

# → 5 Reasons why Technology Matters During your Meeting or Event



At the Møller Institute, we believe that ensuring technology functions smoothly during meetings or events is essential for a successful and seamless experience. Here's why:

## 1. Enhances Communication and Collaboration

In today's interconnected world, effective communication is crucial. Reliable technology facilitates seamless interaction among participants, whether they are in the same room or spread across the globe. High-quality video conferencing tools, clear audio systems, and reliable internet connections enable everyone to engage actively, for example, with the use of our 360 degree meeting owl. This ensures that ideas are exchanged fluidly, questions are answered promptly, and discussions remain productive, fostering a collaborative environment.





## 2. Professionalism

First impressions matter, and technology plays a significant role in shaping them. A glitch-free presentation with smooth transitions and no technical hiccups reflects professionalism and thorough preparation. It demonstrates to your audience that you value their time and have taken the effort to ensure a smooth experience. Conversely, technical issues can disrupt the flow, causing frustration and interrupting the meeting.



**46%** of event planners say that event technology plays a very important part in their work as an event planner, while **68%** believe that being a technology expert is key for job success.

Source: Conferencenews.com

## 3. Audience Engagement

Engaging your audience is easier with the right technological tools. Interactive features like live polls, Q&A sessions, and real-time feedback platforms make participants feel involved and invested in the event. High-quality visuals and dynamic multimedia presentations can capture attention and keep participants interested. When the technology works seamlessly, it enhances the overall experience, making the content more compelling and memorable.





## 4. Efficient Time Management

Time is a valuable resource, and efficient use of it is critical in any meeting or event. Well-functioning technology ensures that sessions start and end on time without unnecessary delays caused by technical difficulties. This allows for a smooth flow of the agenda and helps maintain the schedule, respecting everyone's time. It also provides room for more meaningful discussions and activities rather than troubleshooting issues.



**30%** of event planners believe that event tech skills are essential for their career progression. However, only **48%** of organisers see themselves as 'tech-savvy'.

Source: Conferencenews.com

## 5. Data Collection and Analysis

Advanced technological tools enable the collection and analysis of data in real time. Whether it's attendee engagement metrics, feedback through surveys, or participation rates in various sessions, having this data at your fingertips is invaluable. It allows organisers to gauge the effectiveness of the event, understand audience preferences, and make data-driven decisions for future improvements. Reliable technology ensures that data collection processes run smoothly, providing accurate and actionable insights.

Incorporating reliable technology into your meetings and events is not just a convenience; it's a necessity. It enhances communication, reflects professionalism, keeps the audience engaged, ensures efficient time management, and provides critical data for future planning. Investing in good technology and ensuring its smooth operation can significantly elevate the quality and impact of your meetings and events.

Are you looking to elevate your next meeting or event?

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