



**MESA Monthly Member Meeting (4M)**

**Tuesday 29<sup>th</sup> March: Industry Trends**

Thank you for attending the March MESA Monthly Member Meeting (4M) recently.

### **Keeping up with industry trends - Industry research findings 2022 and beyond.**

Key insights were shared by our guest speakers **Miguel Neves**, Editor in Chief at EventMB and **Rob Davidson**, industry researcher and MD of MICE Knowledge. Summaries and findings also shared by our Host **Gordon Glenister** from the recent MESA industry trends report.

- How can two years of virtual experience translate to being onsite? There are higher expectations now from attendees
- We are reconsidering if we really must go to that next international event
- There is a strong trend for wanting to do something / leave something behind after an event e.g., for the local community – The social legacy of events.
- There is a need to reduce length of content at sessions (online or in the physical space)
- Some things and behaviours of our audience are changing rapidly, particularly with the younger generation.

Within the industry there are a lot of struggles and some companies pivoting to enterprise / internal meetings focus. It's worth looking at the [EventMB Event Tech Investment Tracker](#) to keep track of changes – eg Digitell being acquired by medical content firm BroadcastMed.

What are you going to do at a physical face-to-face meeting that's better than can be achieved virtually? If you are going to sit in an audience and listen to content, you can do that at home, unless more interaction is involved e.g., roundtables (which can also be done virtually).

### **Data**

Not everyone wants to be tracked at events. Data is useful but needs to be gathered (and used) in the right way. For example, in an audience facial recognition technology can scan facial reactions for boredom, engagement etc which can produce excellent data for follow up and future events on type of content and speakers.

### **Technology & Gamification**

**Blog:** [Gamification makes about as much sense as chocolate-dipped broccoli](#) – Adrian Segar

**Does gamification work?** It is normally for a different type of audience (normally those not on social media). The fault is not the technology, but how it is being used. If it's being used, it's important to find a way where it directly impacts the ROI in a positive way. Gamification is often run by tech people which is the wrong type to achieve event objectives. Investing gamification approach – finding an activity that is meaningful to people - something that makes you think a bit deeper and sparks discussions is important.

**Define your objectives** first and see what technologies can help you achieve those results – then clients are more ready to pay for it. Sometimes companies are being forced to do things that event organisers have set up for the meeting to tick certain boxes that may not be very relevant for that event, audience, or purpose.

**Turning off technology** for parts of an event can lead to better engagement and everyone being more 'present'. Too much onscreen activity by attendees can limit their personal engagement in the event because they are distracted. At some point attendees' use of social media, apps, etc can detract from their experience of attending a live event and prevent the event from meeting its objectives.

We are not so good at multi-tasking, so switching off apps and technology during a session can ensure better awareness and knowledge. We can turn off phones – having respect for each other's time. Going into a session being mindful with lots of attention is where you can take a lot more out of it, with technology after supporting that experience.

Is social media a disrupter? Behaviour is changing rapidly – we don't know where a lot of things will go.

### **Sustainability**

There is no evidence that participants are prepared to pay more for 'green' events. The sustainability concept to increase corporate responsibility is expanding and there is a strong trend for wanting to leave something behind, particularly with the younger generation e.g., going out into the community and helping.

34% in a Skift Research session at [Skift Forum Europe session \(The Big Travel Trends to Follow in 2022\)](#) said they would pay extra for reduced carbon emission flights and reducing their carbon footprint – where in practise only 4% do it (see slide 17).

There are event apps now that can measure your carbon footprint.

[Politico Survey: People balk at paying more for green flights](#)

[Net Zero Carbon Events](#)

[Best practices and standards for sustainability in the events industry](#)

[Isla: Accelerating the events industry to a sustainable future](#)

### **Events**

**Luxury events** - Some felt it seems wrong now when you look at what's happening in the world – giving something back and respecting the environment is a growing trend. However, trillions of euros were saved by people in the pandemic that they now want to use to pay extra for an extended trip, more comfort, and some part of a luxury experience.

**Paid or free** - There is a difference between paid for and free events. When something is free you will forgive production issues – when you pay, you may not be so forgiving. The audience were asked if they have **paid for content at a virtual** event: Most of us have not paid for content at an event (unless it's a small amount), although some willing to pay for good content / speaker that you couldn't find elsewhere. Our industry has run a lot of free online events, which may not be so true in other industries e.g., medicine.

**Hybrid attendee:** Many times, it is referred to us being at home or online – attendees will be doing different things whilst taking part. You can also be at an actual event but take part in the virtual event because you don't want to attend the whole physical event. To keep us engaged, we need to reduce the length of content, with longer breaks, even at live events.

### **Risk/Global economy**

Trends are to minimise your risk of running and attending events. As an events industry with pure solidarity, we can look at countries like Ukraine and Poland to host our future events – we can do this as event leaders.

**NEXT MEETINGS: On Tuesdays**

**MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:**

- 26th April
- 24<sup>th</sup> May (31<sup>st</sup> UK Bank Holiday / IMEX Frankfurt starts)
- 21<sup>st</sup> June (TMS following week)
- 26<sup>th</sup> July
- 30<sup>th</sup> August
- 27<sup>th</sup> September
- 25<sup>th</sup> October
- 22<sup>nd</sup> November (ibtm following week)
- 13<sup>th</sup> December

We look forward to seeing you there!

**MESA Events page**

**MESA MONTHLY MEMBER MEETINGS (4M's)**

**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**

Please connect to our LinkedIn page <https://www.linkedin.com/company/meetings-events-support-association/>

Thank you, MESA MEMBERS!

