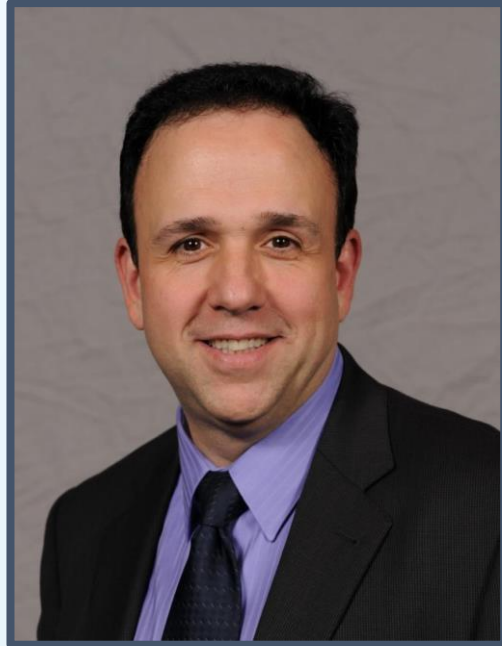




***“How changing demographics
and attendee expectations directly
impact an event’s success”***

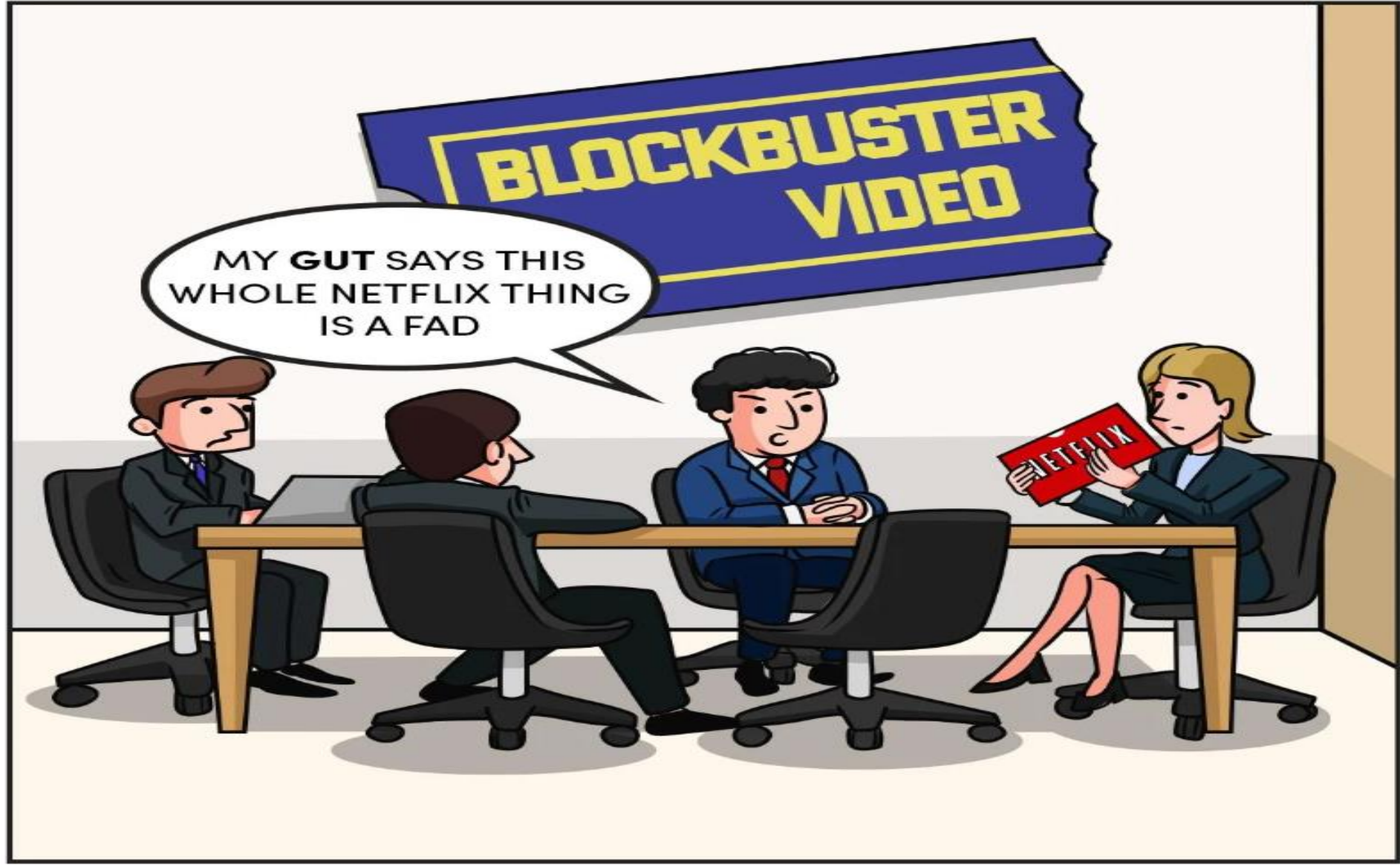


Steve Prahalis

Chief Operating Officer

SME







Changing Demographics

Customer Experience

Internal Mindset

Attendee Value



Steve Prahalis
SME



Terrie Carter, PhD
Millennium
Enterprise



Rick Brindle
Mondelēz
International



Nora Touré
Materialise
Wi3DP

The Freeman Trends Report

+ Attendee Intent and Behavior Q1 2023

1 Winter 2023 Freeman Syndicated Survey of Event Attendees. Copyright Freeman 2023.

Freeman¹



Freeman Trends Report

+ Attendee Intent and Behavior Q1 2023

It's not always easy to **recognize a seachange** until you're swept up in it, but if the events industry is looking for clarity and direction after years of upheaval, the good news is, we've got it.

The people now seeking out professional development are **younger (and more diverse)**, attracted to experiential learning, and concerned with **prioritizing work-life integration**.

What we've experienced since 2019 is not a pause; it's a paradigm shift. The data clearly suggests that **the most strategic step is to recognize a new wave of attendees on the horizon**.

Research shows that age (then gender) serve as the **greatest predictors of values and behaviors**. We cannot underestimate how these demographic shifts will impact the events industry.

The implications of this shift are significant. We currently assess our attendees—and their interest in our events—based on **a demographic profile of an eventgoer with the average age of 51**.

For the **(20–44-year-old) Next Gen Event Goer (NGEG)**, events need to demonstrate clear value and opportunities for professional growth. They **will not respond to a one-size-fits-all events strategy**.

Freeman Trends Report

+ Attendee Intent and Behavior Q1 2023

- The events industry knows the importance of generational differences, but with the last few years focused on regaining our footing, **we lost sight of a critical generational shift in the making.**
- **If we ignore the “value”** and values of this rising (and extensively studied) Next Gen Event Goer, **we will lose out on data-driven insights** into their priorities, preferences, and motivations.
- This would be **a missed opportunity to capitalize** on emerging trends, which reveal how their values are translating to on-the-ground consumer behaviors.
- NGENs are showing a clear preference for physically coming together (community) but don't want a standardized experience. **Their time is their most valuable asset, and they want to spend it wisely.**



Rick Brindle
Retired VP
Industry Development
Mondelēz International

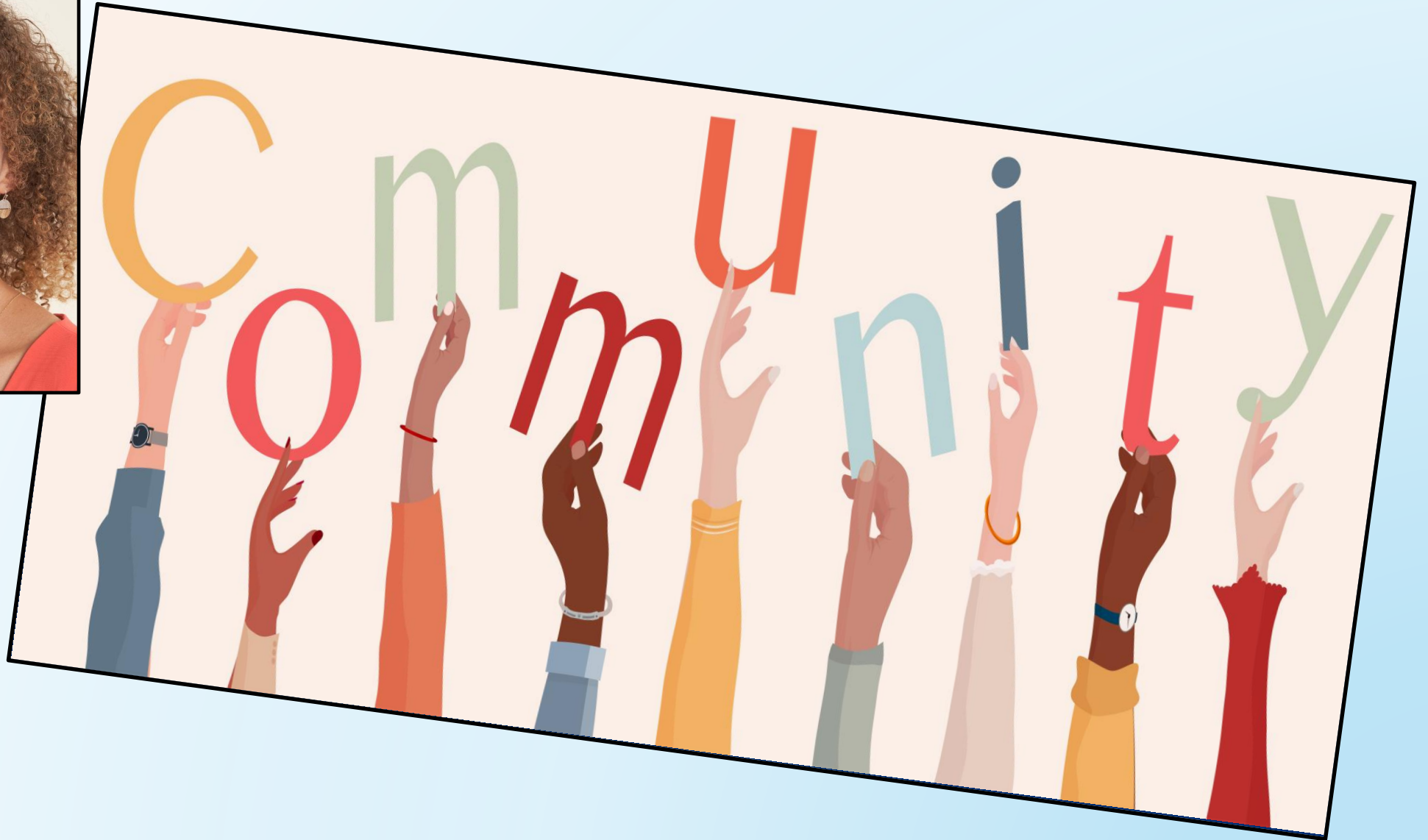




Nora Touré

Sales Director
Materialise

Founder
Women in
3D Printing





Women in 3D Printing (Wi3DP) is a movement of individuals from all over the globe, from diverse backgrounds, gender identities, and socioeconomic statuses, who have come together to have a stronger voice in the additive manufacturing (AM) industry. We are driving beyond our organizational foundations in gender parity to create, support, and promote a diverse, equitable, and inclusive – and thus more innovative – workforce. We work to ensure *no one* feels excluded while working in, learning about, or being inspired by this world-changing technology.





WOMEN IN 3D PRINTING

30,000+

Members

107

Chapters

38+

Countries







Terrie Carter, PhD

Director, Education Program
and Project Management

Millennium Enterprise





Steve Prahalis



Terrie Carter, PhD



Rick Brindle



Nora Touré

One Key Takeaway

Key Takeaways

“Changing the internal mindset is crucial”

“Don’t miss your Oreo moment”

“Let your community show you the way”

“Focus on hearing your customers’ voice”