



MESA Planner Forum

Wednesday 9th April 2025

Pathways to 2027 - The Future of Business Events

Thank you for attending the recent MESA Planner Forum and thank you to **Richard John**, COO of **Realise**, MESA Member, for moderating.

The meeting focused on event planning challenges and future trends, featuring insights from global futurist Rohit Talwar on delivering exceptional event experiences in a rapidly changing landscape. Discussions covered the impact of technology, particularly AI, on event planning, as well as the growing demand for immersive and personalised experiences at conferences. The session concluded with breakout discussions on participants' priorities for their businesses, emphasising the importance of adapting to new technologies and addressing challenges in the evolving event industry.

Key Takeaways on AI and the Future of Business Events

In our latest MESA online Planner Forum, futurist Rohit Talwar shared powerful insights into the evolving landscape of event planning, highlighting AI's growing role:

◆ Adapting to a Shifting World

Event planners face rising turbulence, tighter timelines, and shrinking budgets. Rohit emphasised embracing AI and experimentation to stay resilient and competitive.

◆ Personalisation is Paramount

There's a growing demand for meaningful, personalised experiences. AI can support – but not replace – the human element, enhancing learning through tools like real-time translation and on-demand Q&A.

◆ Rapid Tech Evolution

Generative AI is transforming event design and idea generation. Continuous learning and experimentation are critical to stay ahead, as business models and tech rapidly evolve.

◆ The Changing Role of Keynote Speakers

Speakers are shifting to more interactive and on-going formats. Political instability and stress are impacting the industry.

◆ Data Use with Purpose

In planning with AI, focus on collecting what's truly needed — not unnecessary personal data.

◆ Managing Stress in Event Planning

Recommendations included meditation, self-care, prioritisation, AI utilisation to manage pressure, seeking support, and clear goal setting.

1. What issues are top of mind when you think about the future of your business? (Select all that apply) 🌟
(Multiple choice)

29/29 (100%) answered



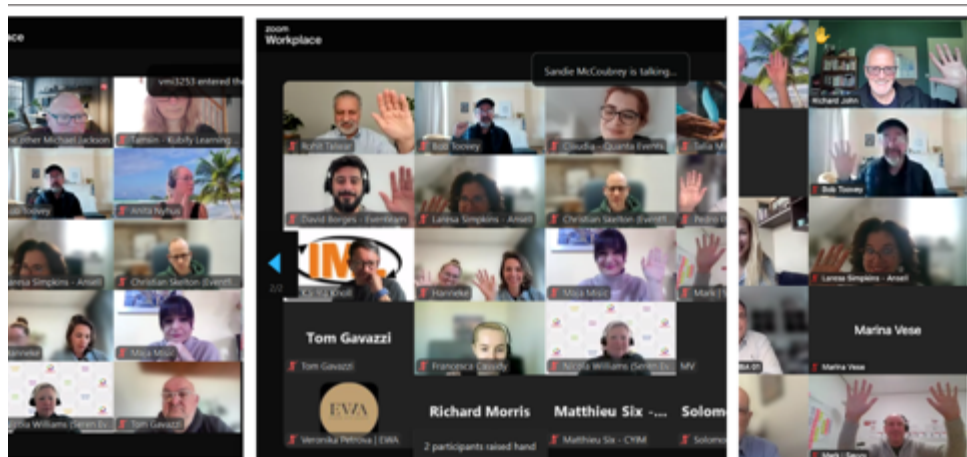
1. 🌟 What do you see as the biggest priorities for your business on the road to 2027? (Select all that apply) 🌟 (Multiple choice)

30/30 (100%) answered



Thank you to our Guest Industry Speaker: Top 3 Global Futurist Keynote Speaker for 2025 - **Rohit Talwar**, CEO of **Fast Future**.
[View Slides here under the session](#)

Please [complete our short post survey](#) to let us know what you thought about the event!



We look forward to seeing you at our next events! Join us at the next MESA Planner Forum on 17th September

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