THE FUTURE OF BUSINESS EVENTS

The 9 Biggest Trends of 2017
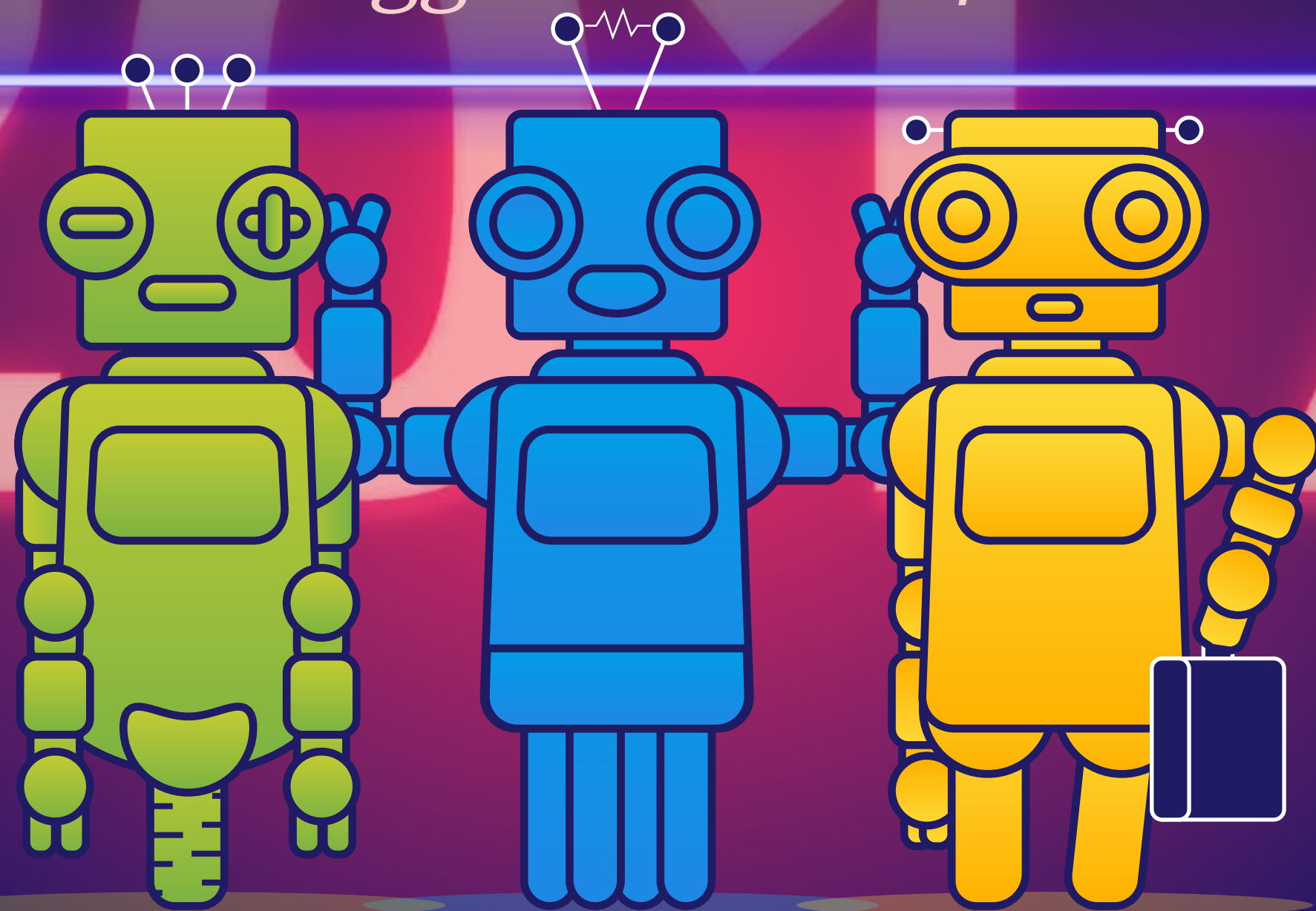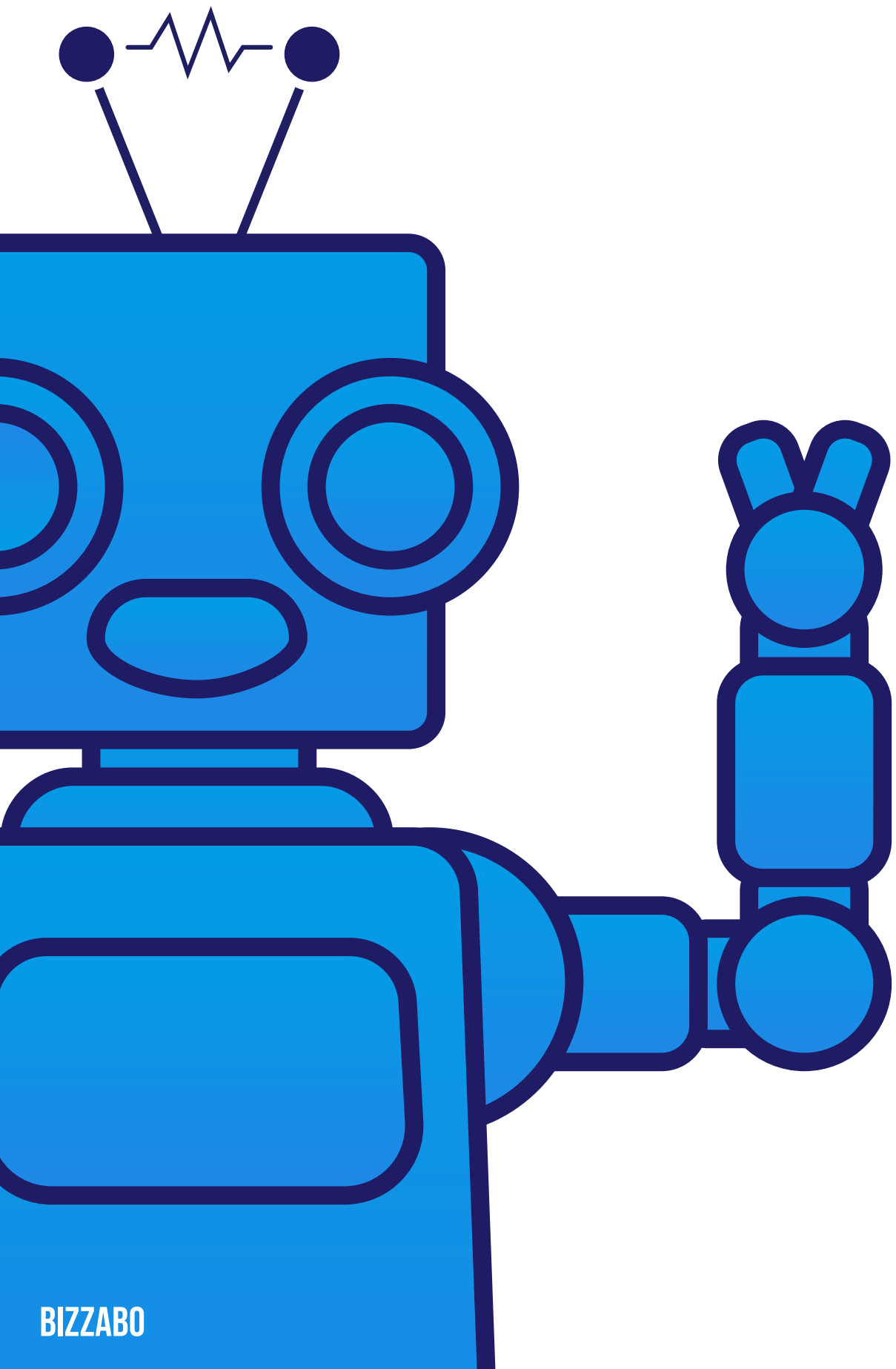
Brought to you with love by Bizzabo

Dear Reader,

This year has seen the growth of numerous event trends and the appearance of many more. As we move into 2017, event professionals will need to be on the cutting edge of all of these trends to stay competitive. After speaking with a score of event professionals, we've compiled a list of authoritative—though by no means exhaustive—trends to pay attention to in the new year. We've divided these trends into three sections: Tech Trends, Business Trends, Social Trends.

I hope you enjoy your journey into the future!

Brandon Rafalson,
Content Marketing Strategist

TABLE OF CONTENTS
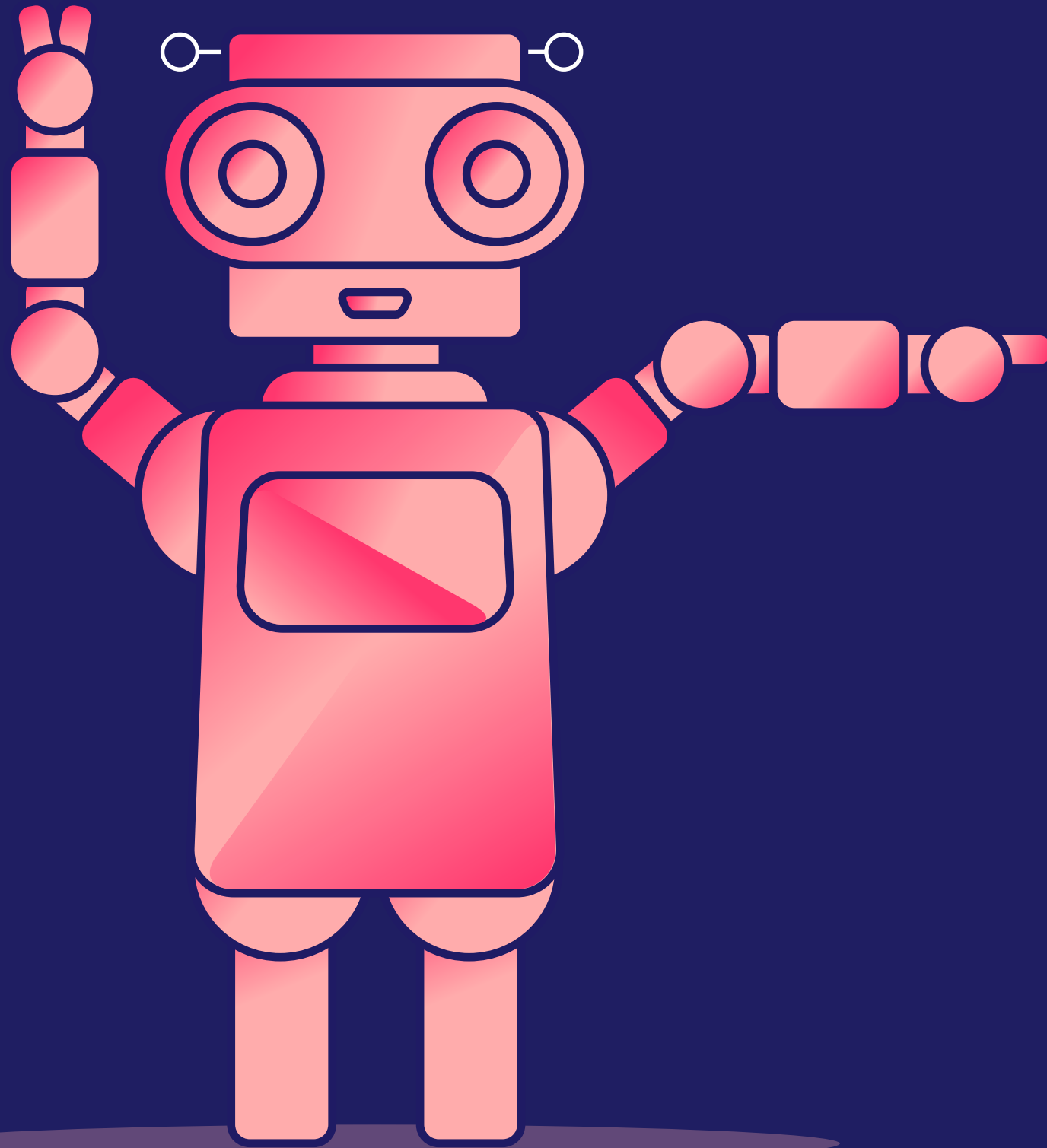
BIZZABO

SECTION I: TECH TRENDS
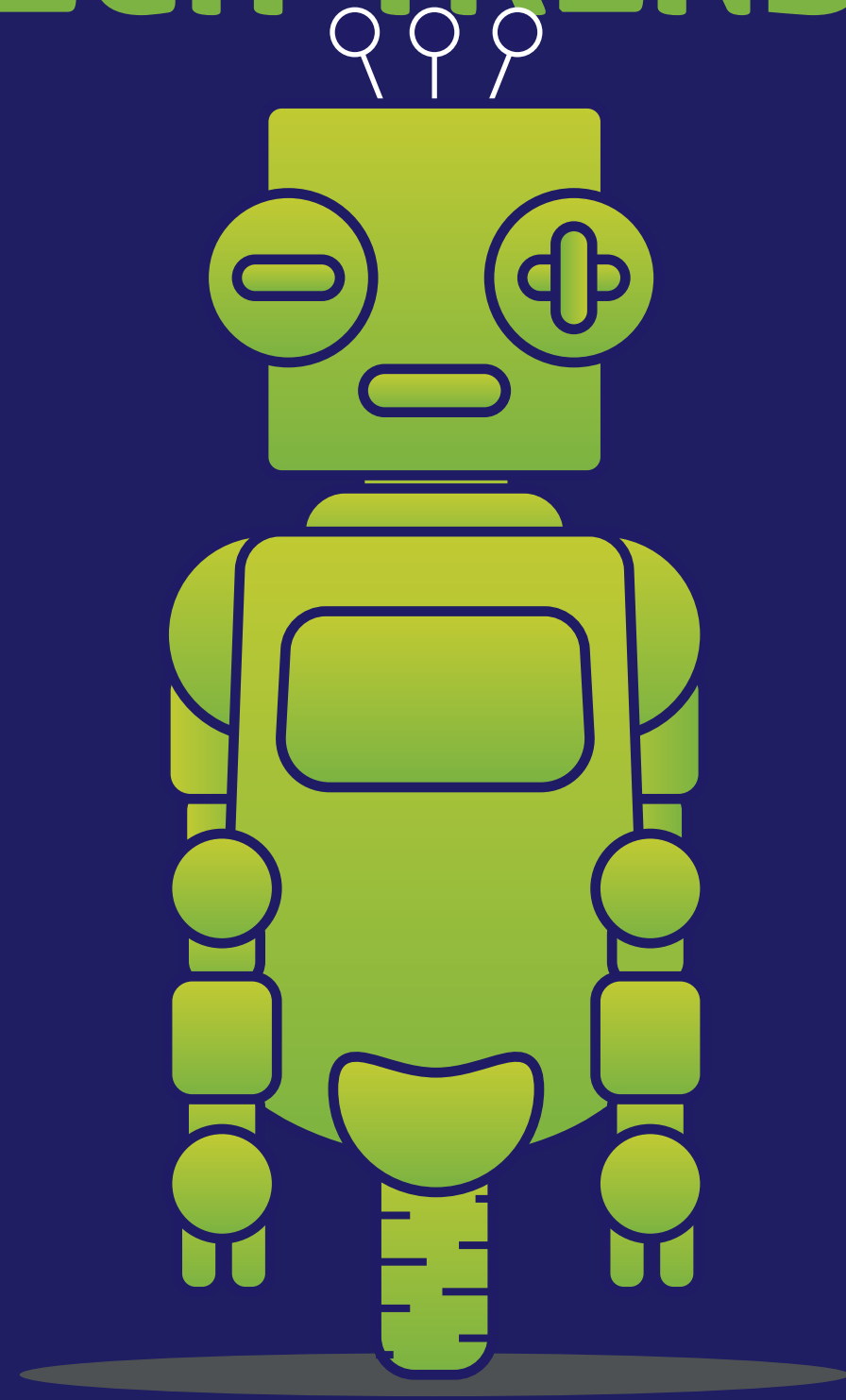
While technologies like iBeacon have now become commonplace, we are seeing several new and exciting Tech Trends that event professionals will need to familiarize themselves with in 2017. We'll start with the stranger-than-science-fiction world of Chatbots and how they can make events more cost-effective and attendees more engaged. We'll then take a look at Virtual and Augmented Reality and how Google used 360° Video to provide an immersive experience at their annual I/O conference. Our final stop will be the future of Live Video with some tips on how to get the most out of Facebook Live.

1. CHATBOTS

Chatbots present an exciting an opportunity to increase efficiency customer happiness, and ROI—all through a simple text-based interface.

Understanding Chatbots

A chatbot offers a way to automatically communicate with people in a personal, contextual way via instant messaging services. It's a simple communication-based artificial intelligence. They can run the gamut of relatively simple to extremely sophisticated. The smartest chatbots incorporate machine learning i.e. being able to learn without being explicitly programmed to do so.

BizzaFact

The first chatbot, ELIZA, was created in 1966 by Joseph Weizenbaum. Built of a simple Rogerian psychology algorithm, ELIZA was also the world's first robot therapist!

Whereas software programs live on your computer and apps live on your phone, chatbots live in messaging apps like WhatsApp, Slack, and Facebook Messenger. If you're selling makeup, a chatbot like the one Sephora uses might be able to walk a prospective customer through lipstick colors and styles. If you're organizing an event, a chatbot might be able to walk a prospective attendee through purchasing a ticket and registering for a session.

It's tempting to conclude that chatbots are making apps a thing of the past. You wouldn't be alone. Some technological pundits have come to a similar conclusion.

However, other pundits believe that while chatbots won't outright replace apps anytime soon, they will definitely give them a run for their money.

How Event Organizers Can Use Chatbots

Transactions: *In any event, there are numerous transaction points: Purchasing tickets, booking venues and transportation, renting booths and presentation materials, and more where a chatbot like the one above could make a difference for event goers. Imagine being able to accomplish all of this through a simple chat interface!*

Answering Questions: *Before, during, and after your event, your attendees will have questions. In addition to the usual channels of phone and email, what if you offered a chatbot service to field common attendee questions? For instance:*

- ***What's the wifi password?***
- ***Where is the booth for x located?***
- ***What time does x session begin?***

Gathering Feedback: *As we've discussed elsewhere, the key to measuring event success is asking the right questions. The standard way of getting attendees to fill out surveys is to send them an email with either the survey linked or embedded. Imagine being able to cut out the friction of email and being able to send surveys directly to attendees via the messaging app of their choice.*

Engaging Attendees: *Does your event have an avatar, a mascot, some industry figurehead (fictional or not) that you could give your attendees an opportunity to engage with? It could be silly, it could be educational, it could be almost anything—as long as it's engaging.*

The Challenges Of Chatbots

Branding: *When using chatbots, brands need to make sure that the bot's language and behaviors are in line with the brand itself. It wouldn't necessarily make sense for a bot for Deutsche Bank to communicate with "lol" and "idk", but casual language like that would be completely up the alley of a brand like MTV. If you plan on incorporating machine learning into your bot (e.g. having your bot learn as it encounters more data), make sure that it stays true to your brand voice.*

Compliance: *As with any software, what data you store, where you store your it, and how you store it are all things that are critical to keep in mind. Information storage laws may vary from country to country and even state to state. If your bot has access to sensitive information, make sure that the way you are storing your data is compliant with the appropriate organizations like HIPAA, SOX and PCI.*

Privacy: *Unlike other software, chat has an inherently private feel to it, and rightfully so, since messenger interfaces are typically considered dark social platforms. If you are accessing your users' data, make sure that you clearly illustrate that you are doing so in your Privacy Policy. Even in an era where internet users willingly fork over their information to the likes of Facebook and Google, no one likes to be spied on without first giving permission.*

CONCLUSION:
A Chatty Future

Chatbots come with risks and limits. But because of their personalized low-friction appeal to customers and their cost-effective, data-driven appeal to businesses, chatbots represent a new level of innovation for brands and event organizers alike. Those features coupled with the rise of messaging platforms makes now the perfect time to invest in some chat technology.

2. VIRTUAL REALITY AND AUGMENTED REALITY
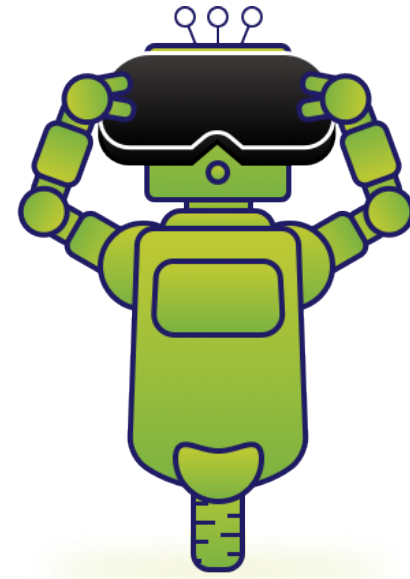
Virtual Reality

Virtual reality is a three dimensional completely computer generated environment. Users usually need to wear a Virtual Reality headset and may also need compatible gloves or handsets to be able to effectively interact with this world.

Augmented Reality

Augmented reality combines both computer generated elements and the reality to create an augmented world. With augmented reality, viewers interact with computer generated overlays as they move within the real world.

BizzaFact

In less than a month, Pokémon Go (a popular AR mobile app) generated over 30 million app downloads, $1.6 million in revenue from the iOS store per day, and increased Nintendo's value by over $9 billion.

360º Video

Virtual reality should not be confused with 360° photos and video, which is simply a still image or recording captured in the round. We provide an example of this type of video later in this section.

Why Should Event Planners Care?

Now you may be wondering, what does VR and AR have to do with event planning? With so much potential, VR and AR have the ability to change the way we discuss, attend, and interact at events.

Sarah Yeats, Client Services Director at Sledge, recently discussed her thoughts on the industry's next big thing:

"I think people are realizing the potential and embracing the technology. You can really put yourself or others into an experience / space that you can fully experience for yourself. This is ideal for business in foreign countries as you can bring the place to them if traveling isn't an option… The tech is becoming more affordable and we are starting to see the opportunity now which is very exciting."

Yeats, an experienced event professional, realizes the potential that AR and VR offer. Not only will this play a big role in the event tech space, but more so, it will allow attendees to garner more fulfilling experiences.

Virtual Venues

As a planner of an event, you may be used to investing a large portion of your budget on an event venue, speakers, lodging, food and beverages, and other miscellaneous logistics. However, if you were to hold a conference or a trade show through virtual reality, many of those costs would be eliminated.

To create a truly virtual event, organizers would have to create a computerized event space, doing so may be expensive now, but once the technology is more mature it will likely be must less expensive than existing event planning costs.

Virtual Attendance

Thanks to advancements in telepresence tools, event organizers can make it easier for people to attend an event remotely. Double Robotics developed a remote control robot equipped with an iPad, making it easy for attendees to interact with other event goers–remotely.

BizzaTip
Curious about VR, but have yet to try it? For less than 20 you can order a Google Cardboard VR Headset. The only other thing you need is a working smartphone.

Event organizers could make these robots available to VIP guests unable to attend an event because it clashes with their schedule. Now a top executive in New York can attend an event in Australia without having to commit to long flight times and inconvenient time-zone changes.

In return, event goers will get the chance to interact with an attendee who would likely enhance the experience for everyone involved.

Augmented Experiences

What if you could give an event attendee heads-up, turn-by-turn event directions? What if attendees could know who they're speaking with simply by donning a headset equipped with facial recognition software?

These are the sort of things that augmented reality can provide event attendees. Event goers would simply need to use an AR headset, glasses or contact lenses that paired with special event planning software. Then they could engage with your event on a deeper level thanks to rich data overlaying their event space.

Product Demonstrations

Venue spaces for trade shows often need to be cavernous in order to accommodate all of the different items on display. Cars shows for example require hundreds of thousands of square feet to accommodate all of the different vehicles on display. Augmented reality could make the need for giant venues a thing of the paste. Companies like Volvo are already working on technology that would allow potential customers the ability to engage with their cars through headsets.

Companies like @VolvoCarsGlobal are already considering how they can use #AR at their events **CLICK TO TWEET**

360° Video Keynote Addresses

In May 2016, Google I/O held a two-hour keynote where CEO Sundar Pichai and his team showcased what the company had in store for the upcoming year. They provided a live stream of the opening address on the Google I/O website and on YouTube. Since 360° video was used, those watching remotely were able to feel closer to the action than ever before.

CONCLUSION:
Harnessing The Excitement Around VR And AR

Virtual reality and augmented reality present great new opportunities for event organizers to create truly novel experiences that capture the hearts and minds of event attendees. Currently, people are excited by these new experiences and are eager to try them. Event organizers should think about how they can design event experiences that can help attendees to engage with one another, speakers, sponsors and exhibitors more effectively and in many cases it seems that these new pieces of tech can help.

3. LIVE VIDEO

According to Social Media Examiner's Annual Survey, 73% of marketers have increased the use of videos in 2016. Of that group, 23% said that video is their most important form of content marketing.

In 2017, video will rise importance with the growth of live video platforms. When choosing a video option it is important to think of the demographics and corresponding opportunities for each platform. For instance, Facebook has the largest reach, while YouTube has a very high concentration of millennial users. For our purposes, we will mostly be taking a look at Facebook Live and Twitter Live Streaming.
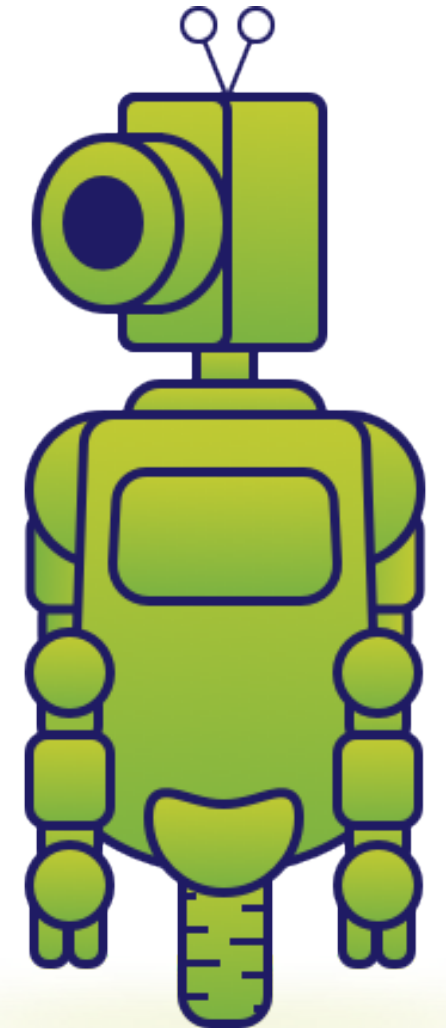
Monthly Active Users*
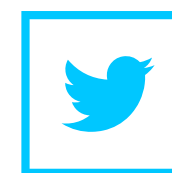
200 Million	320 Million	500 Million	1.3 Billion	1.7 Billion

Statista and StatisticBrain, September 2016

Facebook Live

Any person or page in Facebook can live stream an experience for up to 90 minutes. Meanwhile, the audience has the ability to share reactions and comments in real-time. Viewers can subscribe to be notified of future live videos posted by that person or page. Plus, video content is recorded, making it available to viewers at anytime. Instead of creating ephemeral content, as is the case in Snapchat and other video platforms, Facebook Live content is evergreen and can be utilized further down the line. One of the biggest advantages of Facebook Live video is that it receives a noticeable boost from Facebook's algorithms in the News Feeds of your followers. If you're struggling with your organization to get more followers, Facebook Live video could be a fruitful tactic for your to pursue.

Examples

Buzzfeed - Corporate Dance Battle

Earlier in 2016, the news agency Buzzfeed gave those who follow the brand the opportunity to get an inside glimpse of the company. Three employees from Buzzfeed engaged in a dance battle that viewers could watch in real-time. Buzzfeed capitalized on the live nature of the video by placing the judgment of each segment of the dance battle (and the dance battle overall) in the hands of the live viewers, who voiced their opinions in the comment section.

Event organizers could use video content like this to promote awareness of an event, bring in outsiders closer to a company brand, or engage in recruitment marketing. Additionally, organizers can use this sort of live video to engage attendees who aren't able to actually attend the event.

Dreamforce - Behind the Scenes

Dreamforce is an annual event hosted by Salesforce. Recently, Dreamforce was expanded to include a series of events on sales and marketing software around the world. For each new location that Dreamforce visited, the company posted a new Facebook Live video and compiled these videos into a Facebook Live playlist that people could watch later.

This gave event organizers an opportunity to tell their story about what it was like organizing the event, to recap highlights and key learnings, and energized those who were interested in attending Dreamforce events. These viewers could field questions to Dreamforce organizers in real-time and were overall brought closer to the event experience.

BizzaFact

Dreamforce premiered in 2003. At the time, roughly 1,000 attendees turned out. Today, it's one of the largest software conferences in the world.

TIPS FOR GETTING STARTED

Promote live video in advance.

This is especially true if it is your first time posting one. The more engaging the post the better, but one of the best ways to promote a live video event is with a series of live videos. Work with a graphic designer to create beautiful materials. Share info about the video via Twitter, newsletters, blog posts, etc. Pin the Facebook Live announcement at the top of the page.

Make sure you go live at the time you promise.

The magic of live video is that it's occurs in real-time, when it is scheduled. Going on later than you have promised, may damage the willingness of potential viewers to stick around.

Write a catchy video description.

This is ultimately how a potential viewer will decide if they actually want to watch the video or not.

Respond to comments in real-time.

As demonstrated with the Buzzfeed Dance Battle, it is extremely beneficial to respond to comments directly because it reinforces the behavior of having users engage with your content. More engaged viewers will stick around longer, will have a more memorable experience, and will ultimately expand the reach of your Live Video content.

Encourage users to follow for future notifications.

As we mentioned previously, viewers have the option of subscribing to your Facebook Live channel with a click of a follow button. This will help generate a larger audience for future live videos moving forward.

Longer broadcasts yield more viewers.

This might not always be intuitive, but being able to create video that can last for more than a few seconds or minutes will result in more users and ultimately more reach.

Make use of filters.

Similar to Snapchat, Facebook Live offers an impressive selection of filters and other tools to make your live video content more engaging.

Twitter Live Streaming and Periscope

Although Twitter Live Streaming is the fastest changing and most tumultuous platform on this list, it still holds a lot of potential. Given how quickly the platform changes, organizers will need to pay close attention to the latest updates if they intend to use it.

One of the reasons that Twitter started to invest in live-streaming is that they realized people primarily engage their platforms around live event experiences: sporting events, film festivals, etc. Right now, Twitter has deals to stream major sporting events: NFL, Wimbledon, etc. It will be difficult for most readers to organize events of that caliber; however, it is very likely that Twitter will begin to make live-streaming appealing for smaller events. We have seen that with smaller platforms like Snapchat e.g. *custom geofilters*.

As of the time of this book's publishing, Twitter has once again *added a "Go Live" via Periscope button* into the Twitter user interface. This addition comes after previously adding and removing it. By clicking the Go Live button Twitter users will be able to seamlessly stream live videos without needing to download the Periscope app. The video will be available to anyone on Twitter and Periscope. For more information on Twitter live-streaming, refer to the the below section on Periscope.

Periscope : *Periscope is comprised of public and private broadcasts. Like Facebook Live, users can interact with these videos via comments and likes. Unlike Facebook Live, which is capped at 90 minutes, Periscope videos can theoretically go on forever.*

"Viewers come to Periscope to gain a view of the world they can't get anywhere else."

Ross Hoffman, Chief of Brand Strategy, Twitter

Periscope users will receive a notification the first time that someone they follow in Twitter begins a broadcast. If you can build a following for your brand in Twitter, it will help you get the most out of your Periscope content. Another difference between Facebook Live and Periscope is that whereas Facebook Live content can exist forever, Periscope content expires after 24 hours. The ephemeral nature of Periscope makes the platform appealing in that users only have a limited time to engage in content, but this also means that marketers with limited resources may want to think about how they can repurpose live streamed video.

BizzaTip

Previously, the only way to download Periscope videos was to use a third-party app like Scopedown. Today, Periscope allows users to download broadcasts directly to their devices.

Examples

Coach Red Carpet

Fashion shows are exclusive by nature. Often, only elite celebrities, designers, and fashion insiders can get a seat. By periscoping the event, Coach gave their

fans who otherwise wouldn't be able to attend the event a 24 hour window of opportunity to access it. This demonstrates how event organizers could utilize Periscope to give people the opportunity to engage with exclusive or behind-the-scenes experiences. Again, the ephemeral nature of the platform lends itself to content that one would ordinarily not want to live on the internet forever.

MTV Video Music Awards

The event organizers of the Video Music Awards sent the celebrity Vanessa Hudgens onto the red carpet to interview other celebrities. Even if you don't plan on hosting an Oscar-caliber awards show, there's something to be said about selecting an event ambassador into the crowd to conduct "man on the street" interviews with attendees and stakeholders. The benefits are multifold: interviewed attendees have a more memorable experience, you are able to repurpose the video content for future marketing efforts (say, if there is a great testimonial), and it provides a glimpse at the sorts of attendees at your event which in turns attracts future attendees.

Other Video Platforms

Snapchat, YouTube, Instagram, and YouStream are all other platforms that are great for tapping into live video, as well. For more information, check out our Webinar on Live Video.

Live Video Webinar

CONCLUSION:
### Embrace Live Video As Part Of A Diverse Social Media Workflow

From Facebook Live, to Periscope and Twitter Live-streaming, to Snapchat and YouStream, brands now have more options than ever before to engage users. However live video is just one one many tactics available to marketers. Potential event attendees use more than just one channel to learn about events, and to connect with friends. In order to best promote an event, it's important to adopt an omni-channel event promotion strategy that allows potential event attendees to interact with your event brand on their own terms.

NEW YEAR'S RESOLUTION

What's one Tech Trend that you promise to learn more about during the next New Year?

How do you think you could implement it?

SECTION II: SOCIAL TRENDS
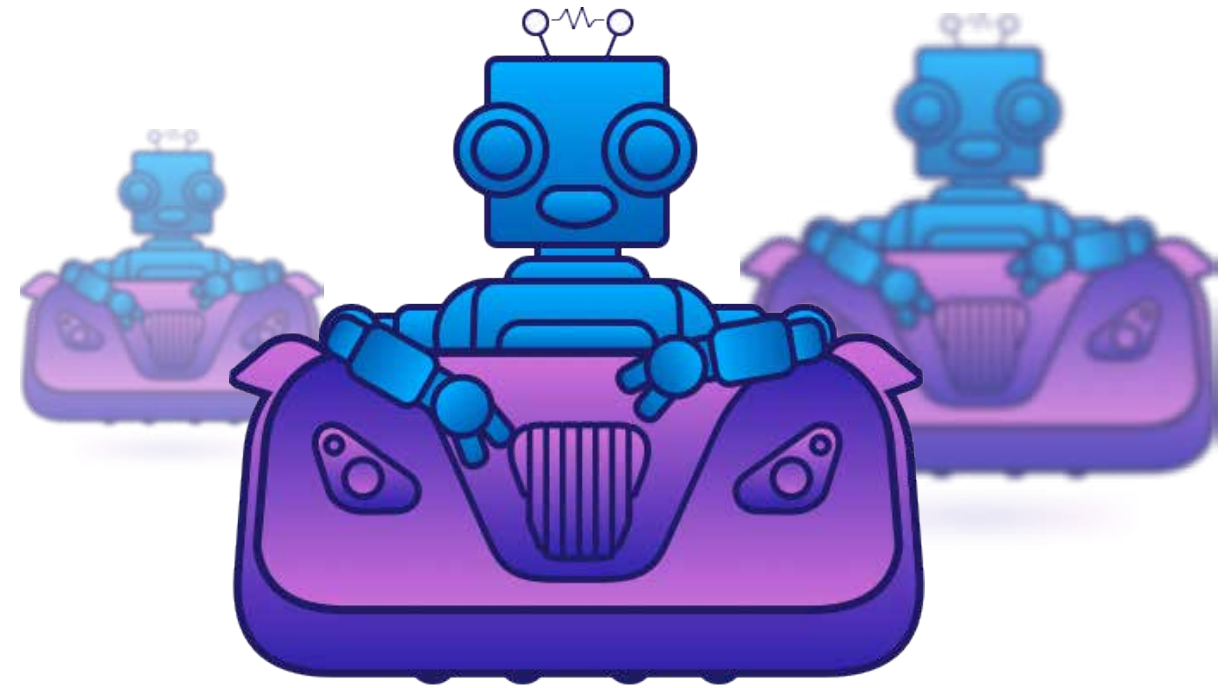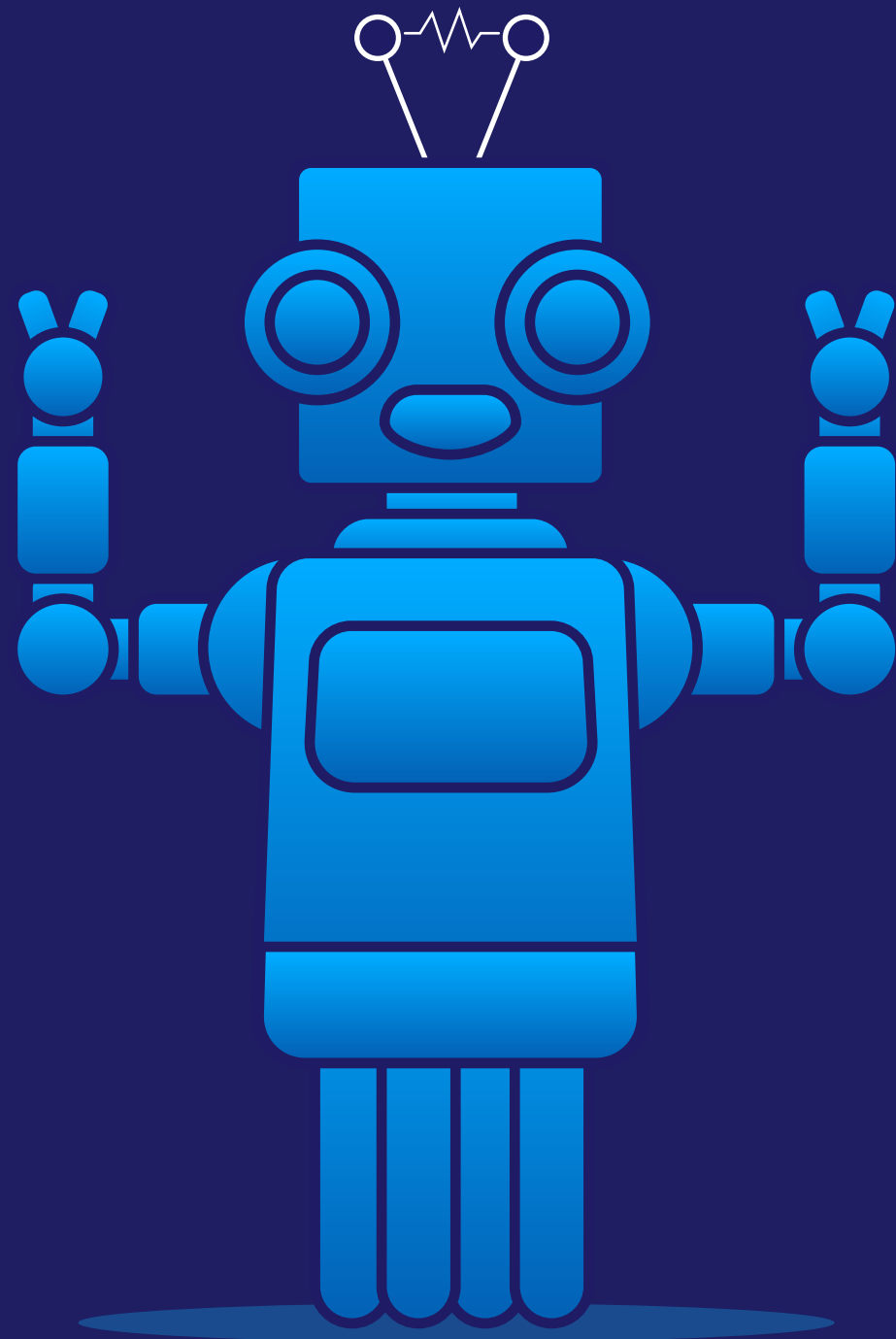
As the dust of 2016 settles, there are several Social Trends that will play a big role in how professionals organize events and how attendees engage with them. First we'll take a look at how more than ever before, we're seeing a big push for Diversity and Inclusiveness at events. We'll then move on to the next wave of Innovative Networking and Experience Strategies, which we'll take us from the gym to the zen gardens. Finally, we'll take a look at how event organizers can build strong Online and Offline Communities.

4. DIVERSITY AND INCLUSIVENESS

In recent years, there's has been a concerted focus on diversity and inclusiveness, and for a good reason. Both inside and outside of the events industry, people are grappling with outmoded legacies of exclusion. Moving forward, event oganizers will need to continue working toward making their events as inclusive as possible.

What We Talk About When We Talk About Diversity

Diversity is about more than just societal expectations. A diverse group of individuals from different background brings a diverse array of insights. For those in the events spaces, it also means bringing in more attendees. "You don't want to walk into a room and of 300 people there are two women or two African-Americans," says Audra Bohannon, senior partner for workforce performance, inclusion and diversity at Korn Ferry, Boston. "That sends a message…it seems like the organization is not interested in people like me."

Of course, diversity is much more than just race and ethnicity. It includes people of different ages, physical abilities, genders, education levels, and more. Fortunately, at every step of the event organization process, there are more opportunities than ever for event organizers to promote diversity.

Provide Event Scholarships

Before an event even starts, more organizations are doing a better job of lowering the barriers of entry. Not all attendees are going to have the $2k+ it takes to register for, travel to, and stay near an event. Event organizers should consider offering diversity scholarships to tap into groups that otherwise wouldn't be able to attend. In 2016, Apple offered 350 Scholarships to students and STEM organization members for its Worldwide Developers Conference. Out of those 350 recipients, 125 received assistance for their travel needs, as well.

In 2016, @Apple offered 350 scholarships for its Worlwide Developers Conference #EventTrends **CLICK TO TWEET**

Cast A Wide Net for Attendees

When it comes to getting attendees to your event, it's important to look beyond your backyard. Prior attendees will definitely remain valuable when promoting future events, but aside from them who else can you reach out to? For Re/Code's third annual Code Conference, event organizers dedicated a staffer to researching diverse talent with the help of a specialty communications firm. As opposed to resting on their laurels of previous attendees with known big names, Re/Code organizers went out of their way to cast a wider net.

Offer Flexible Event Registration Options

At the event registration screen, there are a number of opportunities to make sure that all of your attendees feel included. One trend that we have added to Bizzabo's event registration software is the option of a gender neutral prefix (Mx.), in addition to the standard options of Mr., Mrs. or Ms.

The addition of a checkbox is by no means a final point. "'Mx.' as a prefix that is gender 'inclusive,'" cautions Dr. Michelle Robison of University of North Carolina at Chapel Hill, "primarily reminds us of the centrality of 'being known' in terms of taxonomies related to gender, sexuality and so on." Instead of eradicating labels that exclude, the addition of an option like "Mx." fine-tunes them. "What a dream to be identified other than by checking a box!"

Incorporate Sessions On Diversity

*One of the best ways to make diversity front and center at your event is to dedicate a session or panel to it. Over the past several years, diversity panels and sessions have become increasingly popular. When holding them, there are **several things to keep in mind:***

***1.** Make sure that the speakers who compose your diversity panel are actually diverse.*

***2.** Make sure that your panel speakers are involved with other programming,*

as well. Your speakers and attendees will be able to smell it if you're subscribing to Rent-a-Minority lip service.

***3.** Be deliberate with your diversity programming. Asking why diversity is important is just the beginning. How can you dive into a novel, deeper conversation?*

***4.** Above all, think of how you can extend the conversation outside of your event and to the future. The conversation can't just stop once the session does. Try making room for further discussion in vibrant online and offline event communities.*

Feature Diverse Speakers

Today, an all-male panel can be the kiss of death for an event. In fact, there's now a Tumblr account dedicated to documenting "all male panels, seminars, events, and various other things featuring all male experts." The account features event images stamped with a picture of David Hasselhoff giving a thumbs up.

Most event organizers probably have bigger fears than finding their event on a satirical Tumblr profile, but these Hasselhoff stamps further illustrate the need for diversity on panels. In fact, a number of pieces have been recently published asking male speakers to boycott participating on all-male panels. Owen Barder, Director of the Center for Global Development Europe, has even created a public online form for individuals to pledge not to be a part of all-male panels. It currently has racked up over 1,000 names.

Again, having diversity on panels isn't about appearances. It's about bringing a diverse array of content to your conference and making more of your attendees feel welcome.

Owning Up To Mistakes

As the events industry hurdles towards a more diverse future, it's inevitable that individuals and organizations will have room for improvement. When this happens, it's important to own up to it.

In 2014, Bizzabo launched an impartial list of the 100 most-wanted speakers at tech conferences. We issued a notice that the lack of diversity in our list was indicative of the lack of diversity in tech at the time. But we weren't just going to settle with that observation. We set out to create a new, more diverse list of 100 speakers who should be seen more at tech conferences.

Oversights are inevitable, what's important is recognizing when improvements can be made, and implementing them as soon as possible.

CONCLUSION:
What Else Can Be Done?

A lot. There's a lot more to be done towards making events diverse and inclusive. As those in the events space continue to work towards inclusion we must be extremely mindful of our intentions behind it. "Inclusion," says Dr. Robinson, "'has always the habit of promising, like Kafka's gatekeeper, 'It is possible, but not now'...Open the gate, certainly, but destroy the fortress."

5. INNOVATIVE NETWORKING AND EXPERIENCE STRATEGIES

Networking is one of the leading reasons that individuals attend events. Part and parcel of networking is having an engaging event experience.

A number of concepts have been introduced over the past year to make event more engaging, informative, and fun. By structuring events with the below ideas, event organizers will give their participants the ability to network like never before, while also increasing the likelihood that attendees will return next time.
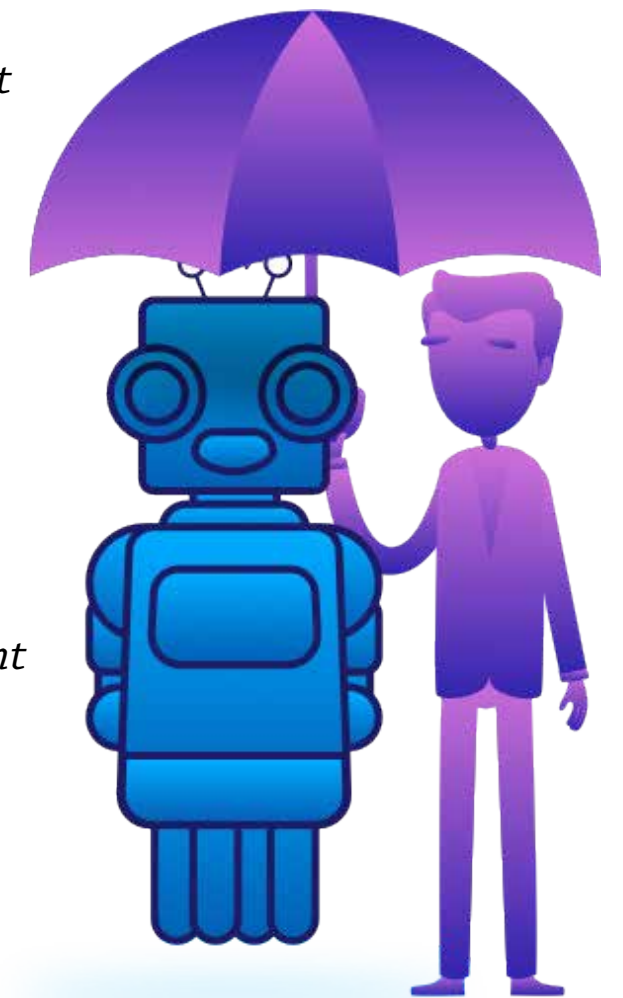
Orientation Time

With any luck, organizers will have lots of repeat attendees making it out to their events. But just as important are first-time attendees.

At Microsoft's Worldwide Partner Conference nearly 40 percent of the event's 15,000 attendees were making an appearance for the first time. To make the event more approachable, the organizers offered an orientation that started the Sunday before the event kicked off. Here, attendees had the opportunity to learn best practices for the event, while also having a unique opportunity to get to know fellow first-time attendees.

Why This Matters: Hopefully your events will have loyal followers who repeatedly make it out to them; however, if your events are to grow, they must attract new attendees. If an attendee feels overwhelmed and unprepared, they're less likely to come back next year.

Sweatworking

The idea of sweat working, or networking through fitness classes, has been around since at least 2011. However, it has dramatically increased in popularity over the past year and looks to increase even more in the future.

The appeal is simple. As health-consciousness has grown, more and more people are looking for an alternative to the traditional networking of wining and dining. Exercise classes provide a space to meet with others in a more informal setting, and to get the body moving. Whether it's for internal networking events or for an option at a conference, event organizers are turning to sweatworking.

BizzaTip

One of the most popular sweatworking activities is spin, or stationary cycling, classes. It allows participants to go at their own pace, while still experiencing a fun rush of adrenaline.

Exhale, Studio Three, and Equinox are just a handful of the fitness businesses that have seen a noticeable uptick in teambuilding and networking events. Adding to the demand of the innovative networking practice has been the endorsement of several organizations. UK Active, a not-for-profit agency released a statement in September urging employees to pursue sweatworking opportunities. Since then, numerous publications such as The New York TImes and The Guardian have also moved to endorse the practice.

Why This Matters: When it comes to planning networking for conferences and events, event organizers will need to look beyond the standard wining and dining in order to shine.

Networking Ambassadors

Social Media Marketing World presented attendees with a number of engaging ways to network–from pre-event Slack communities to "Table Talks" for individuals wishing to discuss a specific topic over lunch. Perhaps one of the most game-changing networking developments that the conference deployed was that of the Networking Embassy. At Networking Embassies, attendees could ask

questions to a dedicated staff of Networking Ambassadors, who would then help attendees identify other attendees from their industry or area. Similarly, Networking Ambassadors also offered quick tutorials on how to get the most of the networking app. This Ambassador function carried over into after-hours parties, where Party Ambassadors (easily spotted in their blue button-down shirts) helped attendees meet make connections.

Why This Matters: *A dedicated networking staff goes a long way to making attendees feel like they're getting the most out of their networking experience.*

Taking It Around The World

Salesforce's Dreamforce, mentioned earlier, is arguably one of the largest software conferences in the world. This year over 170,000 attendees from 78 countries made their way for the event. For 2017, Salesforce is thinking bigger. Rather than just having one event in San Francisco, Salesforce is taking DreamForce on a world tour. The series kicked off in December in NYC and will soon be making its way to Amsterdam, Hannover, Sydney, Washington D.C., New York, Toronto, London, Boston, Paris, Chicago, Tokyo, and more. At each location, attendees will be able to check out product demos, take part in breakout sessions, listen to keynote speakers and more.

Why This Matters: *Traditionally events demand that attendees to come to them. The bar has now been set to bring events to attendees, especially when dealing with an international following*

Flipping Conventions

Holding events outside is nothing new. However, the way that Google held its annual I/O conference this year definitely was. Taking inspiration from music festivals like Bonnaroo and Lollapalooza, Google took what is otherwise a highly technical event and infused it with a newfound sense of wonder.
The event primarily took place at Mountain View Amphitheatre, just less than a half-mile from Google's HQ. Combining several enclosed spaces and open-air tents, Google ended up with something that more resembled a festival village than a tech conference.

Why This Matters: *The implications of Google's I/O 2016 conference goes beyond just taking an event to the outdoors. Rather, it highlights how event organizers can and should question the conventions of an event and then flip them.*

Quiet Time And Networking In The Rain

Something out of the ordinary. That's what the creative agency promises every year at C2 Montreal's. Central to C2 Montreal are labs, which function as creative brainstorming environments. This year, the conference employed two labs that filled two big needs in events. The first need is a quiet place to decompress and take a break from the chatter of networking. C2 Montreal provided this respite in the form of its Zen Garden lab. Here, attendees walked through a garden constructed for the event while wearing noise canceling headphones. It was an opportunity to relax and reflect. The other feature involved umbrellas. After being paired up with a fellow attendee via a

matchmaking app, guests were given the opportunity to share an umbrella as they walked through the rain. Only, this was fake rain, and the umbrellas were pink.

Why This Matters: *Not every event organizer has the budget, nor the approval to utilize zen gardens and fake rain, but every event organizer does have a profound reservoir of imagination. However, we should be expecting more innovations like this in the coming years.*

CONCLUSION:
Innovating the Experience
There's a lot of room for innovation when it comes to Networking and Experience strategies at events. From sweatworking to zen gardens, the events industry is seeing an exciting boom in innovation. Table lunches won't be going anywhere anytime soon, but more unique experiences will be appearing, and it is these unique experiences that put some events above the rest.

6. OFFLINE AND ONLINE COMMUNITIES

Of the average Chief Marketing Officer's total B2B marketing budget, live events account for 24% of annual spend. That is the single largest marketing investment most marketing departments make each year. The reason for this is obvious: For most businesses, live events are one of the most effective ways for brands to engage with target audiences.

The average CMO annualy spends 24% of their B2B marketing budget on live events #EventTrends **CLICK TO TWEET**

While live events are undoubtedly valuable, so too is digital. For one thing, digital channels allow brands to stay in touch with a target audience throughout the year. Facebook has over 1.7 billion monthly active users, Twitter has 313 million, and LinkedIn has 116 million. In short, for business event organizers who want to engage a target audience, the best option is to build an online community that is brought together during an offline in-person event.
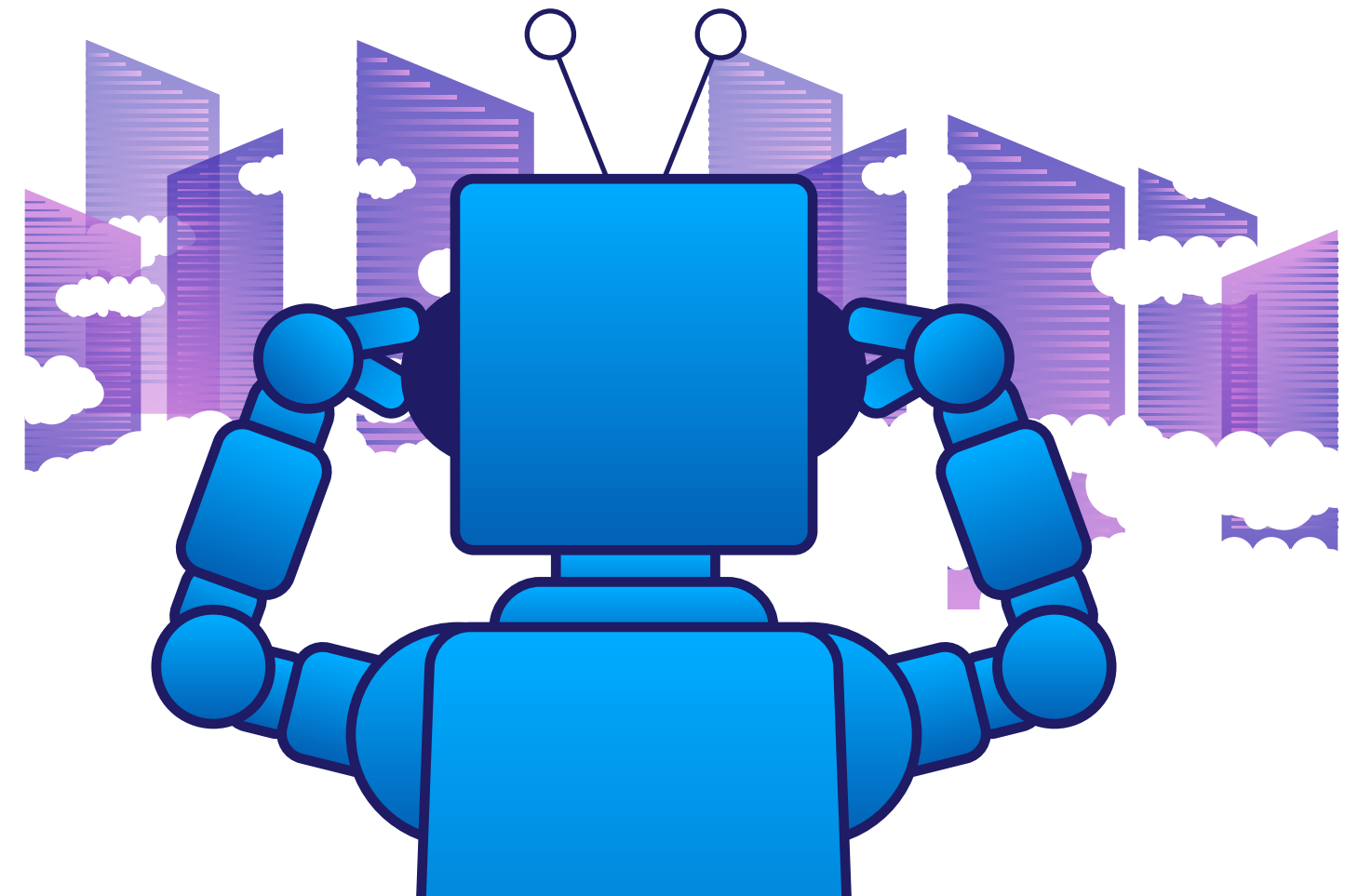
Social Media Does Not Necessarily Mean Community Building

Just because someone on your team is *tweeting*, *snapping*, and posting does not mean that they are actually building an online community. Contrary to popular belief, a social media manager and a community manager do different things and "doing social media" is not the same as bringing people together via online networks.

That means that as you develop an online community building strategy it may look quite different from a social media strategy that is usually designed to increase brand awareness or *increase event registrations*. In fact, it is possible to have two separate strategies that involve the same networks but aim to accomplish different goals.

For example, Bizzabo has a private event networking group on Facebook called *Eventovation*. This network is designed to build an online community of professional event organizers, where members can come together to share best practices. Additionally, Bizzabo has a broader social media strategy that employs a *company Facebook page* to distribute relevant news about our product and company to followers.

Online Community Building Strategies

When it comes to building a thriving online community, you have *many different tools* at your disposal. To select the right tool for you, it's important to understand the target audience. What social networks is your target audience most likely to use naturally? What sort of connections are these people most likely hoping to establish (friendships, business connections, relationships with industry influencers)? What social media platforms are integrated with the *event networking app* you are using, if you are using one. Here are some different community building strategies that can be implemented on different social networks.

Twitter Chats

Twitter can be used for more than just Pepe the frog memes. Savvy community builders use Twitter to host regular *"Twitter chats"*. During these chats people come together to discuss questions presented by a moderator. Often, the brand hosting a Twitter chat will work with an industry expert (think keynote speaker) to answer questions from community members. Plus, since most industry experts have a Twitter following, guest experts can be relied on to bring more people into the online community.

Buffer is one brand that uses Twitter chats well in order to build a thriving online community of social media experts. Buffer community managers tweet out the week's Twitter chat topic, exciting their community members, then during the chat they ask insightful questions and even create shareable images that help to attract new Twitter users to the discussions.

Twitter chats are especially good for brands that are unwilling to commit to more time-consuming online community methods like creating a private LinkedIn or Facebook group, since Twitter chats occur at regular intervals and usually last for no more than an hour at a time.

Facebook Groups

Just about 1 in 4 humans are on Facebook, which means that chances are your target audience is already using Facebook to some degree. For organizers hoping to build an online community, Facebook could be the best bet, and thanks to a set of robust Facebook group features, it has never been easier for community builders to set up powerful Facebook communities that add value to everyone involved.

Facebook groups have three visibility settings, Public, Private and Secret. Public groups are ideal for organizers and community builders who are trying to grow large networks of people, where privacy is not a concern. Private groups work well for organizers who want control over the people who are allowed into the group, since Facebook users will need to ask permission before joining the group. Secret groups are best for organizers planning invite-only or internal events where only a small group of select individuals should be allowed in the community. Secret groups, unlike Private groups, are not discoverable via Facebook search.

When launching a Facebook group, it's best to populate it with content and discussions by involving close friends and colleagues. That way when the first community members join the group, they feel as though they are joining something that can provide immediate value.
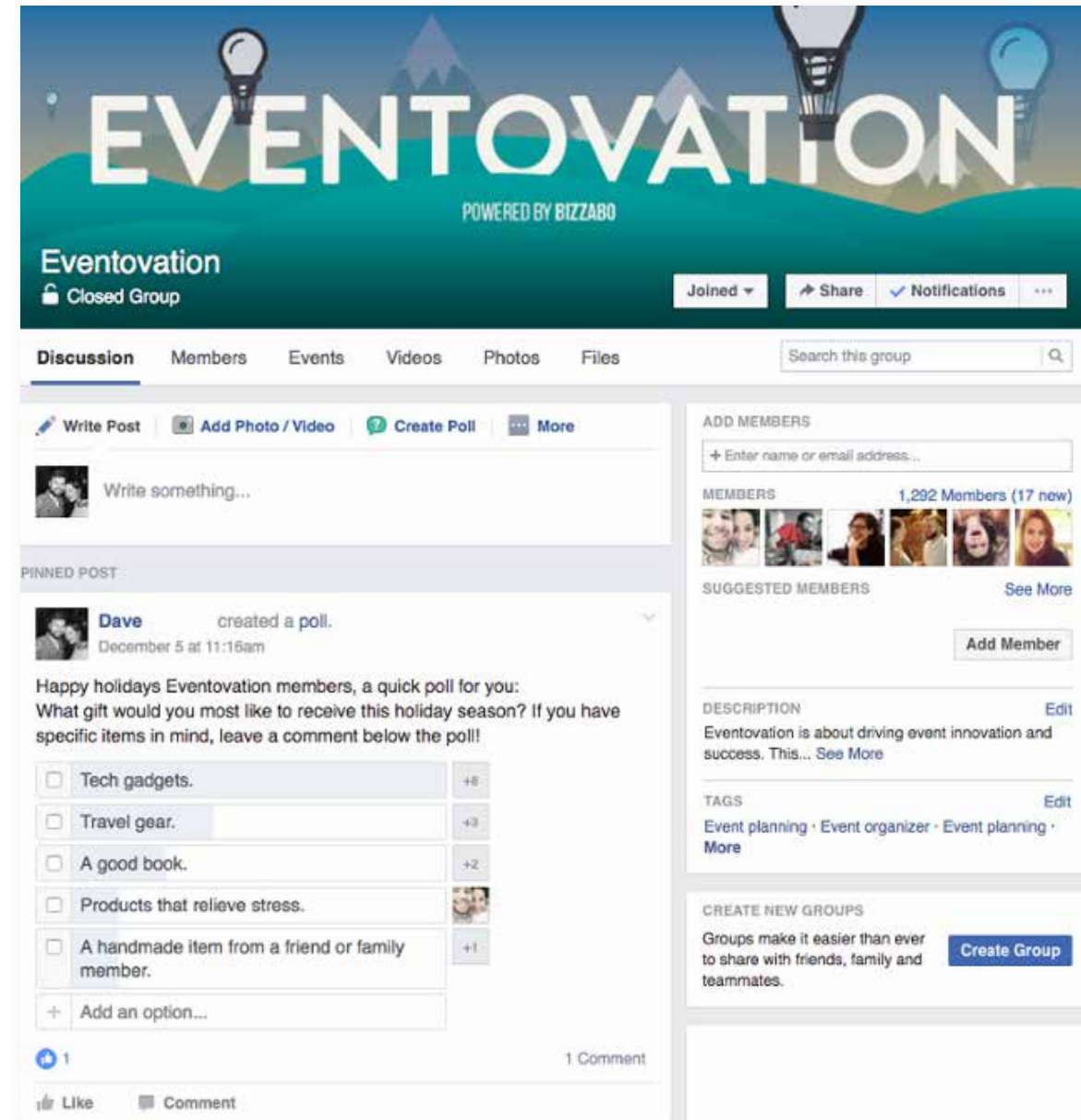
Bizzabo's *Eventovation* Facebook Group

Like with most online community building strategies, Facebook groups require regular upkeep and new initiatives to keep community members engaged. Creating a post schedule that features a range of diverse content from polls, to thoughtful industry related articles, to shout outs to active group members is a great way to build a lively online community hosted on Facebook.

BIZZABO

LinkedIn Groups

One of the more traditional online community platforms, *LinkedIn Groups* has been around for quite a while now. Various social media experts have written entire books on how to use LinkedIn Groups for various purposes, and rightfully so. As one would expect, LinkedIn Groups are best for business-focused online communities.

As with Facebook Groups, LinkedIn Groups have various privacy settings that allow organizers to control who can join the group. The platform also features various commenting settings (as does Facebook) that provide Group admins with the ability to only show posts from members that are approved. Organizers concerned about many spammy or inappropriate comments may want to require comment approval, though setting this requirement can cause members to post less.

One powerful feature offered by LinkedIn Groups that is not available through Facebook Groups is the *email* digest. Depending on settings, community managers can opt to email group members a regular digest of recent LinkedIn Group posts. This can be a great way to keep less active members engaged.

✏️ BizzaTip

Creating a company-sponsored Medium publication is another way to engage members of your community. Once the publication is set-up, you can start calling for contributions from community members.

Forums

A forum is perhaps the most flexible medium for building an online community. Forums are usually divided into boards where members discuss a particular topic. Each topic usually has at least one moderator who ensures that commenters adhere to community guidelines and to facilitate conversation.

Some events like *Social Media Marketing World* and Inbound Conference have developed thriving forum based communities where members learn from one another, and form valuable connections.

When it comes to building an online forum, usually more work is required than when building a community using a social media network. However, there are some forum building platforms that make creating a forum a bit easier.

Forums are best for organizers and community builders who have a clear community strategy and who know that online communities will play a

significant part of business strategy for years to come. Otherwise, investing the time and sometimes money in creating an online forum won't be worthwhile.

Bringing Online Communities to Offline Events

As was mentioned earlier, despite a lot of focus on digital marketing strategies, live events are still one of the single most effective marketing activities. That means that organizers and community builders will want to find creative ways to bring online communities to life during live events, such as a user conference or networking event.

While there are a number of different tactics that can be employed to do this, the key is to make online community members feel recognized and feel connected with one another. Organizers can do things like invite online community members to special networking sessions, presentations or after hours parties. They can reference content from online communities in presentations, and can recognize active community members on stage.

CONCLUSION:
Next Steps In Building Your Community

For readers interested in harnessing the power of online and offline marketing, creating online and offline communities is a great way to speak to a target audience via highly effective channels. To get started, organizers should first make sure that they have a great understanding of the target audience Are

members of the target audience likely to want to join an online community? If the answer is "yes", then what platforms are they most likely to use?

Once you can answer these questions, it's time to program valuable online experiences for community members, from exclusive access to thought-leaders, to well-moderated discussions and free content.
To bridge the gap between online events and live events, organizers should think of ways that they can recognize online community members for their participation to make them feel valued and to encourage event goers to join the online community as well.

NEW YEAR'S RESOLUTION

What's one Social Trend that you promise to learn more about during the next New Year?

How do you think you could implement it?

Discover The
SMART EVENT MARKETING PLAYBOOK

Everything The modern event planner should know about marketing a conference or event

Download The eBook

The Smart

EVENT MARKETING PLAYBOOK

Everything The Modern Event Planner Should Know
About Marketing A Conference Or Professional Event

Brought to you with love by Bizzabo

SECTION III: BUSINESS TRENDS
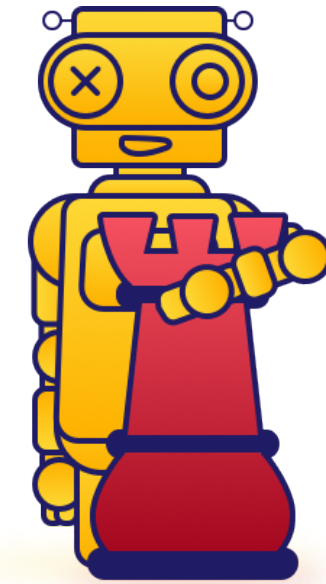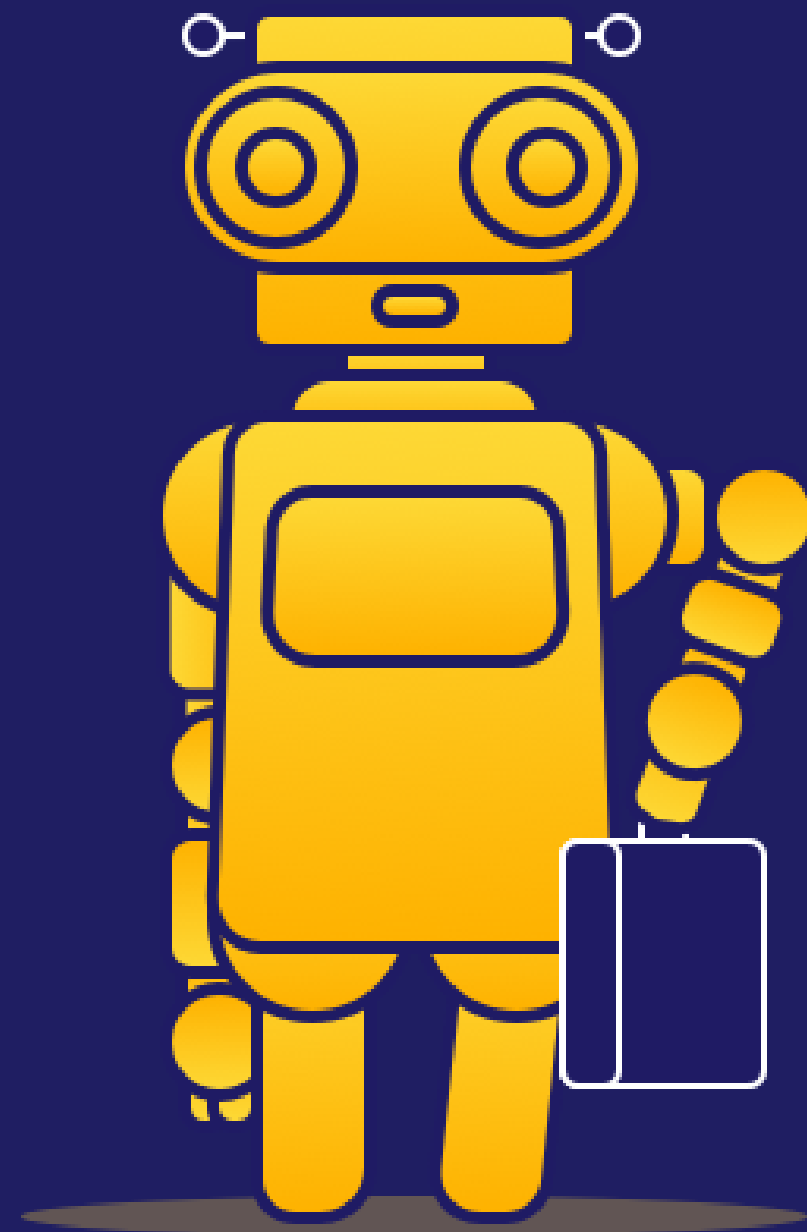
In this section will tackle some of the trends that have been shaking up the business side of the events world. We'll first take a look at how event planners might be ready for a new title change to Business Event Strategist. We'll then see how Uber and Airbnb can work their way into business events with an exploration of the Gig Economy. Finally, we'll check out how event professionals can embrace working in their PJs with a Distributed Workforce.

7. BUSINESS EVENT STRATEGIST

As the event industry evolves, shouldn't the titles that are associated with them do so, as well? That's the question that Sherrif Karamat, CEO of the Professional Convention Management Association (PCMA) posed earlier this year. For years event planners in the B2B space have been strapped with such titles as "Meeting Planner" and "Event Planner." But these deceptively simple titles belie the complexity that now goes into planning an event. Today making an event happen requires much more than just planning.

The Evolution Of The Industry

Looking back at the history of event organizers, the one thing that has remained consistent is that events have always needed to be planned. Even in the days of antiquity, if someone wanted to have an event, it fell on someone to plan it. What wine do I select? Will there be roasted goat? What about figs and honey? Maybe a singer or two? Should the event be in a field, an amphitheater, or (if we can swing it!) the palace?

Even then, someone needed to plan the logistics of the event. However, one thing that those people most definitely did not need to do is create and disseminate email marketing campaigns in order to attract a solid turn-out. Event planners didn't need to find and research the best event management software to track registrations, facilitate networking between attendees, and draw meaningful conclusions from a robust system of event metrics.

Today, event planning is a complex enterprise. So complex, that most event planners work in teams of logistics specialist, marketing specialists, and even data analytics specialists. What isn't done by the event team is outsourced to specialists, either elsewhere in the company or to event planning agencies. That's right: We now have a whole industry dedicated to planning events. If you're reading this article, this is probably of little surprise to you, but just think about how much of a leap this is since the days of holding banquets in Xerxes' court.

The fact of the matter is that over the years, an increasing amount of work has gone into making an event happen. This includes:

- ***Maximizing attendance***
- ***Maximizing the satisfaction of attendees***
- ***Maximizing ROI***
- ***Marketing***
- ***Retargeting***
- ***Building a great event website***
- ***Building online and offline communities***
- ***Finding the best keynote speakers***
- ***Makings sure speakers arrive on time***
- ***Making sure speakers are happy***
- ***Making sure speakers don't wander off minutes before their speech***
- ***Finding some way to leverage such science-fiction sounding tech as chatbots, virtual reality, iBeacons, and more.***

In addition to all of the above, there is still the meat and potatoes of booking venues, catering, accommodations, and transportation where needed. And that's not all.
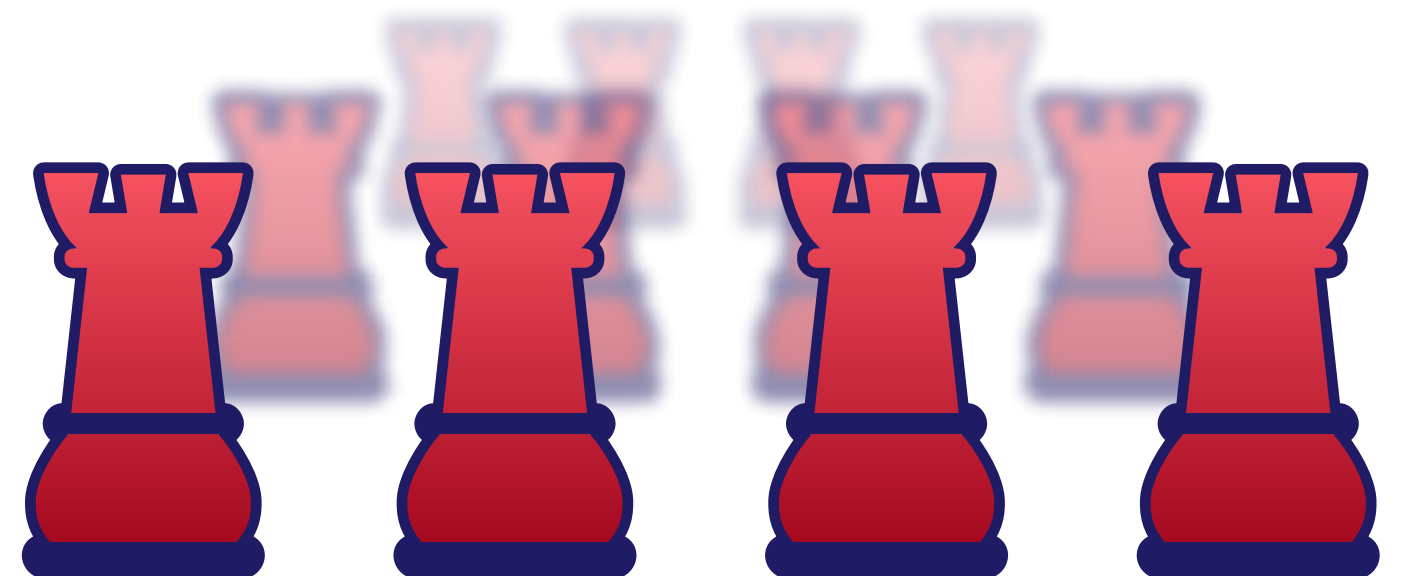
Not only have the skills required for events multiplied over the years, but so have the types of events themselves:

- **Conferences and conventions**
- **Tradeshows and expos**
- **Internal corporate events**
- **Meeting and networking events**
- **Social gatherings**
- **Fundraisers and galas**
- **Classes and workshops**

Each one of these events has its own KPIs and desired outcomes. Each one of these events requires a unique marketing strategy. Each one of these events is a world unto itself, and today's event planners need to master all of them.

Today Event Planning Is A Billion Dollar Industry

As mentioned previously, the average Chief Marketing Officer annually spends 24% of their B2B marketing budget on live events. It's estimated that that number is over $26 billion dollars. A study by CMI found that out of all marketing tactics (including webinars, white papers, blogs, and videos), the majority of B2B marketers believe that in-person events are the most effective. Meanwhile, 81% of the respondents reported using events in their marketing strategy.

Plus, the events industry itself is growing. The past several years have seen a boom in the number of event planning professionals. According to the US Bureau of Labor Statistics, the event planning industry is set to grow 10% in the next 10 years. More than ever before, event planners are in demand.

CONCLUSION:

Redefining The Scope Of Event Planners

Sheriff Karamat's proposal of a title change for event planners is a welcome sign of the times. Given the many skills that today's event planners are required to master, given the level of strategy that goes into making a contemporary business event happen, isn't it about time that there's a job title to match? "Business Event Strategist" definitely is a step in the right direction. It will be interesting to see how the title and roles of event planners change moving forward.

8. THE GIG ECONOMY

Just last year 33% of Americans participated in some form of independent work and the number of participants in what's colloquially called the "gig economy" is expected to increase not just in the United States, but around the globe.

Workers in the gig economy choose to sacrifice steady income and job benefits for a flexible work schedule and the ability to "be your own boss." Customers who work with these freelancers appreciate generally reduced prices and

increased levels of service. In many cases the services provided through the gig economy represent a win-win for workers and for customers.

Many event organizers may be able to benefit from the services offered by various marketplaces. Whether it be from a ridesharing company that provides vent attendees with discounted transportation, or a marketplace that offers the help from on-demand business people, savvy organizers will find that a plethora of interesting services are available thanks to the growing gig economy.

Ride-Sharing

Some readers may already know that Uber, the now $50B ride-sharing company, gained early traction by teaming up with events to raise awareness about the Uber brand. Well the now behemoth company continues to work with event organizers interested in providing rides for event goers.

Organizers can offer event attendees discounted rides by sharing a predetermined promo-code with them. Of course this means that the organizer usually ends up subsidizing a portion of event attendees' rides, however in some cases, Uber has partnered with events or event sponsors to offer attendees special perks.

Take this year's Art Basel, an art event held annually in Miami Beach, Florida. During the event a headline sponsor, Effen Vodka worked with Uber to provide event attendees with unique transportation experiences, the promotion was called "Land, Sea, Air". Riders could choose to take a yacht, sea plane or luxury SUV by entering a special promo code in the Uber app. It should be noted that other ridesharing services like Lyft offer similar partnership opportunities.

For event organizers worried about arranging a ride for event materials instead of event attendees, Roadie might be the ideal service. Roadie is a delivery network that pairs people shipping items with people traveling across the United States to form a delivery network. Event organizers who need to move items from point A to point B may find

Uber gained early traction by teaming up with events to raise awareness about the @Uber brand CLICK TO TWEET

Home-sharing

One of the most common refrains from event goers who travel to a meeting or event set in an exotic locale, is the feeling that they never had the chance to explore the location. Instead, the attendee was stuck in an event venue for most of the day, and at night retired to a staid convention center hotel.

Home-sharing platforms like Airbnb, Homeaway, and VRBO may provide event goers with the ability to better experience the host location. As reported by Skift, Airbnb may soon provide event goers with the ability to book a home through a widget embedded on an event website. While it is doubtful that Airbnb could guarantee specific room blocks, like a traditional hotel can, the company is interested in somehow making home-sharing more accessible to event goers.

Airbnb's recent addition of Experiences means that guests have the ability not only book a place to stay, now they can also book a trip that brings them closer to the true nature of the destination.

Organizers may find that attendees (especially young event attendees) are more willing to travel to events in far-flung locations, if a home-sharing option is available. Some travelers feel that staying in an Airbnb or Homeaway provides a more authentic travel experience that can turn an average event into a memorable one.

Freelancers and Distributed Workers

Just as rides and hotels have become on-demand thanks to rich marketplaces like Uber and Airbnb, business professionals have become on-demand as well. With platforms like Upwork and Fiverr, it has never been easier to find talented professionals. Upwork features tens of thousands of freelancers with expertise in marketing, development, graphic design and administration. Since freelancers are distributed around the globe, they can even work on a project while the customer sleeps.

Fiverr is a similar freelancing platform that features many talented professionals with similar expertise as Upwork. The difference is that for the most part these services start at $5.

BizzaTip

To guarantee that you're getting the most out of your Fiverr experience, be sure to check the seller's level and feedback. Higher level sellers have been with the website longer and have served more contracts, while positive feedback will be a sign of good work to come.

Occasionally some of the advice on found in Bizzabo resources involves work that is somewhat technical. Analyzing the data from an event website for example, involves installing a bit of code in the website header. Upwork can supply web developers capable of installing this code in an hour or less. This is

just one small example of how adding a freelancer to an event planning team can help to take an event to the next level. For tasks involving manual labor, *TaskRabbit* is a great option for event planners who need something assembled or cleaned and *Shyp* provides organizers with an on-demand courier for instances where a package needs to be delivered in a hurry.

Education

As online learning continues to grow in popularity, platforms like Skillshare and Udemy provide experts with an opportunity to share knowledge through for-profit online courses. In a world where event planning strategies are constantly changing, event organizers may find these online classes to be valuable. Event organizers could opt to take *a course on web design* lead by a professional designer at InVision, a prototyping company that specializes in great design. Alternatively, readers might prefer to view *a lecture* from *marketing thought-leader*, Seth Godin. There are thousands of online courses available capable of teaching organizers valuable new skills.

CONCLUSION:
What Organizers Should Remember About the Gig Economy

Most event organizers have limited time and resources when planning an event. The gig economy can help event organizers to work more efficiently by cost-effectively scaling available resources. When needed, experts can be brought in to accomplish challenging work. Otherwise there's no need to pay those experts when event planning tasks quiet down.

9. DISTRIBUTED WORKFORCE

According to Gallup, 37% of the US workforce says that they have telecommuted at some point or another–that's a 29% increase since 1995. Meanwhile, 3.7 million people now work from home at least half the time. What's more, reports indicate that people actually enjoy working from home. With all of the pajama wearing possibilities, is that really much of a surprise? Buffer, Upworthy, Zapier, Basecamp, and Endless Entertainment are all companies that operate with a remote workforce to some degree, and many others are joining them.

With a new attitude towards remote working and an abundance of new *project management tools* that enable it, remote working is becoming an increasingly popular trend. As event planners think of building a team they should be aware of this new way of working called a distributed workforce.

Benefits

The benefits of working remotely go beyond working in your PJ's. From having reduced overhead, to achieving a more diverse workforce to being able, to being able to bring your work to your clients, there are a number of reasons to consider a distributed workforce.

High Demand

For starters, there is a high demand for remote working opportunities. While 50% of the US workforce holds a job that's compatible at least partially with
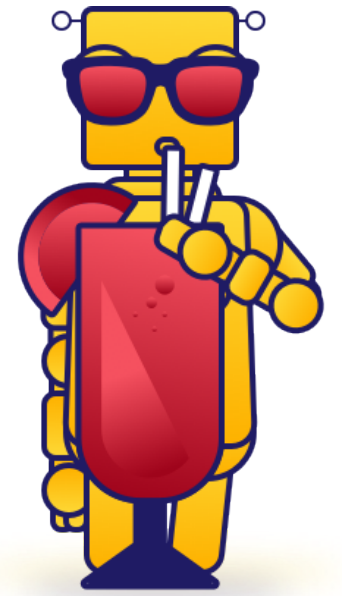
telecommuting, 80-90% of the US workforce says that they would like to telecommute at least some of the time.

BizzaFact

Jack Niles first coined the term "telecommuting" in 1972. At the time, Niles was working remotely on a communications project for NASA.

Many workers are looking to eschew the nine-to-five lifestyle in favor of one that puts them in control of their own time and ultimately productivity. Remote working empowers people to do so, which may make it easier for event organizers to attract top talent.

Many workers are looking to eschew the nine-to-five lifestyle in favor of one that puts them in control of their own time and ultimately productivity. Remote working empowers people to do so, which may make it easier for event organizers to attract top talent.

Cost-Effective

According to Flexjobs, remote workers save businesses an average of $2,000

a year and reduce turnover by 50%. Workers save money on commuting, pressing shirts, and coffee runs. Employers save money on office space and equipment. The benefits for both parties exceeds line items. Ninety-one percent of respondents said that they were in fact more productive while working remotely. This finding is in line with CEO of Endless Entertainment Will Curran's observations: "I have people who are doing 4x the amount of work and feel way more energized. They are also working when they get the most amount of work done."

Happier Employees

Reduced turnover is a strong indicator that employees who work from home are in fact happier. In a survey conducted by TinyPulse, respondents reported higher overall happiness in comparison to all other workers. It turns out that there is a learning curve to remote working happiness, as those who have been telecommuting longer reported enjoying it more. It may take some time to transition your office to working remotely, but when people get there, they usually do enjoy working more.

Diverse Top-Tier Talent

When you open up your enterprise to a distributed workforce, you give yourself the opportunity to pull from global talent that would otherwise be out of reach. Though Bizzabo is not a distributed team, roughly half of our team is based out of New York City, while the other half is based out of Tel Aviv. This puts us in the fortunate position of having access to two of the most competitive and diverse talent pools in the world.

Also, an around the world workforce means an around the clock workforce. While the New York City office is counting sheep, the Tel Aviv office is hard at work.

Going to the Clients

Even at standard nine-to-five jobs, employees find themselves traveling for events, conferences, and client meetings. Part and parcel of a distributed workforce is the ability to bring your company to your clients. "I like to say my house is in Phoenix but I live in hotels," says Curran. "Working remotely helps us to better serve our clients."

> "Working remotely helps us to better serve our clients." @ItsWillCurran #EventTrends

CLICK TO TWEET

Flexibility

A distributed workforce is a flexible one. As we mentioned above a flexible schedule often does a happy worker make. "The greatest benefit of working remotely," say Jon Comulada, a writer for Upworthy, "Is flexibility...If I wake up and it's pouring outside or snowing it's great to be able to just stay in." This is especially helpful during major life events.

Maternity Leave

For many, maternity and paternity leave can be a difficult process. On the one hand it's time to tend to one's newest family members; however it's also a time filled with numerous uncertainties about what one's career will look like upon returning to the workforce, especially for women. Having a remote work system in place makes it easier for mothers (and fathers) to spend time with their children.

Keys to Success When Implementing a Distributed Workforce

As you build out your distributed workforce for your events team, it's essential to keep a few guidelines in mind to ensure that you and your team continue to work successfully even when people aren't in the same office.

Clear Guidelines

Will your workers be working fully remote or will they be on a half-remote/half-in-the office system? What will hours be, nine to five, Monday through Friday? A few hours, seven days a week? Will people be expected to respond to a Slack message sent at 9pm? Having set guidelines on how you expect your distributed workforce to operate will keep everyone on the same page and will help to mitigate miscommunication.

Hiring

Make sure that you spend the proper amount of time vetting hires. No matter how much you communicate with new employees, they will largely be out of

sight. Making sure you select someone who is self-motivated enough to perform well in a remote setting is critical to success.

Overcommunicate

Speaking of communication. Make sure you don't just communicate: over-communicate! When your primary means of communication are Slack, email and video conferencing, you'll miss out on the simple luxuries of being able to drop by a colleagues desk for an update. You also miss out on the subtle body language of person-to-person communication.

Try to minimize this with frequent video calls and updates whenever you think they might be relevant. "Recently I needed to leave and get my cat's cat food," says Curran. "I messaged the team telling them I was stepping out of the office for a second. It avoided people relying on me at the wrong time."

Culture, Culture, Culture

As Jon Comulada puts it, "The biggest challenge is not being able to be as connected with my coworkers as I'd like." With any company, culture is important, but with a distributed workforce, culture takes on a new sense of scope. It's not just a matter of being in touch with co-workers for tasks and general work-flow, it's about creating a pan-geographic esprit de corps.

Buffer utilizes a "buddy system" to help new hires feel welcome and oriented during onboarding and beyond. Plan personal meet-ups at least once a year. Zapier has their company meet-up for extended retreats twice a year. Even

thoughtful GIFs and memes can go a long way in keeping things fun and light, but think about how else can you create a happy, productive, and harmonious team.Consider holding regular all-hands teleconferences and sharing fun video updates periodically to keep everyone on the same page and to reinforce company culture.

Establish a Workflow

Although your team should be held accountable for deadlines and should be on call during the hours you established in your guidelines, a remote workforce makes it more difficult to pull a tight turn-around. This is especially so if your workforce is distributed across other time zones. To counter this, make sure you have a solid workflow of assignments to avoid last minute time crunches that can be hard to overcome when people work on different time zones.

Respect Time

Once you have hours established and a workflow in place, make sure that you're respecting those guidelines. Just because someone technically can work around the clock, doesn't mean that they should. That is, unless you've already agreed on an around the clock schedule, in which case, bring it on.

The Right Tools

If you're going to coordinate with your team, you're going to need the right project management tools. These will vary depending on the particulars of your team. At Buffer they use Hipchat, Sqwiggle, and Hackpad. At Upworthy

they use Slack. When it comes to maximizing your own work, there are several productivity tools to check out.

CONCLUSION:
Embracing A Distributed Workforce

For event planners, remote working is very good news. A more distributed workforce makes the moments when everyone comes together (conferences, tradeshows, meetings) all the more meaningful.

NEW YEAR'S RESOLUTION

What's one Business Trend that you promise to learn more about during the next New Year?

How do you think you could implement it?

CONCLUSION

Congratulations! Thanks for taking the time to pore over our carefully curated event trends. You're ready for the future. Well, almost ready that is. Every day more and more innovations are getting introduced to the events space. It's what makes being in this industry so challenging and rewarding. If you leave this eBook with some idea of how to implement Facebook Live, better pursue a more deliberate path to diversity, or harness the power of a distributed workforce at your next event, you are already lightyears ahead of the competition.
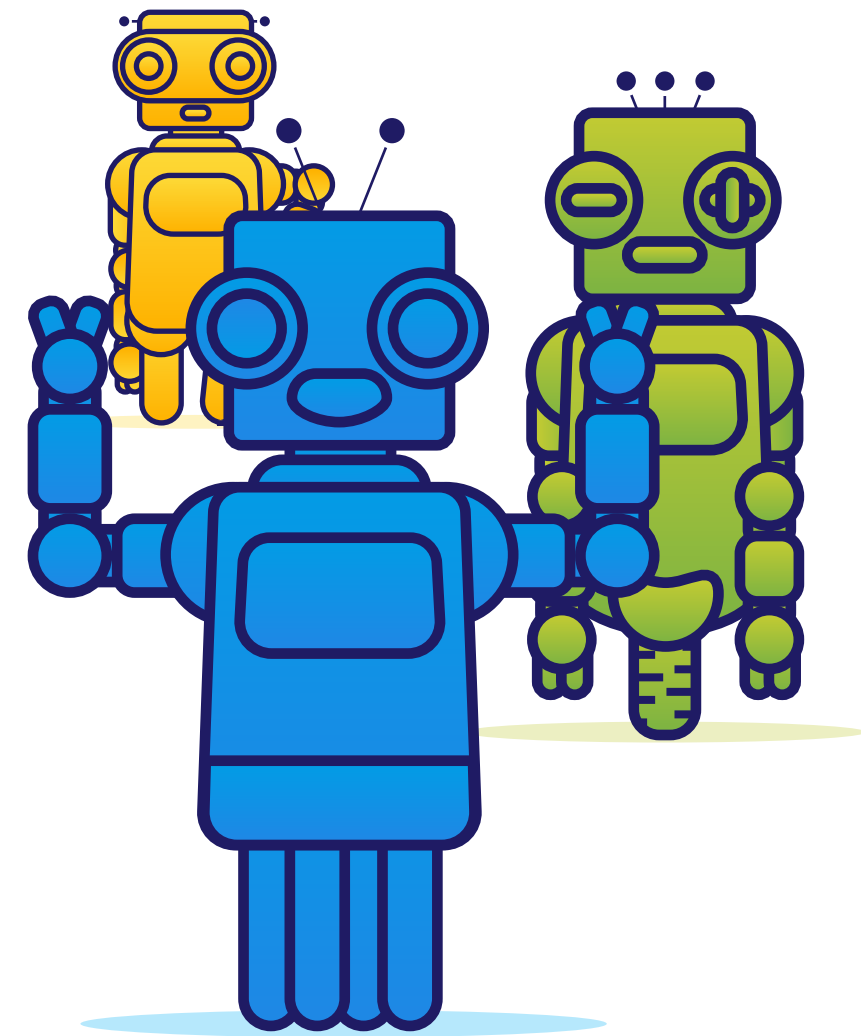
ALL-IN-ONE
EVENT SUCCESS PLATFORM

For Event Planners of the Future

Build Better Events With A Multi-Award Winning Platform.
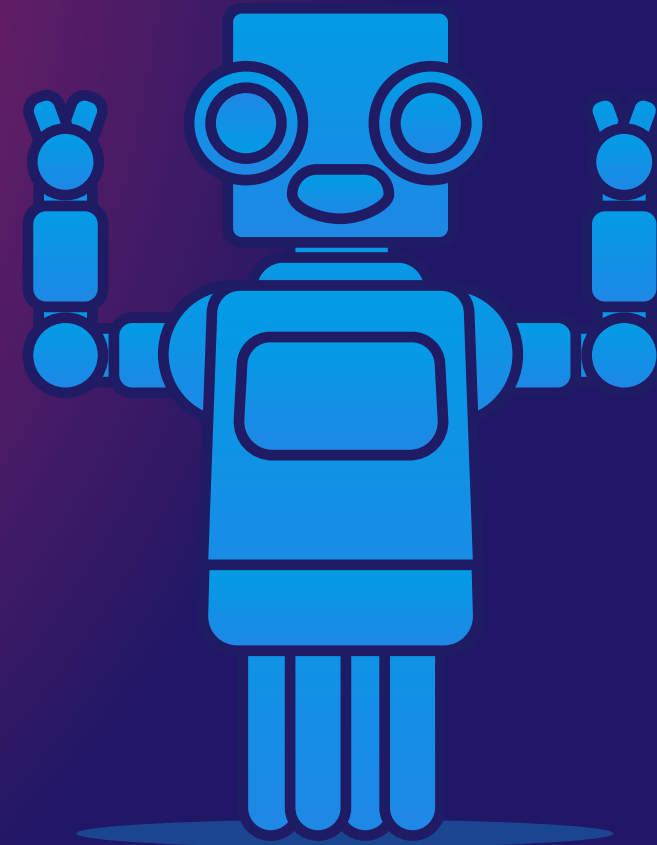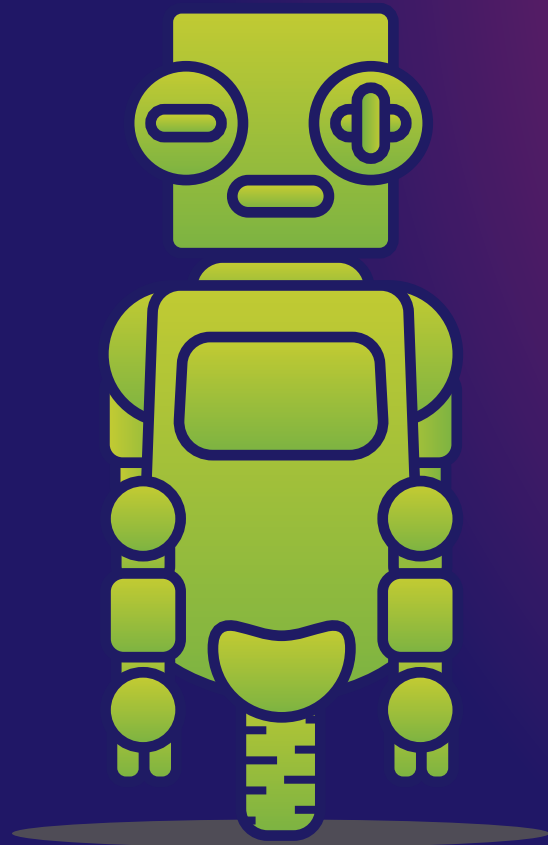
Let's get in touch

sales@bizzabo.com | 1-800-604-BIZZ | www.bizzabo.com

BIZZABO