



THE FUTURE OF EVENTS:

LEVEL UP YOUR MEETINGS & EVENTS STRATEGY

The digital transformation of events is underway. Here's how global meeting and event decision-makers are adapting their event strategy and execution.

Events help achieve key business goals

TOP 5 ORGANIZATIONAL PRIORITIES



Top 3 goals for external and internal events

EXTERNAL EVENTS:

- 1 Increase engagement
- 2 Deepen customer understanding
- 3 Increase product adoption

INTERNAL EVENTS:

- 1 Increase employee engagement & retention
- 2 Understand employee needs
- 3 Foster environments for innovation

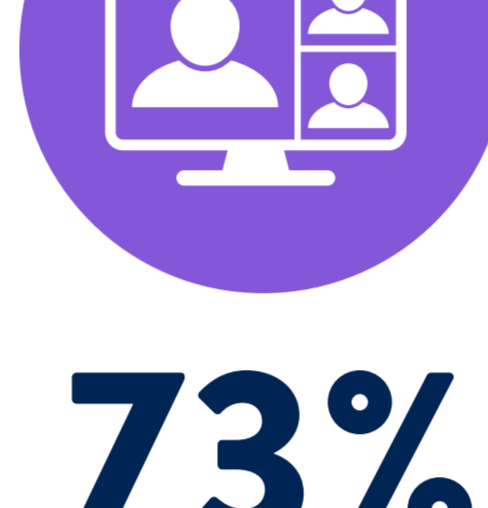
Events are more digital than ever.

What global EVENT AND MEETING STRATEGY LEADERS say:



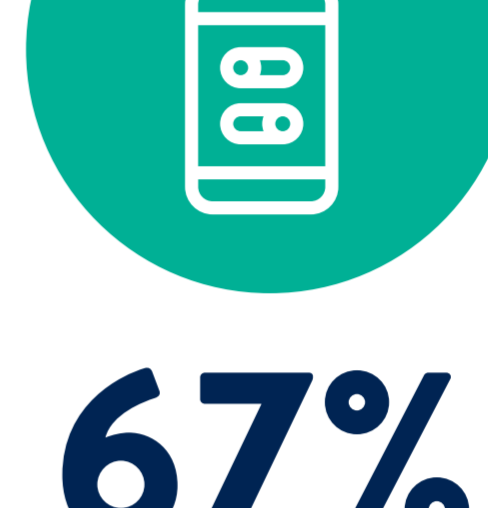
77%

Attendees have higher expectation for digital features than they did a few years ago



73%

Serving virtual attendees will be part of their ongoing in-person event strategies

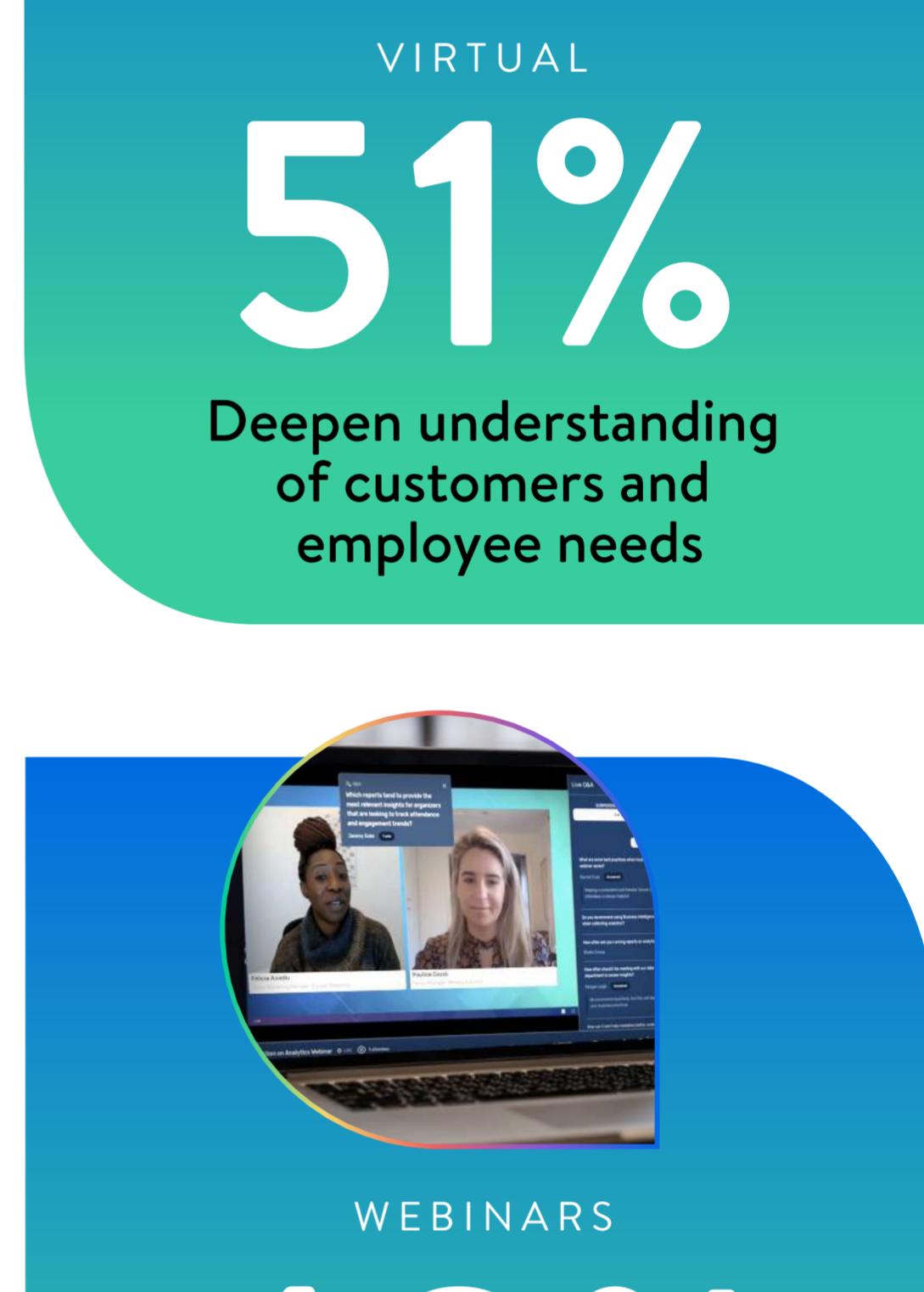
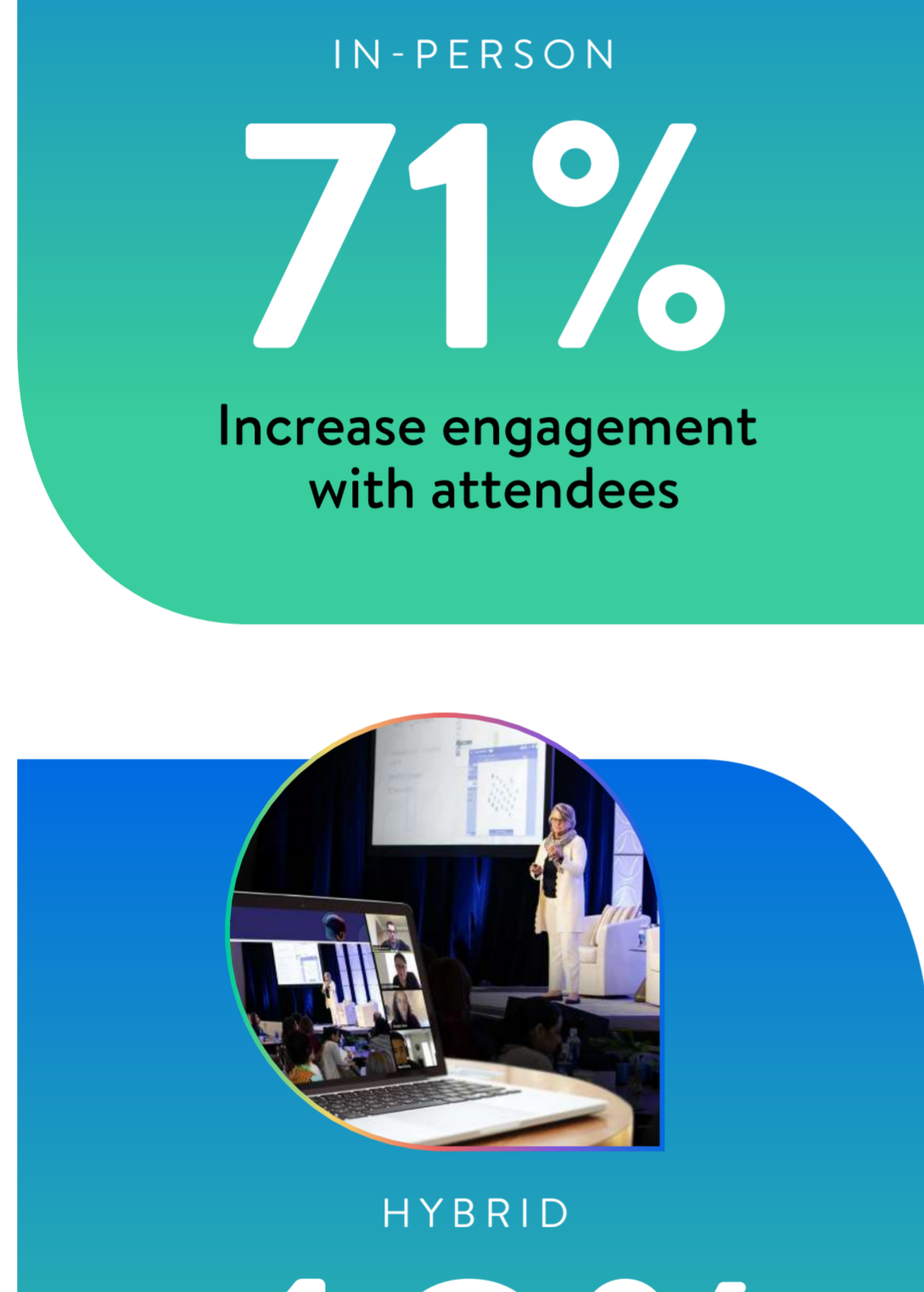


67%

Significantly more stakeholders rely on event tech compared to three years ago

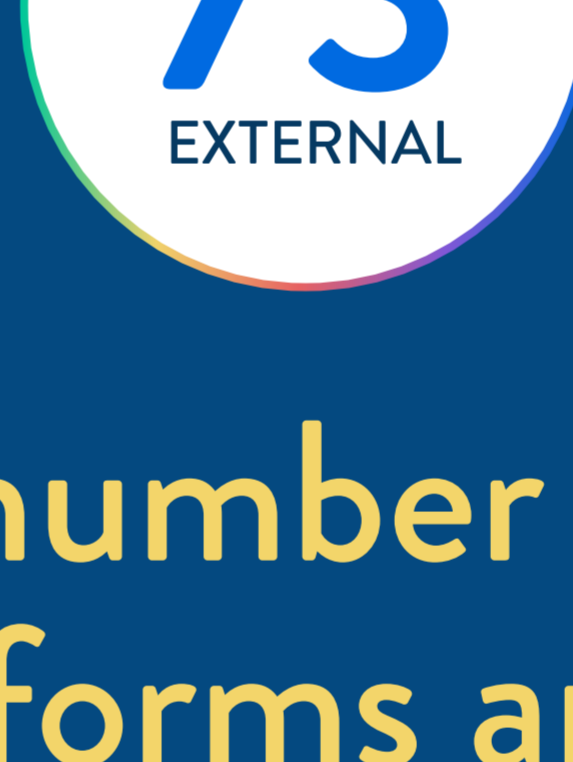
Business goals should determine event formats.

TOP BUSINESS GOALS BY EVENT FORMAT:



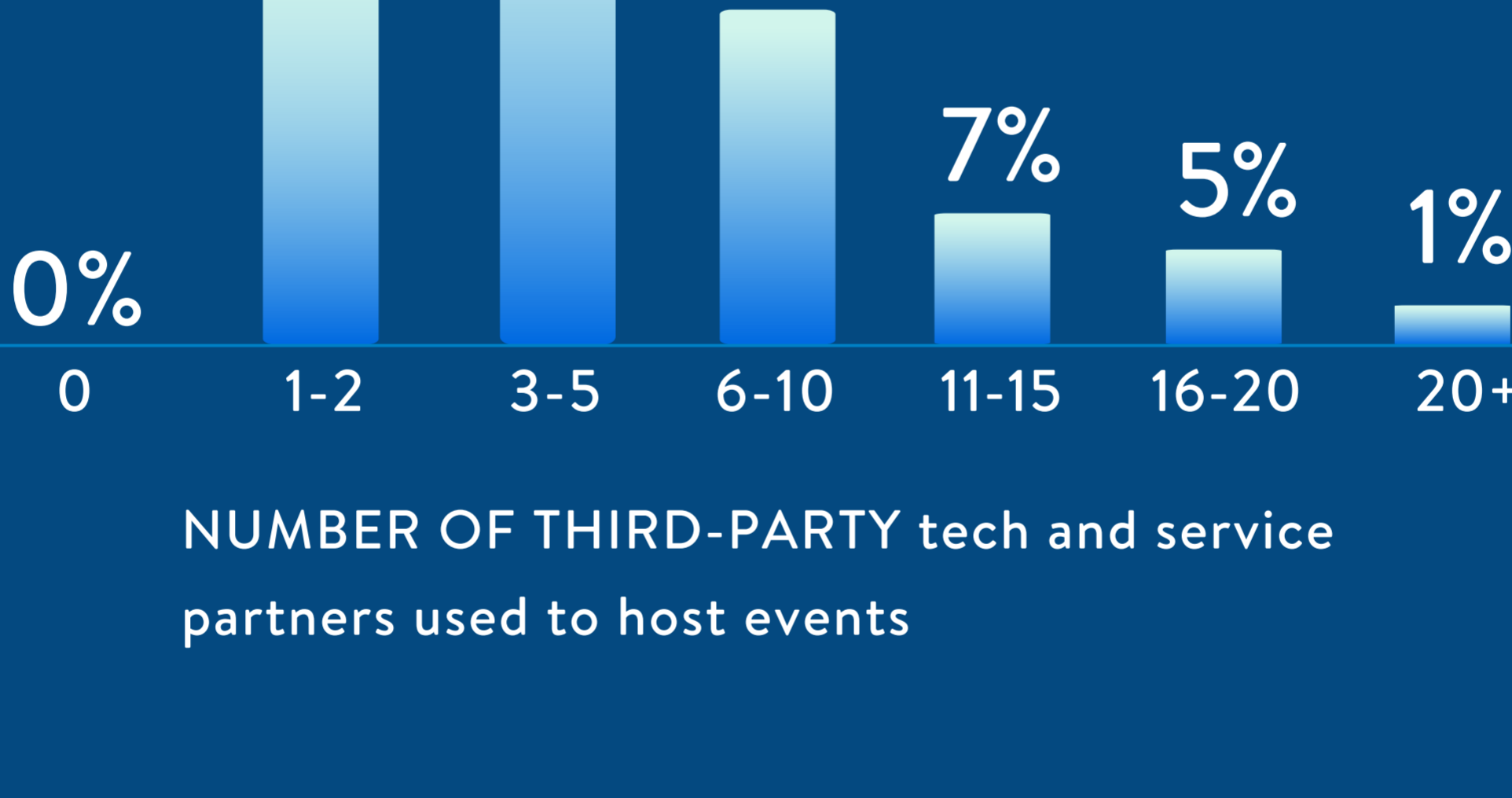
The number of meetings and events hosted is growing...

NUMBER OF EVENTS organizations have planned in the next 12 months:



...and so is the number of third-party platforms and service providers used to support them.

OVER ONE-THIRD say their organizations use SIX OR MORE event technology and/or service partners to host their most complex events.

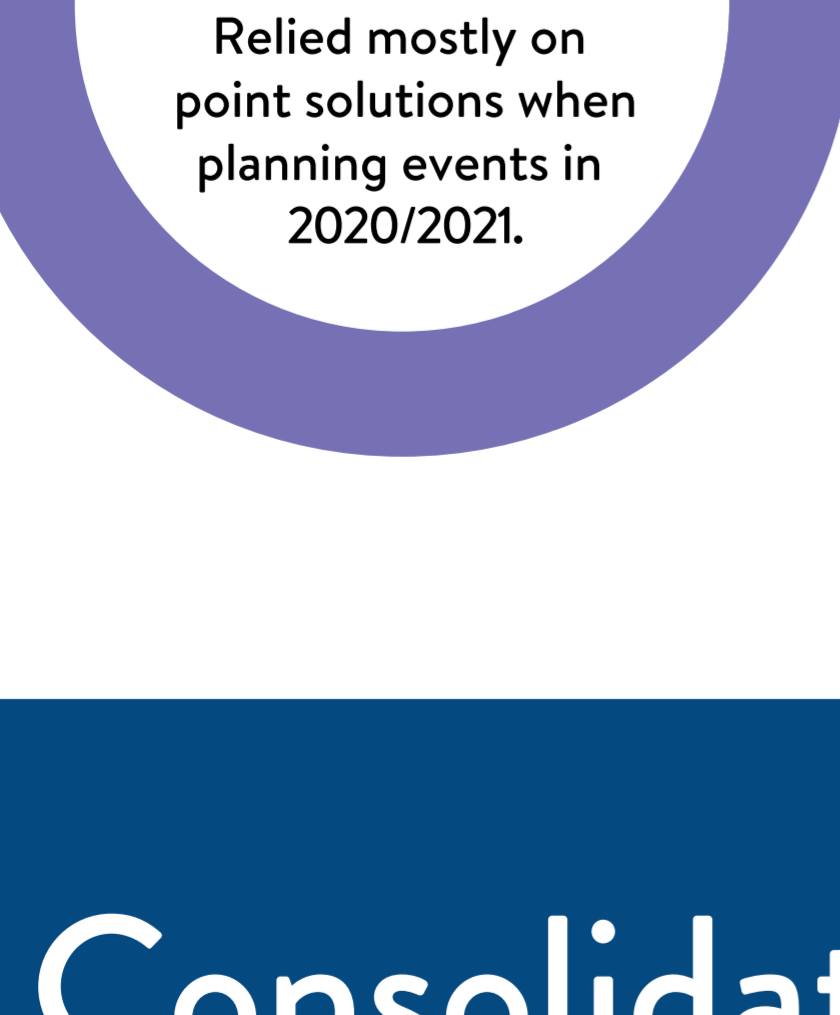


Top 5 event data and technology challenges:



75% of respondents say they need to improve their event measurement capabilities

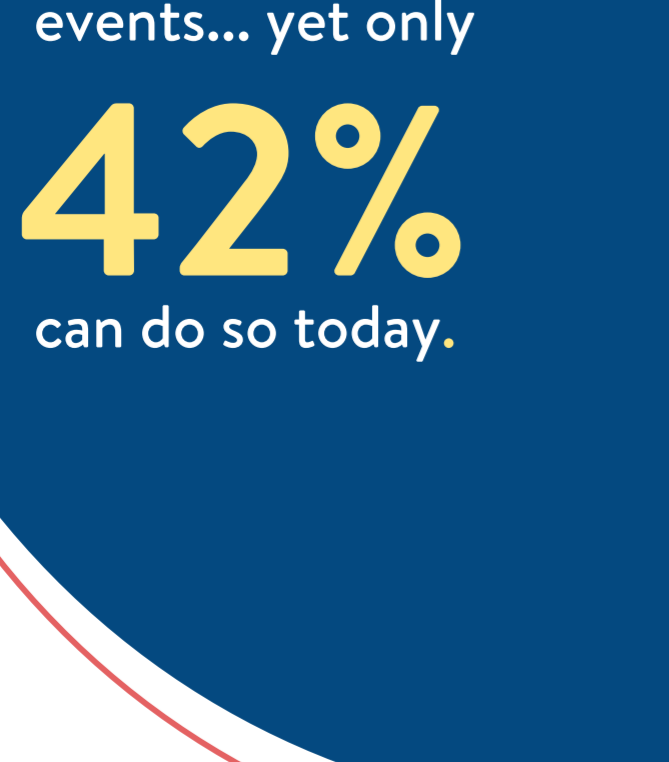
Companies want to consolidate event technology solutions.



To overcome data integration challenges and better measure the value of their events, companies want event tech solutions that provide:

- Flexibility
- Speed of implementation
- End-to-end event management
- Virtual event support capabilities
- Ability to collect event and engagement data

Consolidating event tech helps measure performance.



- Moving forward, they expect to invest in a platform that:
- 81% enables a holistic view of performance
 - 76% serves their needs across all event formats
 - 72% improves event experience

Get the full insights from this study

SEE HOW YOU CAN LEVEL UP YOUR EVENT STRATEGY

[Download the Study >](#)

