

# Trend Report: The Digital Technologies That Are Revolutionizing the Events Industry.

## — THE RISE OF ONLINE EVENTS

### The COVID-19 Impact

The onset of coronavirus meant that almost every industry across the world had to adapt to a new reality of lockdowns, social distancing, regular virus testing and governmental restrictions.

Event providers were quick to respond to this new way of life with the introduction of virtual event experiences that would allow companies to adapt to the new landscape they found themselves in. In fact, 87% of event providers reported that they upgraded their previous offering and transitioned to accommodate virtual events due to the pandemic.



“According to a recent event management survey, approximately 45% of event providers expect an increase in hybrid events in 2021.”



This push towards virtual event experiences opened up many doors for the events industry in a time where business-as-usual was no longer possible. As more brands recognised the success and potential of digital events, the industry began to expand and is this is expected to continue with the global virtual events market expected to grow by 27.2% from 2020 to 2027.

With restrictions being lifted, many events have the possibility to return to the traditional physical event format. However, this is not going to be a complete shift back to business-as-usual, as the world has already had its first taste of the future and according to event providers, event attendees want it to continue. Roughly 60% of event providers do not expect a significant return to physical, in-person events until at least 2022. Whilst 55% of providers expect events to remain virtual going forward with 45% taking on a hybrid model, combining both the physical and digital world.

“67% of event planners agree that hybrid is the future of events, and 71% say that they would continue to employ a digital strategy even after live events return.”



## — WHAT'S NEXT?

### Automation to Streamline User Experience

As the world begins to recover from the global pandemic, the event industry expects to see further integration of technology. Effectively, blurring the lines between online and offline to achieve more engaging, seamless and memorable through unique brand experiences. No matter how you access them.

Ready to know more?

#### 1 AUGMENTED REALITY TO BLUR THE LINES OF REALITY

In the quest to engage audiences and create truly memorable digital and physical events, more and more brands are considering investing immersive technologies, such as augmented (AR), to take their event offerings to the next level.

In fact, approximately half of brand executives expect all future live events will have a virtual dimension. Especially with huge, global brands, like Apple, investing in augmented reality technology product development, such as AR Kit, immersive technology is becoming more accessible to both brands and consumers. Allowing brands to integrate this technology into their virtual event experiences more effectively.

What's more, 58% of virtual event providers currently offer mobile applications and 36% offer web applications for their services. This means that about the vast majority of providers are capable of building custom applications that can be integrated with AR and used by attendees proceeding and/or during live events, providing a new dimension to digital engagement.

#### 2 USING VIRTUAL REALITY TO ELEVATE THE DIGITAL EXPERIENCE

Virtual reality technology can help to create a more interactive, immersive digital event experience by inviting event attendees to truly experience, for example, a product by interacting with features like detailed, 3D models. 3D models can be used to help educate event attendees on how a product looks and functions without needing to be in the room with the product.

This is particularly useful for brands with highly technical products, such as the automotive industry. 3D models can show the car model as a whole or more specific 3D models can be created to show certain features of the car more effectively. Allowing virtual event attendees to really explore the brand and products without restrictions or any need to travel when that is not preferred or possible.

#### 3 GAMIFICATION TO CREATE UNIQUE DIGITAL BRAND EXPERIENCES

Gamification refers to the process of transforming a nongame environment into an interactive, fun digital space using game mechanics. In other words, it's a way of moving to a new level to the website and event platform user experience through gaming. This can be done through a variety of tactics including: rewards, points, problem-solving challenges or scavenger hunts, among many more. As long as it's fun and relevant to the brand and audience, gamification can be a highly persuasive tool in improving brand perceptions and loyalty.

Although, the power of gamification is not restricted to consumer engagement but has been proven to significantly improve brand employee satisfaction and engagement. In fact, companies who have implemented gamification features into their workplace report an average increase in productivity of 50% and a 60% increase in employee engagement. With such significant changes in engagement, the gamification strategy is bound to make its way into the virtual events industry more and more as brands strive to entertain virtual event attendees in a way they are not likely to forget.

#### 4 MODULAR STRUCTURE

Angular basically puts code into buckets. Whether it is components, directives, pipes or services: all get their own bucket, which Angular refers to as 'modules'. These modules ensure for the functionality of the application to be organized in a clear, structured way. Your code is segregated into features and reusable chunks. That is beneficial for a project team working with Angular, as the workload can be divided across multiple team members while ensuring your code remains organized.

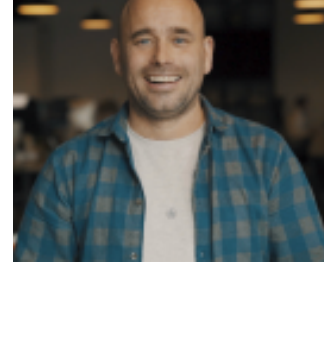
#### 7 MATURITY

Angular is the most mature framework that takes some time to figure out. As a result, Angular is used mostly for bigger projects that require more functionalities. And let us assure you, it definitely does the trick when it comes to large-scale, feature-rich applications.

#### 8 TYPESCRIPT

Angular is built in TypeScript language, which is essentially a superset for JavaScript. TypeScript ensures more security as it supports types (like primitives and interfaces). Errors are caught by TypeScript early on in writing the code or performing maintenance to a project.

Are you ready to step into the future?  
Let's kickstart your journey!



CEO / FOUNDER

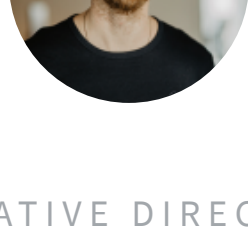
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## Wirelab - Digital Agency

Wirelab is a creative digital agency that helps brands to be more engaging and profitable by building digital solutions. Our teams love to raise the bar to create relevant and unique customer experiences. We distinguish ourselves in our enthusiasm, flexibility and drive for the best results. Together we create digital solutions for leading brands like Renault Benelux, tesa, Eurol, Grolsch, and KPN.

Do you have a burning question regarding Angular or development of your project in general? Feel free to contact us. We'd love to help you with your next quest of creating an engaging and unique digital solution. That's our job, and we love it!



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Our digital natives are standing by.

Start a project or drop us a line!

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