

TRENDS FORECAST

6 CRITICAL TRENDS IN EVENT EXPERIENCES

Want to make more impact with your next event experience. Consider these key trends:

1. SMALL, SHORT GATHERINGS.

Fewer people, less on-stage content, more conversations. Hyper local events bring together smaller groups of people for intimate, intense conversation.

2. MIXING LIVE, VIRTUAL AND HYBRID.

Organizations see a role for each "type" of event. Live events are ideal for delivering experiences and connection. Virtual events can be held more frequently. Hybrid events provides more reach and are accessible for most.

3. PURPOSEFUL NETWORKING.

Connective technology tools are replacing traditional receptions with networking that help people connect on topics that matter to them, making the entire experience more meaningful.

4. PERSISTENT CONTENT.

Record and reuse content for use after the event as a way to keep the audience engaged and interested. Bonus – Record additional content from speakers to use across ancillary platforms like TikTok, LinkedIn, or even a podcast series.

5. ACCESSIBLE, USEFUL TECHNOLOGY.

Augmented and virtual reality are increasingly common, affordable, and useful. Consider unique ways to integrate them into wayfinding and networking.

6. REAL SUSTAINABILITY.

As more organizations get serious about sustainability, they look to events that can leave communities better off than when they arrived. From catering to virtual settings, consider how to build sustainability in from day one.

