

# Event Tech Readiness Assessment

## Your Pre-Show Planning Checklist

Event success depends on more than great content. It depends on technology that works seamlessly before, during, and after the show. Use this checklist to evaluate whether your event technology ecosystem is fully prepared to deliver a frictionless, secure, and engaging experience.

| Step | Tech Capability   | Things to Consider  |
|------|---|---|
| 1    | <b>Pre-Show Technology Audit</b><br>Confirm that every tool is aligned, tested, and optimized before launch.                  | <ul style="list-style-type: none"><li>• Are all platforms selected based on event goals, audience size, and format (in-person, virtual, hybrid)?</li><li>• Have systems been tested in a real-world scenario – not just demos?</li><li>• Are roles clearly defined across teams, vendors, and partners?</li><li>• Is there a run-of-show and tech checklist for each event day?</li></ul> |
| 2    | <b>Registration Websites &amp; Mobile Apps</b><br>Deliver a seamless first impression from sign-up through onsite experience. | <ul style="list-style-type: none"><li>• Is the registration site branded, intuitive, and mobile-friendly?</li><li>• Are emails, reminders, and QR codes automated and tested?</li><li>• Does the app integrate agendas, speakers, maps, and other tools?</li><li>• Is attendee data synced in real time across systems?</li></ul>   |
| 3    | <b>Platform Integrations &amp; Data Flow</b><br>Ensure all systems talk to each other.  | <ul style="list-style-type: none"><li>• Are key platforms integrated (registration, app, engagement, etc.)?</li><li>• Is there a single source of truth for attendee data?</li><li>• Are data sync schedules and ownership clearly defined?</li><li>• Have test imports/exports been validated before launch?</li></ul>   |
| 4    | <b>Data Security, Privacy &amp; Backup Plans</b><br>Protect attendee data and prepare for the unexpected.                     | <ul style="list-style-type: none"><li>• Are platforms compliant with GDPR, HIPAA, or other regulations?</li><li>• Is access to attendee data role-based and controlled?</li><li>• Are backups in place for registration, session data, and content?</li><li>• Is there a documented incident response plan?</li></ul>   |
| 5    | <b>Virtual &amp; Hybrid Meeting Platforms</b><br>Support engagement and reliability for remote and mixed audiences.           | <ul style="list-style-type: none"><li>• Can the platform handle an expected audience size without lag or drop-off?</li><li>• Are interactive features (chat, Q&amp;A, polling, etc.) enabled and rehearsed?</li><li>• Is there a contingency plan for speakers presenting remotely?</li><li>• Are recordings and on-demand access part of the post-event strategy?</li></ul>              |

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|------|--|--|
| 6    | <b>Session Tracking &amp; CE Credit Workflows</b><br>Guarantee accurate attendance data – especially for regulated events. | <ul style="list-style-type: none"> <li>• Is tracking automated via badge scan, app check-in, or room entry?</li> <li>• Are credit rules properly configured by session and attendee type?</li> <li>• Is reporting compliant with pharma, medical, or education standards?</li> <li>• Have validation and audit requirements been reviewed in advance?</li> </ul> |
| 7    | <b>Engagement Tools (Polling, Q&amp;A, Session Feedback)</b><br>Turn attendees into active participants.                   | <ul style="list-style-type: none"> <li>• Are engagement tools integrated into the app or session platform?</li> <li>• Are speakers trained on when and how to use them?</li> <li>• Is engagement data captured for post-event insights?</li> <li>• Are session summaries and highlights automatically generated or distributed?</li> </ul>                       |
| 8    | <b>Lead Scanning &amp; Sponsor ROI Tracking</b><br>Deliver measurable value for exhibitors and sponsors.                   | <ul style="list-style-type: none"> <li>• Is lead scanning easy to use and device-agnostic?</li> <li>• Are qualification questions configured in advance?</li> <li>• Can sponsors access real-time or post-event reports?</li> <li>• Is sponsor data securely handled and clearly explained in advance?</li> </ul>  |
| 9    | <b>Onsite Registration &amp; On-Demand Badge Printing</b><br>Ensure fast, frictionless check-in on arrival.                | <ul style="list-style-type: none"> <li>• Are kiosks pre-configured and tested in advance?</li> <li>• Is printing and connectivity fast enough to handle peak arrival times?</li> <li>• Is there a manual backup process if connectivity goes down?</li> <li>• Are staffing plans aligned with registration volume and timing?</li> </ul>                         |
| 10   | <b>Post-Event Reporting &amp; Insights</b><br>Turn event data into actionable intelligence.                                | <ul style="list-style-type: none"> <li>• Are reports defined before the event – or after?</li> <li>• Do metrics include registration, attendance, engagement, and leads?</li> <li>• Are insights aligned with stakeholder and sponsor KPIs?</li> <li>• Is there a clear handoff of data and recommendations post-event?</li> </ul>                               |

## Final Readiness Check

When all systems are tested, your teams are aligned, backup plans are set in place, and your reporting strategy is clearly defined, you're set up for success.

If you can confidently check every box, your event technology is ready to perform – and your event is positioned to deliver a seamless, engaging experience from start to finish.

Need a partner to help you get there? Reach out to our team to ensure your event technology strategy is built, tested, and executed with confidence.