



TYCOON  
EVENTS

# EVENT TRENDS REPORT

2020/2021 Trends

TABLE OF CONTENTS

OUR PURPOSE ..... 2

EMERGING THEMES ..... 3

LET'S GET INTO IT ..... 4

THIS IS WHERE THE  
MAGIC HAPPENS ..... 6

LET'S SUM IT UP ..... 18

CONTINUING EDUCATION  
CREDITS ..... 19

REFERENCES ..... 20

# ABOUT TYCOON EVENTS

Tycoon Events, part of The Event Estate Inc., is an award-winning, full-service event planning company based in Edmonton, Alberta. A trusted name in our industry, we work with diverse clients from all across Alberta and beyond to create memorable experiences that exceed expectations.

We specialize in corporate event planning, community/non-profit events, conference management services, event styling, and event consultations. As an innovative curator of immersive experiences, we create memorable events that are tailored to a unique purpose, add value for the client, and provide exceptional results.

With a commitment to innovation, professionalism, creativity and growth, our strong, diverse team comes with a range of unique skill-sets and is a force to be reckoned with. Because of our commitment, we are passionate about engaging with others in the event industry community and looking ahead at what is coming next for all of us.



“To us, it really is all in the details!”

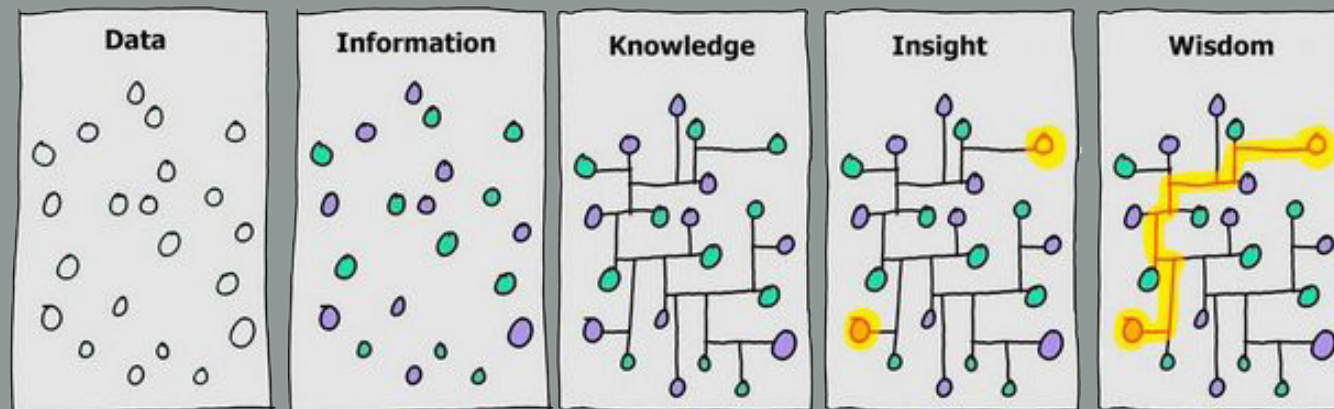
## OUR PURPOSE

The team at Tycoon Events has been busy doing a lot of research this year. Despite industry challenges, setbacks, and many unknowns, it is important that we forge ahead. Therefore, part of our research included gaining a deeper understanding of our current industry climate, virtual and hybrid events, and the platforms, apps and other digital tools available for designing remarkable online experiences. Another large part of our research was centred around uncovering the leading trends in many different industries from all over the world; including fashion, architecture, design, tech, creative and events. Through sourcing relevant trends locally, provincially, nationally, and globally, we have put together this trend report, outlining what we found may impact the event industry for 2021 and beyond.

This report is for anyone who plays a role, or is interested in the event industry and wants a deeper understanding of industry trends. This includes planners, agencies, vendors, venues, designers, technology providers, and fabricators just to name a few.

This report connects the dots from the data we've collected and depicts the insights that were found (see data-to-wisdom graphic). "[Wisdom] allows us to predict the future correctly, not only by detecting and understanding patterns but also deeply comprehending the 'Why' behind those patterns. Wisdom is all about the future: it relies on Knowledge and pattern models, but it can help to shape your 'gut feeling' and intuition, giving you an exponential competitive advantage."<sup>1</sup>

We have thought deeply about how to present this research as applicable information to use today. In the following section, we will walk through some of the steps we have taken so you can begin to understand the processes we have undergone. As you read through this document, we encourage you to let your creativity flow. Use the notes section in the sidebar to capture your thoughts and inspiration!



DIKW Model. Photo courtesy of: <https://towardsdatascience.com/rootstrap-dikw-model-32cef9ae6dfb>













## Combining Sustainability + Technological Advancements

Technological advancements and sustainability have not always gone hand in hand. However, we see these two themes working closely together in the future. When thinking long-term and about how local communities can best work together, technology is an important avenue to consider. All industries, including the event industry, have a growing awareness of the impact we have on the world around us. We are seeing technological solutions emerge, enabling us to decrease our ecological footprint and create positive impacts.

### TRENDS LEADING THE WAY:

**Smart Venues:** Smart venues are more flexible than traditional venues. They incorporate elements such as: wrap-around screens and intelligent lighting projections; enhanced wifi and charging stations; hearing-aid integrated audio and accessible cues in elevators; and sustainable practices such as creating and using renewable energy, carbon offsetting, and utilizing rooftops to cultivate urban gardens.

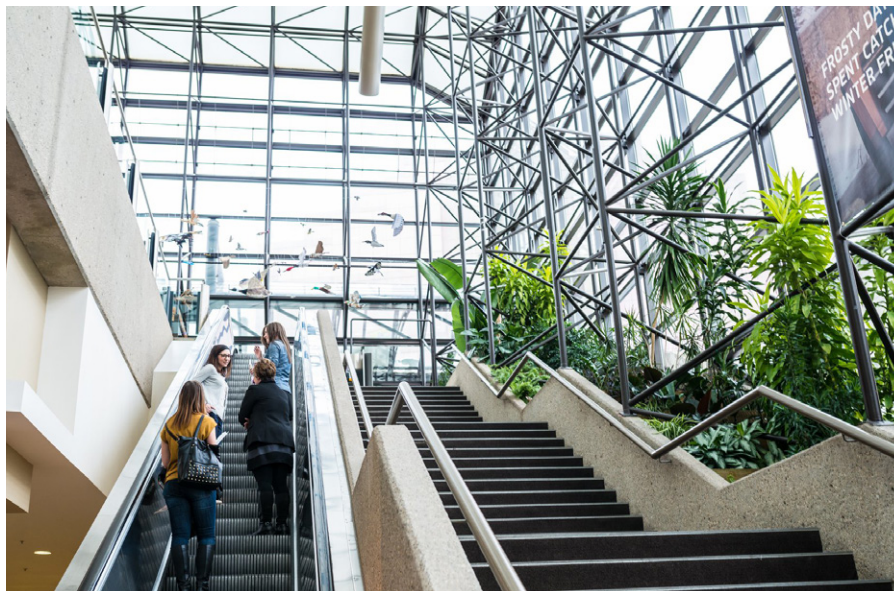


Photo courtesy of: <https://www.facebook.com/edmontonconventioncentre/>

### Application and Execution Tips:

- Pose questions to the venue staff to create an understanding of all of the venue's features. This is vital in making sure your event is successful and allows you to make the most out of the venue!
- Though they are slowly entering the market, smart venues are becoming increasingly common. Booking a smart venue, especially those with sustainable initiatives, will create a financial incentive for other venues to buy-in!
- It is important to understand the difference between venues with sustainability and accessibility initiatives versus smart venues with advanced technological capabilities. Based on what type of venue you are working with, can a technology provider introduce smart features such as wrap-around screens or intelligent lighting to create immersive experiences?
- Leverage a venue's technology, or rent devices, to replace printed event materials such as decor, programs, awards, etc.

### NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Smart Waste Management:** Waste management is an important best practice for event organizers and venues. Advancements in this trend includes tech-savvy interactive applications that educate users on proper waste sorting practices and sorting/compressing waste and recyclables automatically. Not only do smart waste solutions help the environment, they also lower waste management costs significantly for venues.

#### Application and Execution Tips:

- Until these become more widely available, think about utilizing more clear signage for labeling your waste, compost, and/or recyclable bins.
- Partner with companies that sort waste, provide composting bins, and take care of recycling needs.
- Think of ways in which you might be able to educate and/or inform your event attendees of any programs that your venue or event partners have in place that promote waste management, sustainable, or ecological best practices.

#### NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Combining Technological Advancements + Connective Branding & Design

Effective marketing is becoming increasingly customized to each individual consumer through personalized messaging and product offerings. More than ever, we are embracing what makes each of us unique and how our own needs require distinctive and personalized approaches. We have only just cracked the surface of the ways in which digital technology can allow us to connect emotionally, not just as it relates to a brand, but to ourselves, our experiences, and others.

### TRENDS LEADING THE WAY:

**Voice Search:** The use of voice assistants, such as Siri, Google, and Alexa, is becoming increasingly popular. More and more people are using voice assistants to search, check the weather, and play music. Voice assistants can also break down barriers for people with disabilities, whether sensory,



Photo courtesy of: <https://www.forbes.com/>

physical or cognitive, by increasing options and accessibility! Voice assistants will soon support you to purchase a ticket to an event without needing to pick up your device. As well, it will allow event attendees to ask specific questions aloud within an event website or virtual event platform!

#### Application and Execution Tips:

- Optimize your event registration, information, and FAQ pages for voice search so people can easily find your event and purchase a ticket. Incorporate question keywords like “which”, “what”, “how”, “where” and “why” into the various pages of your website.<sup>4</sup> For example, “Hey Siri! What can I do with my family this weekend?” or “Hey Google, what conferences are happening in my area in the next month?”.
- While this technology is evolving, set yourself up for success by incorporating chatbots into your virtual event platform so people can easily ask questions no matter where they are on the site and get real-time answers on how to find their agenda, find a specific session, or interact with a sponsor.

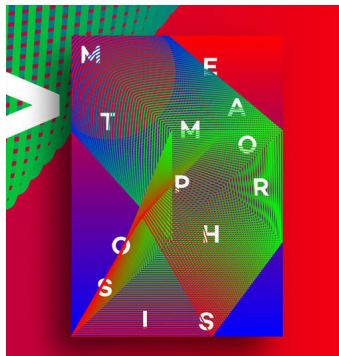
**Virtual Experiential Marketing:** Virtual experiential marketing means converting unique digital experiences into brand loyalty. By creatively playing with the five pillars of virtual experiential marketing (sense, interaction, pleasure, flow and community relationships), brands have the opportunity to create unique opportunities within virtual events.



**Application and Execution Tips:**

- As a virtual event sponsor, create interactive challenges via social media, brand-focused internet games, or via thought-provoking or pop culture-related content.
- Sponsor gifts that event attendees receive at their doorstep and are prompted to open at a specific time during a virtual event. They could then discuss or share these items with other attendees throughout the event.
- During virtual networking, activities, happy hour or workshops, invite attendees to participate from home with a sponsor-branded cocktail kit, custom menu recipe, or a DIY project that can be sent to their doorstep.
- Offer a virtual 'behind the scenes' look or sneak-peek at a unique company experience or product launch. Tie that to a virtual trivia game or scavenger hunt that could bring your event attendees back online to discuss the details with fellow attendees or brand ambassadors.

**Individualistic/Futuristic Digital Art:** In the digital realm, futuristic colour schemes, geometry, and style work together to speak to our excitement about the future. Bright, oversaturated, and unnatural colours set on dark backgrounds contribute



to the futuristic feel of these designs, while also trying to grab consumers' attention in a very busy marketplace. Ultra-thin lines create a feeling of mysticism and, because they can't be expressed on paper, they are unique to digital art. Graffiti-style art represents a movement of freedom, breaking bonds and protesting convention. Reminiscent of what has traditionally been seen in street art, this individualistic trend has been transferred to the digital realm. Although a different type of futuristic influence, street art conveys a sense that the future is in our hands.

**Application and Execution Tips:**

- These design trends are especially appropriate for marketing virtual events because of their technological and futuristic vibes. Use one, or a combination, of these trends in digital marketing for virtual events to create excitement and engagement!
- Combine these designs with immersive technology, such as wrap around screens, at live events to create an intriguing digital atmosphere.

Photo courtesy of: <https://99designs.ca/blog/trends/graphic-design-trends/>

NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Hybrid Venues:** Hybrid venues have the capacity and capabilities to support live and virtual events. The physical needs of in-person attendees are met while there is also support for the technical requirements of a virtual conference, having sufficient staffing to tend to technology and troubleshooting needs. These venues help bridge the gap between physical and virtual audiences. They also promote inclusivity and accessibility for speakers and attendees.



Photo courtesy of: <https://blog.cvent.com/uk/featured/hybrid-events/>

**Application and Execution Tips:**

- Ensure you have the right cameras, high-quality microphones, and robust internet (for high-definition streaming) in your hybrid event venue.
- Delegate staff or volunteers specifically to look after the technological needs of your hybrid event to troubleshoot issues, answer questions, and ensure the technical side of your event connects the virtual attendees to the physical audience and experience as seamlessly as possible.
- Give equal consideration to staging, lighting, and room setup regardless of in-person versus online attendance.

**NOTES**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Combining Technological Advancements + Immersive Experiences

It is no longer possible to rely solely on physical environments to achieve immersive experiences as part of an event. Through technological advancements, we are able to reimagine experiences by breaking past the boundaries, connecting with our senses, and finding inspiration.

### TRENDS LEADING THE WAY:

**Interactive Art Installations:** What could be more immersive than blurring the lines between event decor and event attendees? Interactive art installations can be used to create engagement between event attendees and their environment. For example, depth cameras and touch sensors can sense a person's presence, allowing them to interact with an installation in a way that creates a connection between artwork (or decor) and the viewer. In this example, the attendee becomes part of the decor itself.

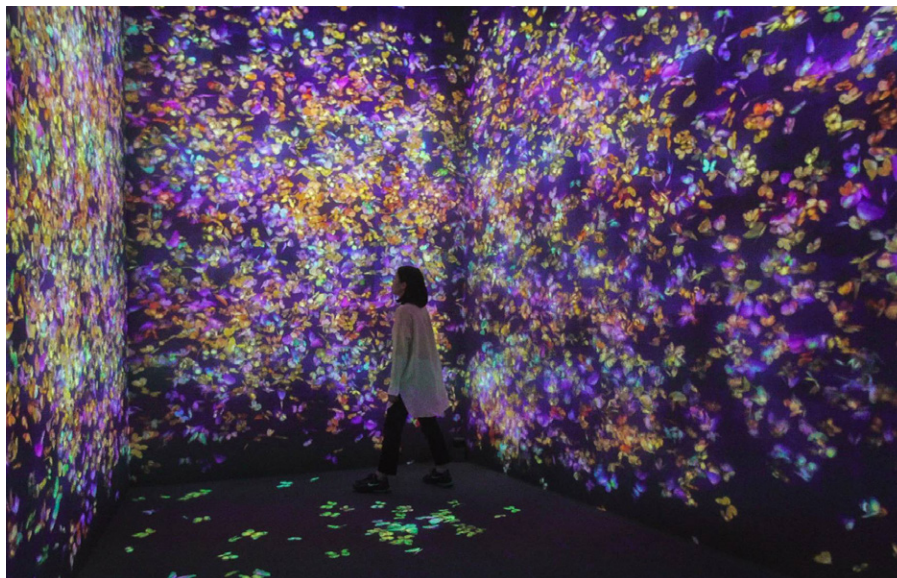


Photo courtesy of: <https://www.teamlab.art/concept/relationships/>

### Application and Execution Tips:

- Take a moment to assess your event artwork or decor: can you add interactive elements to create more value for your event attendees?
- Work with local digital artists and AV companies to create something new and refreshing for your audience.
- What interactive installation aligns with your theme and would resonate best with attendees?

### NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Spatial Instruments and Optical Sound Systems<sup>5</sup>:** An innovation utilizing multiple senses to create deeper and more meaningful immersive experiences for event attendees. Optical Sound Systems are an augmented reality prototype that allows users to see music and sound within their environment. Spatial Instruments express the physical shape, depth, colour, and position of objects in a space as a unique soundscape. Both Spatial Instruments and Optical Sound Systems invite us to look at how we can use space in different ways and layer senses to create experiences that are both visual and audial. Through incorporating technology into the most universal part of the human experience – our senses – we can introduce interaction and stimulation on a whole new level!

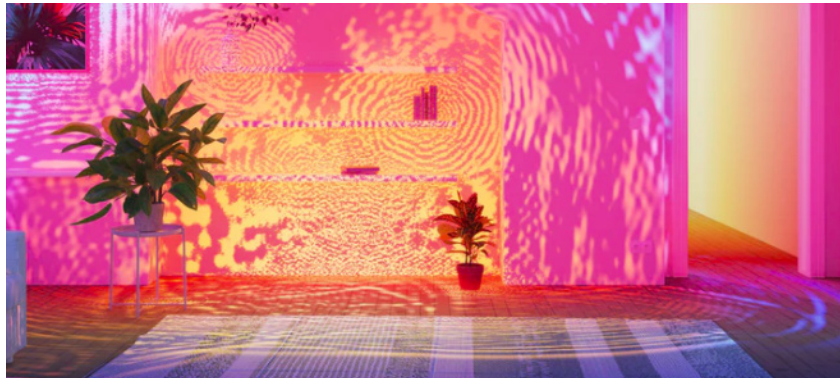


Photo courtesy of: <https://www.everydayexperiments.com/>



Photo courtesy of: <https://www.everydayexperiments.com/>

**Application and Execution Tips:**

- In the design of live events and physical space, look to create dynamic and shifting moods, as music and visual experience can change together within the environment.
- Think about layering senses for interesting activations. Find ways for attendees to ‘touch’ sounds, ‘hear’ movement, ‘see’ tastes.
- For virtual events, showcase content in a different way, i.e. virtual event content, questions, and highlights from the day presented as a song to be shared with attendees at the end of the event.
- Create an activation for live events where, as attendees move around the room (i.e. step in a certain spot, pass a certain area, etc.), sounds are created. Attendees see how their individual and/or group actions change the sound in the space.

**NOTES**

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Interactive Virtual Events<sup>6</sup>:** Adding interactivity to virtual events removes barriers between the viewer and their screen, allowing them to engage in their experience in an entirely new way. This can be done through visual



compositions that automatically sync and change with music in real time, audiences controlling their audio and visual experience with their mobile devices, and audience interaction with selfies that project directly onto a wall or livestream.

**Virtual Studios<sup>7</sup>:** Imagine seeing your event host in a conceptualized, futuristic world... or in outer space... or on any movie set you can think of! This is possible with a virtual studio. An open-faced backdrop built of walls or LED panels, virtual studios project or display a virtual environment for your host to stand in and interact with. To viewers, it looks like the host is actually part of the environment! The host can change what is being displayed, switch through different camera angles, and more. Scenes that are impossible to build in real life can be virtually created and look very realistic.

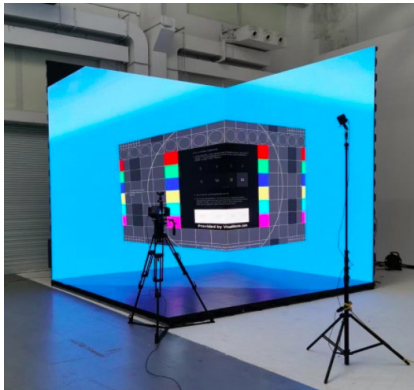


Photo courtesy of: <https://sokaris.com/>



Photo courtesy of: <https://www.multicam-systems.com/>

**Application and Execution Tips:**

- Utilize software that allows visual art to be shown and interacted with/affected by event attendees on their devices.
- Work closely with artists to create unique, interactive experiences for your virtual events.
- Showcase attendees' selfies and other event photos within a virtual gallery or hashtag mosaic. This can also generate social media buzz surrounding your event!

**Application and Execution Tips:**

- Use at hybrid events to create a more enjoyable experience for your online viewers while also impressing your live attendees.
- If you have a lower budget and are hosting a strictly virtual event, use a green screen.

NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## Combining Immersive Experiences + Sustainability

“Calls for [us] to ‘reconnect to nature’ have grown increasingly louder[...] Yet, there is relatively little coherence about what reconnecting to nature means, why it should happen and how it can be achieved.”<sup>8</sup> Therefore, there is an opportunity for the event industry to lead the way in connecting people to local ecosystems and creating deeper connections to nature, which has the potential to influence and enhance sustainability.<sup>9</sup>

### TRENDS LEADING THE WAY:

**Natural Luxury:** One thing we are seeing more of is nature being brought indoors. Natural luxury is the combination of lux, high-end design and simple, grounding nature. It is about the integration and reusing of natural materials to create something simple, elegant and clean. Taking advantage of how natural materials make people feel in a space – comfortable and at ease – allows natural luxury to create sustainable and immersive environments.



Photo courtesy of: <http://www.justinablakeney.com/>

### Application and Execution Tips:

- Put the utilization of natural materials at the forefront of your event theme and design. See if you can find unconventional ways to use nature within your event!
- Collaborate with companies that have the same vision. Get in touch with a local plant conservatory, furniture company/creator or artists to create pieces for your experience.

### NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---











