

TRENDS 2020



CONTENT
PRODUCT
MOTIVATION
IMPACT



INTERACTION VIA SOCIAL NETWORKS



- More than 40% of organizers will use social networks to collect feedback after the event
- More than 50% - to attract participants during the event
- More than 90% - to conduct marketing events before the event



DARKSOCIAL



- 85% of social sharing is done through hidden social conversations
- Event organizers will start tracking and analyzing hidden social conversations



THE PARTICIPANTS "AT THE LAST MINUTE"



- Marketing will take place until the last moment
- There will be a cancellation of discounts for "early" participants
- The organizers will introduce a limited number of tickets
- There will be an increased number of participants from previous editions and personalized messages



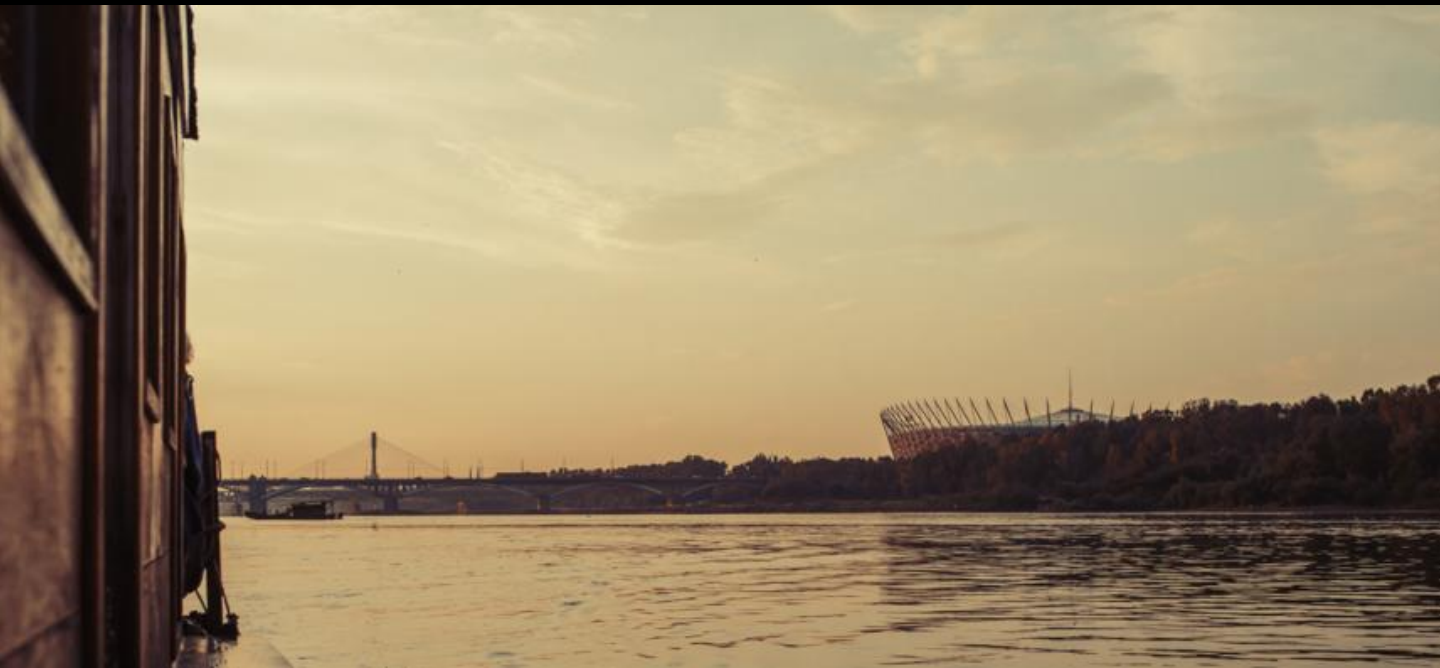
NOT ONLY RECYCLING



- Over 80% of Generation Z consumers will start buying the product more often if it is environmentally friendly.
- Locally produced food will still be important during events.
- Over 90% of Generation Z will push global brands to address environmental issues



ATTENTION MEANS EVERYTHING



- The human factor will become more valuable to competition
- Marketing and sales experts will face the challenge to maximize the impact and value they bring by building relationships during the event
- The trick will be breaking through the message and keeping the recipient's attention for longer



EMPIRICAL EXPLOSION



- Significant increase in demand for experience-related events
- Experience management will become a profession
- Experience planners and designers will be more sought after in the meetings industry



SHIFT GENERATIONS



- Visible participation in events of the Generation Z
- In 2020, the Z population will reach 2.56 billion worldwide



CONSOLIDATION FIRST OF ALL



- Large companies from the event technology industry will continue to carry out bold acquisition programs
- Popular brands will increasingly dominate online search results
- Associations automate the processes of organizing their meetings by working with the largest
- Further consortia of agencies with various specializations will be created



THE INDUSTRIAL REVOLUTION 4.0



- The possibility of using more services under one umbrella
- Reports on the technological state of a given event will start to appear more often and become the norm among the organizers



DIFFERENT PRICING MODELS



- Introduced premium fees and VIP packages will guarantee participants a place in the first rows
- The introduced innovations will become a competitive advantage
- The search for new solutions, experimentation and diversification of the valuation model will play an important role in acquiring customers



SOURCES:

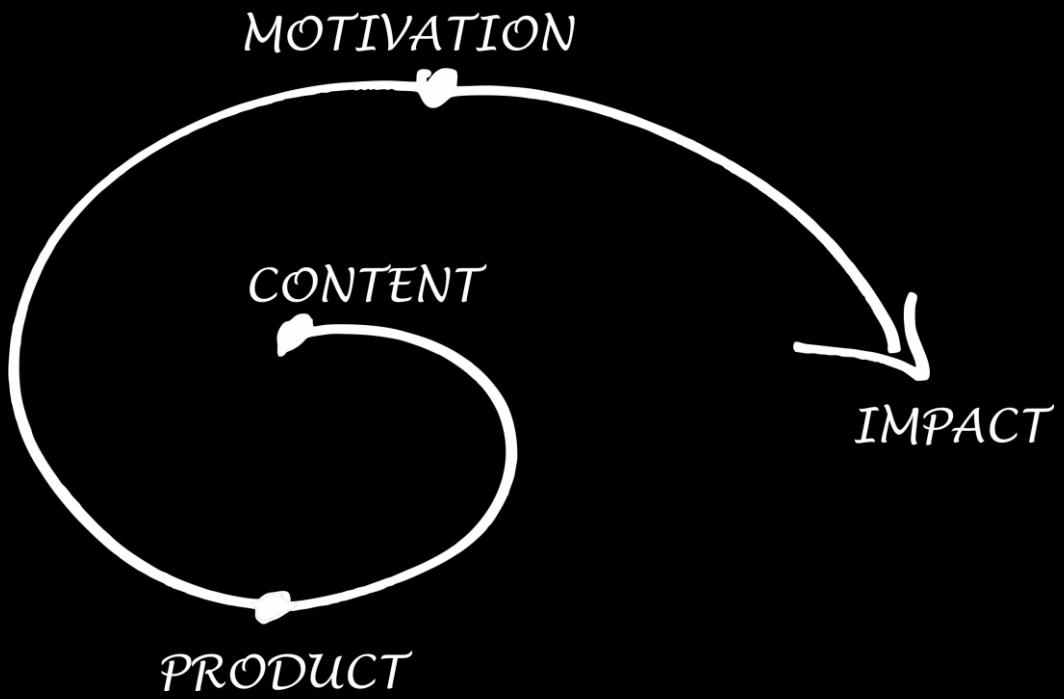
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10. DIFFERENT PRICING MODELS



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