Chapter 1
Emerging Technologies in Virtual and Hybrid Events:
Major Issues and Major Drivers

Sharad Kumar Kulshreshtha
https://orcid.org/0000-0001-7324-8013
North-Eastern Hill University, India

Craig Webster
https://orcid.org/0000-0003-0665-0867
Ball State University, USA

ABSTRACT

Event management is a fast-growing industry worldwide and there is an expectation that its growth in the short-term and long-term will be substantial. In this industry, technology plays a catalytic role in connecting event stakeholders, enhances the attendee experience, and offers personalized experiences with smart and seamless innovative solutions to the clients and event visitors. Event technology refers to the efficient online event management system or platform, which includes event software applications, mobile based application, innovative electronic devices, wearable technologies, and smart tools for creating immersive event experiences. Such emerging event technologies are not only supporting the design of full-fledged creative events but also customising the event as per the need of the client requirement, budget, time, and ease doing such events. In this context, the event management industry is very much interested to invest in technological research and innovation for getting cost and competitive advantages to more much to make this industry more dynamic and creative to provide more personalised experiences. Virtual and hybrid events offer industry the opportunity to shift platforms and increase cost-effective delivery

of events, while keeping participant satisfaction levels high.

INTRODUCTION

Event technology has been a cornerstone of the events industry (Brown & Drakeley, 2023) and will be expected to be increasingly integrated into the events industry in the future. The whole world is rapidly transforming from physical to virtual formats as the result of revolutions and inventions of advance information & communication technology with Covid-19 being a catalyst for the process (Pop, Marian-Potra, & Hognogi, 2023). Meetings are the most purposive and interactive exercise normally contacted at particular meeting points, meeting venues of all sorts, depending on the size of gatherings. Meetings previously had done face-to-face, although current and future technologies change the geography of meetings. Virtual meetings are not new phenomena where people connect through digital technology in virtual or online mode with internet facility avail by host and guest, since there are elements of virtual events, one can argue, that have taken place with such "virtual" meetings as conference calls using telephones in recent decades.

Figure 1. Changing event management dynamics with technological transformation

Source: Authors

The figure-1 focuses on changing event management dynamics with techno-logical transformation comprises in-person event, virtual events, hybrid events. In-person event is face to face connect or reconnect at particular place of venue

16 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/emerging-technologies-in-virtual-and-hybrid-events/353846

Related Content

Motion Cueing Algorithms: A Review: Algorithms, Evaluation and Tuning
Sergio Casas, Ricardo Olandaand Nilanjan Dey (2017). *International Journal of Virtual and Augmented Reality (pp. 90-106).*
www.irma-international.org/article/motion-cueing-algorithms-a-review/169937

General Practitioners' Adoption and Use of ICT
Quazi Omar Faruq (2020). *Virtual and Mobile Healthcare: Breakthroughs in Research and Practice (pp. 448-464).*
www.irma-international.org/chapter/general-practitioners-adoption-and-use-of-ict/235325

Preparing for the Forthcoming Industrial Revolution: Beyond Virtual Worlds Technologies for Competence Development and Learning
Albena Antonova (2017). *International Journal of Virtual and Augmented Reality (pp. 16-28).*
www.irma-international.org/article/preparing-for-the-forthcoming-industrial-revolution/169932

Framework for Stress Detection Using Thermal Signature
S. Vasavi, P. Neeharica, M. Poojithaand T. Harika (2018). *International Journal of Virtual and Augmented Reality (pp. 1-25).*
www.irma-international.org/article/framework-for-stress-detection-using-thermal-signature/214986

The Emergence of Politicized Collective Identity in Online News Commentaries as a Form of Social Capital
Nahla Nadeem (2014). *Identity and Leadership in Virtual Communities: Establishing Credibility and Influence (pp. 47-60).*
www.irma-international.org/chapter/the-emergence-of-politicized-collective-identity-in-online-news-commentaries-as-a-form-of-social-capital/97600