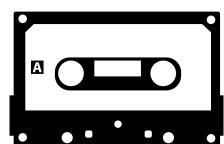


Planning Events for Gen X vs Millennials vs Gen Z



Gen X



Millennials



Gen Z

	Gen X	Millennials	Gen Z
 Event Marketing	Traditional Email Channels	Social Media Heavy	Short-Form Video
 Communication Style	Email Updates	Push Notifications	Real-Time Social
 Registration Timing	Early Planners	Last-Minute Decisions	YOLO Decisions
 Registration Form	In depth	Max 3 screens	Name, email, payment
 Session Length	60 Minutes Acceptable	30 Minutes Maximum	20 Minutes Maximum
 Content Type	Formal Presentations	Mixed Media	Short Videos
 Learning Style	Lecture Based	Interactive Workshops	Peer-to-Peer Learning
 Type of Speakers	Industry Experts	Peer Presenters	Content Creators
 Content Access	In-Person Only	Hybrid Access	On-Demand Expected
 Event Format	Traditional Conference Style	Hybrid Options Available	Microevents Preferred
 Schedule Structure	Fixed Agenda	Flexible Options	Self-Directed
 Engagement	Structured Networking	Interactive Sessions	Constant Participation
 Activations	Product Demonstrations	Experiential Learning	Instagram-Worthy Moments
 Networking Style	Business Card Exchange	App-Based Matching	Social Media Connections
 Venue Preference	Traditional Hotels	Unique Spaces	Instagram-Worthy Locations
 Social Program	Evening Receptions	Activity-Based Networking	Festival-Style Events
 Food & Beverage	Traditional Meals	Health Conscious	Diverse/Custom Options
 Alcohol	Open Bar Expected	Balanced Options	Mocktails Preferred
 Wellness Elements	Not Priority	Some Interest	Highly Important
 Sustainability	Nice to Have	Important Factor	Deal Breaker