

10 Event Trends for 2019

#transformation

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INTRODUCTION



Julius Solaris
EventMB Editor

I am very glad to welcome you to the 8th edition of our annual event trends. This is going to be a different one.

One element that made our event trends stand out from the thousands of reports and articles on the topic is that we don't care about pleasing companies, pundits, suppliers, star planners and the likes. Our only focus is you, the reader, to help you navigate through very uncertain times.

This is why I decided to bring back this report, by far the most popular in the industry, to its roots. 10 trends that will actually materialize between now and November 2019, when we will publish edition number nine.

I feel you have a lot going on, with your events I mean.

F&B, room blocks, sponsorship, marketing security, technology. I think I failed you in previous editions. I think I gave you too much. This report will be the most concise and strategic piece of content you will need for next year.

If you don't read anything else this year, it's fine. As long as you read the next few words.

How did I come up with these trends?

- As part of *[this report](#)*, we reviewed 350 events. Some of the most successful worldwide.
- Last year we started a *[community](#)* with a year-long trend watch. That helped us to constantly research new things happening in the industry.
- We have reviewed north of 300 event technology solutions for our *[reports](#)*, *[case studies](#)* and *[reviews](#)*.
- We ran two invite-only *[events](#)* last year. As part of the selection process, I interviewed, by phone, 150 event planners and marketers in North America, asking them about what is challenging them.
- Whenever you subscribe to EventMB - the editorial engine behind this report - you get a chance to share what your biggest challenge is. I've replied to over 1,000 messages last year alone. That gave us unprecedented insights into what really matters.

What's in it for you?

- Get a strategic roadmap. Your role has become too important to sail by sight. Maybe you did not sign up for this, but as Coldplay says, nobody said it was easy. You need strategic insight to stay afloat. If you want more business, more attendees and a faster career progression, you cannot achieve this without research-backed insight.
- Protect your event. Next year will be the year when months and months of planning will be wasted for a silly mistake. The risk of this scenario materializing is higher than ever as more elements enter the event planning mix. New skills, new threats, new needs we are simply not used too. The risk of ending up in the media due to poor choices is higher than ever. We will tell you what these risks are.
- Easily digest our content. We have a new schematic structure for our trends. Fewer words, more insight and a clear path to action. Great trends without an action plan are just a waste of time.

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Is Experience Design DEAD?

Designing purposefully-staged experiences is no longer the leading innovation in event design. The question is, what's next?

It's time for the next phase of human gathering evolution.

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TRANSFORMATION

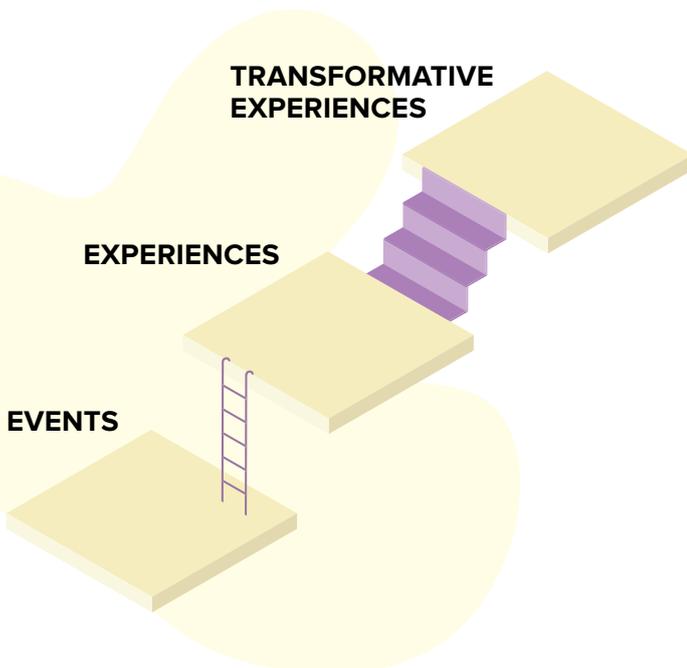
This is the theme of 2019.

2018 was the year when events became experiences. 2019 is the year when we start grasping how to deliver memorable experiences.

Joe Pine, who co-authored the Experience Economy over 20 years ago, discusses how *transformation is the outcome* we should strive for in experiences that make an impact.

As a result, events are quickly evolving, faster than ever, thanks to the attention of marketing budgets, ditching many tools in favor of face to face.

Here is how events are evolving:



In essence, if there is no change in those attending or in general having stakes in your events, you are failing.

If your experiences foster change in those participating, you are winning.

This is a tough predicament for events, limited in time by nature and intangible in their essence. Event professionals have a tough challenge, but one with the largest potential for disruption in the current economy.

The task at hand is to align, align, align.

Successful events in 2019 will deliver a coherent story at every stage of the planning process. This means that your website will need to deliver the same experience as your actual event. It means that your venue has to be the perfect container of your plan and that the city where you host your event has to be the perfect scenario to make your message resonate. It means that the performers you selected for your event need to be aligned on your brief and deliver for the higher purpose of the event.

Speaking of purpose, events without a clear purpose will struggle to deliver transformative experiences. They will be fun events nobody wants to go to. Events without purpose will incur in the *'been there, done that'* feedback.

Not because attendees or sponsors want something new. They, in fact, want change. Powerful, high involvement experiences that deliver change. Time and budgets are limited. We cannot afford to waste them on events that do not deliver.

The following 10 trends will help you to deliver transformative experiences next year. They range from marketing to technology, venue and destination selection, meeting design, and sponsorship.

We've summed up the most relevant and recurrent in our research so that you can confidently embrace 2019 and the challenges associated with it.



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10



PASSIVE ENGAGEMENT

Passive engagement refers to the lack of active involvement from attendees to engage with different aspects of the event. Especially when it comes to the use of technology at events; asking attendees to search through countless screens in an app for very specific and relevant information will negatively affect the experience.

Events are fast paced. Spending 2 to 3 minutes during an eight-hour event feels like an eternity. There is no time to wait for a technology that does not deliver the most relevant information in the fastest fashion.

Passive engagement refers to all those techniques and tools aimed at engaging without any action required by the attendee. In event technology, a practical application of passive engagements is the use of RFID, NFC or beacon technology to engage attendees without any action needed.

SUPPORT RESEARCH AND DATA

We are facing consumers that expect and need their questions answered in the best way possible, but most of all the fastest way. Google

reports that the searches for 'open now' grew by 300% in the last year, and the searches for 'wait times' grew by 120% in two years.

It is safe to assume that this pressure is even more impellent in an event scenario where time is limited and information is overwhelming.

WHY IT MATTERS

Attendees will feel a general sense of frustration when they are not able to either interact with the event or ask information about the event through technology. The current technology stack that is available to live experience and event professionals is somewhat limited and tied to perfectly functioning infrastructure (Wifi), which oftentimes fails.

Helping attendees to engage or to inquire without having to go through countless screens or to navigate complex navigation tools can quickly elevate the experience of the event.

Engagement = involvement = change.

This is a powerful equation.

PASSIVE ENGAGEMENT

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HOW TO IMPLEMENT IT

1. Adopt meeting design practices that focus on engagement first. Choosing a room layout that stimulates interaction, puts attendees in an environment where sharing is inevitable.
2. Choose a destination that has engagement elements built in. It will save your budget and time. You can rely, for example, on the entertainment of Las Vegas or Orlando to highly engage your attendees, or the adrenaline of the outdoors in Cape Town or Auckland to drench your attendees in an engaging activity.
3. Choose technology that delivers what attendees need. Fast. Chatbots deliver information quickly if they are correctly set up. They require a fraction of the time investment.
4. Utilize RFID/NFC bracelets to allow attendees to deliver engagement through LED lights at large events. Attendees become part of the light experience without being involved.
5. Choose smart badges over regular print badges. The wealth of data available to sponsors will be massive and more convenient than the awkward 'let me scan your badge' moment.

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Transformational experiences need to have a plan to deliver change. Change cannot be left to serendipity. Thinking perhaps your attendees will meet someone meaningful or that a sponsor might get some business out of your event is a recipe for failure.

Content is usually the vehicle through which change happens. In a conference, for example, the largest chunk of your content is your program, this is where we fail attendees and stakeholders constantly.

Our analysis tells us that events investing heavily in content design have better results. The usual formula of keynote/breakout, multi-day, opening/closing session, thousands of sessions split into tracks doesn't work.

A transformative experience has a story plot with a beginning, a middle and an end. Participants need to be able to envision the stages of change they will go through in the content of your event. That also includes the social program, the activities, the venue, and the destination.

SUPPORT RESEARCH AND DATA

72% of 350 events researched designed their content with a progression in mind and delivered a potential outcome for the event. Prospective and actual attendees experience the change that will happen or is happening at the event through a carefully planned story.

WHY IT MATTERS

If I cannot envision the change your event will bring along, I won't attend, sponsor or approve my team to attend your event. The mission has to be carried out in practice through the schedule of the conference, activation, trade show, festival, corporate retreat, team building activity, office holiday party, you name it.

As someone planning to invest my time and money in your event, you need to show me in practice how I will be more educated, entertained, connected, engaged and informed than before.

CONTENT DESIGN

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HOW TO IMPLEMENT IT

1. Using storytelling in content design is one of the most effective ways to show your attendees 'what could be' if they attend. One of the most successful frameworks in business is the hero journey adapted by Nancy Duarte in many books; above all *Resonate*.
2. Giving purpose to each stage of your program helps attendees realize how they will change through the experience. This is what Tony Robbins does in his Date With Destiny, the event at the center of the Netflix documentary 'I Am Not Your Guru'. It's a 6-day event with a 'Relationship Day', and an 'Integration Day' among others that clearly communicate what the outcome of the day will be.
3. Another great example of content design that delivers a clear picture of the expected change is to create a different ticket or registration options based on the desired outcome of your attendees. An education pass for those willing to learn, a party-only pass for those who want to have fun, a trade show option for those willing to do business, a meet and greet option for those desiring to get up close with your performers. Segmenting the ticket based on individual outcomes is a powerful example of content design.

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SEATING MATTERS



A transformative experience is one that delivers on the needs of all those attending. It respects different backgrounds and different needs. It actually displays leadership in catering and respects all participants.

This is a trend sparked by one article that gained a lot of traction in several planners communities, *[Dear Conference Organizers: You're Doing Chairs Wrong](#)*. It raises some excellent points about female presenters wrestling with their corporate outfits (often dresses) and issues with stage furniture and microphone battery packs.

The current seating practice is in favor of minimalistic sets and funky furniture such as high bar stools, director's chairs, and low/soft sofas, or even unusual, eye-catching statement pieces such as bikes or swing chairs.

As well as being difficult to get into and out of this furniture elegantly, it can be difficult for speakers to focus on the discussion when they are worried about their dress riding up, accidentally flashing the audience or showing too much leg. Tricky furniture can be difficult for anyone wearing a skirt but, of course, it can also cause issues or embarrassment for those that are short, plus-sized, or have a

disability and face seating options that are unworkable or difficult for them.

SUPPORT RESEARCH AND DATA

This is a new issue voiced by many event professionals in many communities. Yet, the data supporting the rise of such trends is the generational switch in the attendee population. As younger generations attend more events, they have a much deeper conception of diversity and inclusion. One that is not simply made of nice words, but one that is shown in *[practice](#)*.

WHY IT MATTERS

As anticipated at the beginning of this report, respect for diversity is one of the new requirements of successful events. Saying that you care is not enough. It has to be shown with leadership and attention to details.

If a speaker is made uncomfortable by a poor seat choice, attendees will notice and voice their dissent quite vocally on social networks. You could look at it as a risk to be exposed and ridiculed. You can look at it as that tiny detail that makes all of your hard work irrelevant. You can maybe look at it as an opportunity to innovate, lead and bring change to the industry.

SEATING MATTERS

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HOW TO IMPLEMENT IT

1. Create a diversity policy that takes into consideration diversity of all types and addresses seating in panels as part of it.
2. Work with suppliers that embrace your vision. Make it clear during the selection stage.
3. Brief speakers on the conference set and furniture in advance, so they can raise any concerns, advise of any special requests or dress accordingly.
4. Use strategically placed non-transparent tables or cubes, flowers or plants, standing panels or old school clothed tables to protect the modesty of the speakers.

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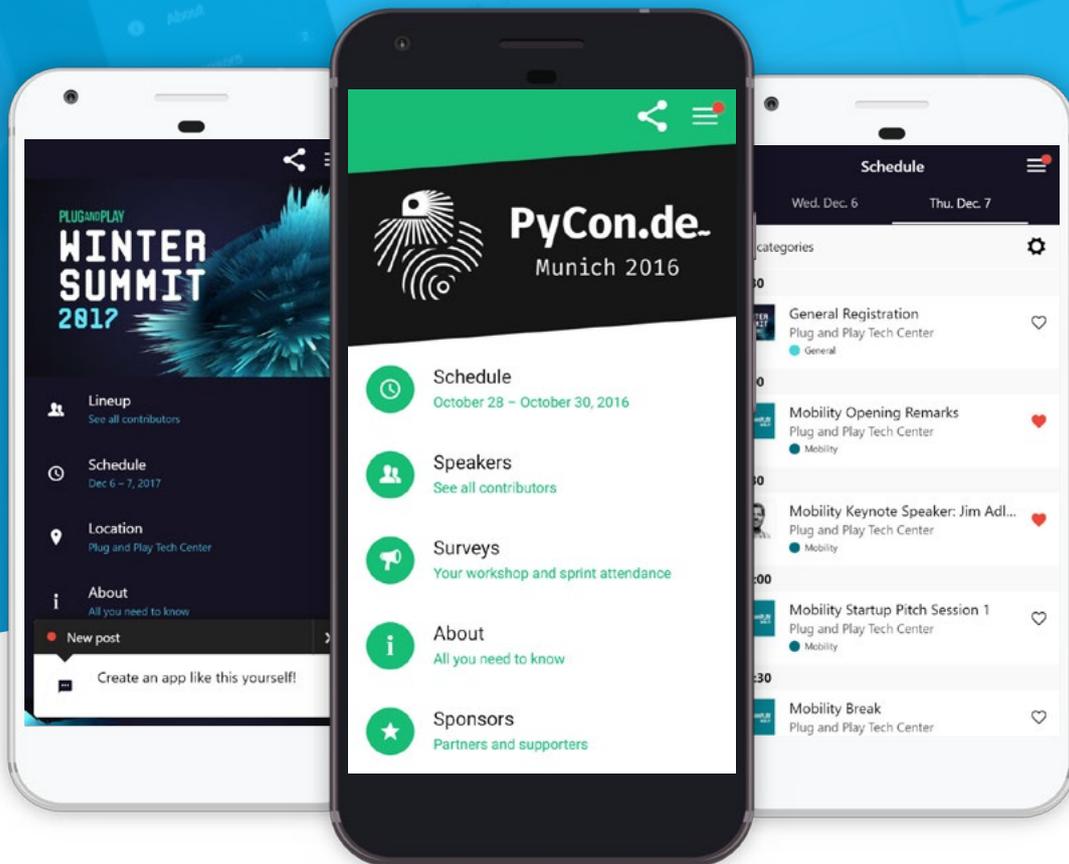


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7

JOMO THE JOY OF MISSING OUT



A few years ago, we were the first to talk about the implications of FOMO, the fear of missing out, for the event industry. Especially for its application on social media for marketing purposes.

What about when we are at an event? A typical scenario at a business event includes the need to learn, to meet new people, to do business, to sell, to buy, to have fun, to share on social networks and to visit the hosting city, just to name a few. There is a lot going on. Too much.

Burnout at events is a reality. JOMO or the joy of missing out refers to the practice of giving participants the opportunity to disconnect from the hustle of the event. This has led to the rise of areas where attendees can unplug from the event information overload and slowly process what is happening to them or reconnect, even briefly, to the world they left behind them.

Whether it is to recharge phone or body batteries, JOMO is about inviting attendees to unplug during the event in order to process all the information gathered or to simply take a break for meditation or catch up with work. The fear of missing out while at an event is substantial, especially with business audiences. JOMO is about giving guilt-free program breaks or areas to participants so that they can swiftly reconnect with the

outside world and come back to the show in an energized fashion.

SUPPORT RESEARCH AND DATA

Our analysis shows that in a large environment, such as a trade show, there is an average of 120 sessions to attend, 10 to 15 satellite events and many miles to be walked.

Information overload - which is just a segment of the negative implications of attending events, combined with physical fatigue, dehydration, alcohol consumption, and poor nutrition - often leads to *analysis paralysis*; the inability to take action. Hence no change.

WHY IT MATTERS

We cannot afford attendees experiencing analysis paralysis and the subsequent inability to change. Loading up our participants with information, stress, infinite walking and partying will negatively affect their capacity to bring change along.

Not giving attendees the ability to unload what they are learning, who they are meeting and the stress they are accumulating will inevitably compromise the outcome of most events.

The credence that an immersive experience has to be 'always on' has gone. Energized attendees are more responsive, engaged and empathetic with the event..

JOMO THE JOY OF MISSING OUT

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HOW TO IMPLEMENT IT

1. Consider the physical setting, provide quieter seated areas and comfortable lounges with no WiFi connectivity where people can have deeper conversations or simply recharge.
2. Brief the facilitator to give clear rules about disconnecting and advise that phones should be put away so participants can get the most from the content and be fully focused during key parts of the program.
3. Build in time for offline reflection within the event program. For example, participatory activities, partner work and small group work exercises that are focused on sharing and the exchange of ideas with peers (not screen-based).
4. The event lounge concept has been very well implemented with some low-level event involvement by having a TV screen streaming the event. Think airport lounges applied to events.

6

BETTER SAFE THAN SORRY

Security has been an overarching trend for the industry over the past 5 years. When we think security, we think terror attacks and mass shootings. Quite rightly so. This cannot be a trend anymore. It is a mandatory part of the event planning process for all events.

What is unfortunately trending is another aspect of security which is often overlooked by even the most experienced event professionals. Tech security. It is not an exaggeration to say that event professionals can be tech-resistant. Which is absolutely justified. We chose to work in this industry because we love face-to-face, not technology.

Yet the 2019 event faces a massive problem, how can we scale without tech? The answer is that it is impossible to grow an event or be more efficient without the help of technology. This is why the industry has gradually moved towards event tech adoption. With adoption comes problems. Just in the past few months, we have heard about breaches in major ticketing platforms, event apps potentially accessible by anyone with bad intentions, hotel chains hacked and subsequent data theft.

Safety and, more specifically, brand safety for your event or event business is a primary concern in 2019.

SUPPORT RESEARCH AND DATA

We counted eight major breaches or exposed data in the last year alone involving event technology or hotel technology, oftentimes used by groups at events. Hundreds of thousands of sensitive data have been stolen or exposed.

Deloitte says that there is an 80% chance of a company losing at least 20% of its value due to a crisis in reputation. This was in 2014. These numbers will go up for our industry, where it seems many of the attacks are focusing.

WHY IT MATTERS

These breaches happened in all cases within supplier technology. As a result of the breach of data exploit, the event was all over the media, not the supplier. This is a major problem we now face for our brand.

Poor technology selection or lack of proper risk coverage for breaches will inevitably port the damage to planners, rather than suppliers. The event industry media and associations have done a very poor job (with a few exceptions) in reporting these stories. At the end of the day, there is no bigger story than this when it comes to the event industry. Therefore you have been left in the wild with very poor information and tools to face the single issue that can disrupt your projects next year.

BETTER SAFE THAN SORRY

HOW TO FIX THE SECURITY PROBLEM

1. There is no excuse for not vetting your suppliers in depth. Ask in-depth questions, require references and proof of compliance.
2. Start vetting your existing suppliers, unless you checked their credentials in-depth at time of selection.
3. Pay attention to details (WiFi, USBs, social media use by staff). There is no flexibility allowed when it comes to securing physical technology.
4. Check that the venue hosting you or the hotel with your room block has all the measures in place to protect you from liability in case of a breach.
5. Avoid DIY event technology at all costs. Also, beware of new startups that handle data. Steer clear if they don't have all the measures in place to secure your data and insurance to cover potential breaches, and prefer new tools over less sensible operations.



Our research speaks loud and clear, event professionals struggle with sponsorship. If you plan corporate events, don't skip this section. Sponsorship means your boss or management buy-in for your programs. Did I capture your attention?

There is one overarching trend in terms of effective event sponsorship, value. This trend signifies different things for different events, but we can sum it up as follows. Effective sponsorship programs are:

CREATIVE. The usual banners don't cut it anymore. Finding new ways to deliver a sponsor message is hot. This is what brands want; a sponsorship moment that attendees will deliver on social media with pride, happiness, involvement, or as we like to call it, engagement.

ALIGNED. Effective sponsorship programs deliver on the objectives of the client. If you don't know the objectives of your client because you sent a 12-page document for them to make their decision, you can appreciate the value of having this conversation.

TANGIBLE. The event industry has professed the lie of exposure for too long. This is one

element that sponsors feel very strongly about, especially as more marketers move to face-to-face and start comparing results with channels such as online advertising.

SUPPORT RESEARCH AND DATA

EventMB *research* says that 53% of event professionals struggle to sell sponsorship. 43% are unable to prove the return on investment to sponsors.

These two stats alone are enough to signal a growing tendency in our industry requiring more accountability for the money spent on events. Every activity is tangible online. We are flooded by an unprecedented amount of data about marketing activities. Events have to be able to deliver a similar level of tangibility.

WHY IT MATTERS

Most events cannot survive without sponsorship. Face-to-face is extremely effective when it comes to marketing. Yet, planners have the hard task to make what is a very large investment tangible. Lack of tangibility or aligned sponsorship opportunities will result in sponsors navigating away, jeopardizing your success.

CAT SPONSORSHIP

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HOW TO IMPLEMENT IT

1. Offer a la carte options for your sponsorship package. More and more brands prefer to pick and choose, rather than being cornered in bronze packages.
2. Discuss objectives with your prospective sponsors. Come up with proposals that deliver on these objectives. As a general rule, preparing sponsorship packages that deliver on different marketing needs (awareness, traffic, impressions, and leads) is always wise.
3. Add layers of technology to deliver more tangible reporting. Use smart mats, RFID or beacons to capture footfall movement on the show floor.
4. VR (virtual reality) and AR (augmented reality) have their most effective application in sponsorship activations. Suggest it as an option to sponsors that want to help attendees experience their product.

4

SLOW TICKETING



Traditionally, a large sporting event, festival or, more recently, a conference has been defined an incredible success when tickets sell out fast. You can replace ticket sales with registration if you work with corporate events.

Everybody is amazed by sell-outs that happen in minutes.

Well, it seems that we may have got it all wrong, and Taylor Swift showed up to tell us how it really works. The recent announcement of her Reputation Tour will be remembered as the most successful tour announcement that didn't sell out. The tour is anticipated to sell in excess of \$450M. The highest grossing tour in history.

Effectively, Taylor Swift is giving us a lesson in demand management. In a textbook course of action that reminds us of the Blue Ocean Shift book, she introduced a Verified Fan platform to give tickets to hardcore fans, charging more and canceling the myriad of scalpers ready to take advantage.

In a market where early birds are still the preferred marketing tactic, we should really ask ourselves why saving money is still the

strongest marketing message. Increasing value should be the objective and getting attendees to pay more, rather than less, should be the desired outcome.

SUPPORT RESEARCH AND DATA

Taylor Swift is on track to hit \$300M in gross sales. She is adding more dates. She is not alone. The rapper Jay-Z is reported to have recently cleared \$50 million in profit thanks to a slow ticketing strategy. Despite facing criticism for not selling out, the numbers are hard to argue with.

WHY IT MATTERS

Going down on price is not a sustainable business strategy. Continuously discounting tickets in the form of early birds is a tactic that may work in the short term but really does not deliver brand equity to any event.

Slow ticketing is about cleverly managing demand and creating opportunities for upselling rather than discounting. We discussed these in detail last year when we highlighted the trend of many events offering experience packages rather than discounts.

SLOW TICKETING

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HOW TO IMPLEMENT IT

1. Are you creating different levels of pricing that help you to manage demand more organically over time?
2. Are you able to give priority to those that are willing to spend more or those that are your key stakeholders?
3. Can you create opportunities to upsell current ticketing?
4. Can you substitute your early bird strategy with a late bird strategy that takes into account the whole pre-event lifecycle and maximizes your profits?

READY TO BLOCKCHAIN

3

It seems that times are mature enough for the rise of blockchain in the event industry. This is particularly true for ticketing and registration.

Two main issues; security and demand management.

The *blockchain model* is very powerful for events, potentially disruptive.

SUPPORT RESEARCH AND DATA

69% of banks are experimenting with blockchain technology. There is a reported **30%** saving in implementing a blockchain structure for financial institutions.

WHY IT MATTERS

Having a negative ticketing experience will inevitably affect the experience. Being sold a ticket at five times the price will impact the experience. Having a ticketing platform crash because of too many requests to the server will negatively affect the experience

Blockchain makes transactions more secure. By decentralizing transactions, it reduces the risk of breaches. This is especially important

in our industry for trend number six. Watch out though, as risks are not reduced to zero. There will still be a potential for breach, but the complexity of the model makes it less practical.

Blockchain handles large ticket demand more conveniently.

Blockchain kills scalping. If you are affected by scalping, this could be a permanent solution as the ticket price stays with the ticket forever and cannot be altered.

COMPANIE TO WATCH

For this section, your action is to get in touch and understand the opportunities of blockchain for your event.

Secutix - <https://www.secutix.com/>

Aventus - <https://ventus.io/>

Crypto Tickets - <https://crypto.tickets>

Guts - <https://guts.tickets/>

2



MARKETING BUDGETS SHIFTING MORE TO EVENTS

In 2019, our industry will not be made purely of event professionals. Marketing professionals are joining the party, with an incredible amount of opportunities and some risks.

What started last year as an attention to experiences is opening the amazing world of events to marketing departments around the world. With the demise of social networks and the decreased organic opportunities in social media, marketers are looking at face-to-face as the most effective channel to deliver brand engagement.

Compared to 10 years ago, running a series of events is definitely more affordable and more measurable. The convergence of martech and eventtech is also highlighting how live experiences deliver on clear business opportunities.

Transformative experiences are especially needed with brand interactions where trillions have been spent on advertising and the 'seen

that, been there' element is strong.

SUPPORT RESEARCH AND DATA

Reuters reported in July 2018 that large event planning companies were benefiting from a shift in marketing budgets towards events.

PWC reports that 65% of consumers signal that a positive experience with a brand is more valuable than great advertising.

WHY IT MATTERS

It is great that marketers finally understand the power of events. The thing is that they will need help to deliver great experiences. Event professionals are uniquely positioned to capitalize on this unprecedented opportunity.

Yet, a strong business acumen is needed. Also, a strategic perception of what matters in marketing is needed to capitalize on growing budgets available to the industry.

MARKETING BUDGETS SHIFTING MORE TO EVENTS

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HOW TO TAKE ADVANTAGE

1. Think strategically rather than exceptionally. Event professionals are becoming live experience strategists. This is what is needed to gain marketing dollars from brands, in desperate need of meaningful interactions.
2. Improve your marketing knowledge. Understanding the core concepts of marketing is key to be able to work with marketers.
3. Improve your sponsorship packages. CAT sponsorships are the getaway to obtain more marketing budgets.

MORE THAN PLANNERS



There is no change without awareness. This is without any doubt the most significant trend impacting you, and event professionals from around the world.

Masters of live experiences, able to handle incredible stress, always delivering on the smallest detail.

You know that already.

Awareness of our role is growing. The trend though is that we are becoming, as a group, more vocal about things that we don't like.

I still remember the amount of negativity we received when we published, way ahead of the #metoo movement, a report about sexual harassment at academic conferences. The number of negative comments was astounding, where the essence was 'why do you create a problem that is not there?.'

What is changing is the demise of such hypocrisy. There is a group of event professionals, some very young, that do not take things for granted and combat issues at hand with force and connection.

Problems like the poor representation of women at industry events in a widely women dominated sector. Problems like sexual harassment, alcohol abuse, all white male panels, bribery and inflated commissions to win business.

As a result, spontaneous movements are popping up where traditional associations are failing to offer a platform for discussion.

These are just some of the movements changing our industry that I invite you to join:

- [*The MeetingsToo Initiative*](#)
- [*The Association of Women in Events*](#)
- [*The National Coalition of Black Meeting Planners*](#)
- [*LGBT Meeting Professionals Association*](#)

We are living the transformation happening around us in our jobs. We are becoming more aware of the power that we have, and we are voicing discontent to finally push our industry into a much-needed evolution.

ABOUT THE AUTHOR



JULIUS SOLARIS

t. Started in 2007, EventMB is the number one blog worldwide for event professionals. He is the founder of the *Event Innovation Lab*, an immersive training program for Fortune 500 companies and high-growth event teams.

He has been named one of the 25 most influential individuals in the Meeting Industry.

He is the author of over 10 books on event technology and innovation (The Eventtech Bible, The Good Event Management Software Guide, The Event App Bible, Meeting Design, The Future of Event Marketing, The Art of Venue Negotiation, the annual Event Trends Report, Social Media for Events, Engaging Events and The Venue of the Future).

ABOUT EVENTMB

Event Manager Blog is the most influential website in the meeting and event industry. It offers education, innovation, and inspiration through regular articles and industry reports.

Founded in 2007, EventMB has been widely referenced as the go-to resource for innovative event professionals wanting to learn more about trends in the event planning industry.

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