



The 2027 Event Planning Playbook

Everything modern event organisers need to know.



Why 2027 Planning Starts Now

Your 2026 events might still be wrapping up, but **2027 is already popping up** on the calendar.

Budgets are being signed off, venues are getting booked, and leadership teams are worried about whether your events actually deliver value. In fact, that concern is getting bigger.

In a 2026 survey, **68% of planners said stakeholders were pushing harder** to prove the business impact of their events. In contrast, only 30% were using data or analytics tools to track it.

The **gap between these two numbers** is where 2027 will be won.

The good news is that you don't need a bigger team or bigger budget. You need a plan and the right tools to give you a head start.



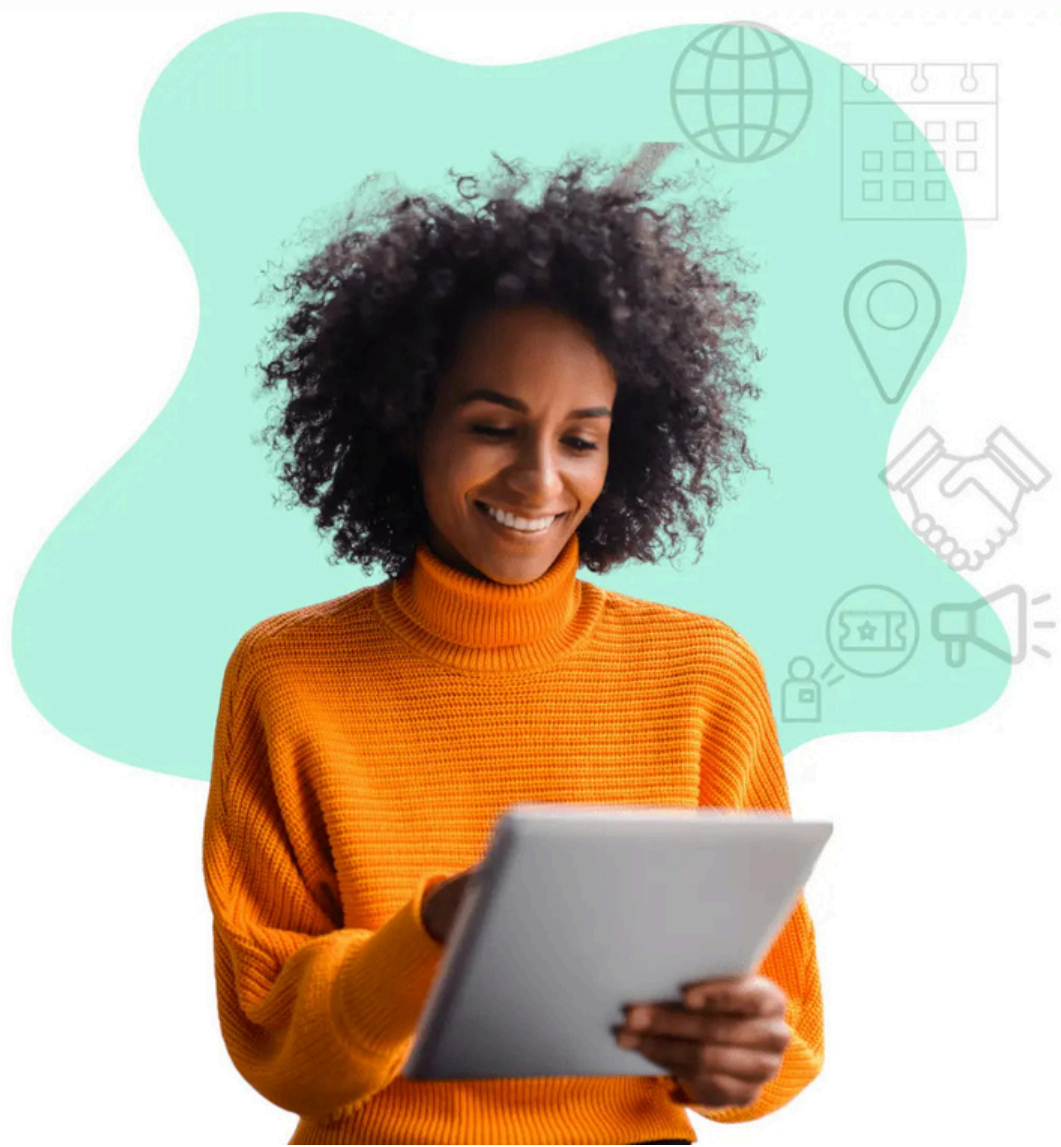
How to Use This Playbook

That's why we created this playbook to help you **anticipate and maximise four key shifts happening in 2027.**

We're diving into what they are and **how you can get them right.**

Whether you're running a 50-guest seminar or a 3,000-delegate conference, this playbook is for you.

Let's go!



Your Guide to Event Planning in 2027

Winning the event-planning game in 2027 means spotting trends and getting ahead of them.

This step-by-step guide walks you through each stage of the planning process to help you stay organised.



Getting the Attendee Experience Right

Attendees now expect an event to feel **made for them**. They want the right information at the right moment, on the channel they already use, without hunting for it.

When everything feels easy and personal, guests arrive informed, relaxed, and ready to take part in your event. Here's how to get it right:

► Personalise from the first step

Personalisation is more than a first name in an email. **Group your guests by type**, such as VIPs, speakers, delegates and sponsors, and tailor what each group receives.

A speaker needs their slot time and briefing notes. A VIP needs their table number and parking details.

Small touches like these tell guests you planned with them in mind.

► Put everything you need in one place

The agenda, speaker profiles, venue map, travel details and FAQs should all live in a single home, not across five emails and a PDF.

One central hub reduces repeat questions for your team. It also means you only have one place to update when plans change.



► Remove any friction points

Look at your event **through your guests' eyes**.

- Is the registration form longer than it needs to be?
- Do they have to download an app just to see the agenda?
- Do they need a separate login for each step?

Cut every step that doesn't add value. The easier it is to take part, the more people will.

► Meet attendees where they are

Your guests already have a favourite way to receive messages, so use it.
Match the message to the channel:

- **Email** for detailed information.
- **SMS or WhatsApp** for quick reminders and urgent changes.
- **Push notifications** for live updates on the day.

FLOCK'S EXPERT TIP

Before you send a single invitation, **map your guest journey** from invite to follow-up.

Write down every message a guest will receive and on which channel. This way, you can **easily spot gaps and overlaps**.



How Flock Helps

* Custom mobile event app

A [branded app](#) with over 20 integrated features, including the agenda, speakers, maps, documents, networking and push notifications.

The app updates in real time, so guests always have the latest information, and it replaces printed materials at your event.

* PWA option with no download necessary

The Flock PWA gives guests the programme, speaker and sponsor profiles, venue maps and event documents straight from their browser.

They can open it with a web link or QR code, and it carries your branding.

* WhatsApp for events

Send invitations, confirmations, QR code tickets and reminders through the app your guests already check most.

[WhatsApp AI agents](#) can answer common questions, share venue directions and flag room changes, so your team spends less time on repetitive queries.



Getting Event Data and Measurement Right

Without data, you **can't show what worked**, defend your budget or improve next time.

With it, every event becomes evidence for the next one.

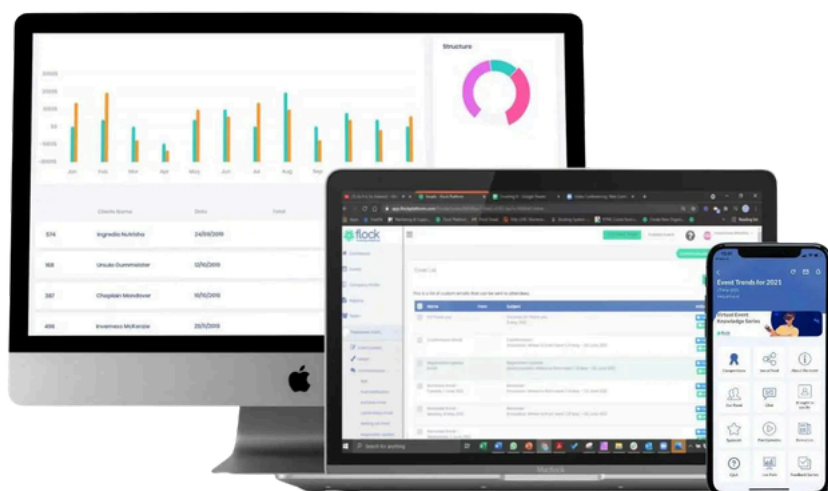
Here's what our experts recommend to help you get it right.

► Decide what success looks like before you plan

Pick three to five measures that **match your event's purpose**, and agree on them with your stakeholders upfront. For example:

- Attendance and leads.
- Session attendance and session ratings.
- Turnout and guest feedback.
- CPD certificates issued.

When **everyone agrees on the goal at the start**, the end-of-event report has a clear purpose.



► Track the whole journey

Track guest behaviour through every stage: from invitations sent to session attendance and feedback.

Comparing RSVPs with check-ins gives you your show-up rate, one of the most useful numbers you can track.

You should also **capture feedback while it's fresh**. A quick rating after each session beats a long survey a week later.

► Turn the data into a report people will actually read

A spreadsheet full of numbers is rarely an interesting read. **Start with a one-page summary** that answers the key question: did we meet our goals?

Then **add the supporting detail**, a few clear visuals and two or three recommendations for next time.

A **good report can also become marketing content** for your next event.

► Handle attendee data responsibly

Collect only the data that you really need, and tell guests how you will use it. Ask for permission before adding anyone to marketing lists.

Keep the data in one secure place rather than in spreadsheets on several laptops, and don't keep it longer than you need.



How Flock Helps

* Real-time attendance tracking

QR code check-in shows who has arrived in real time. For virtual and hybrid sessions, detailed stream viewer reports track login times and viewing duration.

* Attendance dashboards

Registrations, RSVP activity and attendance trends, [all in one view](#). See live event performance and make decisions while there's still time to act.

* Session ratings

Collect ratings and feedback for each session through tablets or digital links, using rating forms you can customise. These help you measure speaker and session performance and provide useful material for reports.

* Post-event analytics

Reports cover app downloads, top-performing content, speaker ratings, Q&A interactivity and sponsor banner views. Attendance data can also automatically generate branded CPD and attendance certificates.



FLOCK'S EXPERT TIP

Build your report template **before the event**, not after.

When you know which numbers will go in it, you'll know exactly what to track on the day.



Getting Automation and Tech Right

Event tech stacks have grown messy. Many organisers juggle a form builder, a spreadsheet, an email tool, payment links and a separate check-in system.

In 2027, **the winners have fewer tools doing more of the work.** Here's what that looks like in practice.

► Audit your current stack

List every tool you use across one event, from invitation to final report. Then ask three questions:

- Where does our guest data live?
- How many times do we copy it between places?
- How many logins does the team need?

The **answers will show you where time and accuracy are leaking** away.

► Automate the repetitive work

If you do the same task the same way at every event, **it can be automated.** These tasks include:

- RSVP confirmations.
- Reminders and tickets.
- Documents and attendance certificates.



► Use AI for drafting and prep

AI tools can be a handy assistant. It can:

- Draft invitation copy, session descriptions, and FAQs.
- Create social posts.
- Summarise a pile of feedback in minutes.

But decisions about budget, guest priorities and sensitive messages **still need a human.** Always check AI output for accuracy.

► Pick tools your team will actually use

The best platform is the one your team opens without groaning.

Ease of use matters more than a long list of features. Before you commit, ask for a demo with the people who'll use the tool every day.

Remember to check what support you'll get when something goes wrong on event day, too.



How Flock Helps

* RSVP platform

[Create branded invitations](#) and registration pages, manage your guest list and send automated email and SMS reminders, all from one place.

You can even automatically attach personalised tickets and documents to each guest's email.

* Payments via Stripe, PayFast, Yoco, and NetCash

Sell multiple ticket types and automatically generate quotes and invoices.

Flock integrates with the payment provider you already use, so you keep full control of your event funds.

* One platform from invitation to report

Once guests RSVP, they appear in your custom branded event app, check-in system, and reports.

No copying or re-uploading. Flock also has a team behind the software, so help is there when you need it.



FLOCK'S EXPERT TIP

If you've copied and pasted the same information twice, **stop and automate it.** Your future self (and your guest list) will thank you.



Getting Onsite Management Right

The **first impression of your event** no longer happens at the keynote. It happens at the door.

Guests who breezed through online registration **expect the same ease when they arrive**, and they quickly notice a long queue.

A smooth check-in puts guests in a good mood and gets sessions started on time, ensuring your event is memorable.

► Plan check-in like a session

Check-in is the one session every guest attends, so plan it with the same care.

- Work out when most guests will arrive, and staff up for that peak.
- Set up separate lanes for VIPs, speakers and walk-ins.
- Send each guest a QR code ahead of time, with a reminder on the morning of the event.

Remember to test your equipment and Wi-Fi before the doors open, instead of after.



► Prepare for walk-ins

Walk-ins will happen: plus-ones, colleagues sent in someone's place, or even guests who forgot to RSVP.

Decide your policy before the day. Will you accept them? Who approves?

Give walk-ins their own desk so they don't slow down pre-registered guests. Capture their details properly too, so your data stays complete.

► Get badges and seating right ahead of time

Set a firm cut-off for guest list changes, then print badges for confirmed guests ahead of time.

Keep a printer on hand for late changes and walk-ins. Make names large enough to read from a few steps away, and use colour to show guest type.

For seated events, assign VIPs and hosts first, then fill the rest.

Keep the seating plan in a format you can update on the day, because last-minute changes are part of the job.

► Watch attendance live

Knowing who has arrived helps you **make better calls on the day.**

Live attendance shows you when to start, which VIPs still need a call, and which empty seats you can release.

It also **feeds straight into your post-event report.**



How Flock Helps

* Onsite RSVP platform

QR code check-in, badge printing, walk-in management and real-time attendance tracking, **all linked to the same guest list** you built online.

* Table seating

Create tables, assign guests and manage VIPs and hosted guests within the Flock platform. When plans change, you can **update seating quickly**.

On-site staff can **search for any guest and find their table straight away**, which means no more printed spreadsheets.

* Flock's team on the ground

Software is only half of your event's story.

Flock's team can support you on-site or remotely, so you have experienced hands at the door when it matters most.



FLOCK'S EXPERT TIP

Do a dry run of check-in the day before. Scan a test QR code, print a test badge and look up a guest's table.

Ten minutes of practice can save an hour of stress.



2027 Event Planning Checklist

Great events don't happen by accident.

Use this checklist to keep your planning on track, from today until the final report.

Tick as you go, and share it with your team so everyone knows what's coming.



Before the year ends

- ☐ **Review your 2026 events:** What worked and what didn't?
- ☐ **Agree on 2027 goals** and success measures with your stakeholders.
- ☐ **Map out your 2027 event calendar**, marking your busiest months.
- ☐ **Book a 2027 planning session** with your team.

January to February

- ☐ **Choose your event platform** and book a demo.
- ☐ **Build your templates**, including invitations, reminders, and reports.
- ☐ **Set up automations** for repetitive processes.
- ☐ **Agree on your data process:** What do you collect, how do you ask for consent, where is it stored and how long do you keep it?
- ☐ **Map your guest journey** from start to finish.
- ☐ **Set your policies** for walk-ins and check-in.

Six or more weeks out

- ☐ **Launch your registration page** and send invitations.
- ☐ **Create** your custom branded app.
- ☐ **Set up ticketing and payments** for paid events.
- ☐ **Group guests by type** such as VIPs, speakers, and sponsors.
- ☐ **Confirm on-site needs:** Check-in, badge printing, seating, and staff.



Four weeks out

- ☐ **Load your app content:** Agenda, speakers, maps and documents.
- ☐ **List** your app.
- ☐ **Schedule reminders** for a week and a day before the event.
- ☐ **Start your seating plan** and follow up on outstanding RSVPs.

In the week of your event

- ☐ **Close guest list changes** and print badges for confirmed guests.
- ☐ **Send QR codes** and final event details.
- ☐ **Finalise** your seating plan.
- ☐ **Brief** your on-site team.
- ☐ **Do a check-in dry run:** Scan a QR code, print a badge and find a table.

On the day of the event

- ☐ **Send a morning reminder** with each guest's QR code.
- ☐ **Open check-in lanes**, with equipment and Wi-Fi tested.
- ☐ **Watch attendance live** and follow up with any missing VIPs.
- ☐ **Use push notifications** for room changes and live updates.
- ☐ **Collect session ratings** while feedback is fresh.



After the event

- ☐ **Send a thank-you message** with a short feedback survey.
- ☐ **Issue CPD and attendance certificates** where needed.
- ☐ **Compare RSVPs with check-ins** to work out your show-up rate.
- ☐ **Build your report** against the goals you set at the start.
- ☐ **Note three lessons** for your next event.
- ☐ **Delete any guest data** you no longer need.

[Download the checklist](#)



Deliver Unforgettable Events with Confidence

The **events that stand out next year** will be the ones that feel personal, run smoothly, and deliver on what they promise.

You don't need to tackle every shift at once, so **pick the one that matters most** to your events and work through the checklist.

Flock brings invitations, registration, your event app, check-in and reports together on one platform, with **a team behind it that knows events inside out.**

Let's make 2027 your **best year of events** yet!

[Book a Demo](#)

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