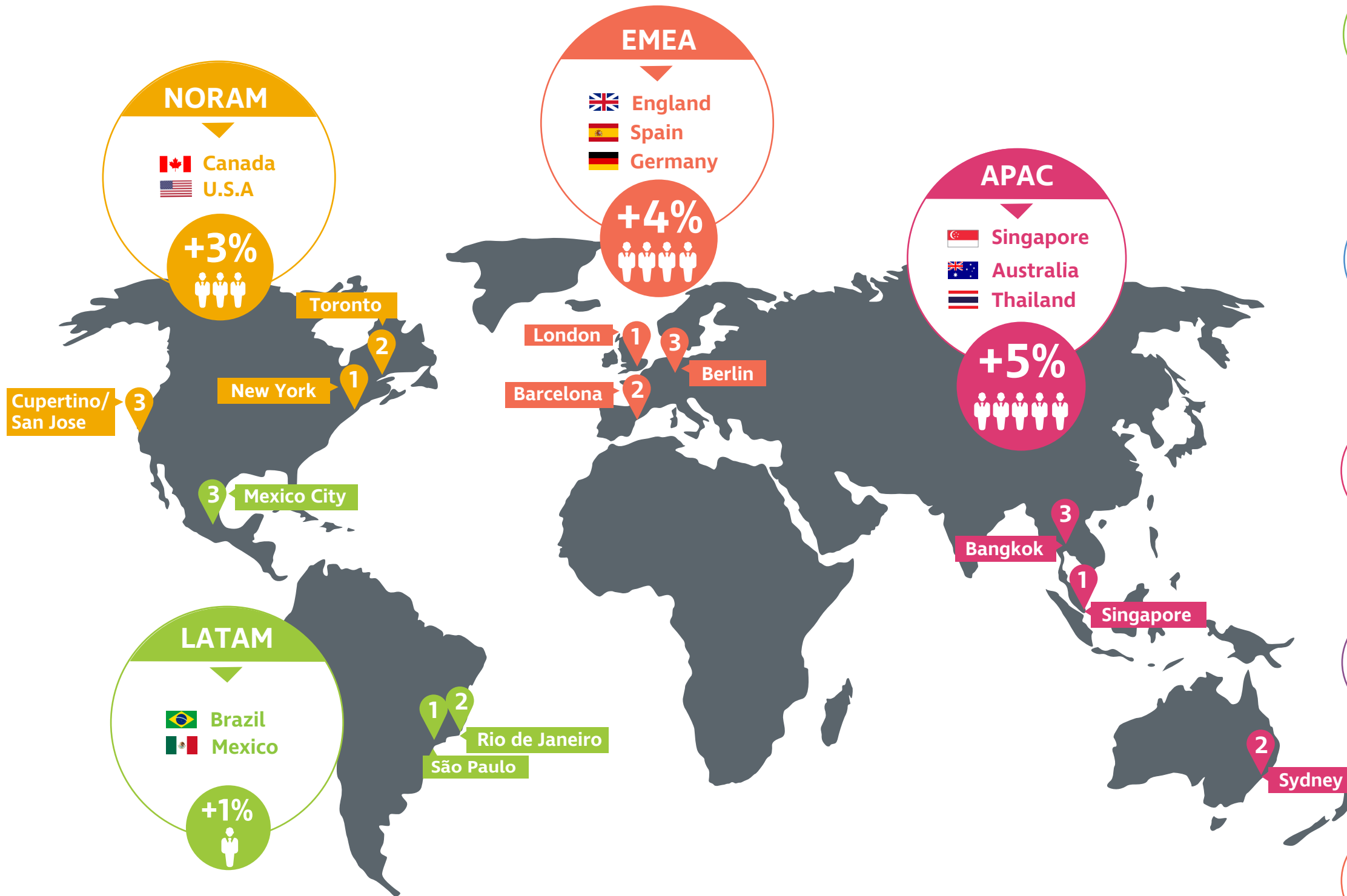


2018 Meetings & Events Future Trends

TOP 3 DESTINATIONS

COST PER ATTENDEE PER DAY



Trends and Tips

[FOCUS ON 'WHY']

Set clear objectives from the start and use them to define your budget. Put a major emphasis on attendee engagement and then measure.

[BUDGET]

Always start with the value the meeting or event can generate. A clear ROI for all to see is key to continued investment and successful meetings.

[ATTENDEE EXPERIENCE]

Make the whole process as simple as possible.

[TECHNOLOGY]

Use technology to make conversations easier, and create user-friendly personalized experiences.

[SAFETY AND SECURITY]

Plan for the amount of risk for each situation including physical and cybersecurity, and do not inconvenience attendees.