

THE MEETINGS SHOW



BY NORTHSTAR

The Meetings Show Playbook

Your guide to the trends and learnings

Created by:

Lim

Welcome!

Welcome to **The Meetings Show 2025 Playbook** - your go to place for all knowledge, learnings and insights from this year's show. Over two dynamic days nearly 1,500 event planners and over 550 global exhibitors came together to connect, learn, and do business.

From insightful education sessions covering AI, event design, and industry trends to a bustling show floor representing 80+ international destinations, the event maximised value and sparked meaningful connections.

This book captures the key themes, highlights and lasting moments from the show.

snapssight

Snapssight helped capture 65 live sessions at The Meetings Show and, in real-time, produced key takeaways, **session summaries** and live translations into over 75 languages. This is the content that helped us create this Playbook.



Contents

Knowledge Programme 4

An introduction from Samme Allen

Trust and Authenticity 5

As Strategic Pillars

AI and Automation 7

Tools for Time and Transformation

Sustainability 9

From Buzzword to Business Strategy

Designing for Experience 11

In a Disconnected World

Spotlight on Lim 13

Using Visuals to maximise your event content

Looking Ahead 15

What next?

As the events industry continues to evolve, The Meetings Show has created a community where professionals share insights and provoke questions about the future of events, experiences and engagement.

Four clear themes emerged from this year's show: Trust and Authenticity, AI and Automation, Sustainability and Designing for Experience.

These themes capture the pulse of the industry and pave the way for professionals seeking to design smarter and more impactful events.



Knowledge Programme

Learning can feel one-sided: often just listening without engaging. We believe true growth happens when knowledge is interactive, creative, and practical. That's why we've reimagined how we share insights, making this Playbook a resource that's immersive, thought-provoking, and accessible to all.

Inside, you'll find expert-led content designed with inclusivity, diversity, and best practice at its core, supporting your development no matter where you are in your career journey. We hope this Playbook inspires you to take what you've experienced and turn it into lasting impact.

Samme Allen

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



Trust and Authenticity

as Strategic Pillars

Trust is no longer a byproduct of successful events, it is their **foundation**. In his session “In Events We Trust,” Rob Woodhead explored how live events can powerfully build trust with both customers and colleagues. Using frameworks like the Connection Curve and Trust Loop, he showed how multisensory engagement, behavioural insights, and small, memorable ‘TNTs’ (*Tiny Notable Things*) drive deeper connections and long-term loyalty.



“Authenticity is crucial in creating **meaningful content**, as the audience, especially younger generations, are quick to identify and reject inauthentic messaging.”

Rob Woodhead



Authenticity emerged as a central theme

Jenny Kovacs shared her presentation - **Time to Shine! Stand out in 5 Simple Steps** where she emphasised the power of embracing one's unique qualities and using video naturally and consistently to boost visibility. In **Celebrating and Learning from Tomorrow's Talent**, the speakers highlighted how younger professionals value diverse voices and backgrounds, rejecting the need to conform. Similarly, Taylor Smith in the **The Power of Purpose** underscored that today's audiences, particularly Gen Z, are quick to detect inauthentic messaging - making honesty and genuine connection essential in content creation and personal branding.



This photo was from one of the yoga and mindfulness sessions.

Key Takeaway

The takeaway is clear: transparency, audience inclusion, and emotional resonance are not optional; they are essential.

AI and Automation:

Tools for Time and Transformation

AI emerged as both a creative enhancer and disruptor during the event, prompting reflection on its evolving role in content creation and event design. Planners are adapting to smaller, more purposeful gatherings, where meaningful, high-quality content drives value and justifies investment.

Talks like **Do more with Less: Integrating AI into Your Everyday** and **Driving Change through AI** emphasised how automation can streamline time-consuming tasks like scheduling, data analysis, agenda formatting and personalising attendee experiences. This in turn would free up planners to focus on strategy and creativity.



Multiple speakers stressed that AI should enhance, not replace, human interaction

Ethical concerns around privacy and bias were raised in sessions calling for clear communication and careful curation. There's also a shift from "all-in-one" platforms to integrated AI-powered tools tailored to specific functions.

While AI can increase efficiency, its true power lies in how it's paired with emotional intelligence and authenticity - helping create experiences that feel personal, not programmed.



Sustainability:

From Buzzword to Business Strategy

The sustainability conversation has matured. No longer just a moral imperative, it's a competitive advantage. In **The Reckoning: Sustainability – What's Next for Our Industry?**, Holly Patrick urged a shift from one-off efforts to lasting accountability by embedding sustainability into roles, menus and event design - while forming industry lobbying groups to drive policy change.

Like reusable shopping bags becoming a social norm, sustainability must become an accepted responsibility, not a burden. Event planners and venues can lead by making it aspirational and 'cool,' turning green choices into opportunities for innovation and brand strength.



Key Takeaway

Measurement and transparency are key; without them, sustainability risks becoming an empty promise.



Implementing sustainability in events can lead to cost savings when approached strategically, challenging the notion that it's always more expensive. Gen Z professionals are key drivers of this shift, bringing innovative ideas and fresh perspectives that push sustainability to the forefront.

Client demand is rising, with many integrating sustainability criteria into event RFPs, making measurement and reporting essential for tracking progress and validating efforts. Despite these advances, full commitment across the industry remains uneven, with some resistance to eco-friendly practices.

Simple yet effective actions like embedding sustainability into job roles and organisational accountability are underused, especially among early-stage businesses.

If you're looking to make your events more sustainable, in line with the latest industry developments, The Meetings Show runs two sustainability courses, in partnership with the event sustainability body, isla.

[Head to the website for more info.](#)

Preference for reusable items reduces carbon footprints, while upcoming EU laws like the digital product passport will boost transparency and circularity in the event supply chain.



Designing for Experience

In a Disconnected World

In an era of digital overload and fragmented attention, designing events that prioritise authentic human connection is more vital than ever.

Talks like '**Designing for Connection First in a Disconnected World**' and '**Networking That Works for Introverts**' highlighted the importance of tailoring experiences to diverse personality types, ensuring that both introverts and extroverts feel comfortable and included.

"I believe that we need to **design for connection first**, especially in 2025 in this era that we're living in. **We need to use this human advantage that we have.**"



Pre-event prep and co-creation ensure attendees feel invested and heard. Purpose-driven events also align closely with sustainability, turning events into platforms for authentic change rather than mere gatherings.



Key Takeaway

Successful events and communities should be designed around three key principles:

- Purpose
- Personalisation
- Participation

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.

During the show, Ellie Chapman's presentation 'How To Maximise Your Event Content With Live Visuals' tackled 'content evaporation' - the loss of key insights and introduced the concept of graphic recording as a solution. Using visual summaries on boards or digital platforms, this method combats PowerPoint fatigue and supports diverse learning styles.

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



This very playbook capturing themes from throughout the event.

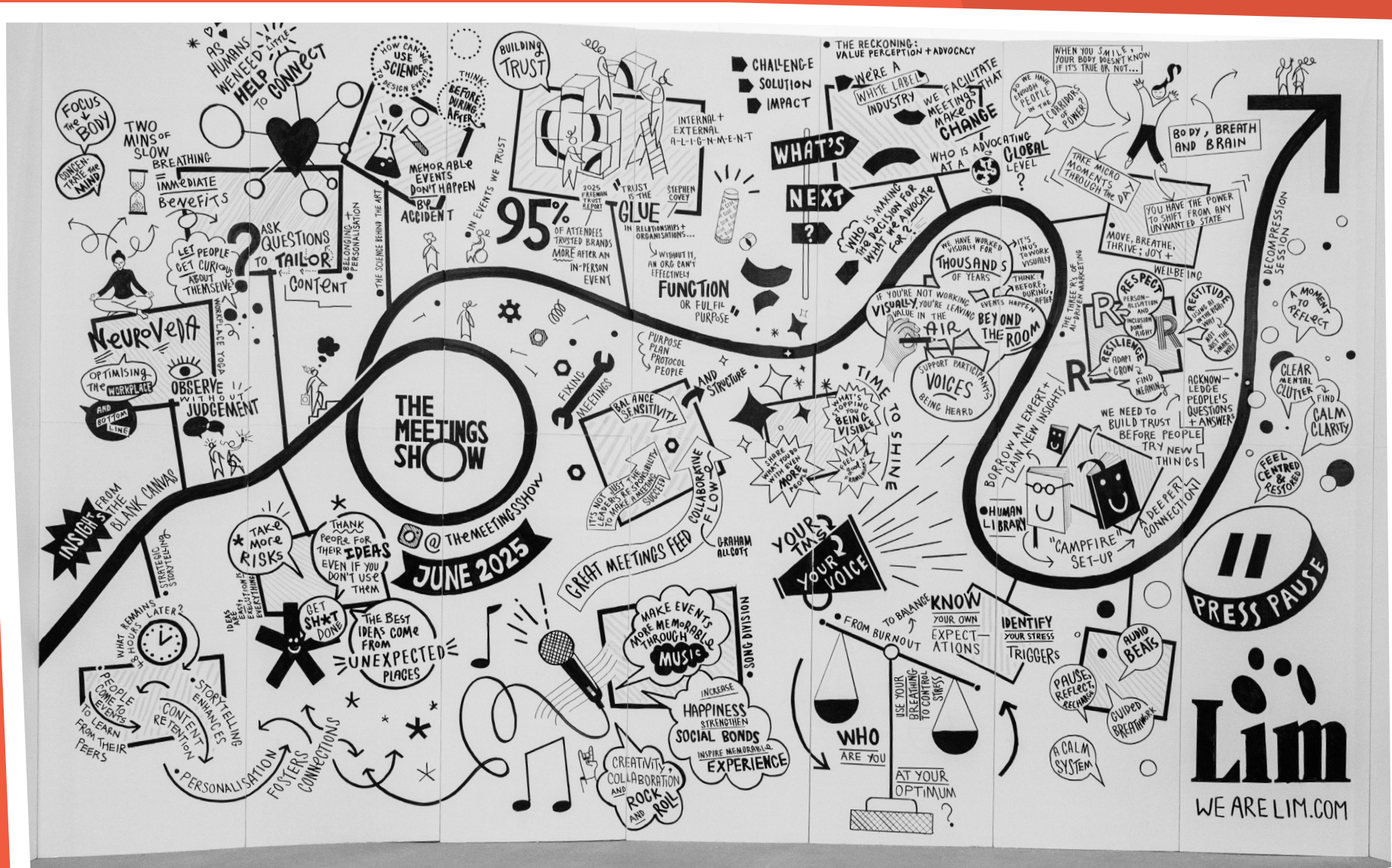
Find out more at: wearelim.com

Working visually can: **reduce content evaporation, increase engagement and support onward communication.**



Live Visual:

The final visual created by Lim capturing key takeaways from The Blank Canvas stage throughout the Show.



Looking Ahead

The Meetings Show has made one thing abundantly clear: the future of meetings is not just about gathering people - it's about designing meaningful experiences that drive action, foster connection, and reflect the values of the organisations behind them.

As the events industry continues to adapt, the insights shared here will be invaluable for shaping what comes next.



What Next?

We hope the Playbook and your time at The Meetings Show 2025 has been impactful. We can't wait to welcome you back next year. In the meantime please do stay in touch, make those connections and revisit our website for further learnings - **keep those ideas alive!**

If you have any thoughts or feedback on the Playbook or The Meetings Show 2025, we'd love to hear from you. Please reach out to us at hellomarketing@ntmlc.com.

**THE
MEETINGS
SHOW**
BY NORTHSTAR

atex

Lim

snapsight

