibitions and congresses register delegates, admit them at the door, stream sessions to remote viewers and connect exhibitors with buyers, yet many organisers still run disconnected registration, badging, app and streaming tools that duplicate attendee records and leave data unused. This Core Concept course shows event and venue teams how to design an integrated event tech stack, produce hybrid sessions, apply AI to agendas, matchmaking and multilingual support, and protect attendee data. Participants finish with an Event Technology and AI Plan for a case conference.

Course Objectives:

- Map an event tech stack covering registration, ticketing, event app, badging, check-in and lead retrieval and locate integration gaps
- Configure registration, QR or RFID check-in and hybrid streaming workflows for conferences and exhibitions
- Apply AI tools to agenda building, attendee matchmaking, chatbots, captioning and personalised messaging with human review
- Analyse post-event attendee and engagement data to report outcomes and improve the next edition
- Specify privacy, security and accessibility controls for attendee data, event platforms and AI features
- Select and integrate event technology vendors and produce an Event Technology and AI Plan for a case conference

Target Audience:

- Managers responsible for conference and congress delivery who choose and run event platforms
- Exhibition and trade show operations leads who manage registration, badging and exhibitor lead capture
- Venue operations and technical services managers who host hybrid and streamed events
- Association and corporate meeting managers who own attendee communications and delegate data
- Event project leads who coordinate technology suppliers, production crews and integration work

Course Outline:

Day 1: Event Technology Landscape and Current-State Audit

- Event Tech Stack Map: Registration, Ticketing, Event App, Badging and Lead Retrieval Layers
- In-Person, Virtual, Hybrid and Simulive Formats: Technology Implications Matrix
- Attendee Data Journey Map from Invitation to Post-Event Survey
- AI Use-Case Inventory for Conferences, Exhibitions and Venues
- Current Event Technology Audit Scorecard and Integration Gap Log

Day 2: Event Tech Architecture, Hybrid Production and Accessibility

- Registration and Ticketing Platform Configuration: Delegate Types, Access Rules and Payment Flows
- QR and RFID Check-In, On-Demand Badge Printing and Session Scanning Workflow
- Hybrid Production Signal Chain: Cameras, Encoders, Streaming Latency and Remote Speaker Feeds
- Virtual Platform Features Checklist: Virtual Booths, Chat, Polling and On-Demand Library
- WCAG Principles Applied to Event Apps, Registration Pages and Streaming Players

Day 3: Applying AI Across the Attendee Journey

- AI-Assisted Agenda Design: Abstract Topic Clustering and Session Scheduling Constraints
- Attendee Matchmaking Rules: Interest Profiles, Meeting Scheduler and Exhibitor Lead Scoring
- Personalised Delegate Messaging: Segmented Email and Push Notification Sequences Drafted With Generative AI
- Event Chatbot Knowledge Base Build with Live Captioning and Speech Translation Setup
- Generative AI Workflow for Session Recaps, Speaker Promotion Copy and Social Posts

Day 4: Attendee Analytics, Privacy, Security and Vendor Integration

- Post-Event Analytics Dashboard: Check-In, Dwell Time, Session Attendance and Engagement Metrics
- Attendee Data Privacy: Consent Capture, Data Minimisation and Retention Schedule
- Event Platform Security Controls: Access Roles, Stream Protection and Incident Runbook
- AI Output Risks: Hallucination Checks, Matchmaking Bias and Human Review Gates
- Event Technology Vendor RFP, Weighted Scoring and API Integration Test Plan

Day 5: Case Conference Workshop and the Event Technology and AI Plan

- Case Conference Brief Analysis: Delegate Profile, Formats and Technology Constraints
- Tech Stack Blueprint and Integration Diagram for the Case Conference
- Show-Day Technology Failure Drill: Check-In Outage and Stream Drop Fallbacks
- Event Technology and AI Plan Drafting: Roadmap, Budget Lines and KPIs
- Peer Panel Review and Plan Defence

Skills You Will Gain:

- Event Tech Stack Design
- Hybrid Production Coordination
- Registration and Access Control
- AI Matchmaking Configuration
- Prompt Writing for Event Content
- Attendee Data Analytics
- Event Data Protection
- Technology Vendor Evaluation

Why Attend This Course:

- Leave with an Event Technology and AI Plan for a case conference, reviewed and challenged by a peer panel
- Test fallback procedures for check-in outages and stream failures before they happen on show day
- Take back ready templates: a vendor RFP scoring sheet, an integration test plan and a data retention schedule
- Compare platform choices and AI practice with organisers from associations, corporates, exhibitions and venues

Conclusion:

Event technology and AI pay off only when the tools share clean attendee data, hold up under show-day pressure and respect privacy and accessibility. The course moves from mapping the event tech stack and auditing current tools, through registration, check-in and hybrid production architecture, to AI for agendas, matchmaking, chatbots, translation and content, and then to analytics, privacy, security and vendor integration. The final day applies everything to a case conference and produces an Event Technology and AI Plan ready to guide the next event.