

TOP TRENDS RESHAPING CORPORATE EVENTS

..... 2024



The corporate events landscape is undergoing an incredible transformation thanks to a wave of exciting new trends. Following two years of pandemic-induced disruptions, the industry is making a strong comeback. However, this isn't a mere return to the old ways—it's more of a rebirth, with a spotlight on technology, sustainability, personalization, and the creation of memorable audience experiences. It's an exciting journey, and we're here to guide you through it all.

Here are four of the top trends that are reshaping corporate events in 2024:



BUILD A CONNECTED JOURNEY

"Immersive" isn't just a fancy buzzword used when discussing events. It is one of the most important aspects to consider when crafting an event strategy to elevate the attendee experience. These elements are a must-have when creating a connected and immersive journey:

- Go beyond the primary event spaces—activate entrances, transition, and lounge spaces to guide guests through experiences and amplify impact by providing space for connection.
- In building a connected journey, find opportunities to integrate meaningful branding and messaging at touchpoints or intersections that bridge event moments, creating a continuous experience flow.
- Create immersion with a dynamic variety of media—from scenic, signage, and digital surfaces to lighting, F&B, and soundscapes. Immersion includes interactive elements like virtual reality simulations, live performances, and themed decor. Audience participation through live Q&As can help attendees fully engage in the event's objectives and messages, fostering a memorable and impactful experience that leaves a lasting impression.



ADD PERSONALIZATION

There has been a fundamental shift in expectations with the advances of technology in our daily lives. Now more than ever, people want a personalized experience, especially when attending an event. Thanks to technology and strategic planning, individual personalization, regardless of the number of attendees, is possible. Personalization must have for your events:

- Virtual and in-person events offering a range of topic and session options allow audiences to curate experiences based on their individual interests.
- AI integrations custom chatbots, digital assistants, networking matchmakers, and even drink recommendations algorithms provide a new level of innovative interactive experiences.
- Event app integrations provide guests with personalized ways to navigate the event experience by analyzing attendee profiles and preferences and suggesting sessions, connections, and exhibits that are relevant to the individual.



FOCUS ON FORMAT

The industry is making a shift from hybrid events towards curating format-specific event experiences, capitalizing on the possibilities of in-person or digital to build strong foundational connections that translate between the two. Key takeaways to consider when choosing a format:



- In-person: opportunities for community building, networking and connection time are critical. Explore what unique experiences and activities are available at an event's location.
- Virtual: with shorter attention spans and expectations of on-demand content, concise and shorter content segments provide focused impact. Virtual platforms provide easier access for engagement with digital interactions and augmentations. Package content in a variety of ways, implementing across platforms for a broader reach with multiple access points.
- Roadshows or event series: include a mix of in-person and virtual engagements, provide localization of topics or specificity for teams, identify opportunities to showcase iterative messaging across a series of shorter events.
- Sustainability: from compostable serving ware to recycling stations, events focus on minimizing waste and maximizing recycling efforts. Companies are opting to swap the SWAG for donations to worthy causes. Even paper leave-behinds are going digital in an effort to reduce waste.



ENHANCE WITH DIGITAL

Audience engagement is key to a successful event. Engagement spans beyond questions and answers from your host or keynote speaker. Amplify engagement across event formats by incorporating tech with easy-to-navigate interfaces. Take a look at the top three digital enhancements that foster engagement:



- **Second Screen Experiences**

By leveraging the devices that guests have readily available, event organizers can create immersive experiences through event apps, social media integration, augmented reality (AR), interactive features like chat, quizzes, polls, and reaction buttons, as well as gamification elements. These second-screen experiences keep attendees engaged and encourage active participation and real-time interaction, making the event more dynamic and enjoyable.

- **AI-powered Content Generation**

Artificial Intelligence can play a pivotal role in enhancing engagement by swiftly generating content, from initial ideation to creating custom visuals and summarizing key points. AI algorithms can analyze audience preferences and behavior, allowing for personalized content recommendations and real-time adjustments to the event program. This ensures that attendees receive content that resonates with them, increasing their overall engagement and satisfaction.

- **Data Capture and Analytics Strategy**

Evaluating the success of corporate events and understanding audience engagement is essential for continuous improvement. Data analytics techniques like live, pre- or post-event surveys, heat mapping, and RFID/NFC badge tracking can provide valuable insights. These metrics help organizers measure attendee satisfaction, identify areas for improvement, and capture sustainability metrics, allowing for more informed decision-making and the optimization of future events.





Let this guide kickstart planning and help take your corporate event to the next level. It's the starting point for driving meaningful engagement and creating unforgettable experiences.

If you'd like to dig deeper into any of these strategies or how to best incorporate them into your next event, let's talk. We'd love to hear more about your priorities and help you create richer, more immersive experiences that deepen engagement.

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