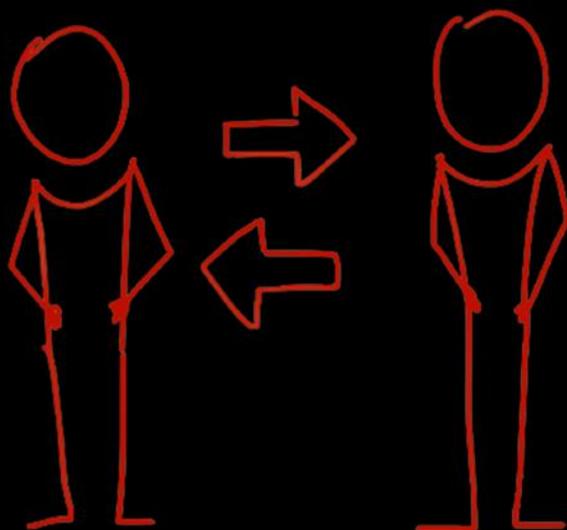
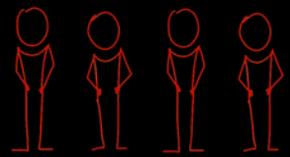


TRENDS 2022



CONTENT
PRODUCT
MOTIVATION
IMPACT



INTRODUCTION

Content, product, motivation, and impact are the four words that for more than five years have been inspiring works on the annual report presenting trends expected to dominate the upcoming months.

Several aspects make this year's edition truly exceptional.

First, its rollout will once again be held at the Events Industry Forum (Forum Branży Eventowej) whose audience has always been highly responsive to the latest trends.

Second, the region of Mazovia boasts venues, concepts and inspirations often applied by the meetings industry. This makes me even more appreciative of the fact that Mazovia came on board as our partner.

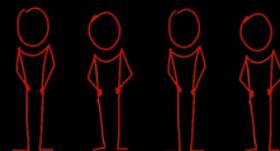
Third, we were working on the survey and the report online in four countries. Online experience also became a permanent feature accepted by the Celuch Consulting team.

Vienna, Dubai, Warsaw, Salzburg, Toruń, Zell am See, Barcelona, Kaprun and Brodnica might be very much different as regards outlook, timing and culture. However, together they provided 2022 TRENDS with its final shape making it possible to experience culture and knowledge.

Last but not least, the report is published in January 2022 and we already know that this year will involve reschedules, flexibility, and an exceptional hard-working attitude. Some players are back in the game, select ones will play the best season of their lifetime, while others still will stop yearning. For what? For whom?

I will let you answer these questions for yourself. Thinking of all the awards, distinctions and successes, try to remember when was the last time you have called someone just to hear their voice, simply to ask what was the most recent event they attended and what they remember from it. Hope to see you or talk to you soon!

Krzysztof Celuch



2022 EXPERTS



MIKOŁAJ JEŻAK



MAGDALENA FELCZAK



MAGDALENA KONDAS



OLGA NAVARRO



IZABELA STELMAŃSKA



TOMASZ PROTAZIUK



EDA ÖZDEN



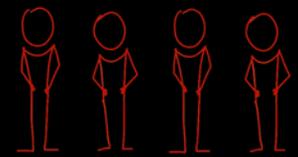
OSKAR DERYCH



WOJCIECH LISZKA



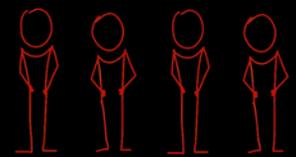
RUUD JANSSEN



1. FLEXIBLE ATTENDANCE



- More frequent virtual events and microevents
- Greater focus on smaller groups and customized content
- Shorter conferences and content on-demand
- Virtual networking and social components
- Increasingly flexible attendance options



1. FLEXIBLE ATTENDANCE

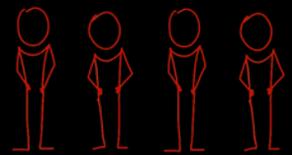
Many companies are shifting emphasis from profit to full-fledged marketing platforms. For example, in 2019 Microsoft staged a conference for 6,000 participants, who paid an attendance fee of \$2,395. According to Event Leadership Institute, in 2020 the same company held an online event drawing close to 200,000 participants. Flexible attendance involves diverse options and many possibilities, but the essence of the meeting experience remains the same or similar.

The radical growth of scope at relatively lower costs provided an impressive marketing platform that would not be possible in the case of an onsite event. While not all organisers reached similar turnout levels, going online usually enabled recognized events to boost attendance by 30%.

Remote events will not go anywhere as their easy-to-organise and profitable character facilitates the process of planning and producing major meetings.

71% of planners claim that once face-to-face events will fully recover, they will continue to apply the digital strategy and take advantage of virtual meetings.

According to a Stanford University study on a group of 16,000 employees, home working led to a 13% performance increase during a nine-month period. In addition, remote work generated capital cost savings of about \$1,400 per employee from lower office and IT costs, and reduced turnover savings by about \$260 per employee per year.



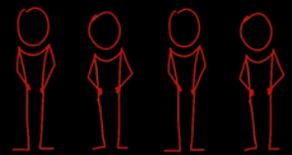
Many Silicon Valley and Fortune 500 companies, such as Shopify, Box, Quora, Basecamp, and Dropbox adopted the remote-work experience, while Facebook, Twitter, JPMorgan Chase, Deloitte, and Salesforce switched to a hybrid plan.

A story by The New York Times highlighted an internal polling at 3M showing that 87% of employees valued flexibility in where they could work.

While some major companies are willing to experiment, others still need to recognize how important the hybrid model is for their staff. In a RingCentral survey 43% of business decision makers say they want to connect more with employees and therefore wish to return to the office compared to only 16% of workers.

A lack of clear vision in developing a new office plan can also impact how workforce will perceive their employers in the months ahead. 74% of business decision makers are confident in their employer's plan for return to office vs. only 52% of workers.

Each company is different and has to determine the optimal mode for its employees and customers. Still, it is worth keeping in mind that flexible attendance has the same impact on meetings, daily work or an annual congress. Employees and participants want to choose and need flexibility. As meetings rely on participants we need to treat their expectations as top priority.



Expert's comment



MIKOŁAJ JEŻAK

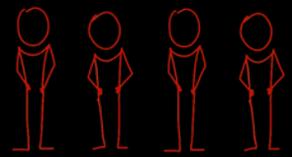
CEO Indreams

People will keep travelling and corporate travel will gradually make a comeback to a limited extent. So-called safe destinations will certainly be in the centre of attention, along with reduced numbers of participants and a careful selection of highlights making it possible to avoid contacts with crowds. In other words, on-demand content will prevail.

In addition, the popularity of travel will to a great degree depend on flight network's reconstruction and coronavirus-related safety regulations, such as specific insurance policies.

Flexibility of attendance also involves the fact that corporate trip decisions will be made at the last minute, which will certainly pose a great challenge for organisers of tailor-made events. Workload connected with event production will definitely be on the rise. A flexible approach will manifest itself in, among other trends, arranging trips in between COVID waves, while the popularity of destinations will no longer rely on their must-sees, but on the number of pandemic-related restrictions, health and safety conditions, and quality of hospital care.

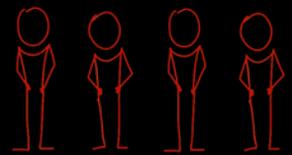
Many events that in the pre-pandemic days were staged face-to-face will now go completely online. Continuously improving technology and a switch to the hybrid format are among the decisive factors in this evolution.



2. SOCIAL RESPONSIBILITY



- Eco-friendly offer
- Responsibly-made products
- Packages involving additional eco-friendly items
- Transfer of environmental technologies
- European-specific focus on public good and ownership
- Targeted development assistance at pandemic-hit sectors
- People identify with experiences rather than material goods



2. SOCIAL RESPONSIBILITY

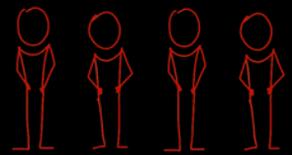
The whole world is following eco-friendly guidelines and e-commerce is no longer a form of exclusion. Conscious customers are willing to pay more if a company captures their heart. They might be more expensive, but green products are in high demand.

Customers today are interested in supporting goods that were responsibly manufactured and processed or helped the environment in another way. This sector helps protect the natural world.

Companies should definitely pay attention to this trend in 2022. In the case of e-commerce, recyclable packaging is a viable option. Another solution involves expanding the selection of eco-friendly products. Companies can organise environmentally-themed meetings to draw greater numbers of expected target audience.

Negotiations on environmental goods and services (EGS) raise important questions about sectoral liberalization, which implies finding ways to interlace goods, services and technology. Trade liberalization may contribute to increased investment and capital formation, improvements in the coverage and quality of environmental services, and the transfer of environmental technology, know-how and best practices. It may also lead to increased participation by private actors - domestic and foreign - in sectors that are vitally important to the economy and society, whether in terms of public good, public interest or public ownership.

An effective regulatory and institutional framework will be key to ensuring the "quality" of the liberalization process. The negotiations must respect national objectives and the level of development of individual WTO Members. On the other hand, development assistance should be geared towards meeting additional financial requirements and building domestic capacity.



Expert's comment

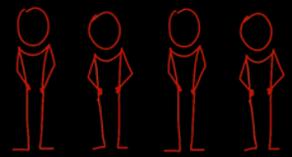


MAGDALENA FELCZAK

Senior CSR Manager, Go Responsible

Consumers in Poland and worldwide are increasingly aware of the environmental impact of business and industry. They also know that their daily purchasing decisions and expectations can shape the offer of producers. As a result, the fact that consumers pay attention to eco-friendly packaging, cruelty-free products, maintenance and repair, or exchanging second-hand items convinces companies to deliver solutions that match these expectations.

We should expect business strategies and operations of companies to be influenced not only by the newly implemented ESG-related EU regulations, but also by the growing awareness and expectations of customers.

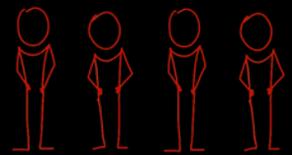


3. TRANSFORMATION AND FOCUS ON NEW EXPERIENCES



Photo: M. Józwiak. Reenactment of the battle of Łomianki during the defensive war of 1939

- Online, hybrid and onsite events merge into one
- New technological systems for online events
- Venues adapted for hybrid events
- Technology as a safety measure
- Online component provides the “wow” experience



3. TRANSFORMATION AND FOCUS ON NEW EXPERIENCES

The total disruption of the event industry in 2020 called into question the purpose of events in society as a whole. “The pandemic has introduced a new concept to our thought-matrix: Is this essential? In other words, is it worth it?”, said Teeg Stouffer, co-founder of the American Association of Event Professionals.

As 68% of marketers believe it is harder to provide networking opportunities in the virtual world, the unique value proposition of events are now the people you meet, and the things you are able to experience.

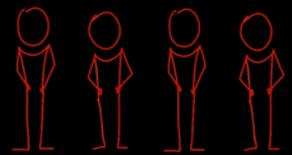
In a February 2021 survey of event planners, 66% said they needed to learn to design digital event experiences to prepare for professional success in the future.

Howard Givner said that “2022 will be the year of user experience”. Even before the pandemic, events were already moving away from focus on content to experience.

At their 2020 virtual conference, Cisco capped off the event with concerts from Fall Out Boy and The Chainsmokers. Since they performed virtually, the latter were able to give attendees a full tour of their studio space.

During Bizzabo’s event industry summit the improv hip-hop group North Coast performed a set that involved audience members virtually to maximize the engaging experience.

We will likely see this trend develop further, as people need meaningful, transformative experiences to feel something is worth it.



The need to undergo a transformational experience at conferences and events means that content can no longer be the top priority.

Instead, the sector of business meetings will assert a new order of priorities, with meaningful connection at the first place, followed by entertainment and content.

New experiences generate transformation and event participants expect to experience emotions, identify issues and together look for solutions. We are not only creating space for content, but also showcasing the potential of entertainment in a meeting that in the long run makes it possible to experience here and now while remembering about tomorrow.

Expert's comment

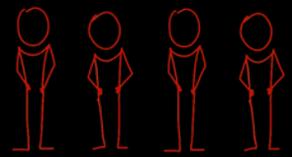


IZABELA STELMAŃSKA

Deputy Director, Office of the Marshal of Mazowieckie Voivodeship

To experience meetings is to use local products, co-create an offer with regional suppliers, and take advantage of emotions guaranteed by the transformation of top-shelf tourist services.

New experiences during trips, travels and meetings are bound to become a key trend awaiting us in 2022.

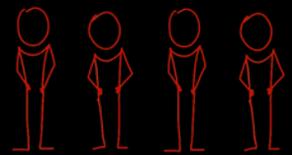


4. ARTIFICIAL INTELLIGENCE + 5G TECHNOLOGY



Photo: K. Celuch, EXPO 2020 Dubai

- Artificial intelligence optimises network bandwidth and reduces capital costs
- Artificial intelligence generates new revenue streams, e.g. through virtual meetings
- Artificial intelligence helps recover investments that communication service providers (CSP) made in their networks to evolve to 5G



4. ARTIFICIAL INTELLIGENCE + 5G TECHNOLOGY

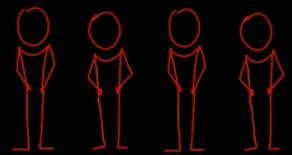
“Smart” really just used to mean connected - smartphones, smart TVs, and the plethora of other smart devices were just the same old toys but connected to the Internet.

Today, “smart” increasingly means powered by artificial intelligence (AI) - generally machine learning algorithms - capable of helping us in increasingly innovative ways. Smart cars use facial recognition algorithms to detect whether we are paying attention to the road and alert us if we are getting tired. Smart exhibition systems show where visitors spend most of the time, direct streams of visitors or make sure that social distancing is maintained by changing signage in real time.

Smartphones use AI algorithms to do everything from maintaining call quality to helping us take better pictures, and of course, they are packed with apps that apply AI to help us coordinate events in the most effective way.

The emergence of 5G raises new challenges for mobile telecom service providers, although the technology solves some complexities by integrating artificial intelligence capability into the infrastructure. In the perspective of the next three years 68% of service providers stress the enhancement of customer service as an overall business goal, while 53% agree that AI has already a positive impact in this sector. AI is expected to further improve customer experience in many areas, including enhancing network efficiency and delivering customized services at meetings.

Artificial intelligence can effortlessly perform tasks that prove problematic for most people and streamline data analysis in the process.



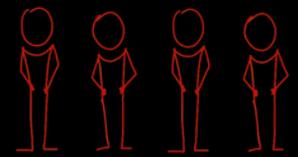
In the case of marketing, AI can quickly and effectively steer potential customers. In addition, it can monitor online habits of consumers and make sense of their behaviour, such as participation in virtual meetings.

Regardless of whether you continue to have objections and raise ethical doubts concerning artificial intelligence, studying people's reactions to it seems like a reasonable business strategy. Likewise, it pays off to know if your competitors are already using AI in their marketing campaigns or promotion of congress venues and destinations.

Like it or not, artificial intelligence is already everywhere and each day we experience it in a variety of ways (The Manifest, 2018), from Google's predictive searches through Amazon's product recommendations to Spotify's suggestions.

Experts predict that by 2024 about 40% of the world's population will be covered by 5G cellular networks handling 25% of all mobile data traffic. In the U.S. alone investment of about \$150 billion will be needed to build the next-gen network.

Companies are now making preparations for 5G implementation, with artificial intelligence a key part of the plan. 5G is seen as a bigger and better version of 4G LTE. Utilizing not one but three spectrums, the new network offers improved traffic capacity and efficiency. This combination opens up new opportunities paving the way for the Internet of Things (IoT).



Expert's comment



MAGDALENA KONDAS

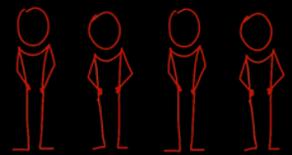
Editor-in-Chief, MeetingPlanner.pl

Chair of the Business Council, Vistula School of Hospitality

During a pre-pandemic industry discussion, one of the speakers put forward a thesis that artificial intelligence will revolutionise the events sector. While it might be too early to say that AI remodelled event production, solutions based on it certainly can help develop effective events and streamline and optimise the work of meeting planners, starting with the very first stages. This trend will continue to be more prominent, especially as artificial intelligence will impact the efficient and spectacular character of not only digital events, but predominantly of their face-to-face counterparts.

In the events industry AI is present in several areas. It makes it possible to conduct a targeted marketing strategy - draw the right audience to an event and build a community around it. It impacts relationship management and interaction with event participants, improving communication. Chatbots share information in an on-demand mode and 24/7 to stay in touch with attendants. AI-based event applications learn during each event and will be able to act as a personal assistant of audience members. Used to track participant behaviour, AI will make it easier to understand them better, study their engagement and satisfaction, as well as analyse moods and attitude in real time. This, in turn, will impact another aspect - experience customization. Artificial intelligence algorithms are intended to help make networking more effective. Facial recognition is expected to expand AI's role in staging safe events. Moreover, it will also be helpful in providing efficient event services.

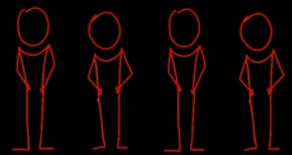
Day to day artificial intelligence is changing the way in which we operate and interact with other people. In 2022 the technology is supposed to be even more accessible with hundreds of new applications. An AI app helping users make difficult decisions is particularly heralded as a potential game changer. Let us hope though that there will not be any trouble making decisions related to attending events, especially the onsite ones.



5. INCREASED TECH INVESTMENTS



- 40% of event planners say they are not happy with the tech options they found
- 78% of corporate sponsors said they support hybrid events
- Value of global Business Intelligence market is estimated to reach €37 billion by 2022
- 79% of corporate sponsors supported online events



5. INCREASED TECH INVESTMENTS

A modern meeting programme is to a large degree based on technology. Planners apply technology to review potential venues, ask for requests for proposal, create floor plans, register participants, manage event space, and to handle many other tasks.

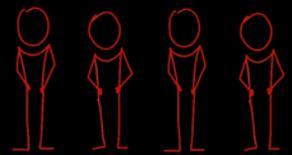
The tools in question help them save money, streamline workflows and maximise return on investment. In the COVID-19 times planners also adapted them to deal with brand-new challenges.

To deliver a high-quality experience, event planners will need to make sure they have a robust virtual venue platform to deliver virtual and hybrid event value. As marketers hurried to put together virtual and hybrid events, many scrambled to find the right virtual event platform. 40% of event planners say they are not happy with the tech options they found. Perhaps that is why 64% said they struggle with designing digital event experiences.

For hybrid events, marketers need to deploy the right tech and IT stack. While almost all event venues have the technology and equipment available to host in-person events, few (if any) have a virtual events platform to manage hybrid events.

According to Dresner Advisory Services' Business Intelligence Market Study 2021, organisations representing sectors of technology, business services, and consumer and production services are expected to implement the greatest number of Business Intelligence tools in 2022.

The global Business Intelligence market is estimated to reach \$30.9 billion by 2022. 60% of companies claim that organisational culture is the number one factor preventing them from being successful. Organizations representing retail/wholesale, financial services and technology will increase their BI budgets by more than 50% in 2022.

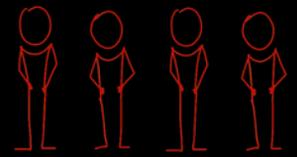


63% of companies claim that increased productivity is the key advantage derived from data analysis, while 57% place emphasis on a more effective decision-making process. Global big data analytics in retail generated \$4.85 billion in 2020 and is expected to reach \$25.56 billion by 2028.

“In one sense, a changing technology landscape often challenges networking professionals to keep up with new developments. In another sense, AI tools in diverse fields tend to be productivity enhancers rather than redundancy generators”, said Michael Gold.

40% of event planners say they are not happy with the tech options they found. The pandemic is credited with turning years into months. As a result, technology remains far behind demand - but it will make up for lost time. Many investors are well aware of this phenomenon. In all sectors start-ups raised \$36.5 billion in the third quarter of 2020, 30% more than in the year before. From the viewpoint of tech companies connected with event management, we are seeing a high revenue increase and technological development of particular features.

While many companies struggled with the pandemic, there is a short list of hot commodities valued by investors, including event technology. Event start-ups make headlines thanks to their impressive valuation. Hopin raised as many as \$125 million in 2020, and a year later was valued at \$7.75 billion, partially in consequence of the rapid-scale growth of user numbers going from the initial 1,800 institutions to 80,000.



Expert's comment



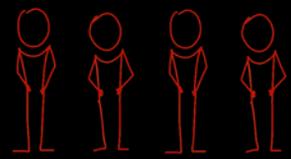
OSKAR DERYCH

Director of the Department of Strategy and Economic Promotion, Polish Investment and Trade Agency

It is perfectly normal that some event planners are not satisfied. Technology simply could not keep pace with the industry changes caused by the pandemic. Available systems and applications failed to meet the growing expectations resulting from the state of continuous change generated by COVID-19.

We can generally assume that our life will remain connected with subsequent virus waves, at least in the next few years. This is why tech companies will be forced to develop technologies streamlining the process of organising and hosting educational and promotional meetings, especially in view of the fact that - as we learn in this very report - almost 80% of corporate sponsors declared their support for hybrid events. Therefore, everyone is clearly thinking about preventative measures in case the pandemic strikes again. Tech companies thus need to face the challenge of creating systems and applications that would introduce a totally new way of handling both events and the business relationships they help generate.

The plans announced by Meta are the best example of the trend in question and the probable changes it will bring.

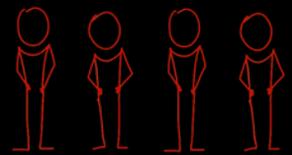


6. RESPONSIBILITY AND SAFETY



Photo.: K. Celuch, Krakowsko-Częstochowska Upland

- Improved health and safety procedures of organisers
- Social distancing
- Onsite tests and COVID certificates
- Obligatory masks
- Safety of data and their storage
- Maintaining a low risk self-perception among potential participants and destinations



6. RESPONSIBILITY AND SAFETY

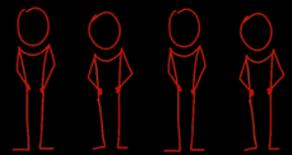
In modern societies, new forms of prevention and protection will have developed by 2030. Safety in a broad sense (both in the sense of “safety” and of “security”) has several dimensions. This section shall emphasise that complex and highly technological societies react in a particularly sensitive way to disturbances, such as power outages or impairment of other supply systems and infrastructures.

This sensitivity results from the enormous complexity of highly developed systems depending on the precise functioning of countless interacting factors. Electrically operated devices have almost completely penetrated production areas as well as life and work environments of modern societies with high technological standards.

If climate change progresses to the same extent as before and extreme weather events occur more often and intensify, this will have an impact on infrastructures and the normal flow of many processes in daily life and the economy.

A significant aspect here will be data security when the Internet of Things further extends. Sporadic or constant hacking or even low-intensity cyberwars as well as spy activities by various players may lead to significant impairment in the areas of communication, payment and mobility especially for the meetings and conventions industry.

Aside from direct effects such as targeted disruption of specific events, aspects of safety may influence the willingness to organise and participate in events.

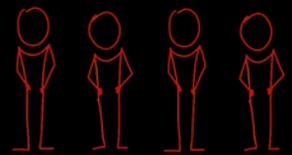


With the increasing reliance on technology and global linkage, supply systems and infrastructures are becoming more prone to interferences, while society becomes more dependent on their smooth functioning at the same time - climate change with extreme weather events occurring more frequently can cause problems here.

The image of a country or region is very important to the industry. Whether fears arise will depend on the perception and affectedness of the participants. And on the fact whether more or less correct judgment, followed by relevant prevention and corrective measures occurred - and whether the arising costs can be born.

For the industry, it is relevant that potential participants and guests get a feeling of low risk, guaranteed safety and high standards. Nevertheless - or for this reason - the safety precautions in the course of the event should not be disruptive.

Although numerous safety issues affect entire societies and need to be solved by the competent institutions (in particular with regard to travelling), the industry can act in some concrete and immediate safety-relevant areas. These are organisation and infrastructure, building and logistics, communication security, local environment, but also preventative measures taken by event organisers.



Expert's comment



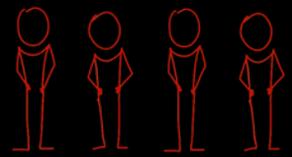
TOMASZ PROTAZIUK

Doctor of internal medicine, nephrology, clinical transplantation, Covid (+) Hospital

For some time meetings, congresses and corporate events can be limited in scope and attendance, or their production will simply require numerous additional safety procedures.

Not only vaccinations, but predominantly additional regional restrictions will play an essential role during the development process.

Disinfection or simple responsibility for safety are among the recently introduced unique requirements. Most importantly, they are here to stay for a long time.

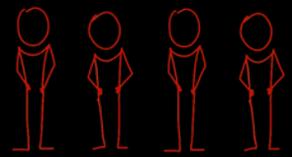


7. EMPLOYEES FIRST



Photo: K. Celuch, EXPO 2020 Dubai, The Netherlands

- Happy employees stay in their job four times longer than unhappy ones
- Happy employees are 20% more productive
- Happy employees commit twice as much time to their tasks
- Happy employees have 65% more energy than their unhappy colleagues



7. EMPLOYEES FIRST

Employee happiness is increasingly becoming a business imperative. Why? There is now growing evidence that organizations thrive when their employees are happy. To put this claim into perspective, consider just a few key statistics.

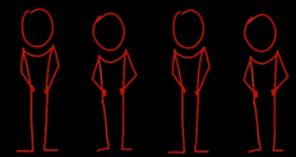
Netflix leads the list of U.S. companies with the happiest employees, followed by Bloomberg, ServiceNow, Google, and Tesla. Lyft, Facebook and Pinterest were also classified in the top 10. Bloomberg, JUUL, Cruise Automation, Facebook, and Spotify ranked top 5 on the list of companies, where employees thought they had the most growth. Focus on the wellbeing of employees was a key factor explaining the above-average performance of these companies.

One study found that happy employees are up to 20% more productive than their unhappy colleagues. When it comes to salespeople, happiness has an even greater impact, raising sales by 37%. But the benefits do not end there.

Happy employees are also good news for organizations: the stock prices of Fortune's "100 Best Companies to Work for" rose 14% per year from 1998 to 2005, while unlisted companies reported only a 6% increase.

Who you work with matters. According to Harvard Business Review, "close work friendships boost employee satisfaction by 50%". Moreover, "people with a best friend at work are seven times more likely to engage fully in their work".

Build teams that foster friendships and use your current team members to tap new talent. If a member of your team has a strong working relationship with a former colleague and friend, do not hesitate to bring that individual on board. Good people surround themselves with good people.



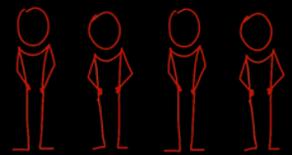
Employee Satisfaction Index (ESI) is the most important indicator of the phenomenon in question. Whether you decide to apply smooth or hard measures depends on the size of your team, employee satisfaction's relative importance for your company, and how much time you can dedicate to the whole procedure.

To truly boost the satisfaction of employees, you need to nurture strong, meaningful two-way relationships with your staff. It is you, the leader, who is responsible for building positive relationships and effective communication.

Team management can be done in a variety of ways, but the solutions presented below pay particular attention to empathy:

- Learn what happiness means to each individual
- Understand how you can support each employee better
- Ensure everyone has a balanced and interesting workload
- Encourage and invest in people's skills
- Create opportunities for employees to get involved in the decision-making process
- Show you value your team
- Celebrate their success.

At the end of the day, employee happiness stems from sharing an overall vision — with colleagues, managers, and the company itself. Investing in the happiness of your team will not only improve morale, focus and productivity, but it will also help you build a more stable and, ultimately, more profitable business.



Expert's comment



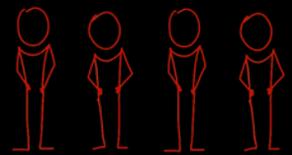
OLGA NAVARRO

Hospitality Consultant, Event Planner, Luxury & Incentive Travel Specialist, BOD, Speaker

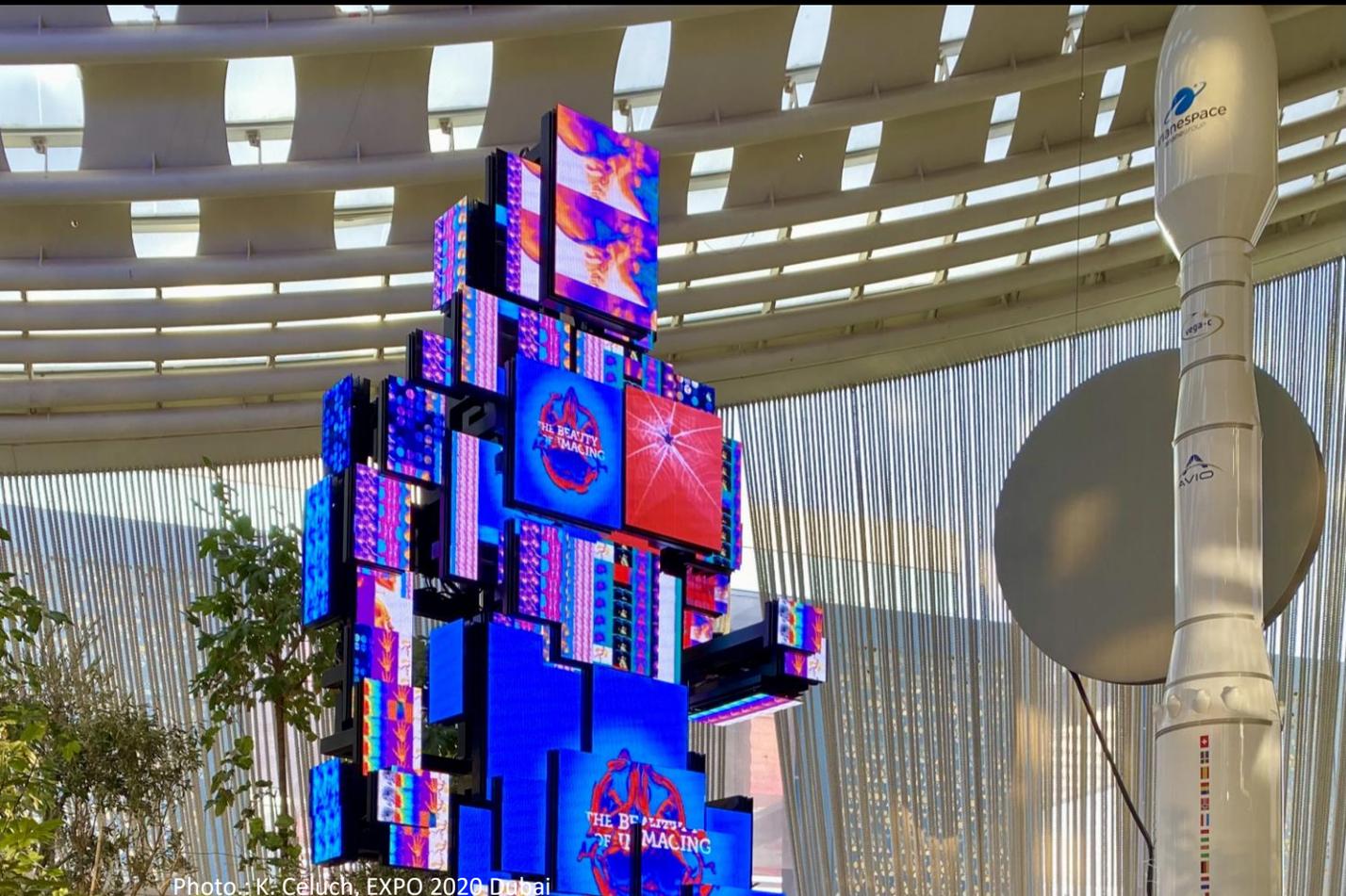
2022 poses numerous challenges in terms of employee engagement, retention and rewarding. The way that particular companies deal with them depends on how they have been affected by the COVID-19 crisis. It is no secret that 2021 was record-breaking for some companies, while others - such as incentive travel organisers, DMCs, hotels and the meetings industry as a whole - struggled with the greatest obstacles ever.

These companies now need to reassure that they are capable of keeping their team's spirits high by taking advantage of the crisis to re-educate, redirect and reorient their skills, monitor quality and number of staff meetings, and by being honest about the steps that make organisations grow. The goal is to come back stronger than ever.

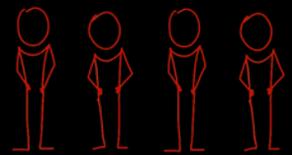
Last but not least, trust in leadership is becoming essential, as employers definitely need to increase their engagement.



8. DATA-DRIVEN MEETINGS



- In 2021 1.7 MB of data was created every second for every person on Earth
- By 2022 70% of global GDP will be digitized
- By 2025 the world will store more than 200 zettabytes of data in the cloud
- By the end of 2021 44 zettabytes will make up the entire digital universe
- Every day 306.4 billion e-mails and 500 million tweets are sent



8. DATA-DRIVEN MEETINGS

In the times of the fourth digital revolution, data became an important resource that advances science and technology, and leads to new discoveries, innovation and economic growth.

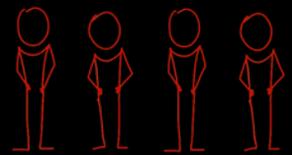
Last year it became clear that intelligence – data-driven processes applying machine learning with rising degrees of autonomy – will play a leading role in transforming organisations into a resilient digital company that is flexible enough to sail stormy waters today and tomorrow. But there are other equally important considerations in building a truly digital business: organization, leadership, and the future of work.

The pace at which European organisations receive return on investment in smart technologies is becoming an increasingly significant success factor. Agile methods and cloud technologies are now as pivotal for corporate intelligence as business and technological operations. But what approach and practices will maximise profits and guarantee satisfying performance?

Forced to move online in the last 18 months, events could take advantage of data to analyse their content consumption in a much more in-depth manner than ever before - and stakeholders became accustomed to results obtained thanks to his know-how.

What event professionals are most hunting for is a new modus operandi for running face-to-face events that allows them to keep the best of virtual events in terms of process streamlining, digitization of interactions, and their consequent conversion into analytical data.

By 2025 it is estimated that 463 exabytes of data will be created each day globally.



The fact that most of the world's data has been created in the last two years alone certainly makes you wonder how much data we will create every day in five or ten years.

UIA and ICCA reports are among the sources of data applied by the meetings industry. However, it is the data interpretation that matters, making appropriate conclusions and understanding how to apply data for business purposes.

Publications by Events Industry Council and UNWTO, which feature breakdowns into countries and economies, also need to be mentioned among data-driven reports on business meetings. Using data is crucial for the growth of tourism, and partially of the meetings industry as well.

Expert's comment

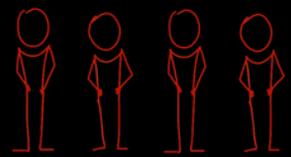


WOJCIECH LISZKA

CEO Z-Factor

In the fourth quarter of 2021 Warsaw hosted barely 55% of meetings recorded in the same period in 2019. They might have been smaller and shorter, but each produced meeting increased demand for conference space by an average of 54 m2.

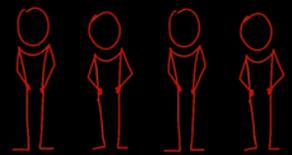
2022 will continue to boost the number of staged meetings, while 2023-2025 will mark a comeback of events whose size will match the pre-pandemic days. These forecasts are based on submitted, analysed and processed data that will drive the meetings market.



9. VIRTUAL EXPERIENCE



- Engaging virtual participants
- More emotions, fewer physical touch points
- Smaller, customized meetings
- Identifying tangible benefits from investing time and assets in virtual meetings



9. VIRTUAL EXPERIENCE

Virtual events bloomed in 2021, with 52,000 meetings staged on just one platform - a hundredfold increase when compared to the year before.

While event organisers can expect the future to shift emphasis back to onsite events, the virtual meetings are likely to stay. If not in a completely online mode, then at least as part of a new hybrid format.

According to a 2021 study conducted by EventMB among event professionals, 71% of them plan to continue to employ a digital strategy once they return to physical events, while 67% believe the hybrid format to be the future of events.

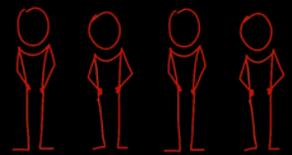
Event success platform Bizzabo surveyed event and marketing professionals, with 97% of respondents expecting to see more hybrid events moving forward, as they combine the flexibility and scope of virtual events with the connection and engagement associated with their more traditional counterparts.

Numerous new start-ups are now emerging to meet the demand for events effortlessly delivering both onsite and online experience.

Launched in mid-2020, Canapii is a platform providing solutions to plan and produce hybrid events.

Hopin, a live online events platform, invested heavily in its hybrid solution rolled out in December 2020. While there is still room for progress, for the 2021 edition of Americas Connect IACC replaced one major conference with local hubs.

Autonomous events were produced separately, but together followed the goal of creating the impression of a full-fledged conference. A similar approach was adopted for ICCA's conference and general assembly.



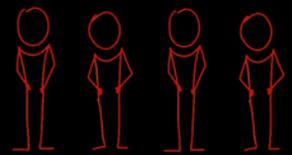
In other cases, hybrid events might place emphasis on the online component, but nevertheless offer a full package of experiences and face-to-face meetings. Event Tech Live is one of the meetings that were designed mostly with online attendants in mind, yet it still introduced live content with two stages.

Prospects of hybrid events for the next two-three years will most probably encompass a variety of different configurations of onsite and virtual offer. Changes will not only affect the business aspect, targeting customers, but also internal set-ups, with remote work among the most distinctive signs of this era of transformations. Still, it is not really anything groundbreaking, as working from home was introduced long before the COVID-19 pandemic outbreak.

Crucially, the hybrid format is hugely popular with employees, with research confirming that 67% of them consider leaving their employer if flexibility is reduced or cancelled altogether. Companies save money as well, as about 50-60% of office space and supplies are not utilised. Savings on electricity and depreciation also allow them to reduce operating costs.

According to experts, 44% of companies implemented a remote work strategy in the last five years. And in the past decade, the number of employees working from home grew by 91%. As both companies and employees appreciate the benefits of remote work embraced during lockdown, they will probably attempt to maintain it to some degree also when the pandemic is over.

On the other hand, we also need to mention that remote work has its share of disadvantages. Many managers have not been properly trained to manage daily operations in this format. Still, we need to accept the fact that the virtual experience is here to stay forever.



Expert's comment

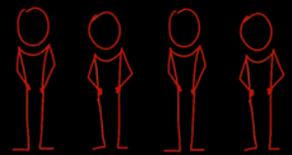


RUUD JANSSEN

Designer, Strategic Advisor, Facilitator, Author of Event Design Handbook, Co-creator of #EventCanvas

A virtual experience should be primarily synonymous with attending a meticulously produced meeting that takes into consideration its participants, their expectations, and what they wish to achieve once the event is over.

You need to know how to experience the virtual world. Community built around the EventCanvas methodology demonstrates the enormous potential of creating virtual emotions, education and business relationships. This is definitely something to keep in mind in 2022.

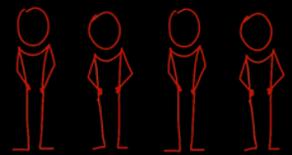


10. ON-DEMAND ECONOMY AND SERVICES



Photo: K. Celuch, EXPO 2020 Dubai, Germany

- Dynamic growth of on-demand solutions
- Changing priorities – 50% of consumers put new products first, 28% start to follow new passions
- Consumers gain new purchasing habits that, as a rule, are hard to break
- On-demand conferencing the new reality
- Attending on-request meetings



10. ON-DEMAND ECONOMY AND SERVICES

Origins of the on-demand economy date back to 2008. Today it is one of the most prominent business trends that will further intensify in 2022. People increasingly often expect home delivery of products and services. In addition, COVID-19 managed to impact customer behaviour in the span of only several weeks, spurring a spike in on-request solutions.

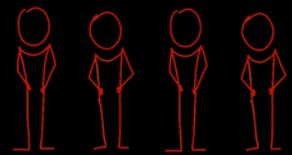
About 49% of adult consumers avoid leaving their homes, and 50% are working from home partially or entirely. 57% of respondents say they are social distancing from friends. While digital solutions are applied for purchasing key consumables, market research found out that non-perishable groceries (27%), household and cleaning supplies (25%) and frozen food (25%) were all in high demand. In addition, perishable groceries recorded sales growth of 12%.

Demand for online shopping with home delivery has been on the rise, as has online shopping with store pickup. Respondents spent 20% more on home delivery of frozen food, and 7% more on store pickup. In the category of perishable groceries, expenditures grew by 17% and 9%, respectively.

Consumer behaviour has undergone a radical change, with people spending much more time gaming, following news, and keeping themselves entertained with hobbies. They also dedicate more time to online shopping and social media. This change of priorities can have long-term effects, as 50% of consumers try out new products, 48% acquire health and fitness habits, and 28% pick up new hobbies.

The twin-like crises of public healthcare and economy can have even longer-lasting consequences, with a rapid move towards on-demand economy at the top of the list. Consumers are gaining new purchasing habits that, as a rule, are hard to break.

We take part in meetings on demand and on request, and not because we feel obliged to.



Expert's comment



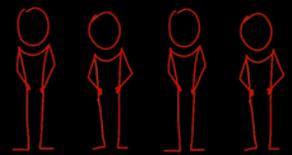
EDA ÖZDEN

Managing Director of MEP DMC

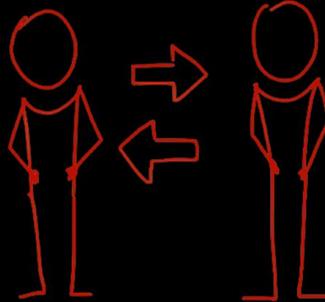
I have noticed that luxury is no longer measured with the size of your suite, the vineyard that made your wine, or the best-selling music act that performs at an event. Instead, one-of-a-kind experiences are the top priority today, the chance to make a memory of a place that we have never seen before. These expectations overcome cultural barriers, and even the financial ones, as on-demand experiences do not necessarily have to be the most expensive.

These fleeting moments, out-of-reach for many others, are what fulfils the dreams (or egos) of event participants. Aimed at more than 200 foreign guests and set off the beaten path in Cappadocia, a birthday party we staged under the motto of "42 is the sense of life" provides an excellent example.

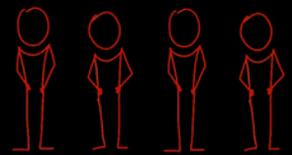
The production process lasted only several months, with almost all details being reconfigured until the very last minute, but the final product was highly successful. This sense of luxury based on experience and a corresponding new buying behaviour will indeed be difficult to achieve, but this is exactly what makes it worth following!



TRENDS 2022



1. FLEXIBLE ATTENDANCE
2. SOCIAL RESPONSIBILITY
3. TRANSFORMATION AND FOCUS ON NEW EXPERIENCES
4. ARTIFICIAL INTELLIGENCE + 5G TECHNOLOGY
5. INCREASED TECH INVESTMENTS
6. RESPONSIBILITY AND SAFETY
7. EMPLOYEES FIRST
8. DATA-DRIVEN MEETINGS
9. VIRTUAL EXPERIENCE
10. ON-DEMAND ECONOMY AND SERVICES



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