

## **ABSTRACT**

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This thesis connects the influence of experience economy and ICT on event industry in a research of use of technology in optimization of attendee's event experience. By combining primary and secondary literature with qualitative research we come to conclusions that an optimal event experience is complex assemblage of affective, cognitive and conative aspects, we prove the benefits of event technology as one of the means to achieving this copious experience and identify concrete methods how to use technology for this purpose.