

## Function Fixers Venue Trends Report 2026

By Carrie Larwood, June 29, 2026



### The Future of Meetings, Conferences and Corporate Events in London

#### Executive Summary

London continues to cement its position as one of the world's leading destinations for meetings, conferences and corporate events. However, the requirements of event organisers are evolving rapidly. Venue selection is no longer based solely on location, capacity and price. Today's event planners are looking for flexibility, sustainability, memorable experiences and technology-driven solutions that support changing attendee expectations.

Drawing on market observations, client enquiries and wider industry developments, Function Fixers has identified eight key trends shaping venue demand in London during 2026.

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#### Trend 1: Experience is Becoming More Important Than Space

The traditional conference room is no longer enough.

Organisations are increasingly investing in events that deliver memorable experiences rather than simply providing information. Attendees expect environments that inspire creativity, encourage networking and leave a lasting impression.

We're seeing growing demand for:

- Rooftop venues
- [Historic buildings](#)

- Museums and galleries
- Immersive spaces
- Unique architectural venues
- Venues with outdoor terraces

The venue itself has become part of the event content.

**What this means for organisers:**

Choose venues that support your event objectives and enhance the delegate experience rather than simply accommodating numbers.

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## **Trend 2: Flexible Spaces Are Replacing Fixed Formats**

Corporate events rarely follow a traditional agenda anymore.

Modern events frequently combine:

- Presentations
- Workshops
- Breakout sessions
- Networking
- Filming and content creation
- Hybrid participation

As a result, demand is increasing for venues that offer adaptable layouts and multiple event environments within a single booking. Industry reports continue to highlight flexible formats and hybrid-ready spaces as key priorities for organisers.

**What this means for organisers:**

Look for venues that can support multiple event formats without requiring delegates to move between locations.

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## **Trend 3: Hybrid Events Have Matured**

Hybrid events are no longer a temporary solution.

Instead, organisations are using hybrid formats strategically to increase attendance, improve accessibility and extend event reach. Research across the conference sector shows continued demand for hybrid-first event design and technology integration.

Venue enquiries increasingly include questions about:

- Streaming capability
- Broadcast-quality AV
- Dedicated production support

- High-speed connectivity
- Remote audience engagement

**What this means for organisers:**

Technology infrastructure should be considered as important as room layout and catering.

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**Trend 4: Sustainability Has Moved Into Procurement**

Sustainability is now influencing venue selection at board level.

Many organisations have introduced ESG objectives that directly affect venue procurement decisions. Industry analysts continue to identify sustainability as one of the defining trends of 2026.

Questions we increasingly receive include:

- What are the venue's sustainability credentials?
- Can carbon emissions be measured?
- Is locally sourced catering available?
- Are public transport links accessible?
- What waste reduction initiatives are in place?

**What this means for organisers:**

Sustainability is becoming a core decision-making factor rather than a differentiator.

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**Trend 5: Wellness is Influencing Event Design**

Delegate wellbeing has become a significant consideration.

Long conference days and packed agendas are being replaced by more balanced event programmes that include:

- Natural daylight
- [Outdoor spaces](#)
- Wellness breaks
- Healthy catering
- Flexible networking opportunities

Venues with access to green space, terraces and wellbeing facilities are attracting increased interest.

**What this means for organisers:**

The best events are increasingly designed around attendee experience rather than maximising agenda density.

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## **Trend 6: London's Venue Landscape Is Expanding**

2026 is proving to be one of the most exciting years for venue development in London.

The £1.3 billion transformation of Olympia is creating a major new destination featuring event spaces, hotels, restaurants, entertainment venues and cultural attractions. Industry observers expect the development to become one of London's most significant event destinations.

Alongside major developments, London continues to see investment in:

- Boutique event spaces
- Creative hubs
- Rooftop venues
- Flexible work and event environments
- Mixed-use developments

### **What this means for organisers:**

There is more venue choice available than ever before, making expert venue sourcing increasingly valuable.

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## **Trend 7: Community and Social Value Matter More**

Organisations are increasingly looking beyond venue facilities and considering social impact.

Many clients now ask about:

- Social enterprise venues
- Community initiatives
- Local economic impact
- Accessibility
- Diversity and inclusion

The broader event industry is placing greater emphasis on social value, ESG performance and meaningful community engagement.

### **What this means for organisers:**

Venue choice is becoming an extension of corporate values.

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## **Trend 8: AI Is Transforming Event Planning**

Artificial intelligence is beginning to influence every stage of event planning.

From venue sourcing and attendee communications to content creation and event analytics, AI tools are helping organisers work more efficiently.

While venue decisions still require human expertise, planners are increasingly using AI to:

- Research venues
- Compare options
- Build agendas
- Generate content
- Analyse attendee feedback

**What this means for organisers:**

The venues that provide clear information, strong digital content and transparent data will be best positioned to attract future enquiries.

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**Looking Ahead: The London Venue Market in 2027**

Looking beyond 2026, we expect continued growth in:

- Experience-led venues
- Sustainable event spaces
- Hybrid-ready environments
- Flexible venue models
- Socially responsible venues
- AI-assisted event planning

At the same time, organisers will face increasing pressure to deliver measurable value, justify budgets and create events that genuinely engage attendees.

The venues that succeed will be those that combine excellent facilities with memorable experiences, strong sustainability credentials and the flexibility required by modern event programmes.

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**About Function Fixers**

Function Fixers has been helping organisations source venues for more than 35 years.

Our free venue-finding service supports corporate clients across London, the UK and Europe, sourcing venues for conferences, meetings, training events, product launches, awards dinners, summer parties and corporate celebrations.

By combining market expertise with an extensive venue network, we help clients identify the right venue quickly, efficiently and cost-effectively.

For venue advice, market insight or assistance with your next event, [contact Function Fixers](#).

**About the Author**

*Carrie Larwood is Managing Director of Function Fixers and has over 30 years' experience helping organisations source conference venues, meeting spaces and corporate event locations throughout London and the UK.*

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