2022 EVENT TRENDS REPORT

TYCOON EVENTS

Source: https://blog.rapiergroup.com/can-you-make-your-event-carbon-neutral

ABOUT TYCOON EVENTS

Tycoon Events (a division of The Event Estate Inc.) is a multi-award winning, full service event planning company with nearly two decades of event and marketing industry experience. We specialize in live, hybrid, and virtual events. Our focus is corporate event planning, community/non-profit events, conference management services, event styling and event consultations.

With a commitment to innovation, professionalism, creativity and growth, our strong, diverse team comes with a range of unique skill-sets and, as our name suggests, are 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!"

GOALS & OBJECTIVES

With the climate of events continually changing through 2021, the team at Tycoon Events found it paramount to look ahead to the emerging trends for the coming 2022 year. With an overwhelming number of trend reports and industry predictions available to readers – of which some information was conflicting – we wanted to provide a concise resource that encompassed all of these ideas, in a consolidated, meaningful way.

Our research began with consulting the top trend reports from leaders in the industry. We then took this information and found commonalities, connections, and the overarching pillars that will be woven throughout the fibers of the event industry over the next year. These ideas were then encapsulated into this resource to provide a comprehensive and complete outlook on what event trends we can expect to see in 2022.

Tycoon's 'Event Trends Report' encompasses the best-of-breed information that has been thoroughly examined and selected based on our industry experience and expertise to provide the most accurate and impactful event trends to expect.

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

We have strategically considered the best information to include and the optimal presentation of our findings. In the sections that follow, we will examine the top trends emerging in 2022 and explore ways to apply these to a variety of events. As you read this document, we encourage you to let your creativity flow and your mind be open to new possibilities!

Image source: Tycoon Events

Image source: Tycoon Events

EMERGING THEMES

As we began sorting through our research, five main themes emerged:

Identifying main themes and how they intertwined, pushed us to consider changes that are leading the way in the events industry. We evaluated the big picture of the event industry and all of its major players, which helped determine how these trends would impact events. Keeping the attendee experience as the primary focus, these five trends emerged as the pillars of successful events in this adapting industry. As these trends continue to unfold throughout the year, it will be the requirement of the events industry to continue to grow and adapt to new opportunities for connection and creating an engaging experience.

1 *Sustainability and Carbon Offsetting*

2 *Event Format*

3 *The Event Lifespan*

4 *Technology*

5 *Human-Centric Design*

LET'S GET INTO IT

Below, we will explore each of these themes individually. First, we will define each theme and explain its importance in relation to the future of the events industry. Then, we will outline things to keep top of mind as they relate to each theme. Lastly, we will provide some examples of how to apply these themes to your event design through various application suggestions.

Source: Edmonton Convention Centre'

Theme #1: Sustainability and Carbon Offsetting

"Look after the land and the land will look after you, destroy the land and it will destroy you."
– Proverb

The significance of including sustainability and carbon offsetting as a mandatory component of your event design is about making it a long term plan rather than a short term focus on a popular issue.

Carbon offsetting is defined as 'the action or process of compensating for carbon dioxide emissions arising from industrial or other human activity, by participating in programs designed to make equivalent reductions of carbon dioxide in the atmosphere.'

It's something that needs to be purposefully and intentionally incorporated into your event, in a way that can be shared with your attendees. Creating a strategy, to whatever extent possible, allows you to build out your sustainability plan year over year. Remember: less is more!

Source: Edmonton Convention Centre'

Source: https://www.northstarmeetingsgroup.com/Planning-Tips-and-Trends/
Event-Planning/Event-Programming/hybrid-events-best-practices-tips

Source: Canva

THINGS TO CONSIDER:

1. **Motivation:**
   - The four "P"s: people, planet, purpose, and prosperity.
   - Think about how your efforts will be perceived by your attendees and stakeholders.
   - Are you doing enough?
   - Are your plans and actions genuine?
   - What is your sustainability plan? How do you plan to execute it? Did you follow through?

2. **Travel:**
   - Avoid extensive travel when possible as a means of reducing your carbon footprint.

3. **Choose Local:**
   - Use local ingredients and materials to reduce long distance transportation.
   - Use local vendors, when possible, to mitigate transportation and shipping.

4. **Packaging:**
   - Ask suppliers about their sustainability efforts. Are they buying in bulk or making purchasing decisions with less packaging or environmental impact in mind?

5. **Informed and Intentional Decisions:**
   - Sustainability needs to be talked about and your implementation efforts celebrated. Ensure that your actions are communicated and shared with your attendees and stakeholders.
   - Information about your efforts will help to build connections with your audience. Don't forget that attendees want to align with brands whose values and community efforts align with theirs.

"Every organization will have to be rated on four "P's" – People, planet, purpose and prosperity… Attendees will be evaluating whether to attend an event based on the first three."

– CONVENE EDITORS

6. **Venue:**

    - Inquire about your venue's renewable energy, onsite composting, and zero-waste programs.

    - Does the venue provide digital signage?

7. **Virtual Events:**

    - If in-person events are not an option, consider virtual events as they reduce waste such as single-use plastics and non-recyclable materials, the need for transportation and shipping, and other consumables that are involved with live events.

8. **Analytics:**

    - How can you measure your carbon footprint and then communicate the statistics to your attendees and stakeholders?

EVENT APPLICATION AND TIPS:

1. **Food and Beverage:**

    - Choose a plant-based entree over beef when possible. Pork or poultry are also better options than beef or lamb. Studies show that beef production creates about four to eight times the emissions of pork, chicken or egg production per gram of protein, according to The New York Times.

    - Work with food rescue specialists to reduce food waste.

    - Inquire with your venue to see if they have a program that uses organic compost bins for food that isn't consumed and donates it post-event. If no such thing exists, explore external options to incorporate this into your event.

Source: https://horticultureconnected.ie/featured/more-than-half-of-all-recycling-in-northern-ireland-sent-for-composting/

2. **Swag and Giveaways:**

    - Limit useless swag and giveaways.

    - Consider merchandise and gifting that is experiential, digital, or a charitable gift to reduce carbon footprint.

3. **Decor and Materials for Live Events:**

    - If possible, use upcycled materials and reusable elements where appropriate.

    - Go contactless and paperless at live events. Utilize digital apps, check in systems, etc.

    - Use digital signage versus printed.

Source: https://www.nytimes.com/2021/08/19/technology/facebooks-new-bet-on-virtual-reality-conference-rooms.html

Theme #2: Event Format

Simply put, virtual and hybrid events are here to stay. And while we're seeing in-person events slowly making their way back, we predict that their scale will be reduced, focusing on the attendee experience, level of comfort and safety, and perception of value. Microevents will support enhanced engagement and meaningful connections, while virtual and hybrid events will hone in on attendee schedules and on-demand behavior. We think that the Backstreet Boys said it best when they said, "I want it that way."

THINGS TO CONSIDER:

1. **Hybrid:**
   - While hybrid events will continue to grow and become a mainstay, one size does not fit all. Remember to be intentional with your hybrid event design.
   - Consider the economics and investment of hybrid events and determine a cost/benefit analysis.
   - Often overlooked, don't forget 'resources' such as event staff, tech support, etc., as part of your hybrid event strategy.

Source: https://info.calgary-convention.com/hybridvirtual

Source: Shutterstock

"Events will be less about chronology and speakers and more about exploration and interaction."

– ADAM PARRY, Cofounder and Editor of www.eventindustrynews.com

2. **In-Person:**

   • This year will feature smaller, more intimate events that provide an opportunity for increased connection, retention, and buy in.

   • With the excitement of returning to in-person events, there are more opportunities to drive ROI and engagement.

   • Cities infrastructure is being put in place to boost in-person attendance and further support tourism. Are you able to engage tourism and city-specific partners?

3. **Programming:**

   • Focus on high quality production, think TV show-style design, and move away from the typical 'conference'-style design.

   • Think about transitioning away from the standard keynote/breakout/panel format and look to shorter sessions that are offered more frequently and/or repeatedly.

   • Now that you've brought together like-minded individuals – a captive audience – what are you going to do with them and how are you going to make the most of this opportunity?

4. **Registration Costs:**

   • Consider subscription-style payments, especially when it comes to on-demand content.

   • If charging for on-demand content, there needs to be value.

   • Consider your omnichannel audience and the multiple ways one can make purchases (i.e. a website, in-person, via phone, an app, etc.). Do you have a strategy for the various ways in which your attendee is making their purchasing decisions?

Source: https://www.proxyclick.com/blog/
how-to-implement-touchless-check-in

Source: https://www.meetingplay.com/blog/
augmented-reality-vs.-virtual-reality-at-events

"We are not calling anything a hybrid– it's a word that needs to evolve."

– TRISH KNOX,
   President, TK Events

EVENT APPLICATION AND TIPS:

1. **Hybrid:**
   - Is there an opportunity to leverage the in-person components and have them contribute to a VIP experience?

2. **In-Person:**
   - Utilize non-traditional and boutique venues such as barns, warehouses, museums, art galleries, and co-working spaces to offer a unique attendee experience. Some of these spaces tend to be smaller, which lends to a more intimate event experience.

3. **Engagement:**
   - Consider having content available on-demand before your event and then offer opportunities for coming together in-person for Q&A, live chats, and community-focused portions.

- For tradeshows, look to reduce the number of exhibitors to enhance connection between the vendors and your attendees. Consider a changeover in vendors for a multi-day event to increase the value of the experience for everyone involved.
- Consider offering one-on-one meetings and networking opportunities based on value-based or goal-based matches between attendees.

4. **Programming:**
   - Plan for more downtime in between sessions to encourage socialization and networking, especially as everyone is navigating towards being together and in-person again.

Source: https://www.bizbash.com/event-tech-virtual/event-tech-tools/article/22030934/new-event-tech-tools-for-february-2022

Theme #3: The Event Lifespan

a·syn·chro·nous

adjective

1. (of two or more objects or events) not existing or happening at the same time.

Asynchronous learning allows one to learn or 'show up' on their own schedule, within a certain timeframe. Attendees will be looking for us to bring additional value through asynchronous sessions and the expansion of event timelines to cater to their availability, bandwidth, and attention span. Now, more than ever, it is important to extend the pre- and post-event cycle to include access to content for much longer periods of time and on-demand.

Source: Tycoon Events

THINGS TO CONSIDER:

1. **Time and Place:**
   - Offer a combination of live and on-demand content.
   - No longer privy to the boundaries of time and place.
   - There is less need to capture a wide audiences' attention for the entire duration of a live event, but rather there is more of a focus on the customer and employee preference and convenience.
   - Say 'goodbye' to the perfect days and times to host events.

2. **Sponsors:**
   - Long term content adds elevated value for sponsors.

EVENT APPLICATION AND TIPS:

1. **Platform:**
   - A 365 day, year round platform, allows you to create a culture of community versus a 'one and done' approach. It encourages elevated conversation, regular opportunity for touchpoints, and networking pre- and post-event.
   - Deliver content that isn't bound by time or impacted by an offline boundary. This continuity will be helpful in directing the audience through the sales conversion funnel.

2. **Strategy:**
   - "We need to think about events less as 'one and done' and more as an evergreen and evolving mission." – Cathay Song Novelli, SVP Marketing and Communications at Hubilo
   - Focus on consistent, year-round touchpoints to allow audience growth and retention. What does your communication and touchpoint plan look like?
   - Is there an opportunity to convert information from the live event to an on-demand format for year-round engagement? This could also be a method to attract a new audience.
   - Reissue content

Source: Shutterstock

Source: Tycoon Events

Theme #4: Technology

As the world of technology continues to grow and expand, it is the responsibility of the event industry to adapt and incorporate these innovations to further enhance the attendees experience. We encourage you to focus on trying new things and utilize emerging technologies to incorporate customization for your attendees at every point. With some amazing technologies on the horizon, we are able to step out of the box even further, to offer never before seen types of entertainment, connection and engagement.

THINGS TO CONSIDER:

1. **Security and Privacy:**
    - How is your event data being collected and stored?
    - Have you communicated your privacy policies to your attendees in a clear and concise manner?

2. **Accessibility:**
    - Can technology make your event more inclusive by removing barriers such as geographical location, auditory impairments, or physical impairments?

3. **Non-Fungible Tokens (NFTs) and Blockchain:**
    - NFTs are increasing in popularity and we are seeing an increase of unique digital art NFTs being used as gifts or giveaways throughout the event. Here is a **link to a great video** about NFTs and events

Source: https://altethos.com/what-are-hybrid-events-virtual-in-person-events-working-together/

Source: Shutterstock

4. **Augmented Reality and Virtual Reality:**

- Consider creating an immersive experience with a hyper realistic environment through 3D technology, virtual reality or augmented reality.

- How can you appeal to your audience's visual and spatial processing to enhance their experience?

- Look at using augmented reality animations through attendee's smart phones for interactive venue maps, better networking opportunities, sponsorship engagement or expanding on the main stage entertainment.

5. **Artificial Intelligence:**

- Chatbots backed with AI technology offer expansive customer service and marketing opportunities.

- Consider incorporating AI into customized menu selections and recommendations throughout different portions of your event.

- How can you better tailor the event experience to each attendee? Are you offering personalized recommendations for session selections, networking, or sponsorship engagements?

EVENT APPLICATION AND TIPS:

1. **Data:**

- Data analysis, such as event engagement insights, can help to drive your decision making and event budgeting for the best return possible.

- Think about using data visualization software to convert your data into graphs and charts. These visualizations can be great tools for exploring ROI, engagement or other KPIs.

- Look into sustainability technology that can help you compare different alternatives and their impact on the carbon footprint of the event.

Source: Tycoon Events

2. Advanced Platform Options:

- A focus is being placed on event technology stacks. Stacks involve combining a variety of different technologies, such as a registration system, an event marketing program, and a survey tool, to create a whole event experience. Customization to your specific event and a focus on best-of-breed are top of mind with this strategy.

- Have you considered an audio only event or portion of your event? Would your audience resonate with the idea of an event podcast instead of a visual component?

- For in-person events, look into using touchless check-in kiosks, automatic badge printing, or non-intrusive temperature checks to enhance your attendee's experience.

3. Venues:

- Look into high-tech venue options that offer AV support, fast internet, and strong technology. These venues should be hybrid-friendly with the necessary technology already in place.

- Does your venue have online options for group room bookings? Are you able to check availability or event space bookings virtually to make this process more streamlined?

Source: Edmonton Convention Centre

Theme #5: Human-Centric Design

There are four principles of human-centered design:

1. **Understand and Address the Core Problems.**
2. **Be People-Centered.**
3. **Use an Activity-Centered Systems Approach.**
4. **Use Rapid Iterations of Prototyping and Testing.**

With people at the forefront of planning any event, rethinking what engagement and connection means for an in-person event versus online experience becomes incredibly important. Our attendees will gauge whether to attend an event based on these fundamental pillars: people, planet, purpose, and prosperity.

"Connection: the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgment; and when they derive sustenance and strength from the relationship."

– BRENÉ BROWN

Source: https://www.pcma.org/how-event-planners-approach-non-binary-gender-question/

THINGS TO CONSIDER:

1. **Equity, Diversity and Inclusion (EDI):**
   - Conduct EDI audits to see where your strengths and weaknesses lie and use this information to determine what next steps need to be taken. Plan to include pronoun options for guests who are comfortable including their pronouns.
   - Include an option for name pronunciation below the attendees name.
   - Virtual components can cast a broader net for inclusivity and prioritization of equity, diversity and inclusion. They may also remove geographical and financial barriers.

2. **Health and Wellness:**
   - Don't forget that mindfulness and wellness will be made a priority in decision-making.
   - Event schedules will need to be more accommodating to personal lives and schedules, allowing for more flexibility.
   - With the return to in-person events, be mindful that this also means that your attendees will be expelling more energy during their experience as they get accustomed to face-to-face interactions of varying scales. Plan to incorporate opportunities such as brain breaks, meditation and/or yoga workshops, unplugged tech-free zones, outdoor activities, and even massage stations.

"Continue to lead with empathy and human relationship first–as mental health matters, good work environments matter, and the team dynamic from your vendors to internal staff is a key ingredient to successful activations."

– MICHELLE THORNTON,
Senior Events Producer,
Michelle Thornton Consulting

Source: https://www.foodandwine.com/cocktails-spirits/cbd-cocktails

Source: Shutterstock

"Once you've confirmed event [safety] plans, communicate early and often with everyone involved. Be transparent and proactive."

– HOPIN EDITORIAL TEAM

3. Environment:

- Consider plant-based design whenever possible.
- You should focus on comfort, approachable luxury, and thoughtful amenities.

4. Food and Beverage:

- Include probiotics, plant-based foods, and collagen-infused options.
- Offer bar garnishes, twists on classic cocktails, and CBD infused drinks.
- Zero-proof cocktails will continue to be popular.

5. Safety:

- Prioritize safety without sacrificing the overall experience.
- Remember to connect with tourism and hospitality institutions to discuss safety protocols.
- We need to consider privacy and data storage like never before.
- Decrease event touch points.

- Set and adhere to clear and consistent rules. Despite constant changes in restrictions, you and your attendees will know that XYZ is what you will be enforcing with respect to your event.
- Communicate early and often what safety measures will be in place and enforced.

6. Connections:

- Hyper-personalization, smart storytelling, and a focus on authentic, meaningful content will strengthen the connection and reiterate a shared set of values with your audience.
- Your attendees really care, maybe more now than ever before, about how they spend their time. Be sure to create a balance between professional and personal connection.
- It is essential to create FOMO moments, thereby creating a stronger purpose and call to action for attendees to attend in person.
- Build engagement through co-creation (called 'the IKEA effect'). Human beings are connected to the things we make.
- Look at offering opportunities where in-person and virtual attendees can intermingle (i.e. event pen pals).

7. Journey Mapping:

- Use data to deliver personalized journeys by attendee type.

- Remember that communities are not homogenous and blanket approaches will not work or resonate with your attendees. We need to transition away from a "we are all in this together" train of thought. Each person attending your event is an individual with different needs and wants out of their experience.

EVENT APPLICATION AND TIPS:

1. Equity, Diversity and Inclusion (EDI):

- Ensure that there is diversity among your speakers and special guests.

- As part of registration, include fields for guests to select their preferred pronoun, how they prefer to be identified, and if they prefer to be acknowledged by a name other than their legal name.

2. Food and Beverage:

- Experiment with unique and regional flavors to create a locally curated culinary experience for your guests.

- Consider spreads that are something that attendees couldn't or wouldn't make at home. Make this a unique experience for them.

3. Engagement:

- Reward attendees for engagement, thereby incentivizing individuals to become more involved. This can be done both virtually and in-person.

4. Connection:

- Concepts like fan-favorites menus or interactive stations for customized meals will resonate with attendees and relate to memorable and comfortable experiences.

"[A burning issue is] talent loss. …We need to ask ourselves how we can make this industry a more rewarding environment to work in and an industry where new talent can build successful, fulfilling careers."

– DUSTIN WESTLING, Managing Partner, OneWest Event Design & Logistics

Reduce your carbon footprint and go green.

Source: Shutterstock
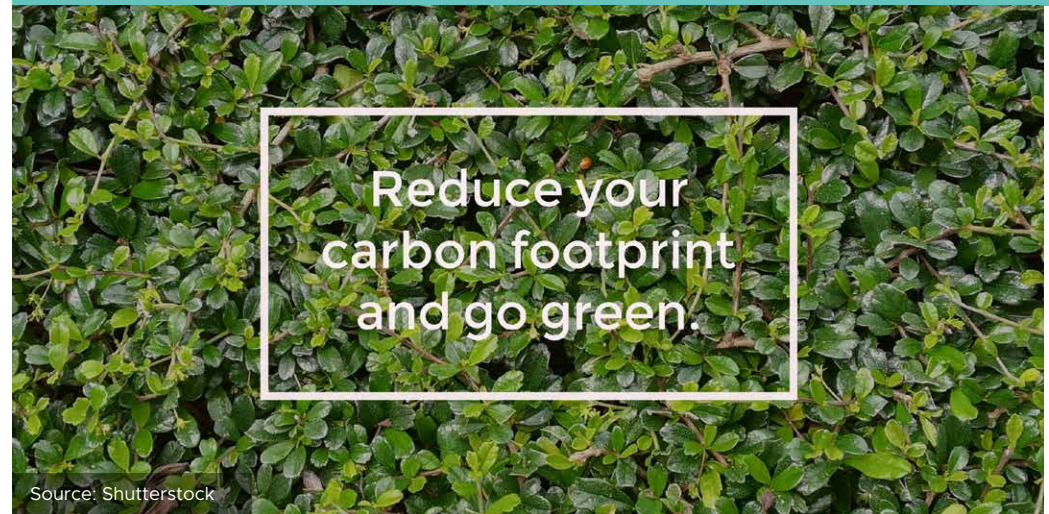
5. Safety:

- Communicate your privacy and data storage policy to attendees.

- Reduce touch points by offering attendees the option to print badges at home and/or offer touchless check in.

- Implement self-serve options and virtual swag bags.

- Use mobile apps and digital signage/collateral whenever possible.

- Set up sanitation stations throughout your venue space, including entrances and high traffic areas.

- Have a strong communication plan in place. Consider having attendees provide confirmation that they are aware and have read the terms and conditions of your safety plan, including a removal procedure if someone is sick.

- Ensure that attendees are aware of what your event's monitoring system is and how they can privately let an event staff member know if they are displaying symptoms that could warrant concern.

SUMMING IT UP

The events industry continues to see rapid changes and advancements that are propelling us into the future of events. As we find new ways to connect, engage, and build customized experiences, it is more important than ever to be able to adapt and think outside of the box. Innovation and genuine connections will be invaluable in building a better attendee experience and continued engagement from events, regardless of the content or if it is hybrid, virtual or in-person.

Success will be intertwined with those best able to embody the five key trends: sustainability and carbon offsetting, event format, the event lifespan, technology, and human-centric design.

In this report, we have examined the potential impact of each of these trends, the changing environment of the events industry, and we have provided our application and execution tips on how to implement these various ideas.

CONTINUING EDUCATION CREDIT

Tycoon Events has been approved by the Events Industry Council (EIC) as a Preferred Provider of the below-listed continuing education courses, which qualify for CMP continuing education credit. Determination of continuing education credit eligibility or Preferred Provider status does not imply EIC's endorsement or assessment of education quality.

• Event Trends Report 2022

cmp
certified meeting professional
Powered by the events industry council

preferred provider

FOLLOW THESE TRENDS + US!

Here's how you can stay in the loop:

WEBSITE
tycoonevents.ca

YOUTUBE
Tycoon Events

INSTAGRAM
@tycoonevents

LINKEDIN
Tycoon Events

TWITTER
@TycoonEvents

BLOG
tycoonevents.ca

FACEBOOK
@TycoonEvents

REFERENCES

https://www.eventmanagerblog.com/10-event-trends

https://www.eventmanagerblog.com/2022-event-trends-report

https://boomart.uberflip.com/i/1432790-winter-2021/0?

https://www.bizbash.com/production-strategy/opinion-experts/article/21940485/predictions-for-the-event-industry-in-2022

https://www.bizbash.com/production-strategy/event-production-fabrication/article/21927712/2022-forecast-whats-next-in-trade-shows-and-conventions

https://www.bizbash.com/industry-insiders/article/21965481/vda-what-do-events-hold-in-store-for-us-in-2022

https://www.bizbash.com/venues-destinations/north-america/article/21903248/event-venue-news-for-november-2021

https://www.bizbash.com/catering-design/food-trends/article/21940487/whats-next-in-event-catering-for-2022

https://convene.com/catalyst/forecasting-virtual-hybrid-event-trends-for-2022/

https://beamian.com/corporate-meetings-events-trends-2022/

https://www.pcma.org/event-trends-2022/

https://hopin.com/blog/2022-event-trends

https://www.cvent.com/en/blog/events/event-marketing-trends-2022

https://www.bizzabo.com/blog/event-industry-trends-predictions-2022

https://marketinginsidergroup.com/event-marketing/biggest-event-trends/

https://www.eventindustrynews.com/news/revealed-the-5-trends-that-will-shape-events-in-2022