



# Keith Johnston's Ideal Event Tech Stack

## Event Planning

### KNOWLEDGE BASE OR COLLABORATION

Internal tools used to document planning, manage tactics and communicate with the event team and key stakeholders.



Smartsheet

## Pre-Event

### CRM, MARKETING AUTOMATION, WEBSITE, WEB CHAT

Technology used to manage pre-event awareness and attendee acquisition.



Attendify



Wordpress



Canva



Slack



Zoho

## Event Management

### REGISTRATION, MOBILE APP, CHECK-IN, VENUE/EVENT DIAGRAM

Technology used by the event organizer or the event team to manage the event directly.



Attendify



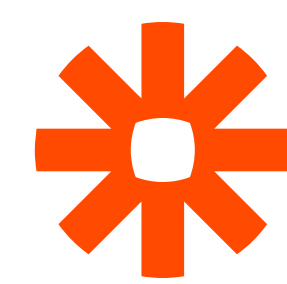
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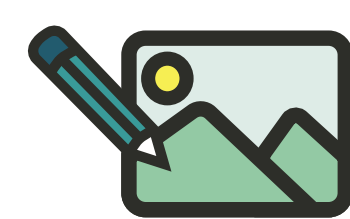
Wordpress



GravityForms



Zapier



Draw Attention Pro



Smartsheet

## Attendee Experience

### MOBILE APP, INTERACTION SOFTWARE

Technology that enables the attendee experience and drives event engagement.



Attendify

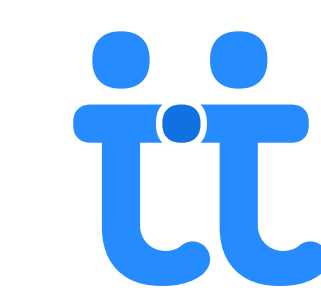


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## Event Analytics

### EVENT ANALYTICS, DATA AGGREGATORS

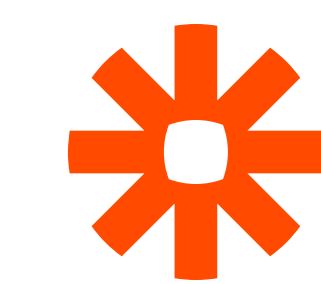
Analytics platforms used to evaluate event success, goal attainment or ROI.



Attendify



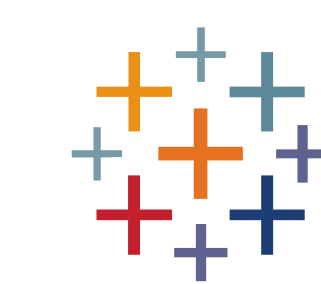
Smartsheet



Zapier



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## Post-Event

### MARKETING AUTOMATION, WEBSITE, SOCIAL MEDIA

Technology used to provide a post-event experience, follow-up on leads, and share continued event value.



Canva



Smartsheet



Wordpress



Anchor



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