

# Necessity is the mother of invention

EVENT  
TECHNOLOGY  
FORUM

**Claire Drakeley**  
**May 2023**

# Necessity...

basic

crucial

decisive

essential

fundamental

imperative

indispensable

mandatory

needed

paramount

required

significant

unavoidable

urgent

vital

binding

cardinal

chief

expedient

prerequisite

pressing

prime

principal

requisite

all-important

bottom-line

compelling

compulsory

de rigueur

elementary

exigent

incumbent on

momentous

must-have

name of game

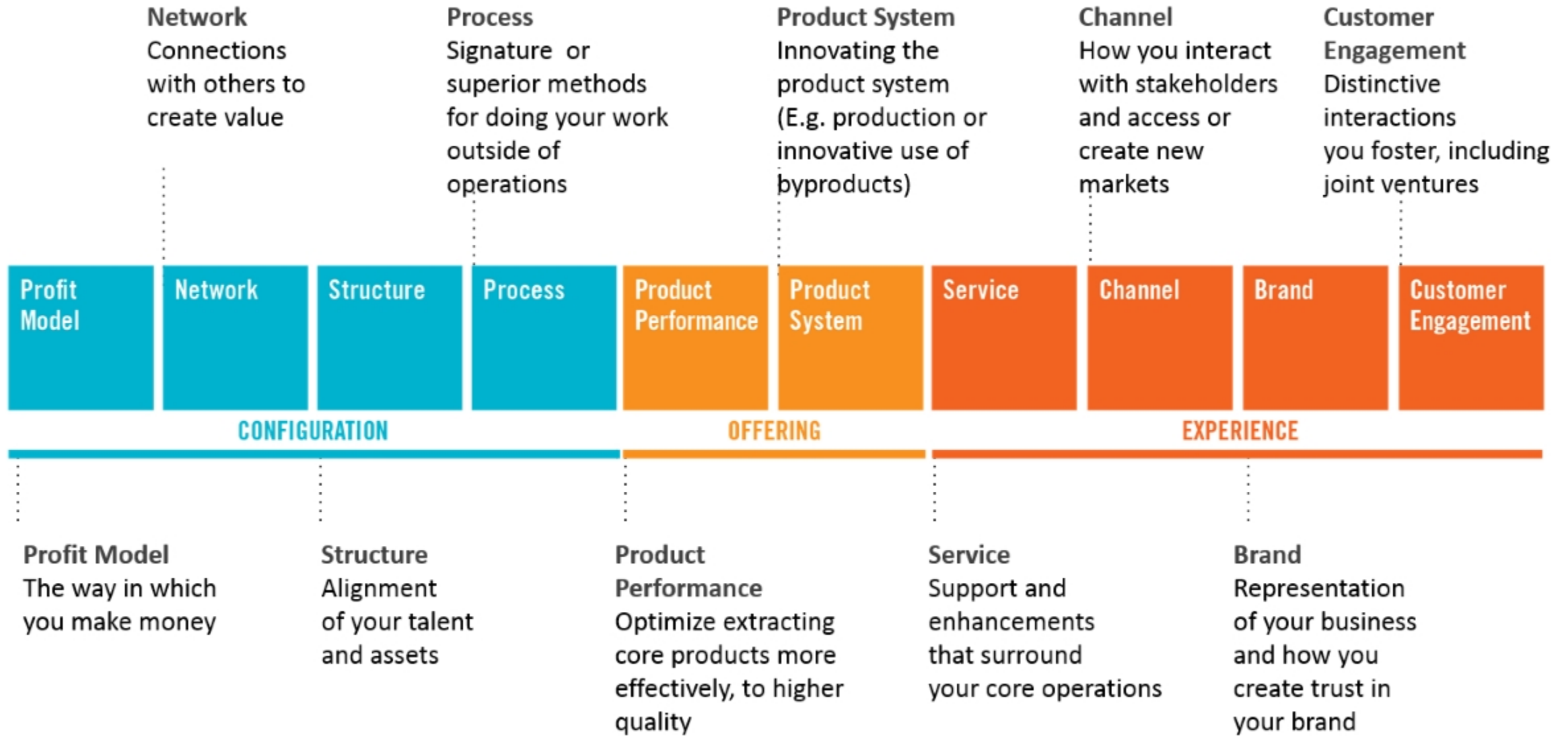
needful

obligatory

quintessential

specified

wanted



Getz, 2005

**CULTURAL CELEBRATIONS**

- festivals
- carnivals
- commemorations
- religious events

**POLITICAL AND STATE**

- summits
- royal occasions
- political events
- VIP visits

**ARTS AND ENTERTAINMENT**

- concerts
- award ceremonies

**BUSINESS AND TRADE**

- meetings, conventions
- consumer and trade shows
- fairs, markets

**EDUCATIONAL AND SCIENTIFIC**

- conferences
- seminars
- clinics

**SPORT COMPETITION**

- amateur/professionals
- spectator/participant

**RECREATIONAL**

- sport or games for fun

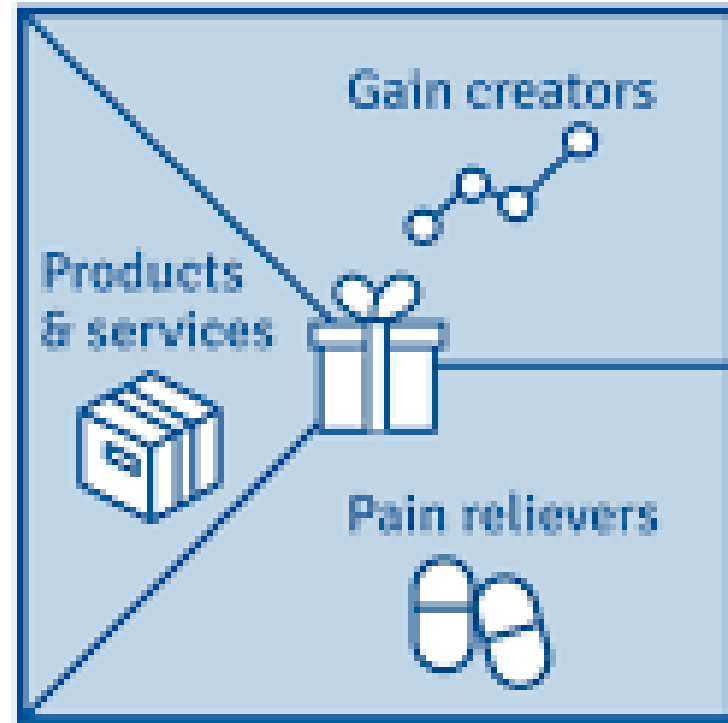
**PRIVATE EVENTS**

- weddings
- parties
- socials

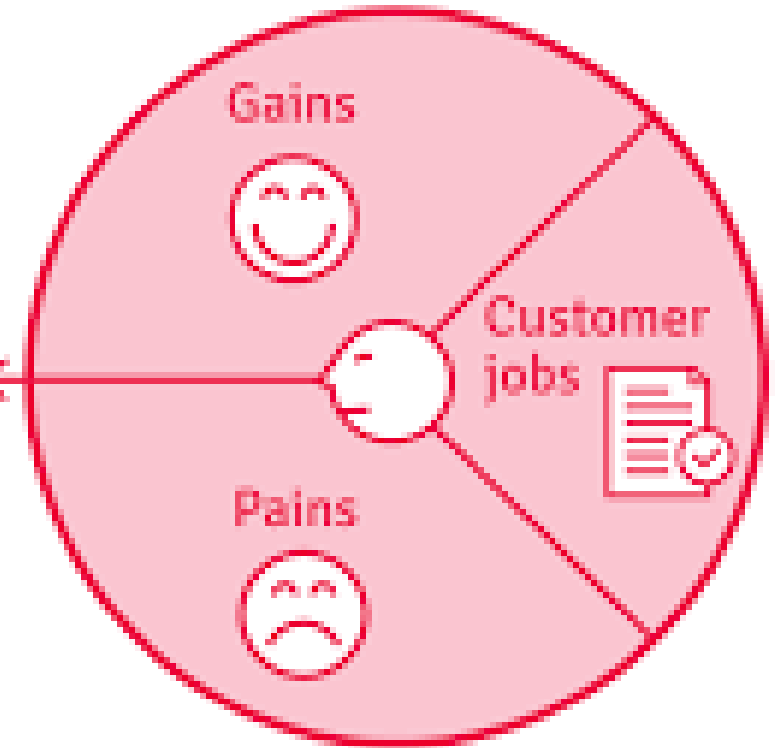
# Virtual/ Hybrid



## Value Proposition

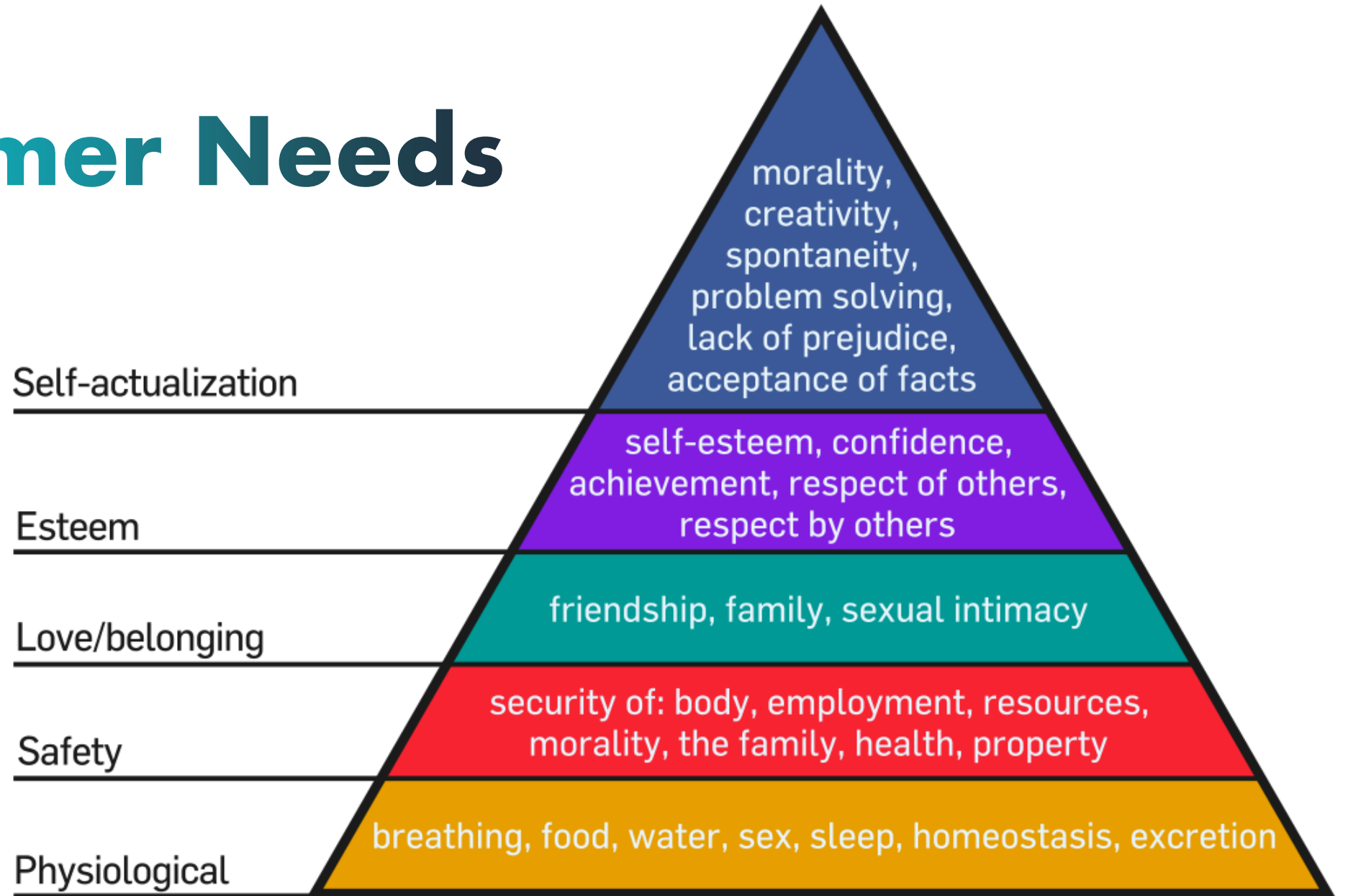


## Customer Profile



# Value Proposition

# Customer Needs



# THE 5E EXPERIENCE MODEL

KAOSPILOT

MEANINGFUL OUTCOMES

EXCITEMENT

ENTRY

ENGAGEMENT

EXIT

EXTENSION

AWARENESS AND  
ATTRACTION TO  
THE EXPERIENCE

ENTERING INTO  
THE DESIGNED  
EXPERIENCE

THE MAIN  
ACTIVITY THAT  
CAPTURE THE  
ATTENTION OF  
THE PARTICIPANT

THE CLEAR  
END OF THE  
EXPERIENCE

A PHYSICAL OR  
DIGITAL OBJECT  
TO 'TAKE HOME'  
AND REMEMBER  
THE EXPERIENCE

Sontag, 2018

# Experiential Design

# 5 spaces (Frew et al, 2023)

First Space: Traditional Live Events



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graph TD; A[First Space: Traditional Live Events] --> B[Second Space: Cloned Hybrid Events]; B --> C[Third Space: 2D Digital Events]; C --> D[Fourth Space: 3D Intimations of the Metaverse]; D --> E[Fifth Space: XREvents and an accelerating Metaverse];
```

Second Space: Cloned Hybrid Events

Third Space: 2D Digital Events

Fourth Space: 3D Intimations of the Metaverse

Fifth Space: XREvents and an accelerating Metaverse



# Metaverse

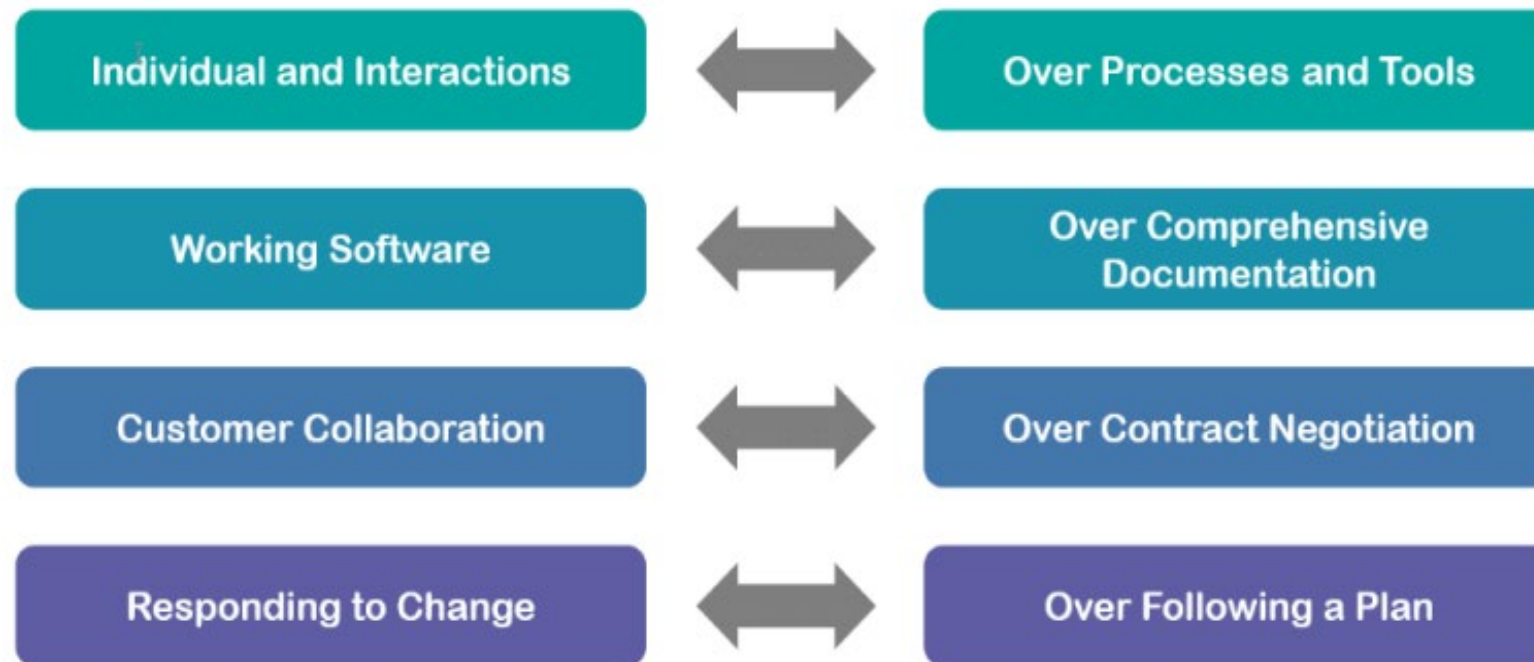


# “Liveness”

(Bossey, 2023)



# Robust Agility



**Where do we go  
from here?**

# Thank You & Any Questions?



- Check out the book - **Virtual Events**, published by Goodfellows in July 2023, edited by Dr Tim Brown and Claire Drakeley
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