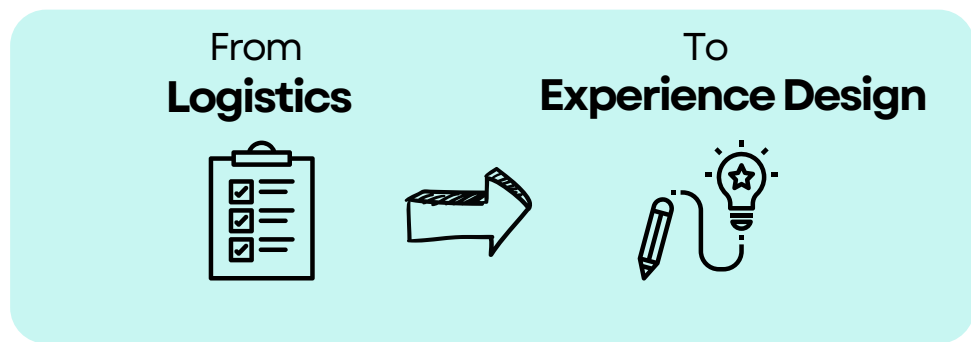


10 FUTURE CHANGES IN EVENTS

THE EVOLUTION OF EVENTS

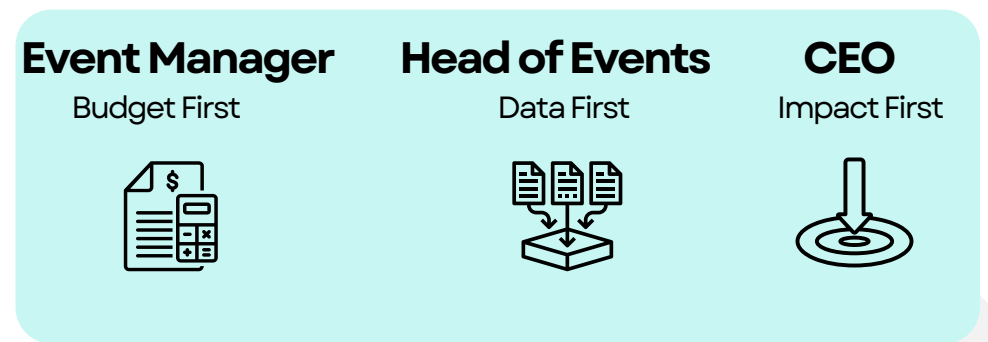
1. THE EXPERIENCE SHIFT

The complexities of event planning are being fixed by AI. Planners will shift their efforts towards **experience design**.



2. A CEO FOR EACH COMPANY

Chief Events Officers will be part of every boardroom to build and control the business case for events. Eventprofs get a seat at the table.



3. EVENTS ARE FULLY TRACKABLE

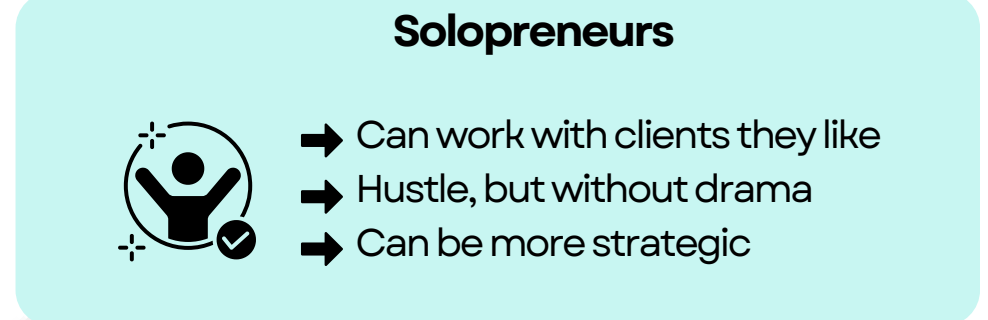
As technology advances, events are now fully trackable. The **impact** of each event is immediately evident.

10 KPIs to Track

- | | |
|----------------------------|-------------------------------------|
| 1/ Pipeline Velocity Rate | 6/ Churn Reduction |
| 2/ Behavioral Change Index | 7/ Multi-touch attribution |
| 3/ Attendee Retention | 8/ Advanced lead scoring |
| 4/ Pipeline Acceleration | 9/ Attendee vs Non-Attendee Revenue |
| 5/ Pipeline Generated | 10/ SQLs |

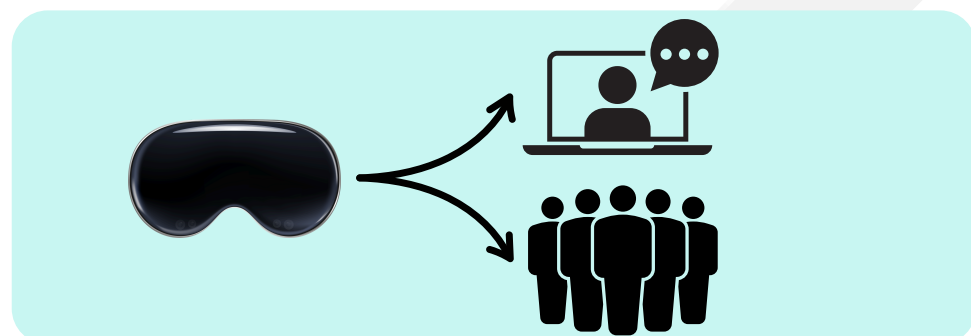
4. SOLOPRENEURSHIP GROWS

As event professionals' job evolves, they choose more strategic roles and a **more flexible lifestyle**. Eventprofs still work hard but for themselves.



5. REALITY IS MIXED

New devices will enable true hybrid events where **online context** is present during the event. Switching between online and offline audiences is seamless.



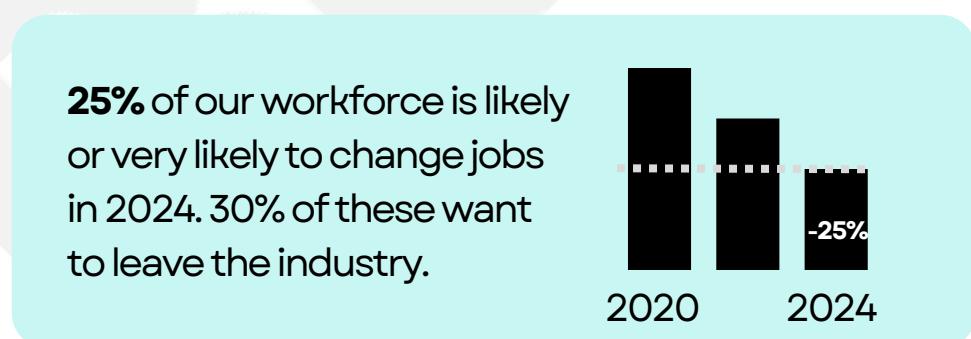
6. EVENTTECH AND MARTECH BECOME ONE

There is **no more difference** between eventtech and martech. Large tech giants will scoop out vertical tools or build their own.



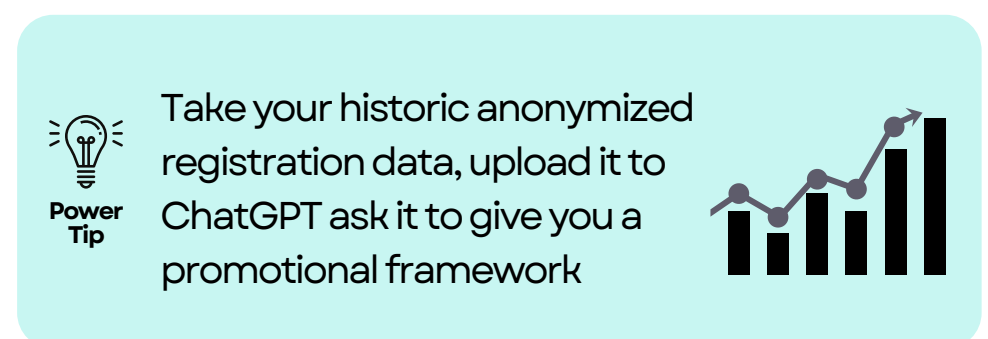
7. STAFFING SHORTAGE

As new career paths are enabled online, the **struggle to find staff** for in-person experiences hits the industry.



8. EVENTS ARE PREDICTABLE

AI helps to identify revenue and impact patterns, **making events scalable** and predictable. Complex event programs are now a reality for every brand.



9. EVENTS = PREMIUM CONTENT

The **only content that will perform** online will be produced at events. As online content becomes AI-generated, event content will feel authentic.



10. MICRO AND MACRO

Small events and large events will thrive. Everything in between will be substituted by virtual. **Large events become umbrellas** for smaller gatherings.

