



the future of event marketing

an outlook on the tech and social tools
to use for the future

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executive summary

by Julius Solaris

The future is now.

The purpose of this report is to tell you what matters now and will matter in the next twelve months. By future, in fact, we don't mean 2050, we look at next year. By then, we will probably all be retired, enjoying a cocktail on a desert beach.

We feel it is useful to let you know about the big shifts happening online and offline, so you can market your corporate events, brand activations, client conventions, trade shows and team building activities better and more efficiently.

We are all familiar with adoption rates of social networks and online communities. When a tool becomes popular, it profoundly affects the way we will consume experiences and products. There is no time to think whether our audience will care. Social networks will adjust to include the hype; it will become part of the way we do business from now on.

Internet giants are fighting. In a single week, what used to be a Snapchat specific feature such as geofilters, gets adopted by Twitter and Instagram, redefining tactics at events.

How does that affect corporate and business-oriented environments? We may be tempted to think that this does not apply to our reality. Open rates, click through rate, and direct conversions are going down. To succeed, the event marketer of the future needs to stay on top of the event marketing game.

Whether we like it or not, the change will come. Probably in the form of questions such as 'How do we engage bored CEOs, sales teams, etc.?'. Only then we will feel like risking it. The problem being that our competition will be a few years ahead of us already.



Who is this for?

This report is for corporate event professionals working in the most exciting industry in the world. While we invite the whole event community to read it, we had you in mind when writing.

Why should you read on?

There is no such thing as hype. Back in the days when social media was surfacing, businesses and events had the luxury to discard hype. They could decide whether a tool was going to have an impact for their event.

While matching audiences to tools will always be a universal rule of proper marketing and engagement strategies, we need to reassess the power of hype and fashion.

what's in it for you?

What is your objective? Are you trying to get more people to attend your events? Are you planning to engage them more? Do you want to create a year long engagement and a community around your event?

These are universal questions that affect every event marketing plan. The good news is that there is an answer to these matters. What makes the difference between a good and a great experience is your knowledge of what is happening now.

That is what we want to deliver. This is what is in it for you:

■ Trends

The first section discusses trends affecting the way we market our events internally and externally on the planner and attendee side.

■ Strategy

The second section looks at how can we reshape our strategy to accommodate for change.

■ Tools and Tactics

The third section looks at the tools that will allow us to incorporate trends and objectives into our day to day practice.

You won't find blah blah blah. We set an aggressive length limit to give you only the best, most concise advice about marketing events for the foreseeable future.