

THE TOP 4 EVENT TRENDS OF 2019

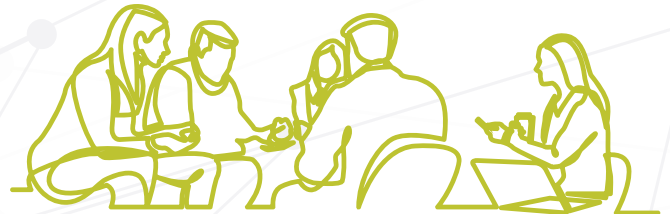
CPG is all about using live, face-to-face experiences to connect people to each other and the brand's big message. We know how to grow business, so it should come as no surprise that these four trends have our attention!

THAT WE'RE **LOVING** AT THE MOMENT



HYPER PERSONALIZATION

This can't be designed with just event planners and the C-Suite in mind. The more you personalize the experience to your audience's needs and the ways they like to learn (whether it's through choose-your-own-adventure programming, brain date networking, etc.), the more you can bring people together in a meaningful way through heartfelt, personal communication, person-to-person.



THE PURPOSEFUL MEETING

Meetings must be designed for humans. They need appropriate breaks, comfortable seating, agendas that cater to their role, etc. to ensure they get the most out of this investment. Human-centric meetings don't try to cram everything in – they sift out the waste so that everything has practical, take-home value delivered in a comfortable, exciting way.



THE SURPRISE & DELIGHT ELEMENT

The element of surprise must be followed with the feeling of delight. This is how engagement sticks and events become unforgettable. From a surprise concert that kicks off a breakout to a cirque show happening at walk-in – welcome the unpredictable into your experience. Just make sure that it fits into your overall messaging strategy to further drive that point home!



B2B2C EVENTS

More and more corporate events are being designed to look and feel like consumer events such as SXSW or Dreamforce. From TED-style formats to branding the entire surface of the event to the festivalization of event exhibit halls, brands are taking experiential to new levels to drive attendance and spark interaction and excitement around their annual event.

We love to see events heading this direction because at the center of each trend is the heartfelt, personal communication that happens person-to-person to create true "Belief Through Experience" at every event.