



The Meetings Show Playbook

Your guide to the trends and learnings

Created by:



Welcome

Welcome to **The Meetings Show 2024 Playbook** - your go to place for all knowledge, learnings and insights from this year's show.

This resource focuses on some of the key themes that have come up during the two days together. From learning about the future of Generative AI to how we can better tailor our meetings for neurodiversity.

The Meetings Show has provided two incredible days for discussions, global connections and a space for our ideas to grow.

*"I'm absolutely buzzing.
The Meetings Show is the best
show I've ever been to."
- Attendee*



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Knowledge Programme

This year's programme has been designed to **inform, inspire, innovate** and **impact** the whole industry.

Our 4 themes empower us all to think, connect, plan and live differently.

We hope that you enjoyed our knowledge sessions, and if you didn't get to join us, we hope this playbook will provide you with valuable insights, and (I hope) your reason to join us next year.

Samme Allen

- CEO The Attendee Experience Company (atex)/The Meetings Show Knowledge Director



Inspire

Creativity & Experiential Design

We discovered **How to optimise your imagination and maximise your powers of creativity and innovation** with “spontaneous poet” **Judge**.

We were also joined by **SongDivision** at the blank canvas space for the ultimate fusion of team building & practical learning. We even wrote a TMS song!



Key Takeaways:

- Think like an Alien, don't stop questioning
- Comfortable change will happen in gradual steps
- Listen to music to inspire yourself!

Optimising your Imagination

Judge shared with us his surprisingly easy top tips on how to fearlessly open up your mind, break the established rules and successfully innovate. Everyone has an imagination so let's optimise it!



OPTIMISE
YOUR
IMAGINATION

A B C

EVERYONE HAS
AN IMAGINATION
IDEAS ARE EVERYWHERE

SHOCK

TRUST

DARE

- THINK LIKE AN **ALIEN**
DON'T STOP QUESTIONING
- DON'T STARE AT **BLANK**
PAPER. WRITE IT ALL DOWN AND
KEEP THE GOOD **IDEAS**
- **COMFORTABLE**
CHANGE IN GRADUAL
STEPS.

Innovate

Artificial Intelligence

Across the stages we have explored how generative AI, with its ability to create, respond, and adapt, is revolutionizing the events landscape.

Dr Mykyta Fastovets, Co-founder & CTO - ExpoPlarform led us through **Exploring Generative AI and Practical Examples in the Events Industry** at our Innovate and Inspire Stage. Whilst **Claus Raasted**, Director - Extraordinary Experience and **Paula Rowntree** - Head of External Engagement APS, helped us step into the world of practical application through their workshop through **The Great TMS AI Hackathon**.



ARTIFICIAL INTELLIGENCE
IS NOT INTELLIGENT...
IT'S GENERATIVE

Key Takeaways:

- The best way to get into AI is to have a go and be playful
- Try out Spark AI - it was built for the events industry
- It's like pulling information out of a bag, but don't forget to still be critical

"AI is a broadly skilled, very patient, sometimes drunk, freelancer"

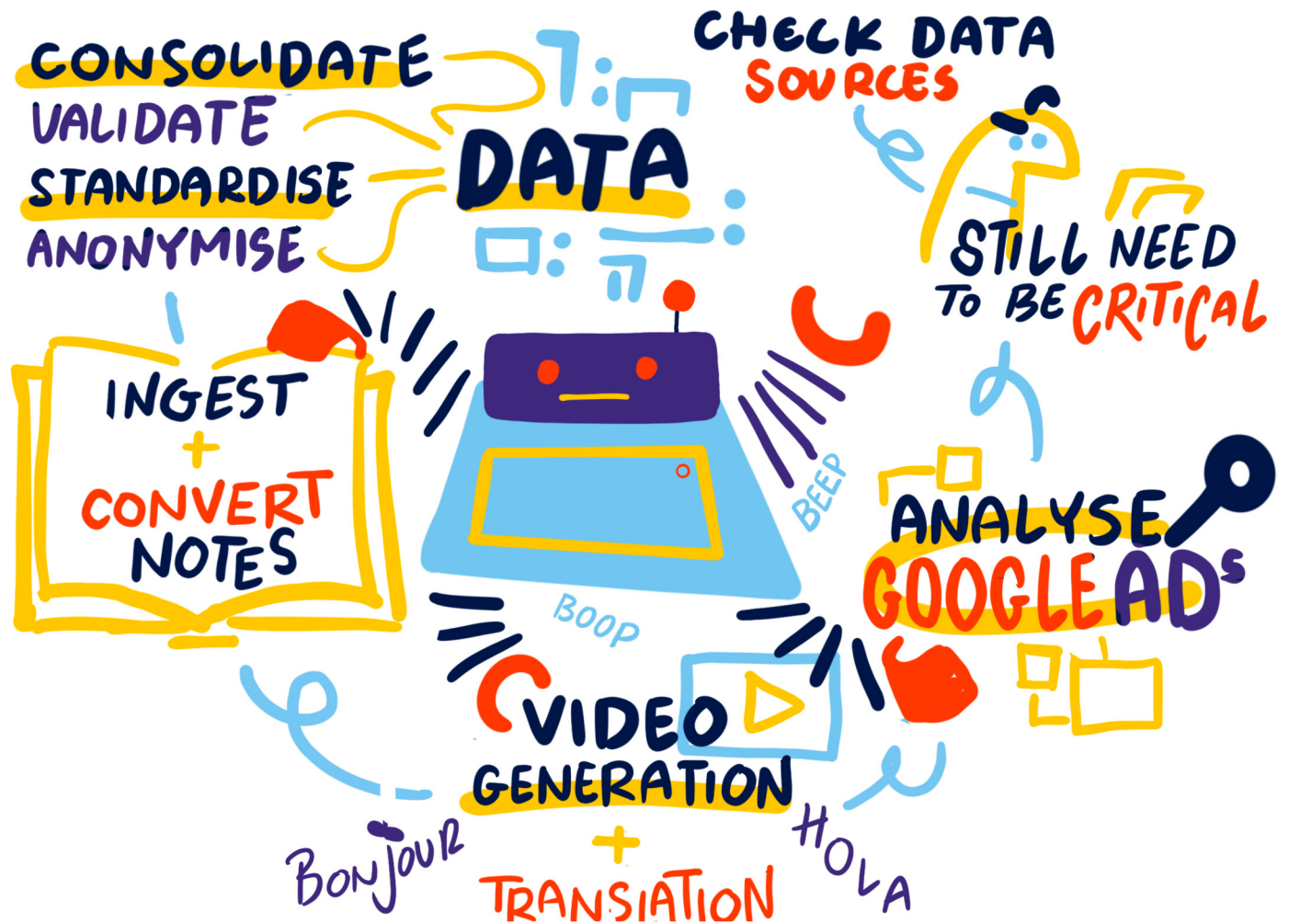


AI-Powered Event Creation

Nick Rosier, Managing Director - Gther. shared with us how AI can transform your event planning process from mundane to extraordinary. From ideation to execution, we explored how AI algorithms can streamline tasks, optimise resource allocation, and even suggest creative themes.



AI POWERED EVENT CREATION IN 30min



Inform

Trends

We were joined at the Blank Canvas stage by **Taylor Smith**, VP, Event Production & Creative Content - BCD on his **Trends vs Reality Dance off With Taylor Swift (Sorry, Smith!)** session.

Catherine Southall shared **Top Marketing Trends of 2024** with us drawing from global survey data and interviews with forward-thinking leaders.

Many speakers spoke about the return to face to face meetings and the need to differentiate meetings from others.

"Trends suck. If anyone tells you they can predict what's going to happen in the future, they are probably lying."



Key Takeaways:

- Using tech as a tool rather than a solution
- Create your own reality, know your audience and how they like to learn
- Make sure your content has life outside the event - keep the conversation going

Top 5 Marketing Trends of 2024

Decoding some of the key trends from this year.

“Organisers are being more selective of what is delivered ‘in-person’ and what can go online? Can it make a profit? Yes, then do it in-person. No – stick it on Zoom.” An attendee at the Hosted Buyer Insight Forum had a simple way to decide what goes online.



Decoding 2024

TOP 5
EVENT
MARKETING
TRENDS

1 RELEVANT CONTENT
IS KING
SPEAKERS
AI TOOLS
LOCATION
AUDIENCE INPUT

2 TECH AS A SIDEKICK
VR AR QR
APPS
WEARABLE TECH
DIGI PHOTO BOOTHS
HOLOGRAMS

3 STABLE PARTNERSHIPS
RELATIONS
UNDERSTANDING
STORYTELLING

4 CREDIBLE + CREATIVE SUSTAINABILITY
KINETIC DANCE-FLOORS!
A THREAD THROUGH EVERYTHING
STATIC BIKE SMOOTHIES!
DIVERSE SPEAKERS + STAFF

5 ENGAGEMENT ADVANTAGE
REACT TO RESEARCH
COMPETE WITH THEIR COUCH
PUB TABLE OR YOGA MAT?
CREATE SPARKLE MOMENTS

CATHERINE SOUTHALL

Impact

Neurodiversity

Claus Raasted, Director - Extraordinary Experience and **Paula Rowntree**, Head of External Engagement - APS, were back at the Blank Canvas to introduce the **Neurodiverse Design Challenge: Creating The Blank Canvas For 2025**. Asking for our help to us create the Blank Canvas Stage in 2025 in a way that caters to a wider range of people, personalities and perceptions. A really interactive session with hands-on solutions for next year! From bringing in more greenery to creating spaces



"If we, by language can turn it from being a moral issue to a design one, that's good"



Key Takeaways:

- The default of normal vs divergent is harmful
- We can use design to be inclusive to everyone.
- Small changes make a big difference

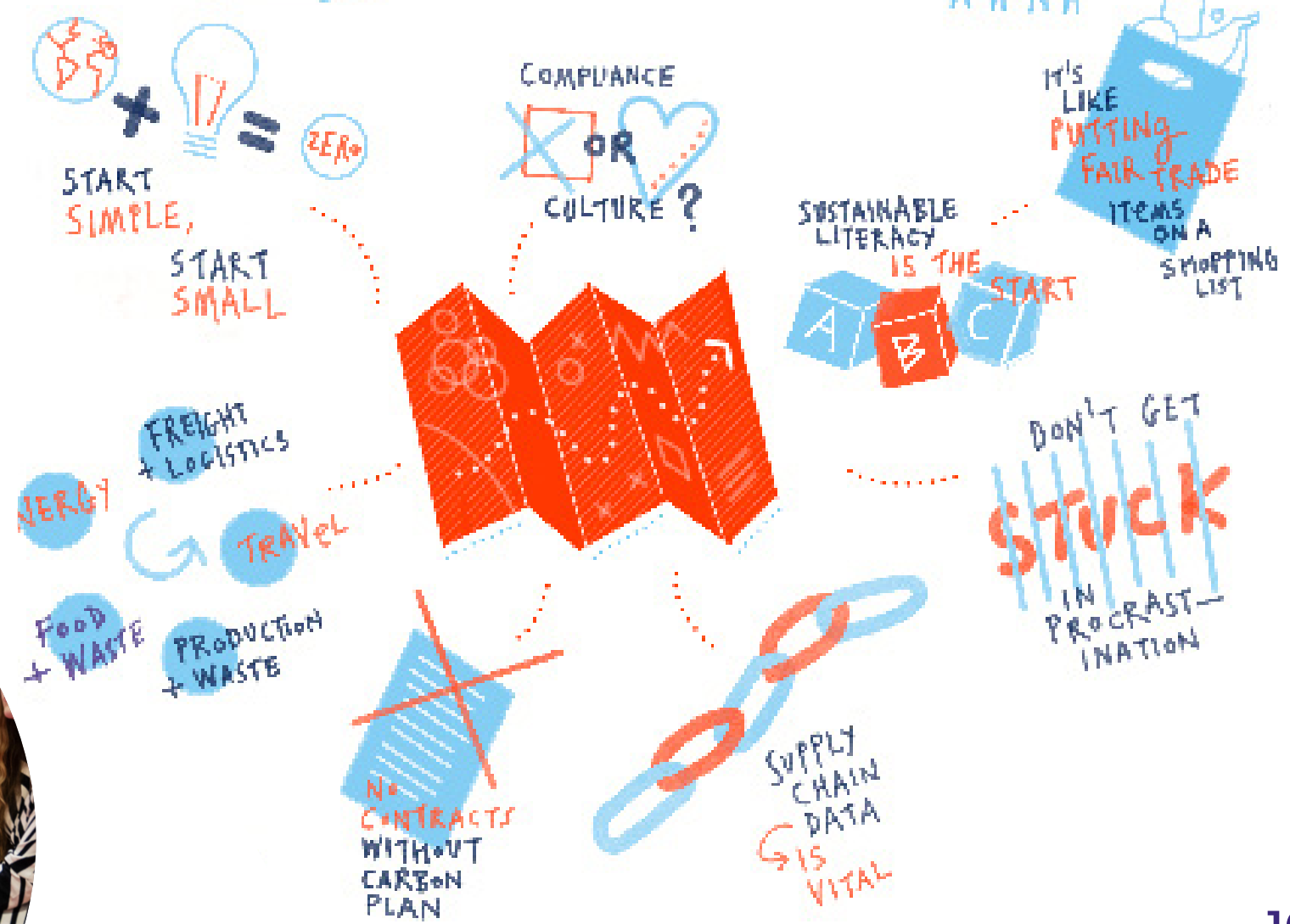
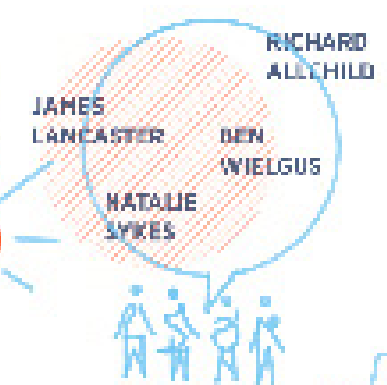
Sustainability

Isla introduced us to their **Theory of Change** and shared their industry-defining temperature check report.

We also learnt how to **Create a Roadmap to Net Zero** with panelists sharing their experiences and insights on how they are overcoming the challenges.

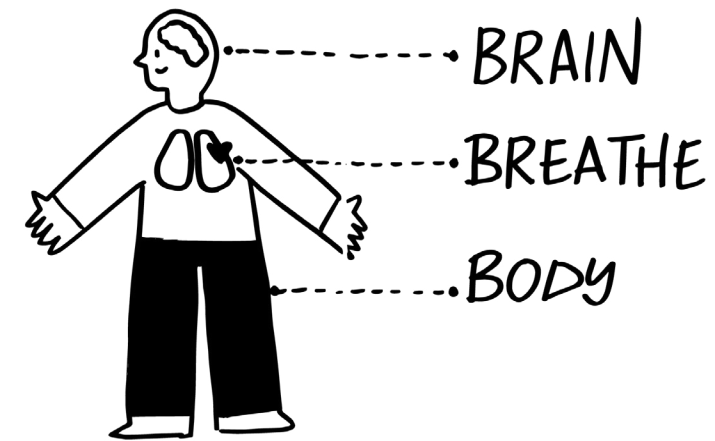


HOW TO CREATE A ROADMAP AND PROGRESS TO Net ZERO



Wellbeing

Throughout the show we have focused on different ways to bring wellbeing into the heart of your meetings. From **Why Corporate Wellness Should Be Top On Your Corporate Event Agenda** with Sarah Hunt to working out if **Working A 4-day-week is Possible In The Events Industry?** with Legacy Events



Think of a time DID NOT speak up
what was your something going wrong?
What stopped you speaking up?

Spotlight on Lim:

Lim is a global studio of visualisers. Whether you want to capture an event in real time, develop a story map or create a playbook, our work has the power to make people do, feel and act.

Information at these events can often float away afterwards but at Lim we are able to keep these ideas and learnings alive. Creating clear and engaging visuals that can be digested time and time again.

Over the two days at The Meetings Show we have been busy visualising all the amazing content and learnings by creating:



A live illustrated wall at The Blank Canvas Stage



Live digital visuals of key learnings from each of the speakers



This very playbook capturing themes from throughout the event.



Find out more at:
wearelim.com

Lim

Spotlight on Atex:

The Attendee Experience Company have been working with The Meetings Show for many years in many guises, and now are the proud knowledge partner for both the Hosted Buyer Insight Forum and The Meetings Show.

atex

the attendee experience co.

Why prioritise attendee experience?

01

It matters to your clients

Clients want to see that you've thought through their event and that you've considered attendees as a priority.

02

If you don't...someone else will

Your competition are already doing it. Focusing on attendee experience helps you to stay ahead of the competition to retain and grow your attendees.

03

It will impact your bottom line

Adapting now will create opportunities for you to secure events which haven't previously considered a convention centre as a suitable venue. Event design creates revenue.

04

Attention is dwindling

We're living in a distracted economy. Prioritising attendee experience helps you to stay ahead and focus on capturing the attention of your audiences from the outset.

atex.world

Find out more at:
atex.world



What Next...

We hope the playbook and your time at the Meetings Show has been impactful. We can't wait to welcome you back next year.

In the mean time please do stay in touch, make those connections and revisit our website for further learnings - keep those ideas alive!

A few words from **James Lancaster**, AMI Editor & Editorial Director - Northstar Meetings Group

