

6 EVENT MARKETING TRENDS TO WATCH IN 2025

1

Personalization at scale is non-negotiable

Your audience expects personalized experiences. They want tailored recommendations, personalized schedules, and content that speaks directly to their interests. Marketers will need to personalize every touchpoint, from registration to post-event follow-up, and AI can help to achieve this at scale.



2

AI connects the dots for event productivity

AI isn't just about efficiency; it's about agility. Use AI to automate follow-ups, personalize campaigns, and integrate event data into your MarTech stack so you can focus on strategy and engagement. Think smarter campaigns, faster decision-making, and bigger impact—from the first invite to post-event follow-ups.



3

Data activation is still an uphill battle

You've got tons of event data, but are you actually using it all? The biggest challenge will still be turning event data into actionable insights. The teams that can successfully use integrations and technology to activate event data in real time—fueling campaigns and sales follow-ups—will have a serious edge.



20%
of marketing leaders cite manual processes and disparate systems as a challenge

4

Return on relationships will be key

Success isn't just about attendee or lead numbers—it's also about building lasting, meaningful connections. Metrics like post-event engagement, repeat attendance, and long-term customer retention will be crucial. The brands that can prove impact through these deeper connections will rise to the top.



5

Small events, big impact

Smaller, targeted events are the powerhouses driving business growth. Think workshops, VIP dinners, and regional roadshows. These intimate gatherings will take center stage as they build trust faster and help you forge deeper connections, leading to quicker conversions.



41%
of organizations allocate over a quarter of their marketing budgets to events

6

Event content will fuel year-round campaigns

Don't let event content end when the doors close. The smartest marketers will repurpose event sessions, keynotes, and panels to power and scale their content strategies. Events will become central to your content engine, driving value well beyond the event itself.



2025 is bringing big changes to how marketers run events. Download our 2025 Event Trends Guide for deeper insights to help you set your event strategy up for success this year.

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