

# Five technology trends taking center stage in performance venues

Even in an increasingly virtual world, live events are big business. Rather than conflicting with each other, the virtual and real worlds are intersecting to enhance events, driven by innovative technology trends that can pay big dividends.

Trend One:

## Mixed reality events

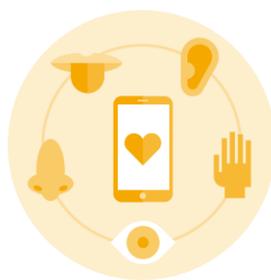
Two technologies, augmented reality (AR) and virtual reality (VR) are driving this trend, shedding their status as high-tech curiosities and becoming almost expected amenities at events.



Trend Two:

## Holistic event experiences

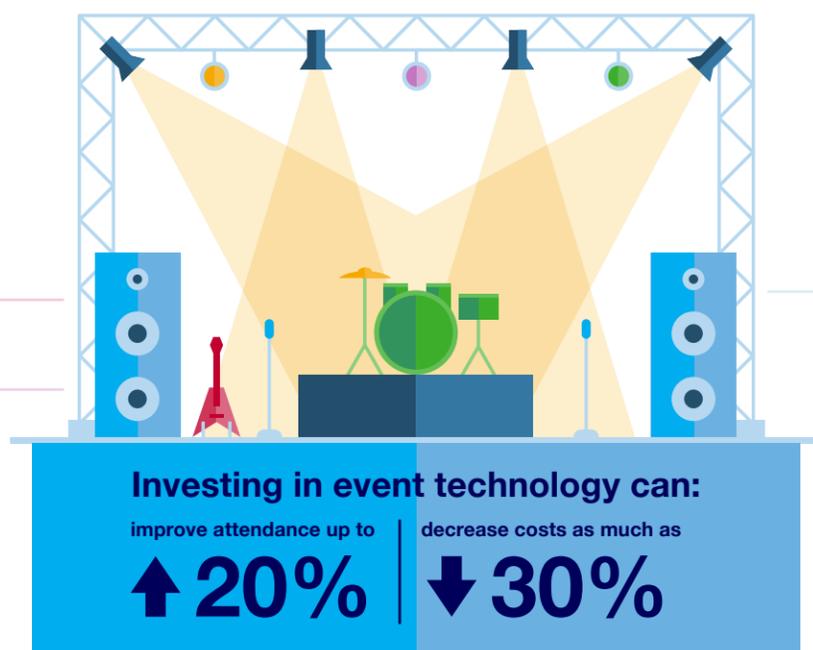
This is a hybrid trend, both tech- and human-driven. On the tech side, event apps can act as guides, incorporate interest-based time scheduling and learn attendee's interests. On the human side, "holistic experience" relates to immersing attendees in the event via their five senses.



Trend Three:

## Tech-driven localization

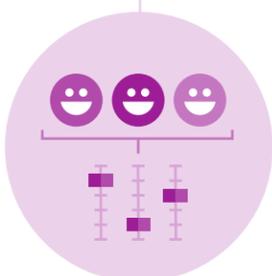
Event apps can guide attendees to local hot spots, AR can make local heroes appear at the event site, or personalization tech can literally put attendees into the local picture.



Trend Four:

## Real-time event customization

Crowdshaping apps can continually crowdsource and analyze attendee information, tracking their time spent at each location to gauge interest and serve up related opportunities.



Trend Five:

## Cyber safety and security

Facial recognition can ensure that only ticketed or registered attendees are entering. Drones can be your eyes in the sky.



Sources: 2018 event trends - Hello Endless | 3 event management trends you need to know for 2018 - Captterra blog | Event technology trends - Social Tables | Top 5 event technology trends - Keystone | Are AR and VR the future of live events? - Forbes Concert & event promotion industry - IBIS World | 10 applications of mixed reality in Events - Event Manager | Engaging the five senses in event planning - Endless Events

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