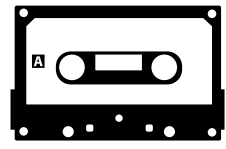


# Planning Events for Gen X vs Millennials vs Gen Z



**Gen X**



**Millennials**



**Gen Z**

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