



**elevate**

2024

## **Vancouver, Canada**

*JW Marriott Parq Vancouver  
& The DOUGLAS*

**April 29-May 2, 2024**

# Swipe Left on Traditional Matchmaking 4:00PM



# Technology and Matching

90s

Before Digital Solutions – 90s and before

- Message boards, attendee lists, networking events

Mid 2000s

Feature Expansion – Messaging, Meeting Scheduling

- Cvent, Eventbrite

Mid 2010s

Mobile Dominance, Algorithms

- Whova, Brella

Today

Event guests expect more!...and our organizers should too!

Early 2000s

Initial Phase- Networking

- BDMetrics, Certain (Planstone), Active Networks, Crowdvine

Late 2000s to Early 2010s

Social Media Integration

- Bizzabo

Late 2010s to Early 2020s

AI and Machine Learning

- Grip, Swapcard





**Have you made meaningful connections at Elevate?**



**What is the connection that a person or persons struggle to obtain at an event?**



**While attending an event,  
do you feel that you are missing out or  
have a blind spot to the unknown?**





# Challenges to overcome when making connections



Adoption



Personas



Task Saturation



Suggestion Fatigue



Lack of Trust



Privacy



# What we are hearing from clients





# Our Process

## Continuous **Exploration**

Mechanism for innovation and value alignment through discovery and storytelling.

### 1 UNDERSTANDING

**Starting with questions** and active listening, focused on problem framing and a hypothesis.

### 3 VALIDATION

Pressure test idea opportunities **WITH** our users. Evaluation authenticates innovative pathways and **verifies value**.

### 2 IDEATION

Solution Design inside our problem context, fostered through **user-centric** Design Thinking and experimentation.

### 4 EXECUTION

Strategic vision of the solution story with **proven purpose**.





# Guiding Principles



**Data**



**Smart  
Recommendations**



**Value**



**Community**



**Timing**



**Versatility**

# How do we use these principles to break down the barriers to adoption?



Data



Smart  
Recommendations



Value



Community



Timing



Versatility



# How can we be a change agent and make the old way obsolete?

## More of the same

Serve up empty recommendations



Ask your guests to give you more data



Recycle the same delivery platform



VS

## Change Agent



**Anchor on Community**

Create a sense of community with the content of your event being the driver of engagement



**Create with your guests**

Offer value after engagement and allow them to create through meet ups, group conversations



**Leverage the real connection**

Facilitate more engagement after the first connection and alter content to drive more

# Discussion & Take-aways

2024





Where do we go from here?