

Catersource + The Special Event™

Navigating the Future:

Unveiling Global Event Tech
Trends Shaping Experiences
Worldwide

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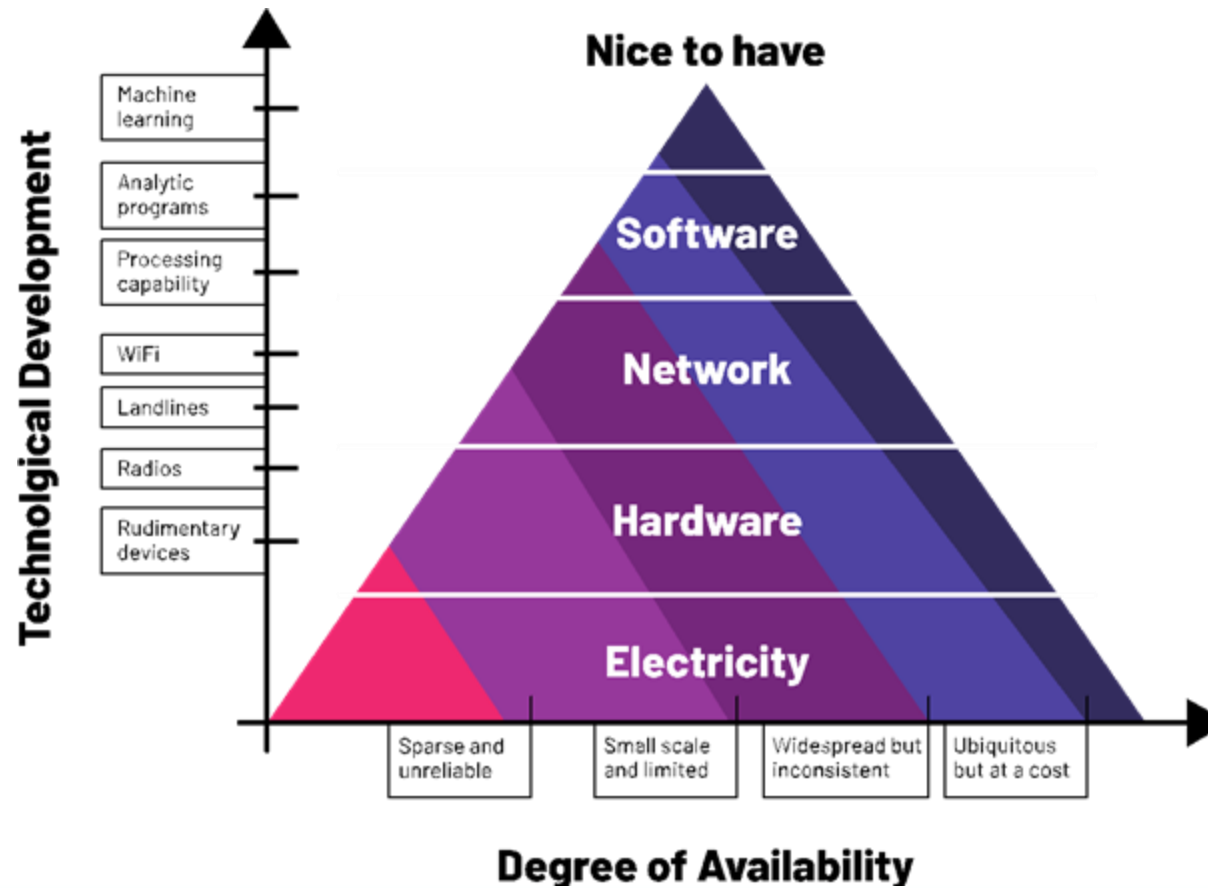
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Maslow's Hierarchy of Needs



Technology - Hierarchy of Needs



The Workforce

Who is
organizing
events?

Who is
attending
events?

Who sponsor
& exhibit at
events?



Why do people attend events?



EXPERIENCE

To have fun, feel emotionally fulfilled, explore, hands-on



LEARNING

To be inspired, informed, discover something new



NETWORKING

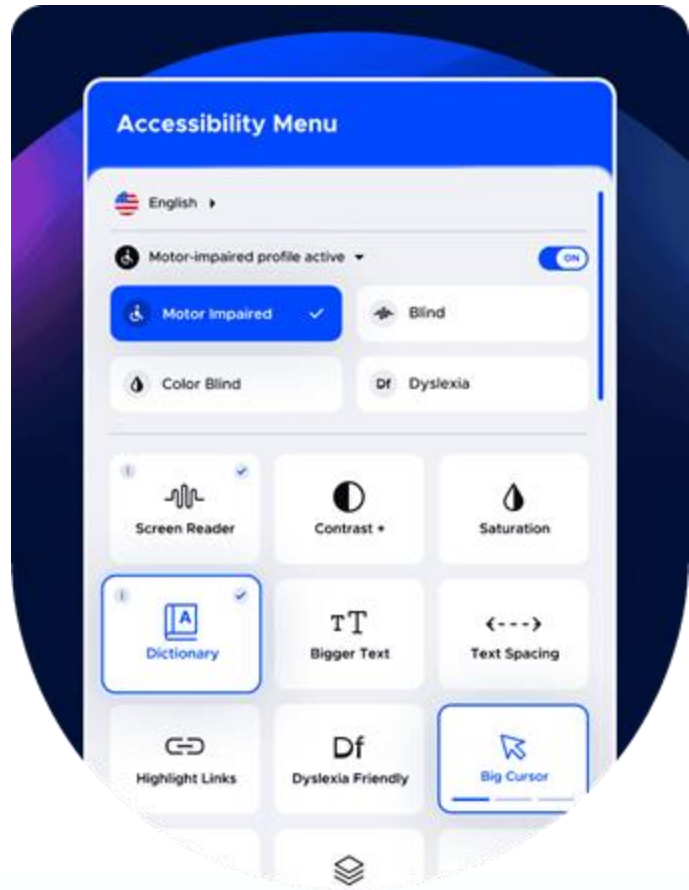
Connect with peers, build relationships with attendees and event partners



COMMERCE

Discover products/ services, buy, build vendor relationships

Accessibility



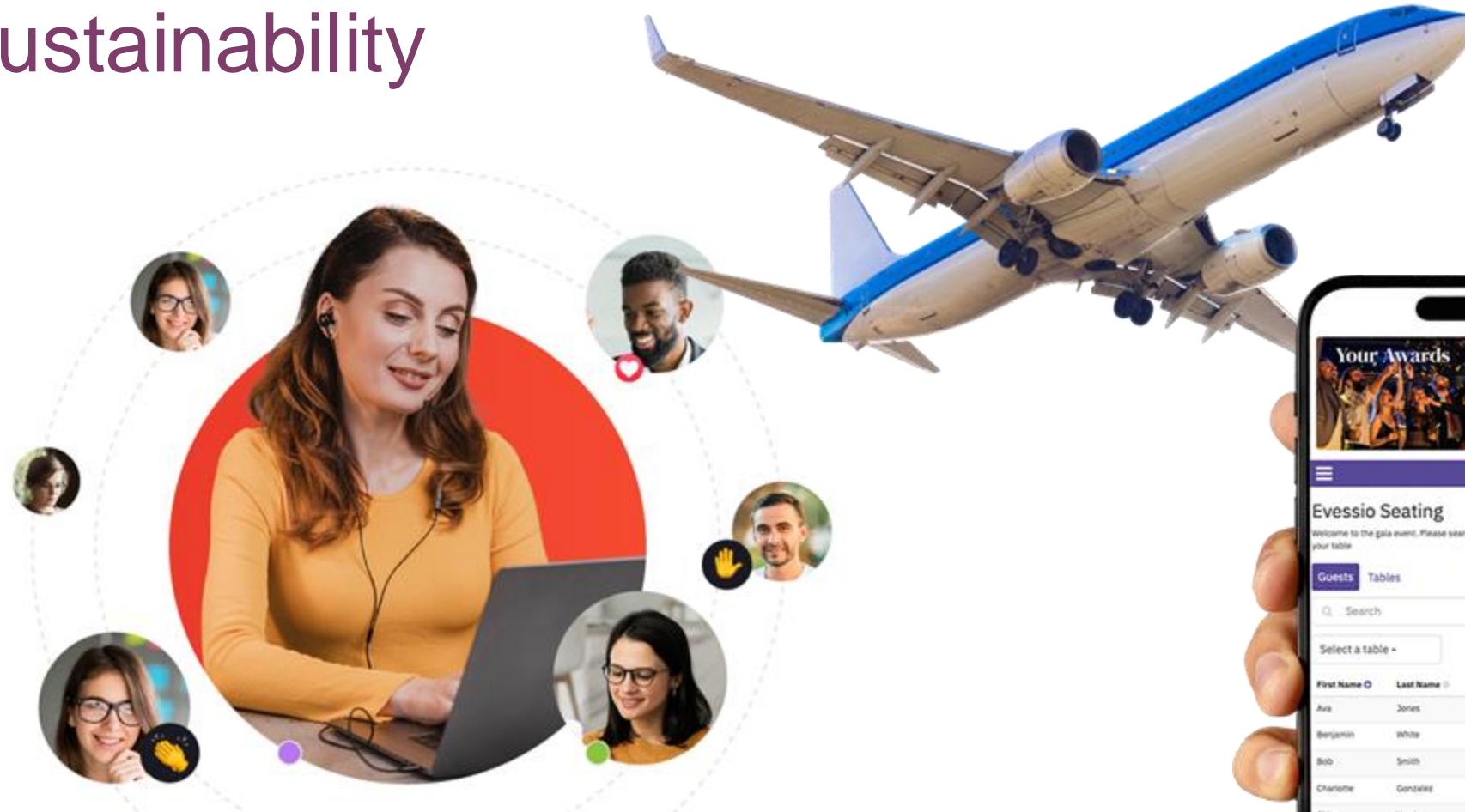
Networking

Grip the AI-powered event platform for engagement

Badgee by **Captag** or
Klik Smart Event Badges
by **Bizzabo**



Sustainability



QR Code generators

Experiences & Engagement



Data Analysis



Accuracy Honesty
Forthright Openness
Transparency Strategic
Communication Purposeful
Trust Clarity
Responsive

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Data Analysis



zenus
Ethical Facial Analysis



AI



**Catersource
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Thank you!



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presentation**

