



Exhibition & Convention Executives Forum

5 Key Data Points in 5 Minutes

Sam Lippman

President, Lippman Connects

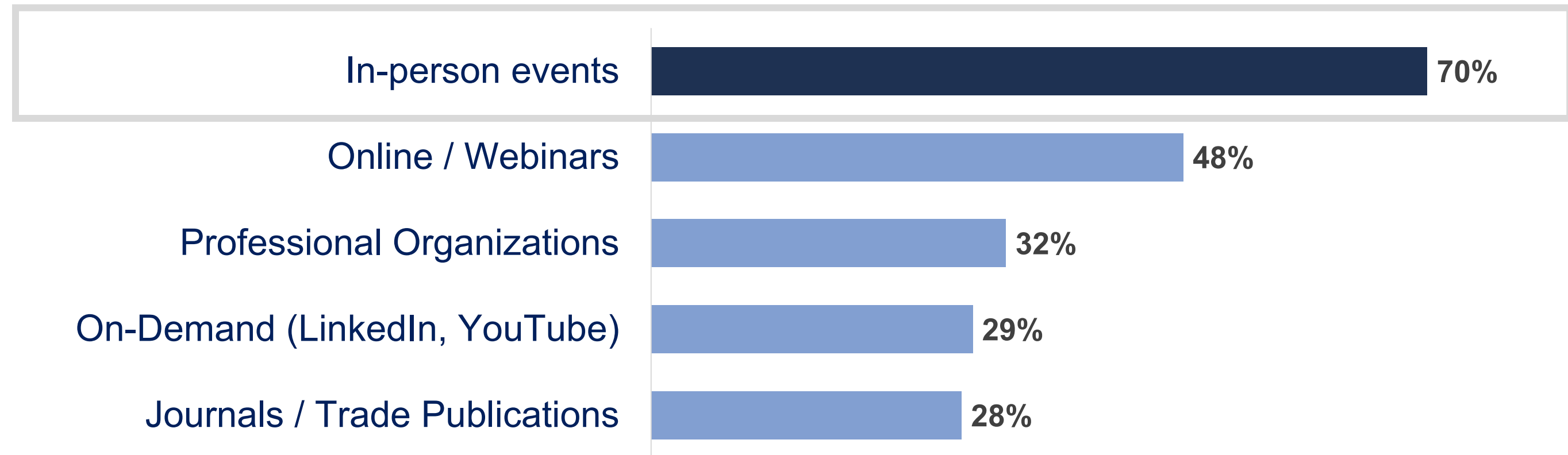
This Study

- **Completed April 2026**
- **Subject is Learning**
- **Respondents:**
 - **4,729 attendees**
 - **185 event organizers**

Source: Freeman Trends Report, Unpacking XLNC: The future of adult learning at conferences and tradeshow, Part One. 2026.

Point 1: Best for Learning

Sources for Learning



Point 1: Best for Learning

65%

Interactive Q&A and dialogue = better energy and vibe

Collective Effervescence

A surge of energy and shared focus happens when people gather for a common purpose

Beyond the Pixel

Psychological engagement drops when people interact through technology.

Point 2: Networking – an Untapped Benefit

52%

Met a new contact
would not have
otherwise

36%

Forming connections
makes in-person
learning unique

Point 3: Increase Retention

47%

**Helped discover a
new product, service,
or provider**

42%

**Made me want to
return to the event**

Point 4: Mind the Gap



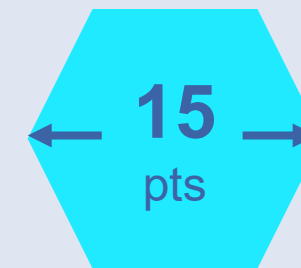
Point 4: Mind the Gap

Attendees

Organizers

Helped me connect to attendees
with similar interests/challenges

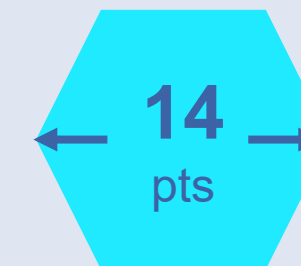
68%



83%

Made me feel involved, part of
something important

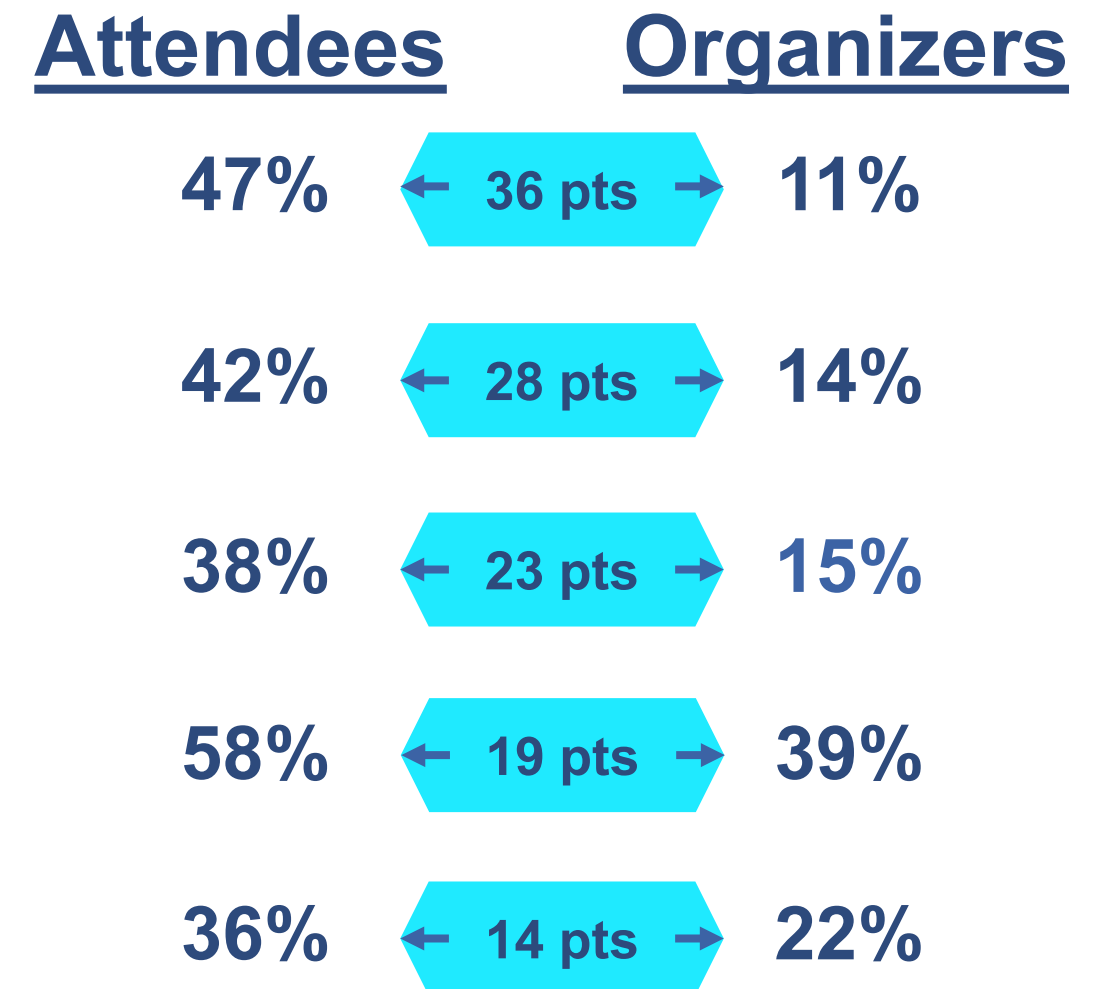
58%



72%

Point 5: Narrow the Gap

1. Provide AI summaries
2. Suggest “next to attend” notifications
3. Ask about challenges/topics of interest
4. Meet others in the session with same interests
5. Offer on-demand access post-event



Point 5: Take-aways

**Design fewer
sessions with
higher-impact**

**Schedule time for
reflection /
networking**

**Add structure for
peer-to-peer
interaction**