

Global Business Events Trends

- Increasing global health and security concerns
- Risk mitigation
- Increasing competition globally
- Increasing expectations by clients of their destination partners – help us achieve our event outcomes
- Move to customization of everything – including experiences
- New types of clients and events – Hacker, tent world
- Demand for highly skilled industry practitioners
- Associations changing to thought leadership, meaning, entrepreneurship
- Digital/internet everything – what does this mean for events?
- Growth of disrupters, regulation, etc.
- Speed of business today
- Authenticity still counts

