

The Rise of the
EVENT TECHNOLOGIST



An eBook by

cvent

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INTRODUCTION

Event technology has taken the events industry by storm. Some of the most profound changes in event programs over the past 15 years have been driven by the constant digital transformation of the planning process.

Online registration, ticketing, mobile apps, engagement apps, and online venue sourcing are only some of the tools that revolutionized the way we plan, execute and evaluate events.

With such an incredible amount of disruption, planners have tried to make sense of the new opportunities brought along – and they have tried to contain the risks associated with implementing tech programs.

The fact is that event technology is not just a trend anymore. It is a vital pillar of planning and executing events. Moreover, the requirements to integrate the events piece with CRM, MarTech and HR tools scream for a new set of skills that event planners do not necessarily possess. As a result, event planning teams have adapted and given rise to new roles.

This report looks at the rise of the event technologist, an emerging job position that combines a strong understanding of the event planning and execution process with a deep understanding of the technology ecosystem.



Organizations can't rely solely on planners to manage event technology. Recent research revealed¹ only 38% of respondents consider themselves confident technology users and only 20% were tech-savvy. Planners who aren't comfortable using technology themselves have difficulty leveraging it for the benefit of event participants.

Event planners aren't expected to have advanced technical skills. A review of 250 job postings², listed the top responsibilities of planners as logistics, performance analysis, budget, vendor management, marketing and sponsor recruitment. Only 6% of jobs explicitly required expertise in digital tools.

As many planners aspire to develop their roles and become business event strategists, they will have to foster a deeper understanding of event design, data, technology and the impact of events on the organization and the global economy. Thus, development of the event technologist role to complement the strategic aims of planners is crucial to support the elevation of the planner role and the strategic vision of the company.

¹ *State of Event Technology* (EventMB Studio, 2019) <https://www.eventmanagerblog.com/state-event-tech>

² *Transforming Your Career: From Event Planner to Event Strategist*. (EventMB Studio, 2019) <https://www.eventmanagerblog.com/event-planning-career>

Just as planning an event has evolved into sub-specialties, such as attendee management, marketing, production, sponsorship and exhibit sales, there is a place on the event team for someone to build and maintain the event technology stack – an integral component of the planning process.

Unlike an on-site technician that assists with equipment set-up or troubleshooting, an event technologist works with executives to deeply understand event KPIs, and to be able to establish the technology and data needs that deliver on those KPIs. He or she is comfortable with the entire technology suite and the complexities of software platforms, integrations and data analysis.

Embedding a technologist, ideally on the event team, is an aggressive and essential move that positions organizers to meet the demands of an evolving marketplace, create immersive and effective participant experiences and build the digitally adept organization of the future.



RESEARCH METHODOLOGY

This report draws upon interviews with event technologists – those helping to define and defend the role – to substantiate the trend and explore its root causes. It also expands upon the skills and responsibilities of an event technologist for organizations looking to hire one or individuals looking to become one.

TRENDS DEFINING THE RISE OF THE EVENT TECHNOLOGIST



TOP 9 TRENDS

1. DATA PRIVACY
2. MORE IN-HOUSE EVENT TECHNOLOGISTS
3. MORE TECH INCORPORATED INTO EVENTS
4. MORE INTERACTIVE EVENTS
5. HOSPITALITY AND PERSONALIZATION
6. INDUSTRY IS GROWING
7. MORE INTERACTIVE EVENTS
8. SIMPLIFICATION
9. SPECIALIZATION

EXPERTS WEIGH IN



MORE TECHNOLOGY, MORE INTERACTIVITY

As audiences grow more familiar with technology, the demand is increasing for new and more technologies to be incorporated into events. Attendees want to be engaged in the event, they want more interaction, and new technologies make that interactive experience possible.



I would say the industry is more and more social than having just the presentation deck or PowerPoint, it's not really cutting it anymore. (...) They want to have all these additional things and technology that [is interactive].

Event Technology Specialist

Well, I think all of these latest features that are coming out, like augmented reality, virtual reality, how tech-savvy the audience is – we can even bring it down to mobile app, how everybody always has their phone in their hands. These features and this technology is evolving so rapidly, and there's so many new things that are being brought out there.

Event Technology Manager





INCREASED SPECIALIZATION AS THE INDUSTRY GROWS

The industry is growing and event technology teams are increasing their numbers to keep up with the demand. As teams grow, event technologists are developing more specialized skill sets. One event technologist talks about dedicating herself to the mobile app and gaining focused expertise there. As event complexity grows, this expertise is deepening. You may have event registration site building experts, sourcing specialists, housing managers, mobile app specialists and more.

EXPERTS WEIGH IN



[I'm hiring for my team] I need help. Our portfolio is growing a ton, and it will. I mean, as the business grows, the amount of events you do grows. That's just how it works. So we have a lot going on.

Manager, Event Technology, Global Event Marketing





5 IMPLICATIONS FOR THE INDUSTRY

A more highly developed role for event technologists will likely evoke a response from the industry:

1. Industry associations or media groups may **offer certifications to event technologists** or add to the curriculum of existing certifications.
2. Companies and agencies that employ event technologists will **share more case studies** online and at conferences about what's working.
3. Programming will emerge at industry events or independently organized gatherings will pop up to provide **more opportunities for event technologists to network with peers** about new platforms and functionality, challenges, pain points, best practices, trends, strategies, job openings and salaries.
4. Event **technology will grow substantially**, fuelled by more sophisticated needs and by more adoption of the tools available. Event technologists will have a closer, more hands-on relationship with suppliers and drive the evolution of products better, faster and at a larger scale.
5. As the growing trend towards personalization requires planners to find more and more ways of delivering white-glove service, **the use of event technology is going to have to evolve in a way that gives planners more time and bandwidth for personalizable services** (i.e. through automation and streamlining of repetitive tasks and onerous workflows) and more segmentation and targeting capabilities to allow for more service differentiation at scale.

THE EVENT TECHNOLOGIST
PROFILE



WHERE DO EVENT TECHNOLOGISTS COME FROM?

Our research indicated that, like many positions created when a new need arises, event technologists initially come from within the company (registration and administration are areas mentioned in interviews with event technologists) or from agencies and technology vendors.

As a new and loosely-defined position, initial duties will most likely vary depending on the company, but are likely to include the deployment and oversight of all event technology, including tech support and feedback processing, as well as data collection, analysis, and reporting.

EVENT TECHNOLOGISTS WILL MOST LIKELY BE RESPONSIBLE FOR ALL OF THE FOLLOWING:

- Registration website implementation
- Check-in, badging and credentialing hardware oversight
- Attendee management and user experience technology
- Event management software support
- Mobile app content uploads
- Presentation management systems set-up
- Livestreaming systems deployment
- Graphics file distribution
- Virtual card set-up
- Website template creation (brand standardization across vendors)
- Data privacy and security oversight
- GDPR and CCPA compliance
- Technology vendor management
- Project management on application deployment
- Event technology budgeting and selection
- Exhibitor services support
- Internal resource for onboarding and troubleshooting on specific platforms



THE EVOLUTION OF THE EVENT TECHNOLOGIST ROLE

While the industry is in the early stages of bringing event technologists in-house or, more often, recognizing the existence of such expertise in house, it's likely that the role will ultimately evolve into three levels of responsibility:

1. | SPECIALISTS

Firms with a large enough event program may have several event technologists on staff, each with a specific area of expertise.

For example, there might be a dedicated technologist that handles the registration site or sourcing for all the company's events. Their responsibilities would entail:

- **Liaising with the registration tech vendor, web designer, and payment processing company**
- **Selecting the specific features for the registration website**
- **Designing the registration form using form-building best practices**
- **Overseeing any integrations with the registration solution and the app**
- **Overseeing deployment, which may involve email automation software or liaising with the marketing department**

2. | MANAGERS

Supervisors who oversee a team of specialists and manage vendors, budgets, timelines and processes.

3. | STRATEGISTS

Develop the event technology strategy, build and maintain the technology stack, manage data integrations and oversee analytics reporting.



HOW DO EVENT TECHNOLOGISTS MEASURE SUCCESS?

Event success metrics look different to event technologists than they do to planners. Planners are evaluated on attendance, staying on or under budget and other event objectives.

Technologists rely on technology to deliver engagement and adoption success metrics, like mobile app downloads, registrations processed, survey response rates, tickets sold, participation in various activations, and a whole host of detailed data on the attendee journey from marketing to post-event engagement. Moreover, they will be responsible for relaying a lot of that data to the planning team and helping them translate it into demonstrable ROI.

Success can also be measured in terms of the overall event technology strategy as long as KPIs are placed against event objectives. As event planners transition to event strategists, it is vital for the company or client to define the success of individual events against the event program and, in turn, how the program relates to the achievement of overall business objectives. Event technology is necessary for delivering tangibility to an often ephemeral reporting process.

Event technologists will also be subject to several organization-wide KPIs, and will understand their own success in terms of how they deliver efficiencies or resolve user issues on a per-activation basis but also across departments and events. Sometimes a reduction in the number of user questions (or complaints) signals a win, but improvements to planner workflows and internal buy-in and adoption will be common aspects of event technologist KPIs.

INSOURCING VS. OUTSOURCING

There is no consensus among the event technologists interviewed (whether from agencies or companies) on whether the Event Technologist role will (over time) remain within agencies or be brought in-house. The likely scenario is that both agencies and companies will employ event technologists, but the division of duties will change based on the company's strategy and structure, as well as the complexity of its event programs and the resources available.



INSOURCING

Organizations are taking ownership of their technology. Individuals have held the Event Technologist position at (third-party) brand agencies for as long as their customers have used technology. Their responsibilities range from implementing solutions to tracking data flow to acting as intermediaries between customers and technology vendors.

Recently, more companies have begun bringing some or all of the agency event technologist duties in-house. Brands have also begun to think about event technology more holistically, involving event technologists in more strategic activities.

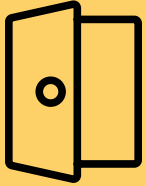
61% of respondents in a recent survey³ say their use of technology this year will increase, and 45% say they will invest more in event technology this year than last year.

There are a number of reasons driving companies to become more involved in event technology strategy and deployment.

¹ *State of Event Technology* (EventMB Studio, 2019) <https://www.eventmanagerblog.com/state-event-tech>

- 1. New technologies represent a substantial investment that companies want to protect.** This is particularly true of those which are expected to have a huge impact on the industry like augmented and virtual reality, artificial intelligence and 5G mobile networks.
- 2. Companies want more control over their data than they have using agencies.** When contractual relationships end, there is always a chance that the agency hasn't turned over all the data to the company or that it hasn't disposed of all the data that was to have been deleted.
- 3. An internal specialist is more attuned to the organization's specific needs and culture.** But thinking about how to integrate multiple platforms and collect and use data to support event objectives is a responsibility that many companies prefer to control internally.
- 4. Investing in the skills internally creates streamlining opportunities.** Most companies own the instances of software they use for events even when an agency manages the implementation. Some have decided to employ event technologists to take more ownership of the work process, back-end functionality (making changes on their own) and user experience design.

This is especially helpful considering that organizations are merging their event groups together (sales and field marketing, for instance) and want a centralized event technology team to service the entire portfolio versus multiple agencies.
- 5. Internally centralizing technology management simplifies due diligence logistics.** In the changing safety and security landscape, more companies are investing in duty-of-care initiatives, which involves merging registration and hotel room reservations with travel records (for every event) so employees can be located quickly. Firms feel it's a high-priority practice they prefer to keep in-house.
- 6. Technology is being deployed across the board.** Regardless of the size or the type of event, technology is being deployed across the board. Modular technology allows planners to mould their tech stack to specific requirements. We are past the argument that event tech is for only some types of events.



7 REASONS TO HIRE AN IN-HOUSE EVENT TECHNOLOGIST

While there are many benefits to outsourcing event technology implementations, the advantages of bringing it in-house are also becoming clear to companies.

- 1. Internal technology specialists may be better able to translate value in a way that resonates with key stakeholders.** Although internal stakeholders have ideas about products to showcase, goals to achieve, problems to solve and meetings to organize, they often don't understand the technology required to meet those objectives. In-house event technologists can use their understanding of internal departments and technology platforms to help them.
- 2. Companies want more control over knowledge continuity.** Event technologists are equipped with institutional knowledge about technology platforms and processes that remain intact if or when an agency relationship ends. Specifically with the increased adoption of CRM and MarTech platforms, an in-house resource could improve data standardization and velocity to downstream sales and marketing teams.
- 3. Navigating internal barriers and moving projects forward is easier internally.** Internal technologists have a better understanding of the company culture, local cultures and how to move projects through the various internal business units than agencies do.

4. Empowering an internal stakeholder with the authority to make sourcing decisions cuts out a layer of approval.

Directing event technology providers to an internal event technologist (versus a busy planner or external consultancy) accelerates technology selection and adoption. Regular oversight can also impact vendor and agency performance.

5. Owning the responsibility of expertise gives companies access to the scene unfettered by preferential agency-supplier arrangements.

Companies will seek more independent information on event technology so that technologists can manage selection and deployment in the best interests of the firm and not necessarily in conjunction with agency partnerships. Event technologists stay up to date on platform upgrades, new technology and technology trends, including knowing which vendors are the most suitable for a specific task or objective.

6. Taking responsibility for compliance reflects the ultimate accountability for it. Event technologists can address the need for companies to comply with General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA) and industry-based regulations for event technology.

With event technologists in-house, companies can put software platforms through their own security approval processes to make sure they are GDPR compliant and meet data privacy and security standards.

Some technologies, such as payment systems (virtual cards), are more sensitive or require more oversight than others. Internal event technologists can take direct control over them (versus supervising an agency) to ensure that the implementation is correct and secure.

7. The consistency of an internal stakeholder means logistical streamlining and administrative efficiency.

Having an event technologist making purchase decisions at an organizational level instead of on a per-event basis can lower technology costs across the organization and simplify the technology stack.

By managing the graphics and branding on event technology platforms, technologists can also help guarantee brand consistency across events.

7 CONSIDERATIONS WHEN HIRING AN EVENT TECHNOLOGIST

The event technologist role brings with it other considerations for companies. Without formal training from within the event industry, firms will have to rely more heavily on training and certifications from technology vendors. They may also have to develop internal continuing education programs to keep technologists abreast of new technologies, use cases, vendors and implementations.

- 1. Reconciling the event technologist's duties with tech consultancies.** Many companies will continue to work with agencies to manage event programs. With event technologists in-house, however, firms will have to redefine the agency's technology deliverables to avoid overlap.
- 2. Maintaining a functional focus for all event technology.** Companies, agencies and vendors will have to work together to preserve the face-to-face experience of events. Event technologists can play a major role in managing the event technology ecosystem to make sure that facilitation, not intermediation, remains the purpose of event technology.
- 3. A holistic approach that bridges departmental silos.** Ensuring the event tech supports event goals requires keeping event objectives front-and-centre, requiring event technologists to marry their knowledge of event tech with a deep and intimate understanding of attendees and their event experience. Because of the hybrid nature of the role, corporate event technologists will also need to have visibility into a range of functions within the event department, including budgeting, marketing, reporting and planning to be effective in finding technology solutions.

- 4. Competitive pricing and market-wide influence.** With more consolidation across the event technology landscape, technologists may also assume the role of keeping the increasingly smaller number of software platforms and vendors competitively priced and operationally effective. They may also have access to preferential pricing as they represent the totality of their organization's business rather than the limited factions represented by individual, siloed departments previously.
- 5. Securing top-down support for the role.** The event technologist's role will have to be formalized and recognized by the company (which may involve a rollout plan) before organizations can realize its true potential. Top-down support and decision-making authority are required for the most efficient execution of the role.
- 6. Success metrics that connect the role to real goals.** Apart from successful deployments and usage, success metrics for event technologists can be somewhat subjective. Companies need to design KPIs that connect technologists to event objectives so their value remains visible, measurable and relevant.
- 7. Streamlined workflows without sacrificing personalization.** Our interviews also indicated that, with software trending toward simplification, event technologists may have to make more of an effort to provide the recognition and special treatment that researchers say customers expect.



HOW TO DEVELOP AN IN-HOUSE EVENT TECHNOLOGIST ROLE

Companies that take the event technologist role seriously can take a number of actions:

- 1. Build a culture of innovation.** Even though more event marketers are warming to the importance of technology in reaching event objectives and achieving operational efficiencies, there are still plenty of planners relying on spreadsheets. To pave the way for event technologists, organizations have to foster innovative behaviors and a curiosity for technology solutions.
- 2. Develop a technology strategy.** Tactics (hiring an event technologist) never come before strategy. So, companies that want to reap the benefits of a technologist should first make a plan in which the technologist plays a role.
- 3. Create a job description.** Because the Event Technologist position is relatively new to companies, it may be better to err on the side of over-explaining the responsibilities and required skills in job postings. Companies should use this paper as a guide to define the event technologist's role as it is positioned within their firms and include both hard and soft skills.
- 4. Design an onboarding program.** As with any new position, the rest of the team may not fully understand the purpose of the new position. It's the company's job to communicate the value of the role, how to tap into the expertise of the technologist, the level at which the technologist works and to whom the technologist reports. It's equally important to lay out a training program that allows the technologist to learn about the current technology strategy, tech stack and event portfolio.
- 5. Establish KPIs.** A technologist's value can be determined in several ways. Ultimately though, his or her value depends on how much he/she impacts organizational efficiency and event objectives. So, while it's easy to measure the success of a software implementation, it's equally important to measure the impact on attendee experience, revenue, learning, behavior change and other event goals too.



HOW VENDORS BENEFIT FROM IN-HOUSE EVENT TECHNOLOGISTS

Companies aren't the only entities that benefit from an event technologist. There are many advantages for technology providers:

1. Direct access to end-users produces efficiencies.

While event agencies are valuable partners for event technology providers, streamlining the process for selling and servicing products to end-user companies (in the absence of an agency) lowers costs and provides efficiencies to vendors.

Event technologists can expose technology to the company on a more regular basis by scheduling or accepting periodic briefings with vendors rather than waiting for a specific need to arise.

2. Consolidating expertise with decision-making authority speeds up the process.

Event technologists can communicate the needs of the event team and evangelize technology solutions within the organization helping to accelerate the sale.

3. Vendors can solidify relationships with customers when they have a point of contact at the organization.

Having a direct connection with your end-users has a number of benefits, including a better appreciation of the client's CLV and a better feedback channel for crucial bug reports and feature requests. The chosen expert will also be more familiar with how to relay those things to tech suppliers.

- 4. Working with a more educated client increases the success rate for all parties.** They ask fewer questions and can make changes or configure systems with little or no assistance. While agencies may be similarly educated, having a direct dialogue with the end-user removes the potential for miscommunication or the dissemination of outdated information, and flags issues more immediately.



OUTSOURCING

When does it make sense to outsource an event technologist?

Hiring an event technologist makes sense for those companies that run large event programs, those that invest a large portion of their budget in event tech, and those that see technology as an integral part of the delivery of the event.

The reality is that the event and meetings ecosystem is permeated by a variety of players that may need more advanced tech solutions on a per event basis. It is likely that you may be better off outsourcing if any of these conditions apply to you:

- 1. You are still exploring the contribution of an event technologist.** If you are interested in the benefits of a dedicated event technologist but are reticent to jump right in, hiring a consultant or an agency can deliver some valuable insight into how your organization should define the role and incorporate it into the broader team.
- 2. You work with a diverse portfolio of clients.** Not all events have the same event technology requirements. Some events can do with a basic online registration setup and email communication. Others might need API integration, data point synchronization, and touchpoint alignment. For the latter, an ad hoc event technologist would be the better solution.
- 3. There is low management buy-in.** The best way to show management that an event technologist is the right hire for your team is to bring them hard data and use cases. An external consultant or agency will need to provide these, and they can become part of your internal case to hire someone permanently.
- 4. You need a stress test for team fit.** Your event team is a delicate balance of contributions. Hiring an outsider for a very new role can compromise the internal team dynamics. Uncertainty about who should do what may arise. This was the case in 2007/2009, when many companies started hiring for social media managers. The level of uncertainty about what the role entailed may have compromised some team performances. Hiring an external consultant could be a great stress test to see what type of skills and person are required for the job.

How to outsource an event technologist

If you have decided that outsourcing is the way to go, you may want to look at the following suggestions before evaluating event technologist consultants or agencies.

Below, we provide you with a list of skills that the event technologist should possess. The next step is to look for the following:

1. **Very specific match to your niche or event type.**

When you hire for an internal event technologist, you need to compromise on specific work experience. You don't have to when outsourcing. You are very welcome to look for very specific experience with the same types of events you plan in your niche (aka topic or industry). An association event is a completely different matter from an award gala or a trade show. Be specific when asking for credentials.

2. Ask for detailed references. Similarly, agencies and consultants have to be able to demonstrate how they added value to similar clients or events: what systems they implemented, what objectives they achieved, what efficiencies they obtained. Ask for names and contacts of previous clients and talk to them.

3. **Look for specific experience with your tech stack.**

Whether you work with a large or small organization, it is highly likely that you have some event tech tools already implemented. Whether your current tech stack is because of a legacy from previous teams, a contract you are stuck with, or simply your decision to use a specific system, the consultant you hire has to be an expert in delivering implementation for your system. Not in general for registration, but for your registration provider. In some cases, like for Cvent, you can also ask for certification in software usage.

4. Ask for full fledge analytics and reports. Internal hires can be carried away by the amount of work, and this can be exacerbated by a lack of reporting and accountability (which you may be responsible for setting up).

External agencies or consultants have to be able to deliver reports on their performance. We already discussed how valuable these could be internally. You will need to ask for sample reports of their activity; look for simplicity, actionable data and depth whenever required. The question should always be, *"Can I make a business case out of this report?"*

SO, YOU WANT TO BE AN EVENT TECHNOLOGIST?

Many companies are hiring in-house event technologists, and many people who hold the position at agencies are crossing over and joining firms.

Here are seven things individuals in other jobs or outside the industry can start doing to pursue becoming an event technologist:

- Learn one or two major event management software platforms (obtain certifications, if available) or the fundamentals of registration and mobile apps from the company perspective.
- Write a job description for the position if your employer doesn't already have a technologist and you aspire to take on those responsibilities.
- Volunteer to be an ambassador for implementation(s) your agency manages so you can familiarize yourself with the process.
- Organize a special interest group on event technology at your company and learn from the discussions.
- Attend an industry event for planners to learn about event management and event technology.
- Hone your project management skills.
- Take a job with an agency or a technology provider and learn the event technologist role there.



HOW TO GET THE EVENT TECHNOLOGIST JOB

As the discipline matures, firms will start to formalize the event technologist role. Here is an example of a typical job description based on an actual job listing from a technology company:



[Our company] is looking for a motivated event technology expert who can build, implement and own the event tech stack for our annual user conference, road shows, and trade shows.

As the effective project manager, you'll be responsible for the implementation and execution of 10+ technology platforms, including registration, mobile apps, data visualization tools, an online event streaming platform, and more. Your soft skills allow you to collaborate with internal teams, external vendors, and solution providers.

You will also be expected to analyze performance data derived from each platform and translate those analytics into manageable takeaways.



6 RESPONSIBILITIES OF THE WELL-ROUNDED EVENT TECHNOLOGIST

The precise responsibilities will vary from organization to organization, and opportunities may arise based on particular needs that evolve over time to encompass various duties. However, the responsibilities of a typical event technologist will normally involve some combination of the following:

- 1. Event technology management:** Collaborating with project teams to develop, implement, execute, and maintain the event technology tools. Keeping up-to-date on recent features from partners/vendors and keeping abreast of industry standards. Managing integrations and streamlining workflows.
- 2. RFP and vendor review management:** Developing RFPs and vetting vendors across a number of tech verticals, consolidating services as needed, fostering positive relationships and partnerships, and negotiating preferential rates.
- 3. Registration and website project management:** Launch registration and websites, tracking user journeys to isolate issues and optimizing registration flows as needed. Working closely with web developers and designers to deliver consistently branded and modern user experiences.
- 4. Data analysis: Tracking and reporting on any analytics.** Translating data into actionable takeaways and strategies for improvement. Using data to substantiate performance according to predefined success metrics.
- 5. Research and development:** Working autonomously to expand technologies through testing and research, continuously assessing both existing and new technologies to provide recommendations and pivot strategies based on insights.
- 6. On-site support:** Working with external solution providers to help set up and drive on-site technology implementation and logistical support for events.



7 ESSENTIAL SKILLS FOR SUCCESS AS AN EVENT TECHNOLOGIST

Similarly, skills will depend on the needs of your particular organization, but some common capabilities any event technologist ought to possess include the following:

- Extensive experience with event technology tools and a foundational understanding of HTML, working with APIs, etc. sufficient to have intelligent conversations with vendors regarding customization requirements
- Ability to translate technical jargon and nuanced technical concepts into key takeaways that stakeholders can use to make decisions
- Penchant for logistical systems and workflows, and an appreciation for automation
- Project management experience and the ability to prioritize and delegate to keep implementation milestones on track
- Soft skills required to communicate tasks, deliverables, and feedback to colleagues and vendors
- Analytic thinking skills required to understand key metrics, derive insights, evaluate performance, and recommend improvements
- Anticipate and adapt to complications, come up with contingency plans

QUALITIES HIRING MANAGERS ARE LOOKING FOR

In interviews, technologists say that having a **foundational understanding of event operations and a knowledge of how a technology works** are both essential for event technologists. It helps them configure solutions in ways that are appropriate for the event

and compare features and functionality when selecting solutions.

Below are six more qualities you should demonstrate if you want to be an event technologist.

1. Technologists have to **be analytical**, but they also have to understand the big picture objectives of the event.
2. Because technology and vendors change constantly, event technologists are on a perpetual learning curve. They need to have the **desire and ability to learn quickly** and the capacity to apply the learning to specific event challenges.
3. Because the Event Technologist role is new and event technologists will have to work largely independently, the **disposition to take initiative, solve problems and ask smart questions** is a huge asset.
4. While coding and web development skills aren't required for event technologists, some knowledge of both is a plus to avoid having to consult with or pay the technology vendor for a small adjustment. A **basic understanding of technological concepts**, including application programming interfaces (APIs), Software-as-a-Service and hypertext markup language (HTML) is also important.
5. **Soft skills** are a necessity for event technologists, including being a team player (technologists support multiple people and can be pulled in many different directions) and being a skilled communicator (technologists may have to train staff or explain the value, ROI or cost savings of a solution to stakeholders).
6. Event technologists also have to be able to listen to users (including internal users of, for example, a sponsorship or exhibitor portal), **envision the user experience and implement suggested changes** and features to solutions.



CONCLUSION

The recent shifts in event technology have opened up the market to the rise of the event technologist.

While this may not be a new role per se in agencies, our research shows that companies are now actively hiring for it. But to encourage high-quality candidates to apply for these roles, companies have to formalize the position, standardize the responsibilities and provide a path for career growth.

Doing so will expand the potential of event technology, increase the benefits to companies and vendors, and upgrade the innovation posture of the entire event industry.

As the role develops, consultants and ad-hoc agencies will flourish. It still makes sense to outsource technologists in several cases, though tech invested companies with large event portfolios are destined to hire internally.

This is also an opportunity for event professionals with a flare for tech to develop their career. If they are, in fact, able to demonstrate a strong command of the tools of the trade and an ability to understand the business and planning of events, they will be able to capitalize on the trend.

CVENT is a leading meetings, events, and hospitality technology provider with more than 4,300 employees, 27,000 customers, and 300,000 users worldwide. The Cvent Event Cloud offers software solutions to event planners and marketers for online event registration, venue selection, event management and marketing, onsite solutions, and attendee engagement. Cvent's suite of products automate and simplify the planning process to maximize the impact of events. The Cvent Hospitality Cloud partners with hotels and venues to help them drive group and corporate travel business. Hotels use the Cvent Hospitality Cloud's digital marketing tools and software solutions to win business through Cvent's sourcing platforms and to service their customers directly, efficiently and profitably – helping them grow and own their business. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage millions of meetings and events.

For more information, please visit www.cvent.com or connect with us on [Facebook](#), [Twitter](#) or [LinkedIn](#).