

How AI Search & Web Crawling Transform the Event Experience

Events aren't just moments in time. They're powerful engagement engines that shape the member journey before, during, and after the event. Higher Logic's latest AI Search, web crawler, event tools, and gamification features work together to make every touchpoint smarter, smoother, and more personalised. This guide breaks down the key capabilities and how associations can use them to elevate their events.



Event Manager: A Central Hub for a Seamless Experience

Higher Logic's Event Manager feature centralises your event operations, from session and speaker setup through to calendar publishing, registration/payment, and attendee communications. Its integrated calendar allows users to view, add, edit, and search for events within their community environment. With pre-built email templates and payment processor integrations, the tool streamlines admin workload and gives attendees a clear, consistent hub for the whole event lifecycle.



AI Search: A Smarter Way to Navigate Your Event & Community

AI Search delivers faster, more personalised discovery by guiding attendees to the most relevant sessions, resources, and discussions based on their interests. It removes the need to hunt for information and helps participants feel more confident and prepared, setting the stage for stronger engagement from the outset.



Web Crawling: Keep Content Accurate, Dynamic & Centralised

With event content constantly changing, the web crawler ensures everything stays accurate and easy to find. It automatically updates and centralises information—from schedules to resources—so attendees always have the most current details. This reduces manual updating for staff and gives participants a consistently reliable experience.



Engagement Tools & Gamification: Make Participation Fun

Higher Logic's Gamification features offer out-of-the-box automation to reward member participation via ribbons, badges and leaderboards. Members can view what they've earned on their profile, encouraging them to engage more deeply, interact during sessions and stay active with the community afterwards.



Beyond the Event: Lasting Engagement

By utilising these tools before the event to help attendees prepare, during the event to drive participation, and after the event to sustain momentum, associations can turn every event into a long-term engagement opportunity. This unified approach supports stronger member relationships, more meaningful experiences and clearer return on investment.

If you'd like to explore how these capabilities can be tailored to your organisation's goals, the Higher Logic team is here to help.