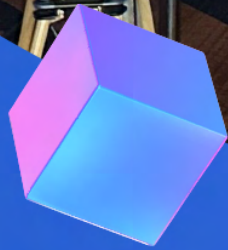
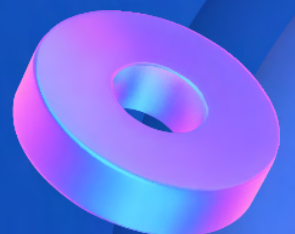




InEvent®
Go Beyond



Top 7 Event Trends You Need to Create Impact in 2024



INTRODUCTION

The evolution of events has been remarkable, from Cleopatra's grand gatherings to today's digital extravaganzas. Events have historically played a crucial role in human connection and storytelling, evolving with societal changes. The late 1990s saw a significant shift with the internet's introduction, revolutionizing event planning with online systems, websites, and email invites, replacing calls and mail. This digital shift expanded reach and improved efficiency in event planning.

The events industry's adaptation to technology was further tested by the COVID-19 pandemic in 2020, accelerating virtual and hybrid events' popularity. This period emphasized the necessity of digital platforms, incorporating live streaming, virtual booths, and interactive chats. It also brought to light the importance of data-driven insights and contactless technologies, pushing the industry towards a more tech-savvy, flexible approach to event management.





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TREND 1:

Explosion of AI in the Event Industry

As 2024 approaches, the global AI market is booming. A [Pew Research](#) survey shows that over half of Americans regularly interact with AI, including daily interactions. ChatGPT, an AI by OpenAI, boasts 180.5 million users as of August 2023. About 65% of CEOs plan to use ChatGPT over traditional search engines, with 97% believing it will positively impact business operations.

AI is transforming event planning and management, influencing content creation and experience curation. It suggests topics and speakers, creates personalized content, and engages attendees through methods like gamification and AI avatars, leading to more immersive experiences.

AI also aids in sustainable event management through predictive analytics and environmentally friendly insights. Its adoption is supported by its growing user base in various industries, marking a significant trend towards AI-driven solutions.

Implementing AI in event planning is crucial. Accenture predicts AI could double annual economic growth rates by 2035, and [PwC](#) estimates AI could add \$15.7 trillion to the global economy by 2030.



InEvent's Contribution:

InEvent stands out in this AI-driven event management revolution, offering a platform that leverages AI to streamline planning, boost attendee engagement, and automate communication. Check out [InEvent's integration with AI](#) for advanced event solutions.

TREND 2:

Embracing Sustainability in Event Planning

Sustainability has evolved from a trend to a core principle in the event industry, driven by consumer demand and the urgent need to address environmental concerns. Event goers and businesses now prefer eco-friendly events, showcasing a shift in values and expectations.

Cost vs. Sustainability Choices: Event planners face the challenge of balancing cost and sustainability. They are finding ways to make sustainable choices that are both environmentally friendly and cost-effective, indicating an emphasis on solutions that meet ecological and economic goals.

Key Sustainability Trends:

Zero-Waste Events: Targeting zero waste through eliminating single-use plastics, using composting stations, and reusable dishware.

Green Venues: Choosing venues with eco-friendly features, such as energy-efficient lighting and water-saving technologies.

Digitalization: Reducing paper usage through digital invitations, event apps, and online registration, enhancing attendee experiences.

Carbon Offsetting: Investing in carbon offsetting to balance ecological footprints by supporting greenhouse gas reduction projects.

Local and Sustainable Sourcing: Focusing on sustainable catering with locally sourced, organic foods and eco-friendly decor and materials.



InEvent's Contribution:

InEvent leads in supporting sustainable event practices with digital tools for online invitations and registration, reducing paper waste. The platform helps select green venues and supports carbon offsetting initiatives, aligning with sustainability commitments.



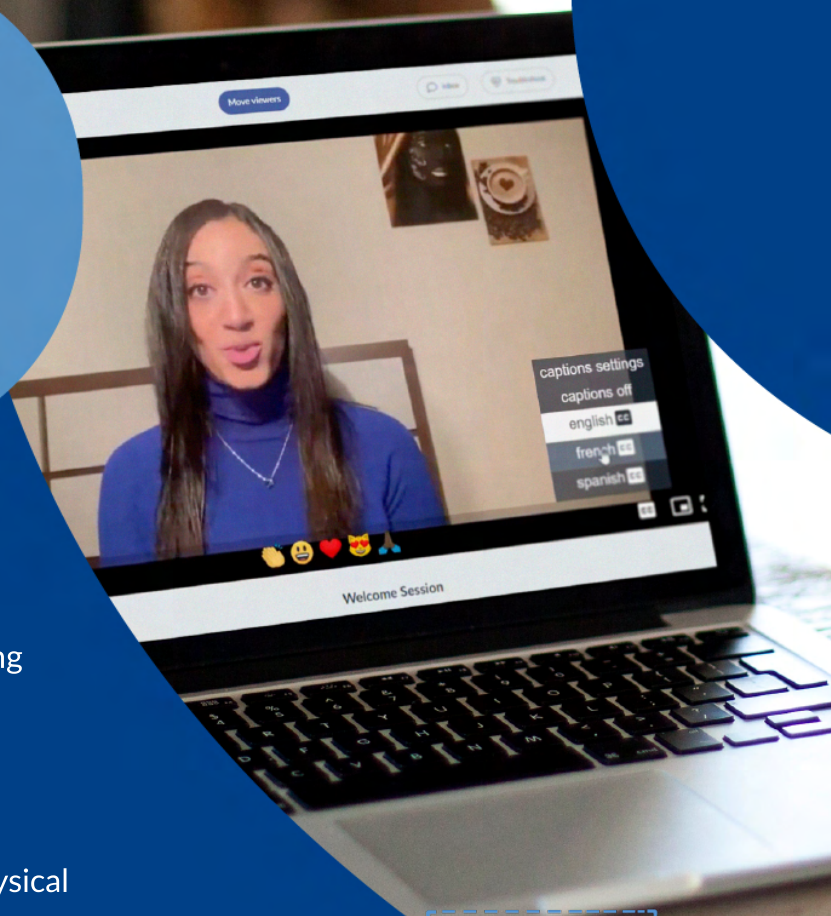
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58% of attendees give utmost importance to sustainability and DE&I while deciding whether to attend an in-person event or not.



TREND 3:

Inclusivity in the Event Industry



In 2024, inclusivity has become a central theme in the event industry, moving beyond diversity checkboxes to a genuine commitment to creating welcoming, accessible, and diverse events.

Key Elements of Inclusivity:

Accessibility for All: Designing events that are accessible to everyone, including those with physical impairments, ensuring full participation.

Diversity in Speakers and Presenters: Actively seeking diverse voices for speaking and presenting roles to broaden viewpoints and expertise.

Cultural Sensitivity: Prioritizing respect and honor for diverse cultural backgrounds, fostering a sense of belonging among attendees.

Inclusive Language and Communication: Using respectful and considerate language and communication methods for all attendees, regardless of gender, race, or identity.

Accessible Technology: Implementing technology like sign language interpreters, captioning services, and assistive devices for comprehensive engagement.

Impact on Event Experience: Inclusivity in events fosters enhanced engagement and a broader reach, enriching the experience and attracting a diverse audience, while also boosting a brand's image through a demonstrated commitment to diversity and equal representation.

In 2024, inclusivity is more than a trend; it's an essential aspect shaping the future of events, emphasizing unity and understanding among attendees.



InEvent's Contribution:

InEvent leads in supporting **sustainable event practices** with digital tools for online invitations and registration, reducing paper waste. The platform helps select green venues and supports carbon offsetting initiatives, aligning with sustainability commitments.

TREND 4:

Emphasis on Networking in Events

In 2024, the event industry is notably prioritizing networking over traditional content. This trend acknowledges the importance of personal connections in fostering business opportunities and collaborations.

Strategies for Enhanced Networking:

Structured Networking Sessions: Dedicated times for networking help attendees plan their interactions and maximize connection opportunities.

Networking Technology: Use of apps or platforms for scheduling meetings and finding like-minded individuals, along with virtual networking rooms, enhances networking experiences.

Interactive Event Layouts: Event spaces designed to encourage interaction, such as networking hubs and lounge areas, facilitate spontaneous conversations.

Speed Networking Events: These fast-paced interactions enable attendees to meet numerous people quickly, increasing chances for meaningful connections.

Post-Event Networking: Encouraging ongoing communication post-event helps strengthen relationships initiated during the event.

These approaches are transforming 2024 events into dynamic and interactive experiences, focusing on valuable personal and professional connections.



InEvent's Contribution:

InEvent is leading the way in **inclusivity** within the event industry, offering features like sign language interpretation, captioning, and diverse content management, alongside resources for culturally sensitive event planning, ensuring full attendee engagement and respect for diverse perspectives.



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82.8% of event organizers firmly believe that in-person corporate events and conferences offer the best networking opportunities.

TREND 5: Data Analytics in Event Planning

In 2024, data analytics has become a cornerstone in the event planning industry, vital for shaping strategies and outcomes. It enables informed decision-making, optimizes performance, and measures success effectively.

Key Roles of Data Analytics:

Tailoring Event Experiences: Personalization based on attendee behaviors and preferences enhances engagement and fosters connection.

Predictive Analytics: Anticipating trends and challenges, and optimizing resource allocation and logistics through historical data analysis.

Measuring Event Impact and ROI: Evaluating success and ROI through attendance, engagement rates, and feedback.

In both physical and virtual events, tracking methods like RFID badges or monitoring clicks, presentation attendance, and interactions provide valuable insights into attendee preferences and behavior. This data is crucial in addressing the challenges of online engagement and "zoom fatigue,"

Research shows that only 42% of all virtual attendees watch the entire session as the industry seeks alternatives to in-person events, real-time data collection becomes a key tool in bridging the gap to ideal event experiences.



InEvent's Contribution:

InEvent integrates advanced data analytics tools to support these needs. The platform offers capabilities for tracking and analyzing both in-person and virtual attendee behaviors, providing valuable insights for enhancing engagement and optimizing event strategies. Check out InEvent [Lead Retrieval](#) and [Virtual Lobby Analytics](#).

TREND 6: Rise of Self-Serve Event Platforms

The demand for self-serve event platforms is set to increase in 2024, as event owners seek more control and customization in their event technology. This trend towards autonomy is fostering the growth of platforms offering various empowering features.

Key Developments in Self-Serve Platforms:

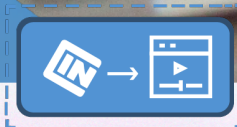
Enhanced Control with Self-Serve Modules:

Organizers are using self-serve modules to create personalized event sites, offering flexibility to tailor the event platform to their specific needs and vision.

User-Friendly Customization Tools: 2024 will see more intuitive tools enabling easy modification of layouts, designs, and content. These tools aim to seamlessly represent the organizer's brand and theme.

Diverse Features for Niche Goals: Expect a range of features addressing specific event goals, from improving networking to providing specialized analytics, catering to the unique needs of organizers and creating tailored attendee experiences.

The evolution of self-serve platforms in 2024 marks a shift in the event industry towards greater organizer autonomy, with technology serving as an enabler. This trend aligns with a broader move towards customization, efficiency, and user empowerment in the digital era.



InEvent's Contribution:

InEvent is gearing up to meet the growing demand for self-serve platforms in 2024. Its comprehensive **website builder tool** offers event organizers the necessary autonomy to design personalized event sites, aligning with the trend towards self-serve, customizable event technology.

TREND 7:

Economic Pressures on the Event Industry

The event industry, amidst rising living costs and inflation, faces significant economic challenges, affecting venues, suppliers, and planners. This situation necessitates a careful balance between profitability and affordability.

Key Economic Challenges:

Venue and Supplier Price Increases: To manage increased operational costs, about 75% of venues and suppliers have raised prices, impacting event budgets and attendee costs.

Challenges for Event Planners: Planners are struggling to balance budgets with the need for high-quality experiences amid higher costs for venues, catering, and equipment.

Impact on Attendees: Higher event costs may lead to increased ticket prices, potentially affecting attendee participation. Planners must devise pricing strategies to keep events accessible.

Innovation in Revenue Generation: Planners are adopting innovative revenue strategies, like sponsorships and monetizing event content, to diversify income sources.



InEvent's Role in Addressing Economic Pressures:

InEvent responds to these challenges with flexible pricing plans tailored to various business needs. Suitable for both small planners and large venues, InEvent's subscriptions are customizable to fit budgets. The platform enables cost optimization and new revenue stream exploration, equipping planners to confidently navigate the changing economic landscape of 2024's event industry.



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We invite you, the event planners, innovators, and visionaries, to embrace these trends with enthusiasm and creativity.

Charting the Course for Tomorrow's Events

As we turn the final page of this exploration into the event trends of 2024, we stand at the threshold of an exciting era in event planning and management. The trends we've uncovered reveal not just the evolution of the industry, but also the incredible opportunities that lie ahead.

We invite you, the event planners, innovators, and visionaries, to embrace these trends with enthusiasm and creativity. Whether it's harnessing AI for more engaging experiences, committing to sustainability and inclusivity, or navigating the challenges of a changing economic landscape, the future of events is yours to shape.

Thank you for joining us on this journey. Here's to crafting the extraordinary events of tomorrow!

