



# The possibilities of event technology

**Event technology is here to stay. Yet, many meeting owners and participants are reluctant to use it to its full potential.**

**P**rofessional moderator Jan-Jaap In der Maur and event tech evangelist Juraj Holub cooperated on numerous occasions, integrating human-to-human interaction and tech.

They give their answers to the question: 'how can humans and tech become real friends?'

## **JAN-JAAP IN DER MAUR, FOUNDER-MODERATOR MASTERS IN MODERATION**

Successful meetings all have one thing in common: they make people really connect, cooperate and co-create. Many moderators will tell you, that 'hiding behind tech', will prevent this from happening.

However, if used well, the opposite is true and the technology can really help to get to the bottom of things. Audience interaction apps like Slido, group-decision systems, live mind-mapping, online management-games etc. can help you involve everyone, even large and less vocal crowds, faster and better.

They will give you more accurate insights into what's really happening in the room and help reveal the most important questions the audience is having on its mind. They can even help you follow-up after your conference, in order to make the momentum continue.

Too often, meeting owners think that the tech itself has the power to elevate the interaction. But voting alone does not lead to meaningful interaction without the human element.

The trick is, not to use event tech stand-alone, but to embed it within the conversation.

That means that the moderators or speakers need to move beyond the mere act of voting. What's really critical is the follow-up on the results of the vote.

It means starting with a 100% human-to-human conversation, and bring in tech only when there's added value. After the tech has done its job, it's necessary to get back to the participants of flesh and blood and their interpersonal interactions.

The challenge for the tech-providers is to stop being only about tech. They need - like Slido does - to understand what meetings are about and how human interaction is shaped most effectively.

**JURAJ HOLUB, MARKETING & CONTENT MANAGER SLIDO**

Meetings are and have always been complex ecosystems with dozens or hundreds of participants interacting with one another. Facilitating these human interactions has always been a challenge. In

recent years, a new element entered this commotion - event technology. It found its way into the hands of participants as well as of the hands of facilitators and moderators.

Initially, there were voices raising their concerns that the event technology will distract from what's happening on stage and hinder face-to-face interaction. True, using technology alone won't magically transform your meeting. The technology is a tool!

If you hope the tech to enhance interaction at your event, you need to place it in the hands of a skilled moderator or a speaker, who is able to use it as a compass to steer participants' interactions.

Equipped with the right technology, the moderator can use live polls to gauge the sentiment in the room and kick-start the conversation around the results. The conversational part is where the magic happens.

Opposed to one-way presentations, it's mostly in engaging conversations that we can see the light bulbs blink and great new ideas emerge. Be it a conversation amongst participants themselves or an onstage interview.

We witnessed time and time again that when a great guest speaker is partnered with a great facilitator then 1+1 = 3. When the audience, who is tech-enabled to voice their questions without the fear of reprisal, is also invited into that equation, the result is magnified further. It ensures that everybody gets what they need, and more, from both the event and the guests themselves.

Here again, the process requires two steps. Using the tech to crowd-source the audience questions is a beginning. It takes a moderator who can plug the questions into the conversation and help the audience fill in the missing knowledge gaps. As a result, the chances that the participants will leave your meeting inspired rocket.

