

# Event Industry Data, Trends, and Insights



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Freeman

# Events Industry Data Trends & Insights

SISO CEO SUMMIT 2024

# The Freeman Trends Report

# In this edition...

Attendee & Exhibitor Intent & Behavior



## Methodology

- 4.1k Respondents
- Margin of Error +/- 2%
- Blend of event types



# Attendees of all kinds “Generation We”

# + Do you know your Next Gen audience?

51 ▼ 44



+ Get it!

● Demographics

○ Priorities

20-44  
years old

Authenticity,  
personal  
connections

Social  
impact

Professional  
growth

More  
female

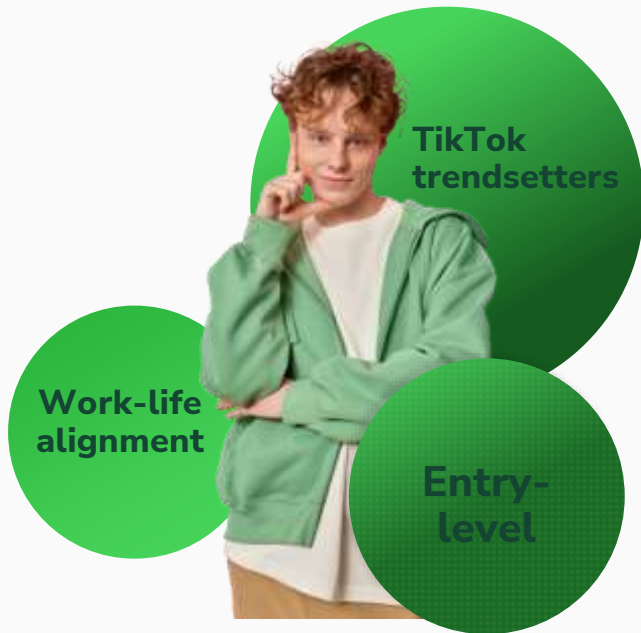
More  
educated

# + Generation(s) We

**Your event attendees  
are consumers first**

## NEXT GEN EVENT-GOER

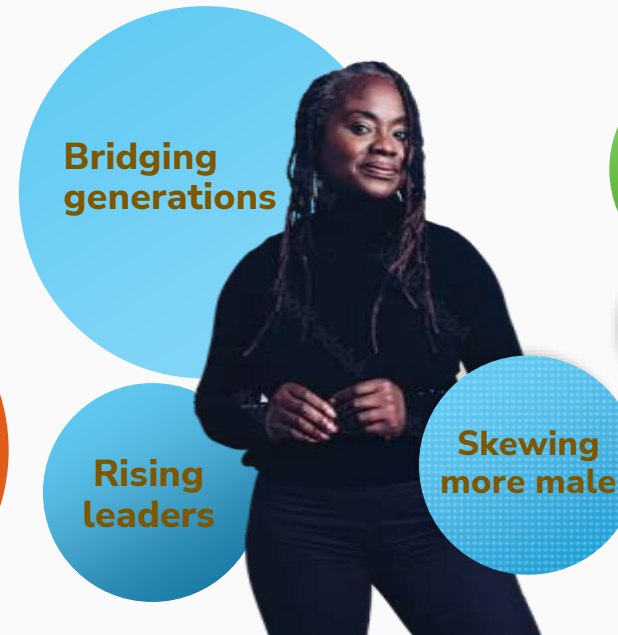
## TRADITIONAL EVENT-GOER



**GENERATION Z**  
1997 - 2012



**MILLENNIAL**  
1981 - 1996



**GENERATION X**  
1965 - 1980



**BOOMER**  
1946 - 1964

# The Evolving Exhibit Marketer

And guess what. This year, **72% of respondents reported exhibiting at** various types of **events beyond just tradeshows.**

These steep shifts over just eight months indicate that exhibitor preferences and needs will continue evolving rapidly.

**So, what does that mean for the events ecosystem? Here's your chance to find out.**

**46%  
female**

**47 years  
old on  
average**

**Exhibiting at  
branded  
conferences,  
internal events,  
and online  
events**



# Objectives must drive results

# The Freeman **XLNC Framework** *(Pronounced “excellence”)*



## **EXPERIENCE**

To have fun, feel  
emotionally  
fulfilled, explore,  
hands-on



## **LEARNING**

To be inspired,  
informed,  
discover something  
new



## **NETWORKING**

Connect with peers,  
build relationships  
with partners



## **COMMERCE**

Discover  
products/services, buy,  
build vendor  
relationships

## QUESTION

Imagine you are attending an in-person business event, allocate a total of 100 points across the below areas based on how important each component is to your overall experience.



19%

EXPERIENCE

30%

COMMERCE



26%

LEARNING

25%

NETWORKING



**+ Although attendees value commerce the most, all event components are essential and dependent on your attendees.**



# Experience

## Attendee POV

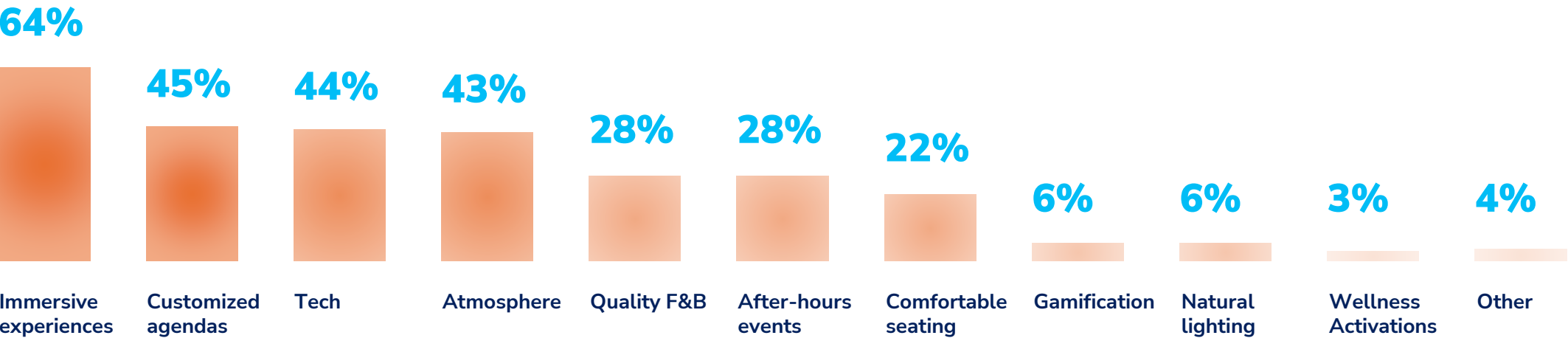
### Location, Environment, Sentiment

QUESTION

When thinking about your overall experience at any in-person event, what are the top 3 factors that most positively influence your experience?



Most important experience elements



**+ Understand the difference between what attracts them to the event vs. what enhances their experience at the event itself.**



# The Importance of Personalization

**60%**

of consumers say they'll become repeat customers after a personalized experience.



**80%**

of consumers will share personal data in exchange for deals or offers.



**89%**

of marketers see a positive ROI when they use personalization in their campaigns.



Companies that get personalization right have

**40%**

more revenue potential



**75%**

of consumers expect personalization to make navigation easier, both in-person and online.



**Improved customer experience**

is the top benefit of personalization according to marketers.





# Building Personalization into the Attendee Journey



1) DOCENT-LED TOUR OF EXHIBIT HALL



2) SHOW FLOOR SEGMENTATION



# Building Personalization into the Attendee Journey



Personalization will **reinforce loyalty** and **grow revenue** by making prospects **more likely to attend** an event, **recommend it** and **come back again**. This will create a cycle where loyalty and personalization drive each other. A more customized experience will make attendees more likely to participate, which produces more data that helps event organizers refine their offerings to create even more meaningful relationships with audiences.



# Experience Exhibitor POV

A Frictionless Experience

## QUESTION

Imagine you are exhibiting at an in-person business event, allocate a total of 100 points across the below areas based on how important each component is to your overall experience.



**21%**

EXPERIENCE

**33%**

COMMERCE



**14%**

LEARNING

**32%**

NETWORKING



**+ While exhibitors prioritize commerce and networking, learning opportunities and overall experience matter too.**



**EXPERIENCE**

focused exhibitors

## Concerned with

Ease of end-to-end  
exhibitor experience  
(or lack thereof)

Unpredictable costs

Complex on-site  
logistics

Industry-standard  
lead retrieval

## Less interested in

Speaking opportunities

Attendee lists

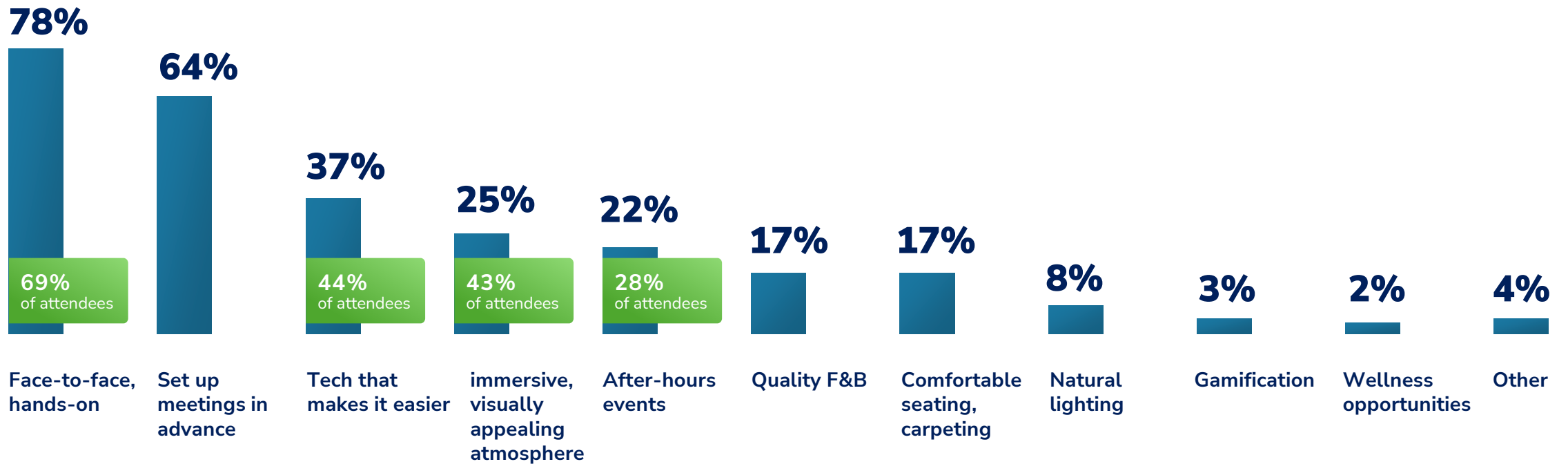
Pre-set meetings  
with attendees

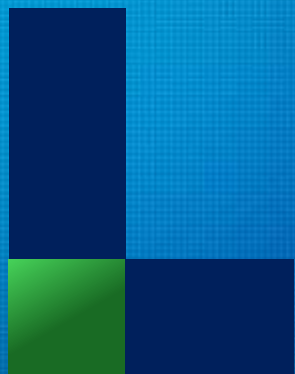


When thinking about your overall experience exhibiting at any in-person event, what are the top 3 factors that most positively influence your experience?

## + Exhibitors favor face-to-face interactions and delivering hands-on experiences.

### Most important experience elements



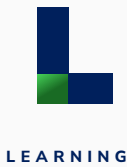


# Learning

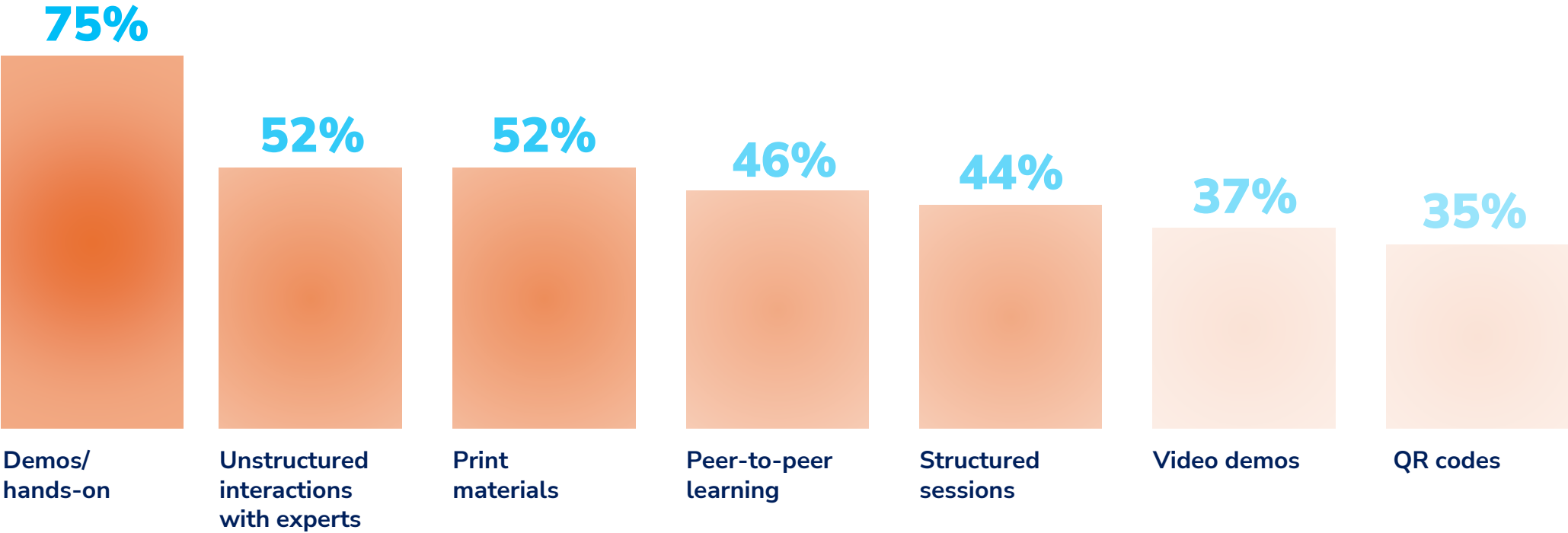
Attendee POV  
Education, Content, Discovery

QUESTION

How would you like to receive education/technical information? (Select all that apply).



**+ Attendees want to make the most of in-person learning with hands-on demos and activities.**





# Attendees want to be informed, inspired, connected and engaged

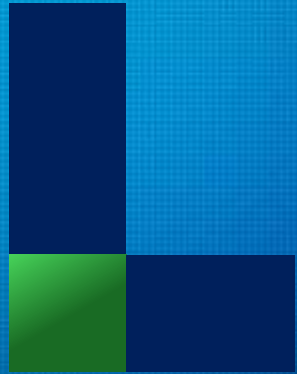
## Out

One-size-fits-all  
Information-only  
Lecture-only  
Single-format  
Low-tech



## In

Highly customizable  
learning agendas  
Informational, inspirational,  
entertaining and/or engaging  
Hands on, experiential,  
participatory  
Multi-format  
High-tech



# Learning

## Exhibitor POV

### Thought Leadership



## LEARNING

focused exhibitors

### Driven by

Speaking opportunities & sharing thought leadership

Connecting with attendees via topic-specific discussions

Leading roundtables

Offering hands-on demos

Generating leads rather than completing sales on-site



### Most satisfied with

Ability to acquire leads at events

### Watch out for

More likely to be executing or planning their own events already

### Key exhibitor characteristic

Represent larger companies (2,000+ employees)

When thinking about how your organization demonstrates expertise to customers, prospects, and others in your industry at any in-person event, what are the top 3 factors that most positively influence how you can share your organization's expertise?

### Most important learning elements



**44%** 30%

Scheduling short, 1:1, or small group discussions with attendees



**37%** 56%

Offering hands-on interaction or participatory learning activations



**21%** 23%

Presenting at general session (i.e., to audience seated in hall)



**32%** 43%

Providing demos in a classroom, activation, or at booth



**29%** 48%

Conducting meetings with SME attendees



**27%** 23%

Leading or participating in roundtable discussions with attendees



**19%** 31%

Presenting at topic-specific classroom education sessions

 Exhibitor

 Attendee

**+ Large exhibitors are more likely to share expertise in a way that attendees value.**



# Networking

## Attendee POV

### Formal & Informal Connections

QUESTION

When thinking about networking at any in-person event, what are the top 3 factors that most positively influence your networking experience?

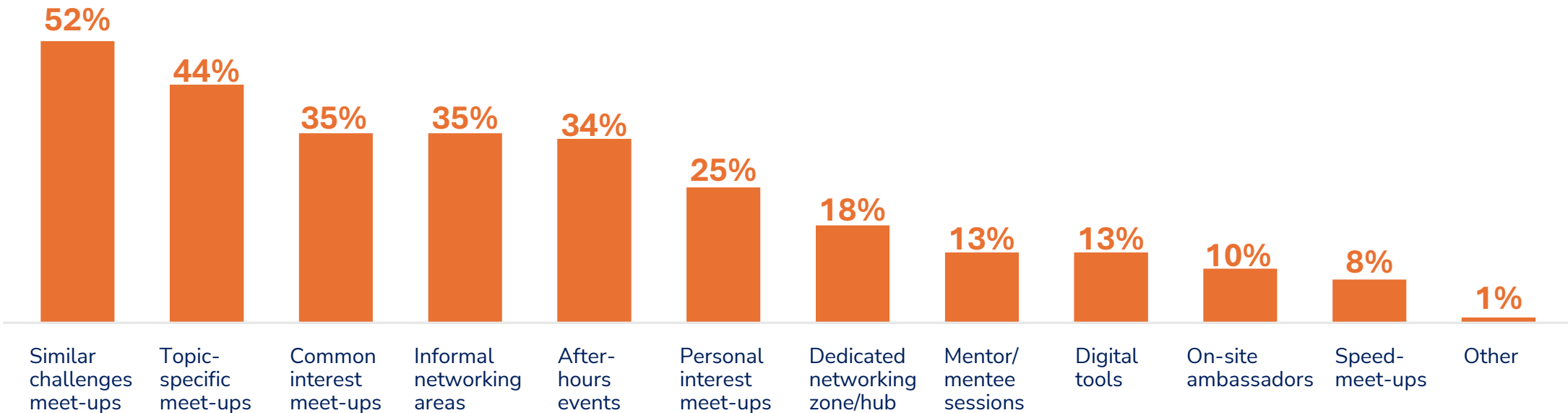
FREEMAN 2024 BENCHMARK

Those who attend in-person events (n=2002)



NETWORKING

**+ Attendees want to connect with peers over shared challenges and specific topics.**





# Private Membership Networks

CHIEF

Hampton

WOMEN  
intech®



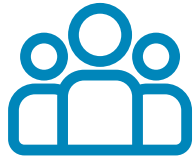
*The*  
COUNCIL

Ⓞ Operators Guild

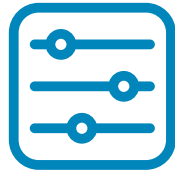


# Characteristics

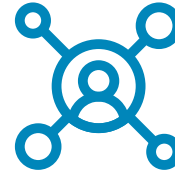
**Belonging**



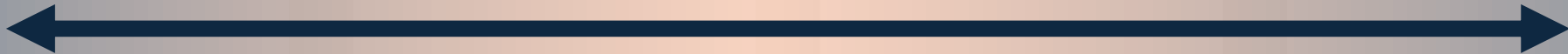
**Personalization  
and Control**



**Organic  
Networking**

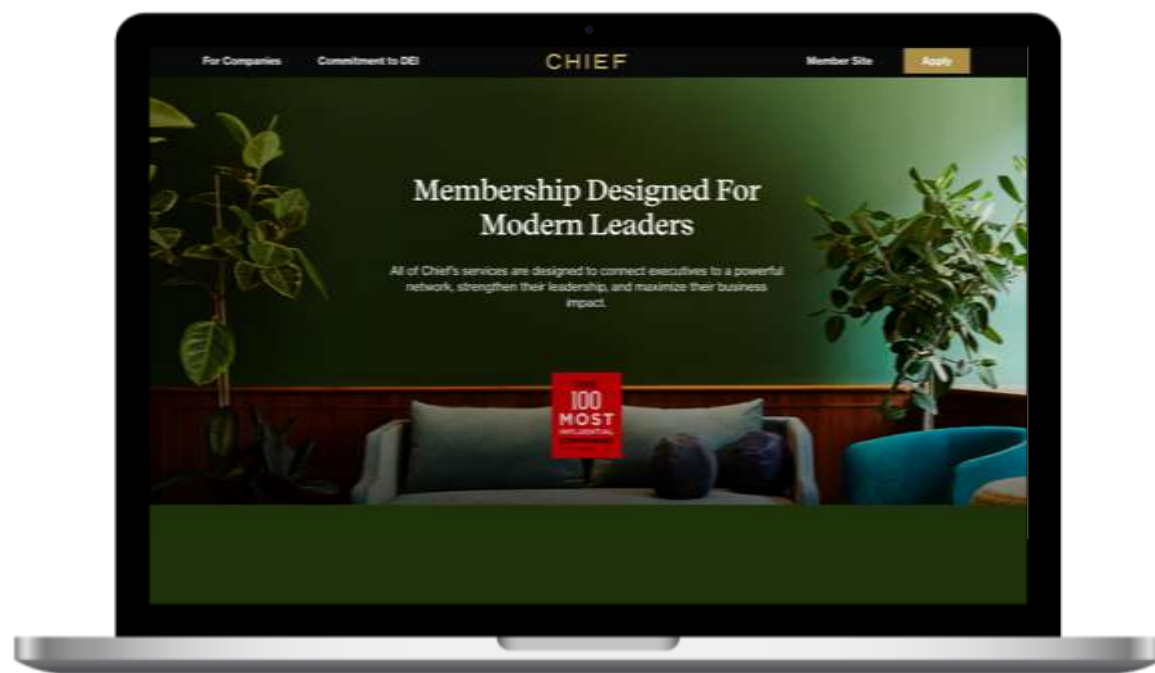


**Humanization**





# CHIEF





# Networking

## Exhibitor POV

Connecting, nurturing, growing pipeline



## NETWORKING

focused exhibitors

### Driven by

Connecting with attendees in advance

Pre-scheduling meetings with attendees or industry partners

Connecting with attendees one-on-one or in small groups

Generating leads rather than completing onsite sales

### Less interested in

Introducing new products at events

### Watch out for

Less satisfied with their ability to introduce new products, acquire leads, & promote brand/product awareness

### Key exhibitor characteristic

More likely to represent exhibitors with small to mid-sized booths (<600 square feet)





When thinking about networking at any in-person event, what are the top 3 factors that most positively influence your networking experience?

### Most important networking elements



**43%** 25%

Topic-specific meet-up opportunities



**38%** 34%

After-hours events



**34%** 35%

Areas where informal networking can occur



**25%** 25%

Dedicated zone/ hub for networking



**16%** 44%

Scheduled common interest meet-ups



**34%** 13%

Digital tools to enhance connecting with attendees



**29%** 35%

Personal-interest meet-up opportunities



**27%** 8%

Speed-meet-ups to identify attendees that may be a good partner

Exhibitor

Attendee

**+ Networking preferences are mixed among exhibitors and attendees.**



# Commerce

## Attendee POV

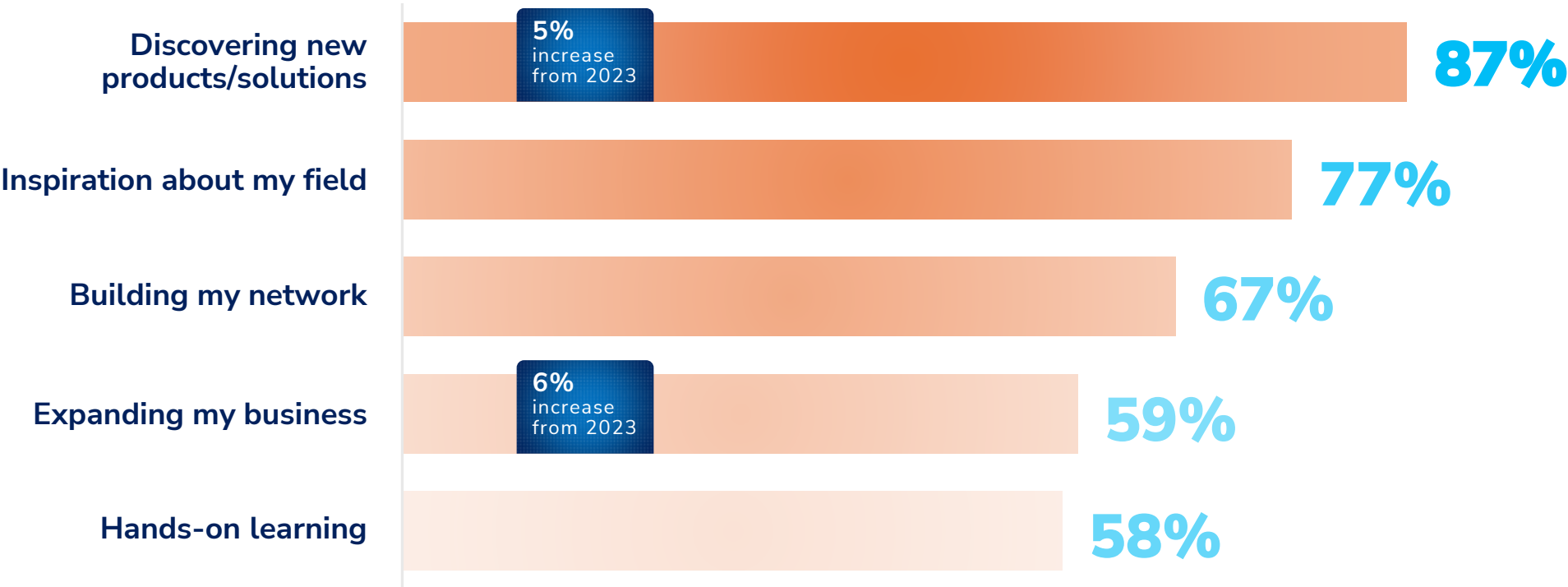
### Discovering, Evaluating, Purchasing

QUESTION

When it comes to in-person events, rate the importance of the following elements in your on-site experience?



**+ Product discovery is considered the most important in-person event element.**





# Product Discovery First



## THE GREATEST IN BAKING INNOVATIONS

Uncover new and exciting equipment, technologies, and solutions at IBIE 2022. It's the industry epicenter for the best in baking advancements. Find what you need to propel your business into the future in this year's **Innovation Showcase**, located in the thoroughfare known as the **North-West Connector**.

REGISTER NOW

### PREVIEW SOME OF THE FEATURED PRODUCTS BELOW:



**Air Management Technologies, Inc.**  
EPI-Vision System | Booth: 4239

The new EPI-Vision System incorporates real time indoor and optional outdoor parameters, food safety, and indoor air quality to create an intelligent system. This provides significant energy savings and reduces potential for airborne contamination by allowing for dynamic control adjustment based on actual conditions such as dewpoint, mold count and wind speed instead of set programming assuming conditions.



**AMF Den Boer**  
MB-VITA Tunnel Oven | Booth: 3501

Introducing the industry's first zero-emission, hydrogen-fueled tunnel oven, the MB-VITA Tunnel Oven by AMF Den Boer reduces CO2 emissions in baking by 99.9%. Ensuring consistent product quality and maximum control, the modular MB-VITA offers efficient installation with flexibility for future growth. AMF's patent-pending, hydrogen-fueled burners are also available as a retrofit solution for existing gas-fueled AMF Den Boer ovens.



**AMF Tromp**  
The Smart Applicator | Booth: 3625

The Smart Applicator by AMF Tromp improves pizza production by automating quality checks and reducing labor throughout the topping process. A visual inspection system continuously analyzes each product in real-time to ensure topping quality, quantity and weight meet exact specifications. The AI-based digital solution automatically adjusts machine parameters to reduce giveaway, lower ingredient costs and ensure product consistency.



**Ariflex Mills**  
Gluten-Free All Purpose Flour Blend | Booth: 5313

Gluten-free foods have surged in popularity as many consumers try to reduce the amount of gluten in their diets, while seeking out great flavor. We've made creating delicious gluten-free foods simple with an easy-to-use Gluten-Free All Purpose Flour Blend that eliminates the challenge of recipe conversions.



**Belshaw**  
CRS System | Booth: 3031



**Lallemand Baking**  
Customized enzyme-based solutions for sustainable baking | Booth: 3095

The enzyme-based solution provides bakeries with a competitive advantage with an optimized and sustainable baking system. The customer-specific solution provides the opportunity for significant energy reduction as well as an optimized production process, which in turn provides economic and environmental benefits.



**LeMatic**  
Auto iNet portal | Booth: 2601

LeMatic's Auto iNet portal allows bakers to become more sustainable. The portal provides all-in-one reporting for LeMatic systems. Leveraging IIoT, operators, mechanics, supervisors, as well as corporate management will have access to a variety of reports indicating areas of improvement for sustainability, efficiency, predictive maintenance and quality. Auto iNet is available across multiple platforms, allowing users 24-hour access.



**Lagafina North America**  
Star-Zyme<sup>SM</sup> STR 701 Relax | Booth: 2101

Star-Zyme<sup>SM</sup> STR 701 Relax is an all-purpose dough improver that helps reduce mixing time and makes dough easier to shape while providing strength and tolerance during processing. It can replace mono- and diglycerides (MDGs), sodium stearoyl lactylate (SSL), vital wheat gluten (VWG), and diacetyl tartaric acid ester of mono- and diglycerides (DATEM) while increasing the volume and extending the shelf-life of finished baked goods.



**Matis Equipment**  
The Swirling Robot | Booth: 4371

The Matis robotic marble cakes swirling cell improves efficiency and reduces contamination risks. Human engers are replaced by hygienically-designed robots, resulting in uniform swirls and reduced labor costs. Robots work day and night, are very low maintenance and good for millions of cycles. This swirling innovation comes standard with complete washdown components.



**Mettler Toledo**  
X-ray Inspection System | Booth: 3774

The X34C delivers cost-effective inspection of individual packs and bars at high speeds immediately after overwrapping or pack sealing. At only 700mm in length, it can be installed into tight spaces, and the optimized focal distance of the 0.4m diode detector and 100W Optimum Power Generator maximizes the probability of detecting small contaminants and helps reduce the false reject rate.



**Miller Milling**  
Shining Ito Flour | Booth: 7437

Miller's Shining Ito Flour is a premium, low-ash Asian noodle flour that can be used to make ramen and other thick noodles, dumplings, potstickers and other steamed food products like buns, yakisoba and chow mein. Purposefully re-milled many times to get the best quality from each wheat berry, Miller has created an economical and technical product for the N.A. market.



# Commerce

## Exhibitor POV

### Transactions, Product/Service Launches



**COMMERCE**

focused exhibitors

**Freeman**<sup>1</sup>

### **Driven by**

Completing sales rather than lead generation or lead nurture

Introducing new products

Providing product samples or service demos



### **Watch out for**

Less satisfied with meeting customers & prospects, lead acquisition, brand awareness, & meeting industry partners

More likely to change the number of events where they are an exhibitor

### **Key exhibitor characteristic**

Represent smaller companies (<100 employees)

Winter 2024 Freeman Syndicated Survey of Event Attendees. Copyright Freeman 2024.



When thinking about how you interact with customers/prospects at any in-person event, what are the top 3 factors that most positively influence commercial aspects of in-person events?

### Most important commerce elements



**41%** 68%

Providing product samples or service demos



**41%** 20%

Preset meetings with qualified attendees



**40%** 61%

Offering hands-on demos, sessions at booths/activations



**23%** 35%

Providing attendees swag, giveaways



**23%** 19%

Event site where information can be featured



**29%** 33%

Printed product/service description materials



**26%** 17%

QR codes providing attendees additional information



**25%** 20%

After-hours events



**22%** 18%

Featuring insights on booth/activations

■ Exhibitor  
■ Attendee

**+ Exhibitors and attendees value product samples and demonstrations most.**



What is your company's preferred way to make a new product announcement?

+ Attendees and exhibitors have different preferences for new product announcements.

72%

Said the #1 channel for product launches was industry events and tradeshows pre-pandemic.

Freeman<sup>™</sup>

Preferred way to make new product announcements



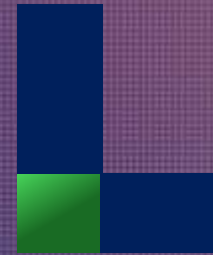
Focusing on  
**Attendee & Exhibitor objectives**  
to drive satisfaction  
and **results**.

Provide **ROO** to  
enable **ROI**.



#### EXPERIENCE

Sentiment  
Location  
Design



#### LEARNING

Training  
Inspiration  
Discovery



#### NETWORKING

Social  
Professional  
Commercial



#### COMMERCE

Awareness  
Evaluation  
Purchasing



**+ Get it!**

## Connect with us!

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