

# 5 New Trends in Managing Events Onsite

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Connecting with others is easier than ever with today's technologies. At home, at work, en route—you can reach out to others and be reached essentially anytime, anywhere. And we now have more information about each other than ever before. The events industry in particular is leveraging this accessibility and knowledge. There are some new trends that have emerged in the onsite event management sector that we think you may be interested in.

**New Trend #1**—The first step upon arrival at an event is check-in. Visions of long lines and a mess of paperwork popping up in your head? Onsite kiosks for self check-in eliminate those problems, and are being used more and more frequently at events of all sizes. Kiosks, paired with online event registration, will undoubtedly decrease the number of walk ups the day of your event. Checking in to an event using onsite kiosks is speedy, secure, and simple. Many onsite kiosks are able to print badges, take photos, or be used as an information center where attendees can swipe their freshly-printed badge, to access personal schedules and session content. Attendees can also add to or change their schedules, request 1:1 meetings, interact with others attending your event, and submit online surveys. The kiosks can be set up at your event venue or in remote locations, and manage your attendees for you.

**New Trend #2**—Mobile devices are increasingly popular onsite event management tools that are portable and convenient. Providing mobile devices or simply enabling mobile functionality so attendees can access information from their own smartphones is a cutting-edge service you can provide at your event. Incorporating mobile access to event programs, agendas, updates, exhibitor listings, interactive venue mapping, and more will give attendees real-time, valuable information that they can carry around in their pocket.

**New Trend #3**—The ways we network at events is rapidly evolving. This will come as no surprise, but the most popular way is to network is through social media, which you can leverage at your event. For example, create an event community that you can invite attendees to join once they register, encouraging them to interact before, during and after your event. Also, several events as of late have been setting up a large video screen featuring real-time Twitter feeds in their conferences. Audience members can tweet questions or comments, and immediately view them on the screen. Get inventive and use LinkedIn, Facebook, Twitter or other social media platforms to interact with attendees in new ways.

**New Trend #4**—During conferences, getting real-time feedback and opinions from attendees is also made easier with new gadgets. Using mobile devices, kiosks, or email, attendees can fill out and send surveys before, during, and after events. Attendees can use SMS messaging for surveys and polls, and session leaders can instantly receive and display answers to their audiences. These automated online feedback tools save and analyze the data you receive so you can respond quickly and make adjustments to your event efficiently—even on the fly.

**New Trend #5**—Your attendees will love the constant communication and technologies you've already provided at your event, but there are more ways to keep them happy. Lots of event planners are incorporating personal touches into their conferences to build attendee loyalty. For example, offer a list of local attractions, information on public transportation and suggestions for nearby restaurants where they can conduct business dinners. You can also give attendees even more opportunities to network by hosting a charity event. This will allow them to mingle more while supporting a good cause that demonstrates your company's social conscience. Or have welcome letters, gift bags, local newspapers and other small touches delivered directly to their hotel rooms. All of these things will demonstrate your value to attendees.

These new event management trends will not only make your job easier, but they will increase attendee satisfaction. You'll be providing automated, real-time access to every aspect of your event....in addition to a few personal touches. Leveraging and incorporating these new trends will set you apart from your competitors and keep attendees coming back for more.