

5 INNOVATIVE TRENDS IN EVENT MANAGEMENT

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Event organisation is changing, not only due to the new tech tools for content sharing, networking and operations, but most of all for the strategic approach and creative mind-set used to create personalised experiences and powerful learning.

Events are often the best assets of a scientific association, their major revenue source, and a crucial representation of an association or a corporate brand. Events enable one to create a conversation with the target audience as well as to influence change when needed. When a corporate or association client entrusts a professional company to take care of its congresses or event organisation, it looks, not only for the best partners but also, for someone to provide added value.

In the past, event management was all about the perfect execution and attention to detail. Nowadays, logistics are still important, but they are the standard offering of all professional event organisers. Today, event organisers need to help clients create personalised experiences for each target audience that attend the event.

The main areas where innovation will change event and meetings management are as follows:

Education formats

Education for adult learners must be placed in the context of the attendee's professional environment and respond to their daily practice and work, but they should also offer occasions for networking and best practice sharing. The design of the event must closely correlate with the meeting scope and purpose, and scientific programmes should also reflect the vision of the organisation/association.

Environmental and Social Sustainability

Taking a sustainable approach to the management of events can also make a fantastic impression on attendees whilst helping the environment and saving money. Fostering community development, promoting local culture and leaving a lasting legacy: all of these are clear priorities for our generation.

“Edu-Exhibition” area

Trade shows at congresses should focus more on content and education. For instance, introducing initiatives like a Big Interactive Lab where products are showcased for learning.

“Soft” technologies

Technological innovations play an important role for all aspects of event management, but we also need to leverage technology to deliver new services, new solutions, ones that can create real emotional engagement from participants.

Digital Marketing and Communication

Corporate and associations clients are giving more and more importance to promoting their events with personalised and multichannel campaigns particularly adapted to the young generation attending events.

Finally, innovation is all about having the right mind-set; it means that we need to think outside the box and unleash creativity in order to respond to challenges and find the right solutions. Innovation means that we can respond to the client's unmet needs. It means that we can introduce process improvement and commoditise sophisticated tech tools, making them available for all clients at all levels.