

As the events industry continues to evolve, staying ahead of the curve is crucial for event planners and professionals.

With access to our in-house expertise, we can help support your future event plans at the NEC.

Event Trends

SNAPSHOT

THE EVOLUTION OF CONSUMER PRIORITIES

During the pandemic, consumer values and priorities shifted, with the following listed in order of most important:-

1. **Keeping in touch with friends & family**
2. **Exercise**
3. **Eating healthily**
4. **The environment**
5. **Hobbies**

Post-pandemic these values have evolved and a clear need to focus on health, wellness and quality time with family and friends has been identified...

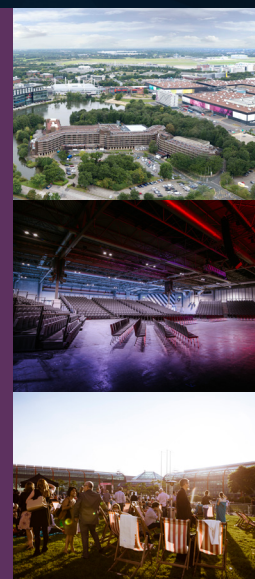
Let us show you around



Content in this report may inspire new ideas for your show. But nothing will quite spark your imagination like seeing our spaces and picturing the possibilities for your event in real life.

Why not let our team show you around so you can start to put your plans into place...

Book your exclusive site tour



For consumers, this means choosing an activity or event that is good for:



Making memories with friends and family



Mental wellbeing



Physical wellbeing



Keeping their mind active



Managing stress



Switching off from the digital world

WHAT CAN ORGANISERS DO TO CONVINCE VISITORS TO ATTEND THEIR EVENT?

Organisers should focus on evolving their content so they offer something unique at their event that couldn't have easily have been accessed remotely...



Make it immersive



Get interactive



Create engaging formats



Secure sought-after speakers

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SHOW INSIGHTS

We're currently trialling an industry first Show Insights tool which will help provide key insights about each event we host. Utilising state-of-the-art Wi-Fi tracking, the dashboards will display additional data to provide Organisers with a deeper understanding of their events and support future growth strategies.

As Organisers evolve their event content to better appeal to their audiences' changing values, the Show Insight dashboards could help evidence what they see on the show floor.

This could enable Organisers to:-

- Understand their customer habits and profiles
- Discover the popularity of each area of their event to plan growth strategies
- Gain insight into the highest dwell areas to identify opportunities for upsell for future events

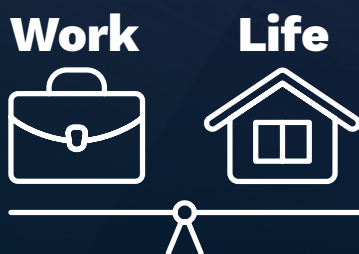
TRANSFORMING CONTENT

With **69%** of attendees favouring events that offer a meaningful, transformative experience – organiser should aim to match their event offer to their target audiences interests and tap into their desire for transformation...

Self-care activities such as mediation, yoga, sound bath	Millennials 28%
	Gen Z 29%
Learning and self-improvement such as keynotes featuring motivational speakers	Millennials 33%
Dynamic, collaborative content such as polls, quizzes and team contests	Millennials 32%
Smaller intimate groups that encourage greater interaction	Gen X / Boomers 43%

21% of Gen X and Boomers don't care about any of the transformational content cited by younger attendees.

B2B EVENTS



Now more than ever people are protective of their time. Many were able to achieve a positive work/life balance during the pandemic and as such, their behaviour changed.

B2B event goers are now much less willing to use time on an event they deem unworthy of travel and time taken out of their new routines. So, in a world that's adapted to working remotely and an increased expectation for online convenience, B2B event organisers need to focus on creating compelling reasons for visitors to attend an exhibition or conference in person. This could include:-

- **Creating more relaxing and exciting event experiences**
- **Adding more emphasis on valuable interactions with peers**
- **Building in key time in for attendees to reflect and digest content.**

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Immersive is everything, whether it's a walk-through experience, dining, or shopping. There is such a focus on how to bring fans and consumers into a story or a world. 99

With the noted shift in consumers placing higher value on spending quality time with family and friends, combined with the stronger want to be entertained, feel part of a story and make more memories outside of the norm – immersive has become the go-to concept to weave into consumer experiences. The aim should be to focus on **adding active involvement and interaction** into the event experience that engage and inspire the consumer.

Nearly one in four (24%) UK adults have taken part in a social entertainment activity in 2023, more than 10% higher than 2020.



CUSTOMER SEGMENTATION

At the NEC Group, we have created a best in industry B2C segmentation model that provides insights into consumer behaviours and motivations regarding the decision to attend events, buy tickets and expectations of the experience.

This insight across 7 identified customer profile groups enables us to better support our event organisers through initiatives including audience profiling, tailored food offerings, proposition development, and marketing campaign data selection.

Our segmentation groups are:-

- Content Routiners
- Established Enthusiasts
- Mature Explorers
- Family Firsts
- Social Families
- Unconstrained Affluents
- You Gens

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BRING POSITIVE CHANGE AND BUILD COMMUNITIES



With **60%** of people stating events reduce their feelings of isolation, organisers should continue to focus on creating events that bring people together and build communities.



81% of attendees are willing to pay a higher ticket price for an event that is mindful of sustainability and accessibility.



80% of organisations take sustainability into account when planning events.

Organisers that commit to improving their event's sustainability and accessibility can help build a community around the things that attendees care about too, which will not only help to improve sales but also consumer sentiment.

Aim to improve your events eco-credentials by implementing initiatives such as:-

- **Working with local suppliers**
- **Offsetting carbon footprint**
- **Reduce waste wherever possible**

...And when valuable steps have been taken, don't forget to share your progress with your attendees across your marketing and communications activity.

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NEC ESG CREDENTIALS

We are committed to ensuring that through the events we deliver, that we are as sustainable as possible. Whether its energy, waste or food miles, as the UK's leading venue we want to limit our impact on the environment. Our all-encompassing environmental sustainability programme is constantly growing and adapting to meet the needs of our changing world.

[Find out more](#)



EMBRACE DIGITAL ELEMENTS

In a world where **76%** of attendees would be willing to pay a higher ticket cost to attend a tech-enabled event, organisers should embrace digital tools to support and elevate the on-site experience as well as building more touchpoints into the event journey.

This will allow marketers to:-

- **Capture more valuable insights on attendee behaviour and interests**
- **Build more personalised attendee experiences**
- **Create opportunity to extend the engagement of events beyond their traditional start and end dates, so always-on, year-round attendee engagement can be created.**

Technology attendees would be most excited about using or seeing at an event include:-



Live-streaming

22%



Wi-Fi

28%



QR Codes

17%



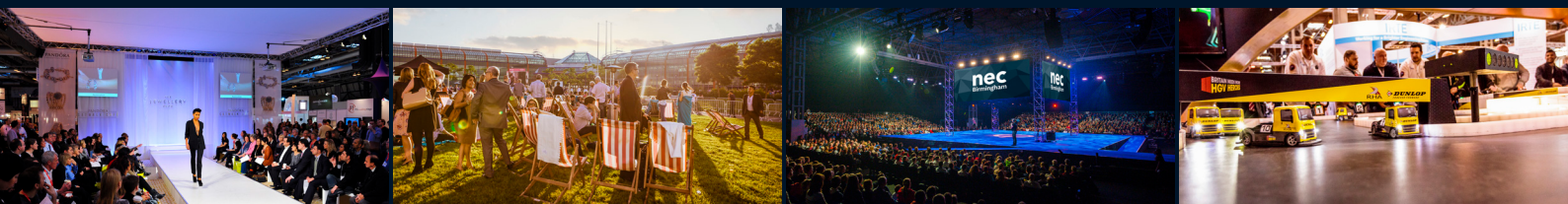
AI

12%



AR/VR

22%



**Want to discover more
and find out how we can help shape your event?**

Let's chat

Our dedicated team are on hand to support our new event organisers so any questions you have, no matter how big or small – we'd love to help.

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