



Worldwide Innovation Lab

MISSION

The Ungerboeck Innovation Lab brings together an exclusive group of industry thought leaders and other key stakeholders who, together with Ungerboeck, will shape the next generation of Event Management Software. The mission of the group is to provide an understanding of how new technology will play a role in the future lives of customers by thinking about potential applications for disruptive technologies to build an innovation roadmap and rapidly prototype new ideas.

SCOPE

To provide a forum for members to share information and gain consensus among their peers on the key challenges and opportunities facing the next generation of event management software. Participation in the lab is by invitation-only and offers the most strategic members an opportunity to convey their insights and recommendations to the event management software industry.

OBJECTIVES

To discuss the opportunities and challenges in successful event execution by leveraging software globally.

To analyze the impact of the next generation of enterprise event management software globally.

To guide and shape the direction of event management software support models.

BENEFITS

The lab members will realize business value in a variety of forms, including:

Identifying common challenges and generating **potential solutions** among peer business leaders.

Staying ahead of risks and regulatory change impacting event and venue technology globally.

Previewing and influencing the **industry's strategic direction**, initiatives, solution roadmaps, as well as generating thought leadership in this dynamically changing space.

LAB STRUCTURE AND PARTICIPATION

Keynote on the most relevant topics to be covered during the meeting.

Roundtables and workshops on strategic customer and industry issues.

Networking platform for member peer interaction.

Additional sessions on specific customer use cases of interest to the group.

For more information on participating – please contact Steve Mackenzie at Steve.Mackenzie@ungerboeck.com.

About Steve Mackenzie, Chief innovation officer



Mackenzie brings decades of industry expertise to this role; he most recently served as executive vice president at Ungerboeck following its recently announced merger with EventBooking, where he served as President. Prior to this, Mackenzie has held leadership roles in event tech companies such as Oracle (Micros-Fidelio) and Aventri (etouches). Mackenzie is a Certified Venue Executive, serves as Adjunct Professor for Event Technology Management at Florida International University, and in 2022 was awarded the Outstanding Contribution Award at Event Tech Live Awards and inducted to their Hall of Fame. Over the past 20+ years, Mackenzie has spoken in over 25 countries on topics related to the industry, with a focus on technology.

