

Meeting the Future Head On

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The importance of the Meetings Market



47%

**Share of Domestic
British business nights**

**Accounted for by events held in the
same hotel**

Source: BDRC British Hotel Guest Survey 2017

What are the trends and dynamics that are shaping the market?

The Sharing Economy is Pulling down the Barriers to Entry

Zipcube alone now has 6000 venues listed in the UK



The focus on 'Wellness' – as relevant for meeting venues as for the workplace



Wider awareness of the passive effects of buildings and spaces

- No longer about tables and chairs
- It's about people and purpose

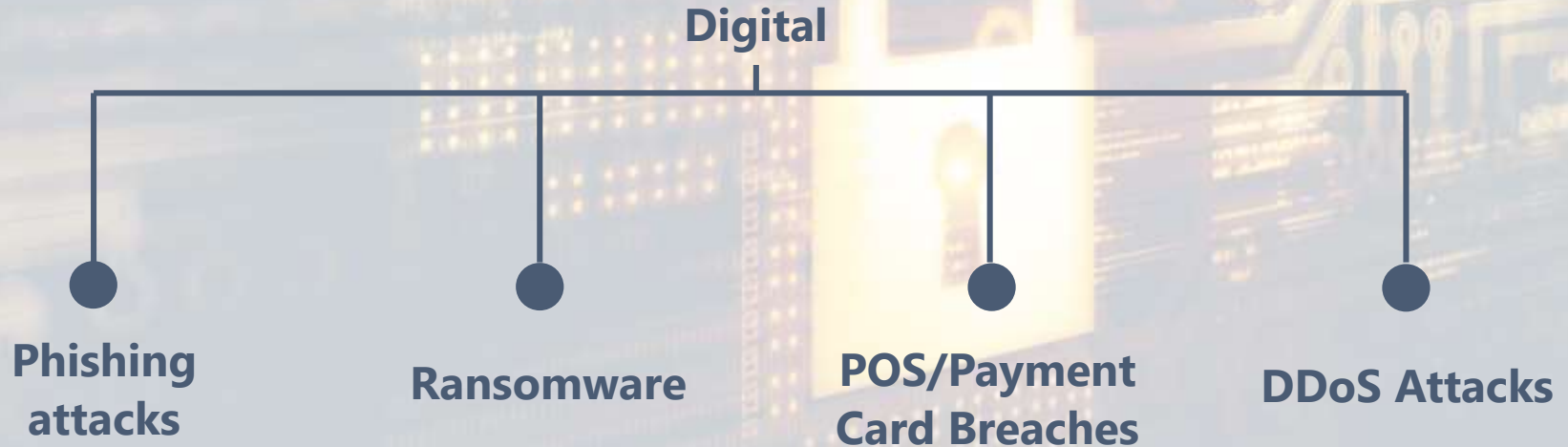


Diet and exercise options now an issue which venues cannot ignore

Ever-present security threats

(both physical and digital)

Conference Hotels, sadly, a natural target for both real terror attacks and hoaxes



Event technology is an established pillar of most events...

...but are we yet maxing out its potential?



Immersive tele-presence

- Heightened emotional and physical experience
- More participatory than 'livestream'



Sensory Analytics

- Ability to take the pulse of the room
- Make minute-to-minute adjustments to content or room temperature



Personalised technology

- Moving us away from a linear content agenda to a more personalised experience

Future of Meetings: some Reasons for Optimism



Multidisciplinary programming

Driving both personal and professional development of attendee

Marrying online and offline multichannel engagement

Themes linking education and entertainment; commerce and creativity



Business Events as experiential marketing platforms

Conferences become flashpoints to amplify a brand message

Justification, Justification, Justification

**The Corporate
Decision-Maker**

1

Why should we
sponsor?

**The Meeting
Planner**

2

Why engage with
our content?

The Attendee

3

Why should I
spend my time
attending this?

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