



MESA Monthly Member Meeting (4M)

Tuesday 28th January 2025

Hot Topics for 2025

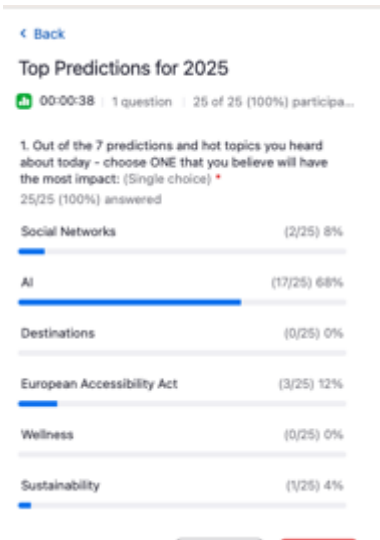
Thank you to [Nathan Meyer](#), Events, Community & Growth, [Guidebook Inc](#), MESA Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase (provided by [Richard John](#), COO of [Realise](#), MESA Member). View in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / January 2025) or click on the direct links below:

1. **Great Big Podcast List (and a plug for Podmatch.com)** <https://mesa.wall.idloom.com/#/filelastversion/2837>
 2. **Skift Megatrends 2025** <https://mesa.wall.idloom.com/#/filelastversion/2839>
 3. **Creating Experiences** <https://mesa.wall.idloom.com/#/filelastversion/2835>
 4. **CEIR Exhibitor report** <https://mesa.wall.idloom.com/#/filelastversion/2836>
 5. **Humour cheat sheet** <https://mesa.wall.idloom.com/#/filelastversion/2840>
- Overview** – <https://mesa.wall.idloom.com/#/filelastversion/2838>

We looked at the Top 7 Hot Topics for 2025 that our speakers chose. They shared the challenges faced by Meta due to European regulations and the potential shift of audiences to other platforms, as well as the importance of protecting one's brand on social media platforms. They also explored the impact of AI technology on businesses, the upcoming European Accessibility Act, and the importance of accessibility in event planning. Lastly, they touched on topics such as wellness, sustainability, and talent.

1. **Social media** - We discussed the challenges faced by Meta due to European regulations and the potential shift of audiences to other platforms like Facebook, Instagram, and Blue Sky. There is a debate around the use of social networks and the chaos caused by Elon Musk's actions. Some shared their experiences with X, and it was also mentioned about the importance of protecting one's brand on social media platforms.
2. **Keeping Up with AI Technology** – We looked at the importance of businesses keeping up with AI technology to avoid being left behind. It was highlighted about the significant investments being made by countries like China and the US in AI infrastructure, and potentially businesses not interested in AI would lose out. We looked at the recent developments in AI, including the Chinese company DeepSeek and the US's Stargate investment. We discussed a future where AI is integrated into various aspects of the event industry, including communication channels and event platforms.
3. **Destinations** - We discussed the potential shift in event destinations due to changes in US law and the impact of US policies on European destinations for events. Potentially organisers will start to seek destinations that align with their organisational values and vision/mission and company policy.
4. **The European Accessibility Act** – We discussed the importance of accessibility in event planning, and the implications of the upcoming European Accessibility Act for event organisers and the need for consistency and the role of legislation in promoting accessibility. There is an importance of accessibility in both event venues, and registration websites.
5. **Wellness** – There is an importance of designing events with wellness in mind, considering the pressures on event organisers and speakers.
6. **Sustainability** – There is the need for sharing successful sustainability projects and a lack of transparency in some sustainability initiatives.
7. **Talent** - We discussed the challenges and opportunities in the talent space, questioning whether the industry is attracting the right talent and suggesting a need for a more diverse approach.



We asked the attendees which of the 7 Hot Topics they believed would have the most impact – **with an overwhelming result of AI at 68%!**

Further Information:

The European Accessibility Act – [A brief introduction](#)

Recent article/blog by [AI Mercurio](#) - [Is Artificial Intelligence Transforming the Event Industry?](#)

Recent article/blog by [AI Mercurio](#) - [Understanding Disability Inclusion](#)

MUSE – [Members United for Sustainable Events](#)

If you haven't completed the survey about our 4M's for 2025 - we would love to hear from you!

Thank you to our speakers:

[Paul Cook](#), Writer, Producer, Facilitator of [Paul Cook Storyteller](#), MESA Member
[Bob Toovey](#), Founder & Owner of [Event Planner News \(EPN\)](#), MESA Member

The session was moderated by [Richard John](#), COO of [Realise](#), MESA Member



NEXT MEETING:
MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:
Tuesday 18th February – Practical AI with speaker [Bogdan Maran](#)
Moderated by [Jelmer van Ast](#)
 We look forward to seeing you there!
[MESA Events page](#)
MESA MONTHLY MEMBER MEETINGS (4M's)
[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
 - To be connected and hear about events
 - To get to know MESA and the community
- Please post content and connect with each other**