

2026

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# The Event Tech Utilisation Blueprint.

A Commercial Audit & Activation  
Toolkit for Event Leaders

This document is designed to help event organisations assess, rationalise and maximise the commercial value of their existing technology investments.

Document produced by:



# Why This Audit Matters Now.

## Event technology is more powerful and more scrutinised than ever before.

Technology decisions increasingly involve multiple stakeholders across legal, IT, data, privacy, procurement and commercial leadership. Yet when platforms underperform, adoption stalls or the event experience suffers, accountability still sits with the event team.

At the same time:

- Many stacks have grown reactively over time
- Integration has not kept pace with investment
- Selection receives more attention than rollout
- ROI is often discussed, but rarely attributed with confidence.

This blueprint is designed to help you close the gap between technology investment and measurable commercial value.

## Key Principle to Follow: Technology as a *Commercial Lever*.

Event technology should be treated as one of four things:

- A revenue driver
- A retention enabler
- An operational efficiency multiplier
- A long-term data asset

If a platform cannot be clearly connected to one of these outcomes, **it should be reviewed.**

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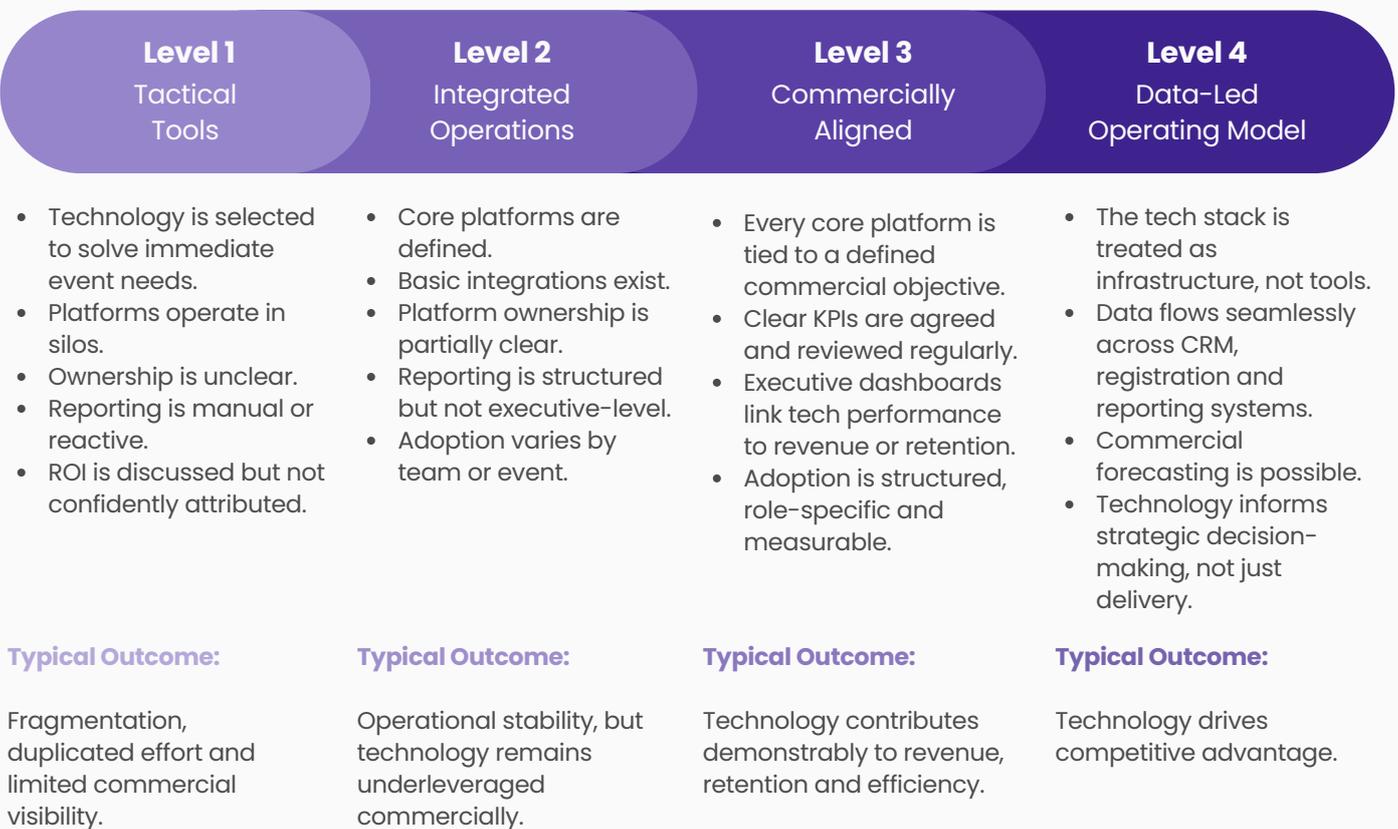


# The Event Tech Maturity Model.

Most organisations believe they have a technology problem.  
In reality, they have a maturity gap.

Technology maturity is not defined by how many tools you own.  
It is defined by how those tools are governed, integrated and commercially aligned.

Use the model below to identify where your organisation currently operates.



## Where Are You Now?

Use the Commercial Utilisation Scorecard in the next page to calculate your average platform score.

As a general guide:

- Average score below 12 → Likely Level 1
- Average score 13–18 → Likely Level 2
- Average score 19+ → Likely Level 3
- Predictive reporting & forecasting capability → Level 4

Progression does not require a bigger stack.  
It requires clearer governance, stronger adoption and tighter commercial alignment.

# The Commercial Utilisation Scorecard.

Score each platform from 1 (Low Maturity) to 5 (High Maturity).

Criteria	Definition	Duplicate this column for each core platform in your stack.
Strategic Alignment	Platform supports defined commercial objectives	
Governance & Ownership	Clear accountability and review cadence	
Adoption Depth	Core and advanced features used consistently	
Systems Integration	Connected to CRM, registration and reporting	
Measurable Impact	Revenue, retention or efficiency demonstrable	
Implementation Quality	Was rollout structured, role-specific and time-aligned to real usage?	

## Maturity Interpretation.

**0-10** → Cost Exposure Risk

**11-18** → Operationally Functional, Commercially Underleveraged

**19-25** → Strategic Commercial Asset

The objective is not to have more tools – it is to extract more value from the tools you already have.

# Diagnosing the Utilisation Gap.

**Underutilisation is rarely a technology failure.  
It is usually an operating model failure.**

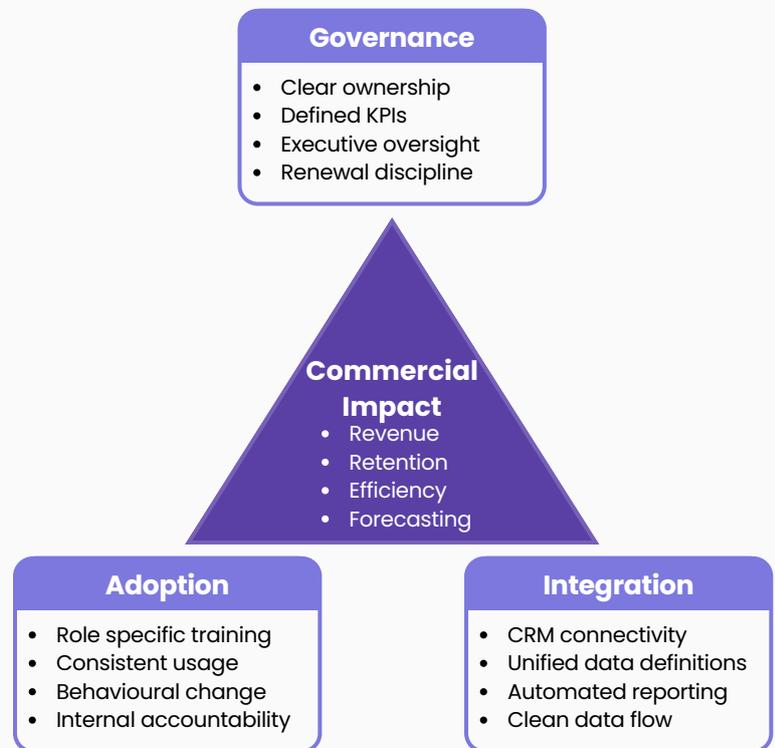
It typically stems from:

- Undefined ownership
- Siloed decision-making
- Insufficient training at point-of-use
- Weak integration
- Lack of commercial visibility

## Red Flag Checklist.

- No quarterly performance review
- Manual data exports between systems
- Reporting created outside the platform
- Contracts renewed without evaluation
- Advanced features inactive
- No link between platform usage and revenue

If three or more apply, your issue is **structural** — *not* technical.



**21%**  
of organisers report having fully consolidated their event tech stack.  
  
Fragmentation is the norm, not the exception.  
(Forrester, 2025)

**Adoption, Not Selection, Is the Risk**  
  
Most platform failures occur during rollout and adoption, not procurement.  
(Event Tech World, 2026)

**70%**  
of digital transformation initiatives fail due to people and process — not technology.  
  
Technology rarely fails alone.  
(McKinsey & Company)

# Governance & Accountability Mapping.

List all stakeholders who influence platform decisions:

Legal	IT	Data	Privacy	Procurement	Commercial Leadership	Event Team

## Now clearly define:

- Who owns implementation?
- Who owns adoption?
- Who owns ROI reporting?
- Who owns renewal decisions?
- Who is accountable if performance falls short?
- Are accountability and influence aligned – or separated?

**Misalignment between influence and accountability is a major driver of underutilisation.**

# Platform Commercial Alignment.

**Complete for each core system.**

**Platform Name:** \_\_\_\_\_

**Original Business Case:** \_\_\_\_\_

**Primary Commercial Objective Today:**

- Revenue growth
- Sponsor retention
- Exhibitor rebook rate
- Audience growth
- Operational efficiency
- Data intelligence

**Defined KPI:**

**How It Drives Value:**

Explain the mechanism by which this platform influences revenue or efficiency.

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**Review Cadence:** Monthly / Quarterly / Annual

**Accountable Leader:** \_\_\_\_\_

**Commercial risk if removed:** Low / Medium / High

**Ask yourself:** What would happen if this platform disappeared tomorrow?

**If the value mechanism cannot be clearly articulated, optimisation should precede expansion.**

# Adoption & Implementation Reset.

Many organisations invest heavily in platform selection but under-resource rollout. Implementation should be treated as a **change programme**, not a handover.

## 30-Day Activation Plan.

### Week 1 – Governance Reset

- Assign accountable owner
- Define single commercial KPI
- Align executive oversight

### Week 2 – Capability Review

- Identify unused high-value features
- Schedule role-specific training
- Audit data flow

### Week 3 – Integration & Reporting

- Eliminate manual reporting processes
- Connect to CRM or reporting layer
- Build simple executive dashboard

### Week 4 – Portfolio Decision

For each platform, decide:

Platform	Retain & Maximise	Consolidate	Replace	Decommission

# AI & Data Acceleration.

AI does not create value on its own.  
It amplifies the quality of your data, governance and objectives.

Use AI to extract commercial insight from systems you already own:

- Identify high-likelihood rebook exhibitors
- Analyse engagement against revenue conversion
- Detect registration drop-off points
- Segment audiences by lifetime value
- Forecast sponsorship renewal risk

Before introducing AI, ensure:

1. Data definitions are aligned
2. CRM integration is stable
3. Insight ownership is defined

AI should reduce decision latency – not introduce additional complexity.

## Executive Decision Summary.

This audit should result in a clear commercial decision.

Total Annual Tech Investment: \_\_\_\_\_

Number of Platforms: \_\_\_\_\_

Platforms at Risk (Score <12): \_\_\_\_\_

Consolidation Opportunities Identified: \_\_\_\_\_

Estimated Efficiency Gains: \_\_\_\_\_

Estimated Revenue Impact: \_\_\_\_\_

Technology maturity is not defined by how advanced your stack appears.

It is defined by governance, adoption, integration – and measurable commercial impact.

This blueprint is designed to help event leaders move from reactive tool usage to strategic value extraction.

# Thank you!

**Thank you for taking the time to access this report. We hope you find it useful.**

## **Want to go deeper?**

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