



**.MONEY  
20/20**

**What do attendees want from an event?**

**If I were a doctor, I would be prescribing Money20/20 US: it never fails to lift the spirits, energize, and inspire with all the exciting developments in the world of #payments, #banking, and #fintechs.**

**Being on site...this is a case study on how to do events different and better.**

**Unique offerings, experiential setups and interactions, multiple areas with specific and intentional purpose, and that's what I've learned before 9am!**







# AND YET...

Gen Z's negative feelings associated with attending live events when their needs aren't considered



**22%**  
Tired



**17%**  
Discouraged



**16%**  
Frustrated



**15%**  
Lonely



**13%**  
Disconnected

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**SO, LET'S TALK ABOUT IT**

# What Do Attendees Want from an Event?

As demographic shifts result in younger and more diverse attendees to B2B events, what do these new attendees look for to decide to attend and what does a great event feel like to them?



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