



## Trends in Meetings

Thank you to [Jessica Madlener](#), Sales & Administration, [meta-fusion](#), MESA Member, for the MESA Pledge reading.

Thank you for the E-Book Express Showcase (provided by [Richard John](#), COO of [Realise](#), MESA Member) and delivered by [Lorena Fasui](#), Marketing Co-Ordinator, [Shocklogic](#), MESA Patron Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#) (Files / E-Books / 4M's / May 2024) or click on the direct links below:

1. CIT State of the Industry Agency - <https://mesa.wall.idloom.com/#/filelastversion/2023>
2. Experiment Without Limits - <https://mesa.wall.idloom.com/#/filelastversion/2025>
3. Registration Insights - <https://mesa.wall.idloom.com/#/filelastversion/2027>
4. Research Results (Julius) - <https://mesa.wall.idloom.com/#/filelastversion/2028>
5. Event Technologist - <https://mesa.wall.idloom.com/#/filelastversion/2024>

**Overview** <https://mesa.wall.idloom.com/-/filelastversion/2026>

Thank you for the 5 snippets in 5 minutes "**How science data explains the benefits of mindfulness breathing for our bodies**" from [John Martinez](#), Founder & CEO, [Shocklogic](#) (MESA Patron Member).

1. **Mindfulness Breathing:**  
Breathing is the mechanical process of inhaling air, known as respiration, which converts oxygen into energy through our blood. We breathe automatically 17,000 - 24,000 times a day due to our autonomic nervous system.
2. **The Fight or Flight Response:**  
During challenges, the sympathetic system, part of this nervous system, triggers the fight or flight response, preparing our bodies for action. How we breathe can either accelerate the fight or flight response or, if done improperly, deprive our brain of the oxygen it needs to function properly.
3. **Lowers Stress Hormones:**  
Under stress, the amygdala in our limbic brain secretes cortisol. This hormone impairs the frontal lobe (neocortex), which is responsible for regulating the amygdala. By voluntarily controlling our breathing, we can override the stress response. This brings more oxygen and blood to the frontal lobe, allowing it to function better and enabling us to act thoughtfully rather than react impulsively.
4. **Improves Brain Function and our Actions:**  
The depth and quality of our breathing improve the efficiency of oxygen conversion into our blood through the respiratory process. Consciously deciding to breathe this way activates the frontal lobe by directing more blood and oxygen to it, giving us greater control over our actions.
5. **All we have to do is breathe**

You can view the slides in the MESA Community – [MESA Events – Summaries & Slides](#) (Files / 4M's 2024 / May) – [Direct Link to snippets slides](#)

The main session was about "**Trends in Meetings**" with panellists [Miguel Neves](#), Editor in Chief, [Skift Meetings](#), [John Martinez](#), Founder & CEO of [Shocklogic](#), MESA Patron Member and [Jack Marczewski](#), Portfolio Event Director, [The Meetings Show](#). We looked at the top trends in our meetings industry today and what you should be aware of and what will keep changing. The session was moderated by [Rob Davidson](#), International Speaker and Trends Expert, MD of [MICE Knowledge](#).

## Upcoming trends / Several with an impact from Covid

- Smart use of space and smart use of budgets
- People are becoming more realistic after the pandemic – lots of optimism still but starting to plateau e.g., budgets
- There is a lot of business being won by those organisations that can be more flexible / Clients want suppliers that will help 'share the risk' of e.g. An event not happening
- If you are a salesperson, don't go into the city on Monday or Friday (UK/London) as no one is there (they work from home on these days)
- Pain points – mainly budgets and time constraints
- Demand is up for business and for clients but there is more competition
- Vienna Convention Bureau – welcome guests (name of who is entering the hall) / AI used for CEO speech on screen translated into 4 different languages
- There needs to be multiple reasons for people to leave their desk and go to an event – it can't just be for networking
- ICCA Rankings show there are 23% less association meetings happening since 2019 – where did they go? The smaller meetings seem to have dropped – perhaps they are just running the larger ones now?

## OUR TOP INDUSTRY TRENDS

1. Short lead times / tight budgets (lingering impact of Covid)
2. How AI is changing event management
3. Need for flexibility in contracting
4. Geopolitical developments for destination choice
5. New Kids on the Block – growing competition from emerging destinations
6. Networking is the most important factor for driving face-to-face meeting
7. Two thirds of EMEA planners have a sustainability policy
8. Adapting to 5 generations of our delegates
9. Eventtech is a must-have at events
10. Co-location of events to save on costs

### Top Sources of finding Industry Trends:

- [Skift Meetings Megatrends](#) and [Skift Travel Megatrends](#) (released in January)
- [AMEX GBT Global Meetings and Events Forecast](#) – [Direct link to report on MESA Platform](#)
- [Cvent Top Lists](#)
- [Freeman Research Reports](#)
- [ICCA rankings](#)
- [Ibtm Industry Trends Report](#) – [Direct link to 2024 report on MESA Platform](#) (2023 also available)
- [Northstar Pulse Survey](#)
- [Bleisure Report by Rob Davidson](#) – [Direct link to report on MESA Platform](#)

AI Powered Video - <https://www.heygen.com>

Project Spark AI Generation - <https://www.gevme.com/en/project-spark/>

AI Summaries from IMEX - <https://imex-frankfurt.com/newfront/widgets/news/the-ai-events-revolution-at-imex>

AI Summaries from IMEX <https://snapsight-imexexhibitions.expoplatform.com/>

## **Please provide your feedback on this session – we would love to hear what you say!**

Thank you to our speakers:

Host/Moderator **Rob Davidson**, International Speaker and Trends Expert, MD of [MICE Knowledge](#)

**Miguel Neves**, Editor in Chief, [Skift Meetings](#)

**John Martinez**, Founder & CEO of [Shocklogic](#), MESA Patron Member

[Jack Marczewski](#), Portfolio Event Director, [The Meetings Show](#)

[Lorena Fasuj](#), Marketing Co-Ordinator, [Shocklogic](#), MESA Patron Member

### NEXT MEETING:

**MESA MONTHLY MEMBER MEETINGS**  
(4M's) 1400 BST / 1500 CEST:

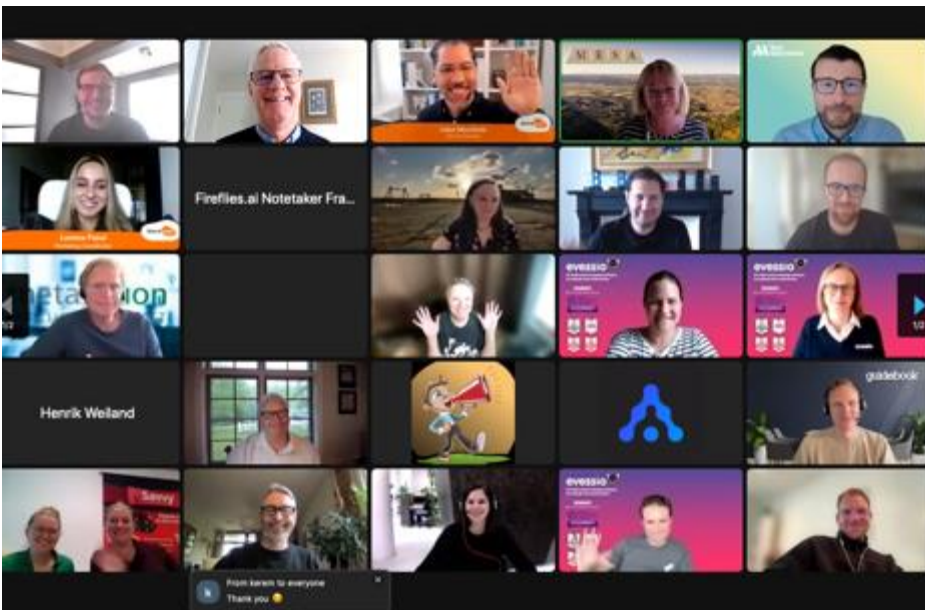
Tuesday 25<sup>th</sup> June: Unlock the magic to get the results you want with [Bev Hancock](#) - Strategic Facilitator, Executive Coach, Interactive Global speaker, and Engagement Strategist of [Bev Hancock](#) - [Lead Through Conversation](#)

Moderated by [Richard John](#), COO of [Realise](#), MESA Member

We look forward to seeing you there!

[MESA Events page](#)

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



**For those that can join us at The Meetings Show in London, meet with MESA on Stand F80!**

[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**