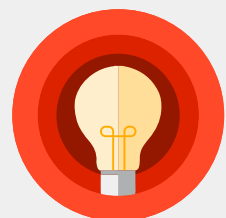


THE BIG IDEA







Meet the 27% of
event organizers who
are changing their
events dramatically

The Innovators

Influenced
by market
trends
most

In tune with
attendee
and
exhibitor
objectives

Balances
rising costs
with need to
evolve
attendee
experience

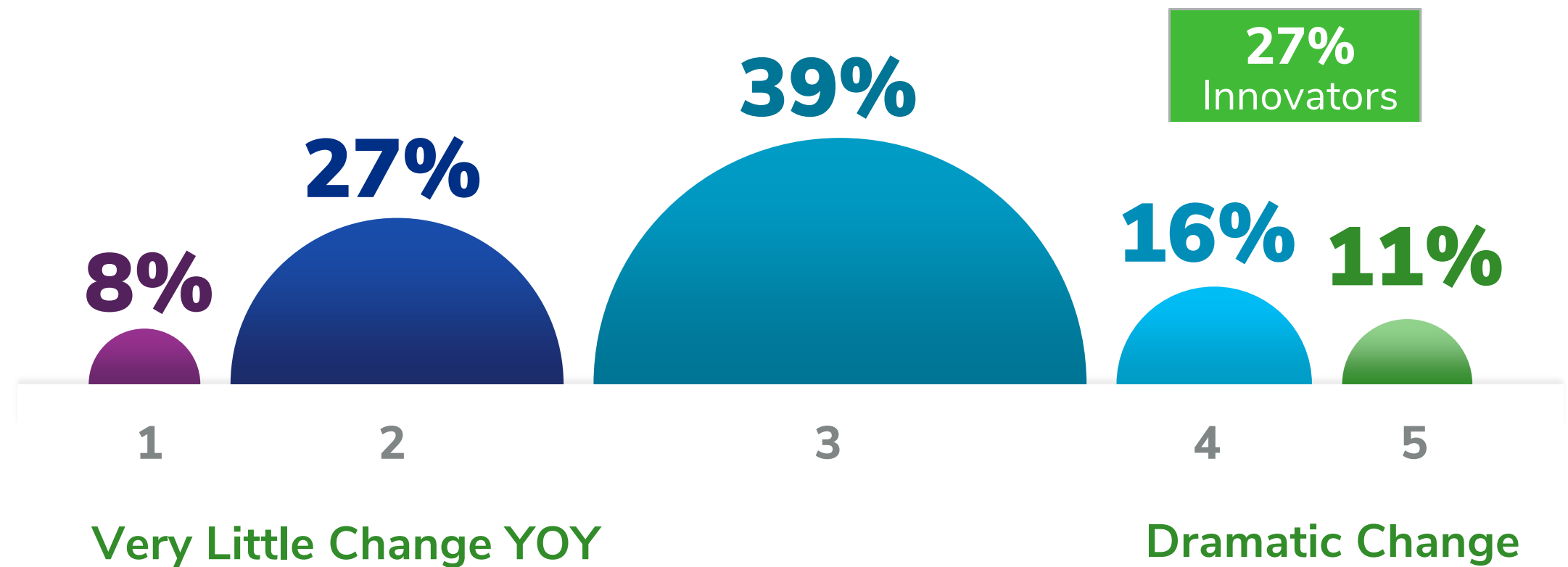
Influenced by
non-attendee
& potential
exhibitor
feedback

Likely to
diversify
educational
formats

QUESTION

To what extent does your organization evolve the program from one instance of the event to the next?

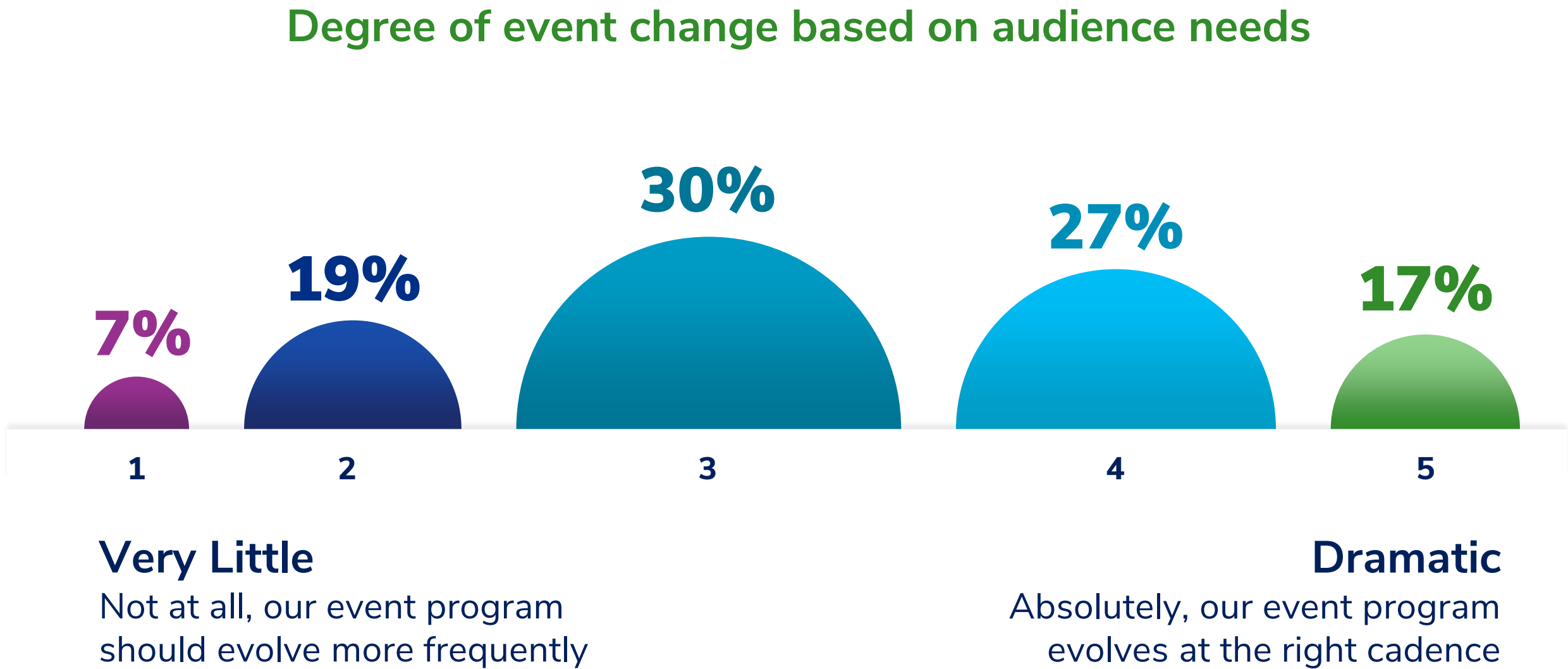
+ **The majority of organizers aren't evolving their events**



QUESTION

Do you believe your event program changes to the degree it needs to based on audience needs?

More than 50% of organizers know their events must evolve

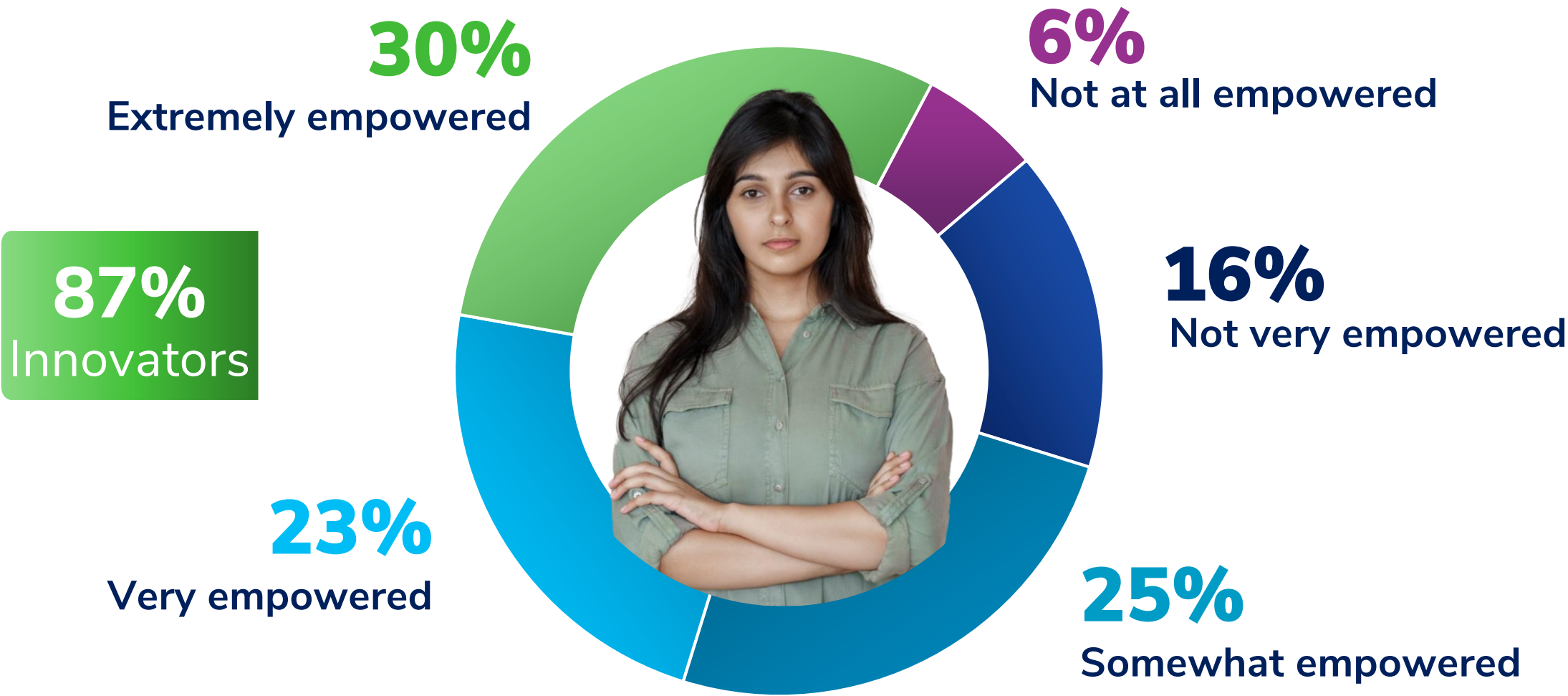


QUESTION

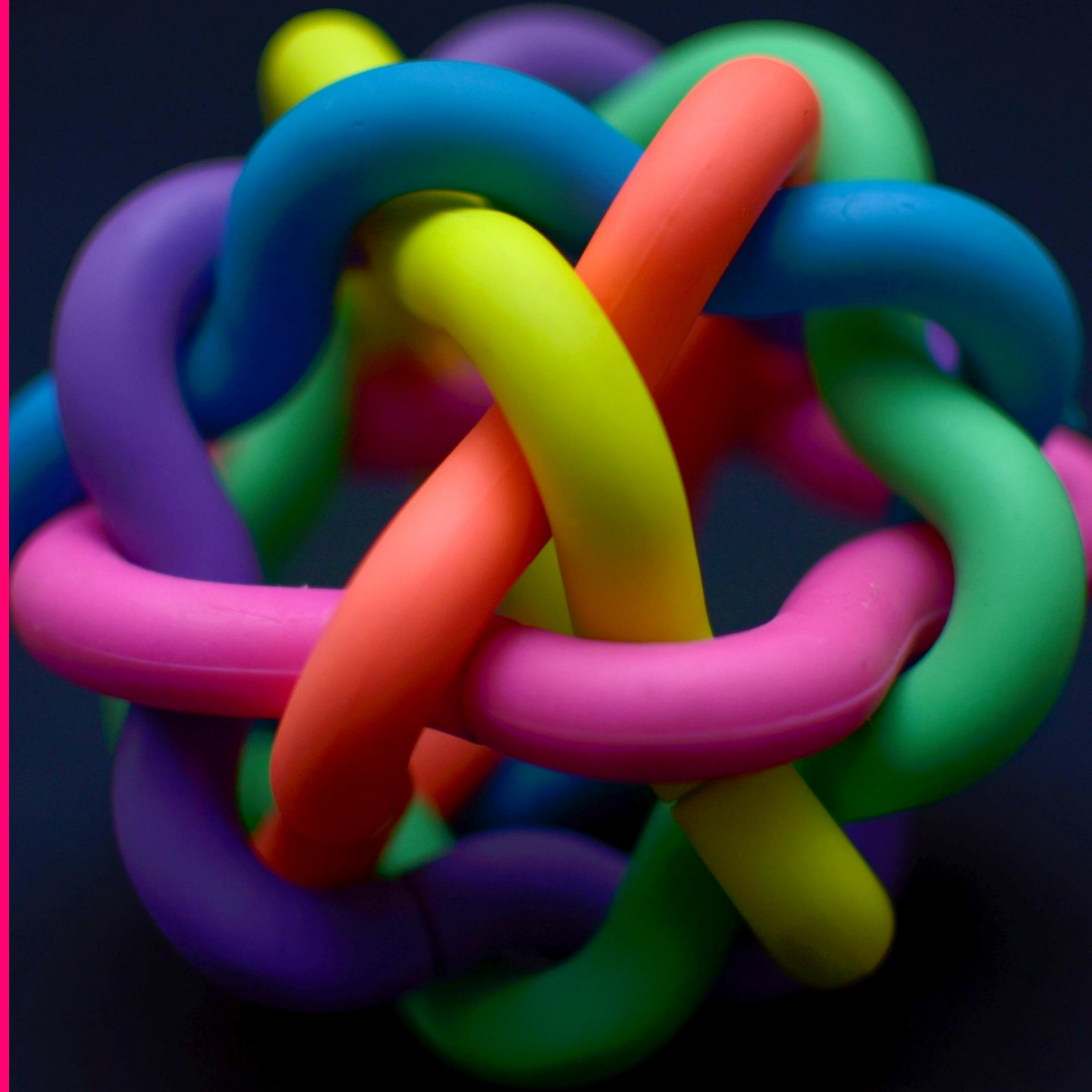
Do you believe you are empowered to evolve your event program?

Nearly half of event organizers do not feel empowered to evolve their event

Degree of empowerment to evolve the event program



MINDSETS IN CONTRAST



INNOVATORS VS. CONVENTIONALISTS

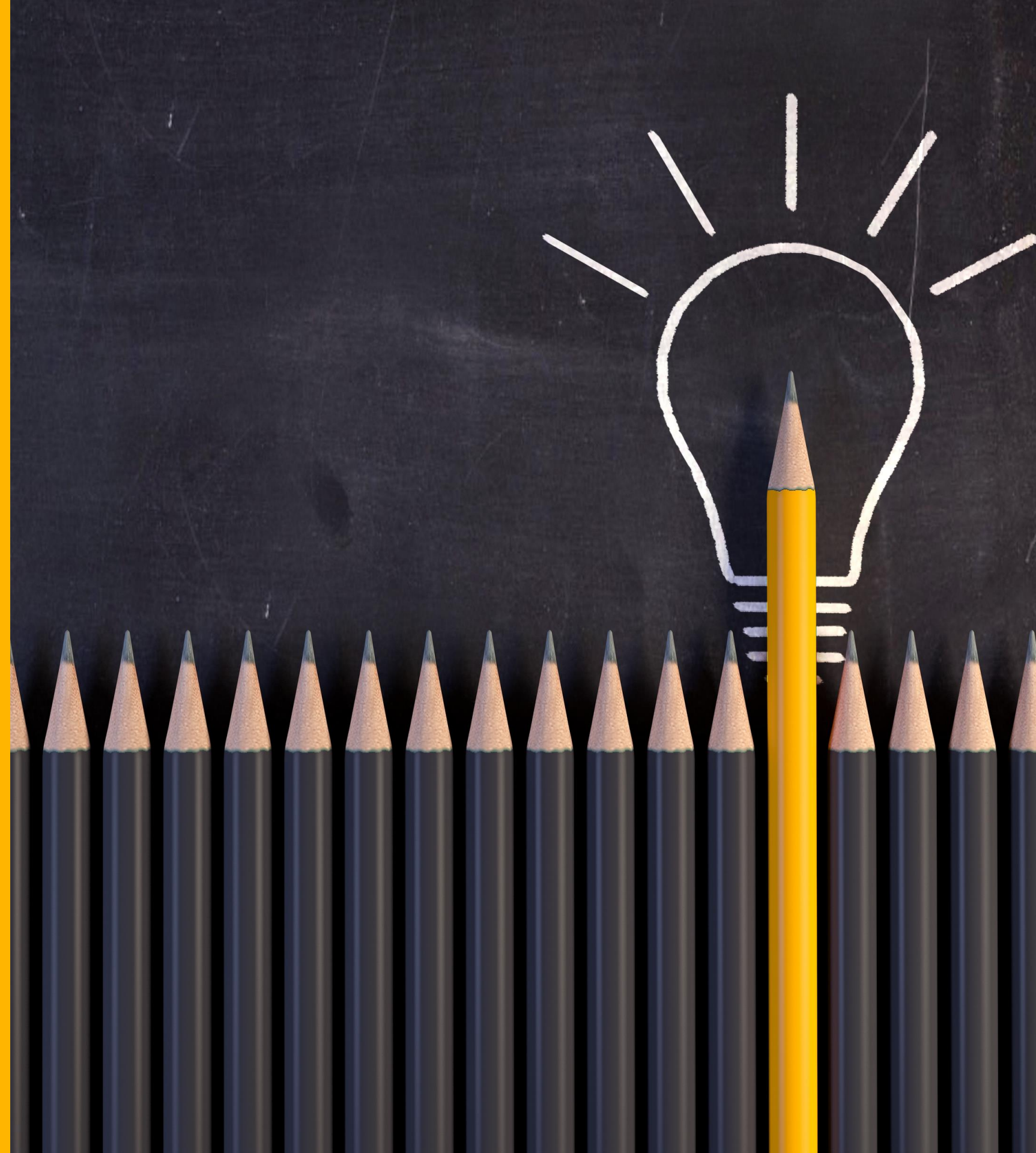
INNOVATORS

- Evolve events year-over-year to meet changing audience needs
- Invest in persona research and audience insights
- Prioritize the attendee experience — even if it means cutting legacy programs
- Embrace experimentation and bold formats
- Act on market trends and external signals
- See non-attendees as untapped opportunity
- Use data to justify bold decisions
- Make room in the budget for innovation

CONVENTIONALISTS

- Repeat what's worked in the past — minimal change
- Rely on post-show surveys from known attendees
- Protect legacy programs — even if engagement is declining
- Stick to proven formats (e.g., lectures, panels, standard exhibits)
- Focus on internal opinions and anecdotal feedback
- Ignore non-attendees as outside the feedback loop
- Use data to defend status quo
- Use budget constraints to avoid change.

**STANDOUT
IDEAS FROM
TODAY'S
INNOVATIVE
SPEAKERS**



**MORE
INNOVATIVE
IDEAS FROM
TWO BRIGHT
MINDS**



