

# KING'S VENUES

## Event trends to watch out for in 2017



It never hurts to be ahead of the game, especially in an industry as dynamic and fast-changing as events. Get an idea of what you can expect to see more of in 2017 with our round-up of trends...

### **Mindfulness**

The events industry is loud, bright and occasionally frenetic - it's what attracts a lot of us to it. But people today are becoming far more aware of the importance of taking time to be quiet and reflective. Mindfulness, an ancient Buddhist practice which encourages people to become more peaceful and 'in the moment', is going to be featured much more throughout conferences and busy events in 2017. Expect to see more chill out zones, yoga breakout sessions and general appreciation of silence.

### **Sustainability**

As ever, visitors and attendees are asking more and more questions about the sustainability of the events they take part in. Areas of interest include everything from the sourcing of ingredients on your menu and the management of any waste your event creates, to the efforts your company might take to off-set its carbon footprint. 2017 will see organisers needing to be more accountable than ever for the environmental impact of their actions.

### **Accommodation**

With the phenomenal rise in popularity of AirBnB, delegates and event attendees are changing the way they select accommodation. The hotels where your guests used to stay and congregate might well see a dip in numbers and this can have a knock-on effect for post-event entertainment and networking. With your guests enjoying home-from-home comforts nearby, organisers are going to

see a move towards delegates shunning the post-conference drinks party. The solution? Upping the ante with your entertainment offering. Put on something they can't say no to.

### **Pre-event breakfasts**

The best way to get people to attend a morning meeting? Feed them! 2017 will see a rise in the bribery breakfast. A sure fire way to get ever-busier guests to commit to your meeting.

### **3D video recapping**

Giving your guests a 3D video reminder of the event they attended is going to be all the rage in 2017. As well as cementing your event in their memories as a fabulous day (or night), it will act as a brilliant tease to those who didn't attend. It's also a great way to gently kick start your marketing push for next year.

### **Event floor heat map**

Trying to convince exhibitors at your show that their stand's location will give them great footfall will soon become a thing of the past. Event floor heat map technology (already in use - although in its infancy - in the retail industry and making its way into the events world) will make it possible to show clients how popular their area is in terms of visitor movement. It'll also help organisers optimise their layout, making sure your show doesn't have any dead zones. A win-win for exhibitors and visitors.

### **Technology that enables engagement**

Rather than jumping on the bandwagon with every new app or piece of technology that hits the market, 2017 will see event organisers getting picky with their tech. Engagement is where the true value lies with technology. If it increases your attendees' engagement with your content it's in, if it doesn't, it's out.

### **Facebook Live/live-streaming**

It's seen a steady increase over the last few years and the trend isn't going away any day soon. Live video-streaming of your event is going to be something your guests are going to be asking about, so make sure you've considered it and have a good reason for not doing it if it's not for you.

### **Health and wellbeing**

Freekah, quinoa and bulgar wheat are familiar ingredients on any healthy eating menu and they (and their superfood friends) are going to be taking centre-stage at events throughout 2017. Although eating well is hardly a new phenomenon, expect to see a lot more healthy, creative choices being served.

### **Target-driven events**

Organisers in 2017 are going to become more scrutinised over the KPIs of their events. Invitees will be more closely vetted, budgets more tightly managed and successes more critically analysed.

### **Your 2017 event at King's Venues**

Make sure you don't miss out on the date and space you want for your 2017 events and give us team a call to discuss your ideas on +44 (0) 20 7848 1700.