



THE EVENT MECHANIC!

Building Your Event of the Future

Transform how you engage with audiences, partners, and exhibitors in this new era of event management.

The future of events is here, and it's driven by innovation, personalization, and cutting-edge technology. This program is a forward-thinking strategy designed to transform your event into an unforgettable experience, leveraging the latest trends in AI and other technologies. I will help you create future-proof events that not only engage but also evolve with changing attendee expectations, exhibitor demands, and technological advancements. Stay ahead of the curve and hit your profit numbers in an everchanging event landscape.

CHALLENGE

Events are evolving at a rapid pace, and organizers face new challenges in adapting to the changing landscape:

- **Technology Integration:** Advanced technology like AI, virtual reality, and data analytics can be daunting and expensive without the right expertise.
- **Personalization:** Today's attendees expect customized experiences and content that cater to their specific interests and needs
- **Continuous Innovation:** To stand out in a crowded marketplace, events must be reimaged to offer fresh content, experiences, and interactions.

SOLUTION

The Event of the Future is designed to tackle these challenges head-on, with forward-looking solutions that bring your event into the next era:

- **Advanced Technology Integration:** From AI-driven matchmaking and chatbots, we incorporate cutting-edge tools that enhance attendee engagement and operational efficiency.
- **Personalized Attendee Journeys:** Using data and AI, we create tailored attendee experiences by recommending sessions, exhibitors, and networking opportunities that align with your preferences and goals.
- **Continuous Innovation:** We constantly re-evaluate and incorporate the latest relevant content and trends, ensuring your event is always on the leading edge of industry innovation, with AI-driven insights.

RESULTS

With The Event of the Future, you can expect:

- **Enhanced Engagement:** Keep attendees captivated, driving higher interaction, satisfaction, and overall event success.
- **Stronger ROI:** By leveraging AI and real-time data, you'll see higher overall satisfaction, translating into better event ROI.
- **Future-Proof Strategy:** Our approach ensures that your event evolves with the latest trends, keeping you ahead of competitors

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Warwick Davies

I specialize in helping organizers shape the future of events by transforming them into powerful, profit-driving experiences. With over 30 years of expertise in the conference and trade show industry, I bring a strategic approach to planning, content development, marketing, operations, and both attendee and exhibit sales. My focus is on helping businesses launch, streamline and grow their events for maximum impact and profitability, ensuring long-term success and growth in a competitive market.



TESTIMONIALS

At Shared Insights, we had an urgent need for both expertise and assistance executing a few of our networking conferences. We hired Warwick to step in and deliver against some very tight timelines. He helped us deliver world class events that exceeded their targets. If you have events and are looking to improve your margins while making them better for the attendees, I encourage you to consider Warwick and the Event Mechanic!

— **Mark Wallace, Founder of Justellus**

I've had the privilege of knowing Warwick Davies for over 15 years, and during that time, I've come to deeply value his strategic insight into the event industry. Warwick possesses a rare ability to guide event organizers in building their businesses with a customer-centric approach that drives significant returns. His innovative mindset and fearless approach to event creation set him apart as a true leader in the field. Warwick's groundbreaking work with The Annabelle Project, alongside his success in launching multiple events, makes him the ideal partner for event organizers looking to innovate and achieve strategic growth."

— **Sam Lippman, President, Lippman Connects**

DATAVERSITY has engaged Warwick on projects continuously since January 2008. In that time, Warwick has brought us millions of dollars in revenue. He is strategic in his forward thinking, and extremely effective in his tactical execution. His breadth of experience means he is always a valuable resource when I need to make strategic decisions for DATAVERSITY. Since early 2020, Warwick has played a key role in keeping our sponsor relationships stable and growing. He worked with our clients to transfer their sponsorship efforts to our future events and digital programs. His work directly resulted in the retention of 90% of our existing commitments, and substantial growth of our digital programs. Frankly, his efforts were essential to the survival of our business during Covid-19. For event organizers looking for a 'rainmaker', help with launching a new profitable conference, or rescuing a lagging sales program, I have no hesitation in recommending Warwick for the job.

— **Tony Shaw, CEO of Dataversity**