

A person is seen from behind, operating a DJ mixer at a large event. The background shows a stage with bright lights and a large audience seated in a hall. The overall atmosphere is vibrant and professional.

EVENT INDUSTRY TRENDS IN 2022

Evolve & Engage

EVENTX

Intro- duction

A hand is shown pointing towards the right side of the image. The background is dark blue with glowing white circuitry lines and various icons, including a target, a document, and a bar chart. The word 'Intro-' is on the top line and 'duction' is on the bottom line, both in a white, elegant script font.

With the ongoing pandemic, 2022 started as a year of recovery and continued adaptation to new lifestyles and ways of work. Like many industries, the event industry has gone through drastic changes to combat never-before-seen challenges brought upon by the Covid-19 pandemic. This includes the rise up of virtual events and technological solutions for physical events that ensure alignment with health safety protocol. Yet, normality in the industry will not return until 2023 or later. Despite uncertainties, from 2021 to 2028, the \$1.5 trillion- industry is expected to experience a compound annual growth rate of 11.2 percent worldwide.



Explore how your company can evolve and engage in 2022 through events.

This paper aims to highlight key trends in the event industry in 2022 for event organizers looking to continue to acquire an ever-evolving audience against intense competition. Event organizers are encouraged to leverage these strategies to capture quality leads in the new normal. Research shows online and physical events are here to stay and a new form of hybrid events aims to capture the best of both worlds in terms of interest generation and ROI. Revamping in-person event strategies will no longer make the cut as attendees tend to expect multipurpose experiences that go beyond networking and expand to cover education, thought leadership and personalized experiences with data integration.

Content

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Hybrid events are becoming indispensable

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Events as transformational experiences

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TREND 1

Hybrid Events are Becoming Indispensable

*Like it or not, hybrid events are here to stay
with the potential to become the preferred format for future events*

Combination of traditional in-person and virtual events, hybrid events are rising in popularity. Audiences can choose between physical and online participation, or even both.

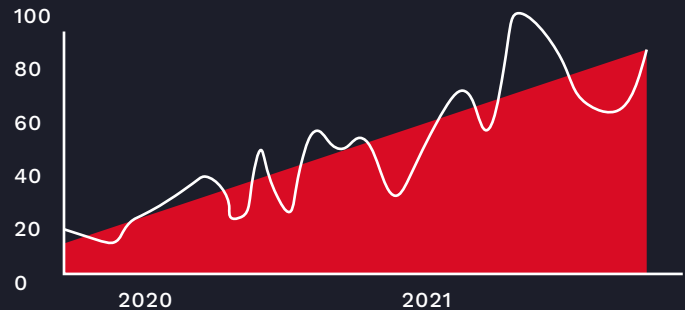
71%

of event planners said to continue to employ digital events even after live events return

67%

of event planners stated
hybrid is the future of events

SEARCHED FOR “HYBRID EVENT”
HAVE INCREASED 72% SINCE 2020



The above data, which shows the dramatic increase of search volume on “hybrid events” since 2020, illustrates how event organizers are keen on continuing to capture online and offline audiences through hybrid events. When asked about their 2021 strategy, 92 percent of companies have reportedly made the shift to adopting virtual formats for their events, with only 25 percent producing solely virtual events and 67 percent producing a mix of both virtual and physical events. The demand for hybrid events is expected to grow and become an indispensable part of event design.

2022 will be the year of hybrid events, with companies adopting novel strategies to

combat restrictions resulting from the pandemic and capitalizing on benefits like new technology, agility and data collection through digital channels.

REVENUE MAXIMIZATION

Hybrid venues reduce cost for organizers and participants, helping both parties save on venue, manpower and miscellaneous items.. Unlike physical seminars or events, you can reach a global audience with online events since there are no physical constraints. With the right virtual event hosting platform, you can host a virtual event with more than 3,000 attendees. Good hybrid event design facilitates seamless integration between physical and online events, allowing you to use the same resources for double the impact.

With a reduction in the cost of attendance, marketers reported dramatic increases in overall attendance and revenue.

DATA OPTIMIZATION AND DEEPER ANALYTICS

Digital events and registration allow for multi-channel data collection through virtual event software. Planners, exhibitors and sponsors obtain greater insights into their audience demographics (e.g. job title, field, organization), topics of interest, conversion funnel etc. A multitude of metrics could be tracked for optimized event experience design with data.

After collecting data, event organizers can then nurture quality leads. By taking advantage of CRM tools, emails or demo sessions, they can bridge the gap between event experience and their products. Continuous engagement can be unlocked through data after hybrid events – whether from physical to digital, or vice versa.

Meeting the Different Demands of Event-goers

The ultimate goal for any event-organizer is to maximize desired outcome. To do so, it is important to satisfy the needs of their audience: at the end of the day, people vote with their feet.

With 80 percent of virtual event participants stating that they missed attending in-person events and their hands-on interactions, it is important for organizers to provide options and means for their audience to get involved offline when the situation allows.

In 2022, hybrid events will be...

- Capable of seamless integration between in-person and virtual audiences
- Unique and tailored experiences that are optimized by data
- Creating side-products in the form of on-demand content for increased reach and sustainable ROI; and
- Opening new doors for exhibitor and sponsorship opportunities.



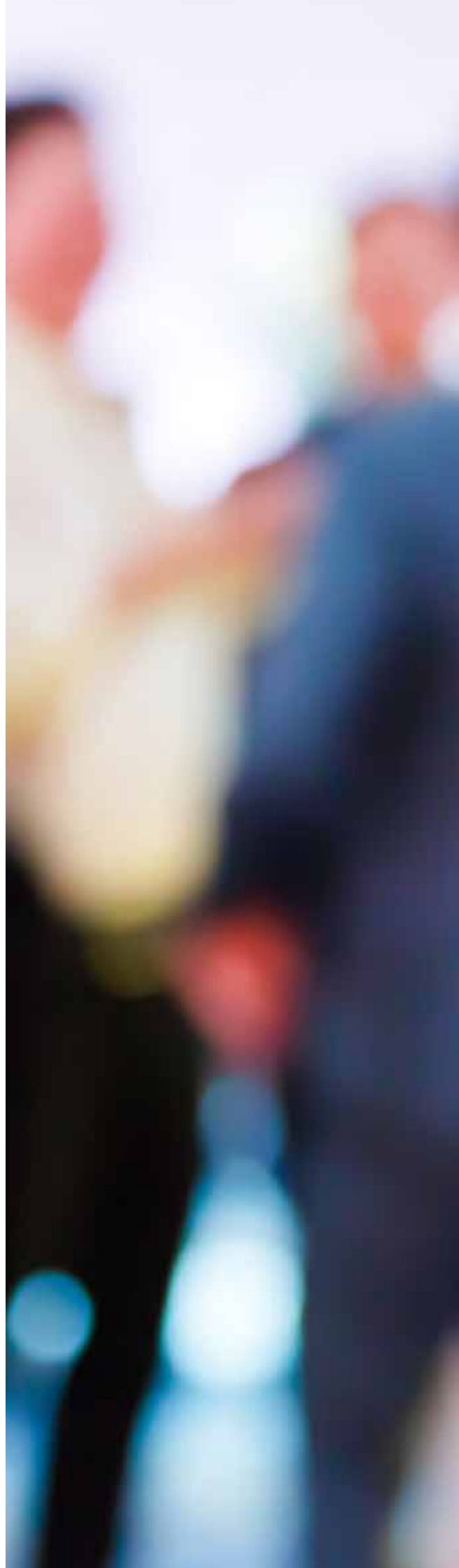
TREND 2

Events as Transformational Experiences

*Event-goers look for more than single-purpose events –
they want new experiences that
capture their minds and their eyeballs*

Even before the pandemic, event organizers were already making the shift from content to experiences, with Event MB prioritizing entertainment, content and transformation experiences for 2021 events.

In the past, the main objective of corporate events lay in networking and meeting industry counterparts. Under virtual circumstances, such interactions are hard to execute, with 68 percent of marketers believing that it is harder to provide networking opportunities in the virtual world. Digital events or hybrid events now have a new unique value proposition of not only the people you meet, but also the things you are able to experience.



Novel Experiences: The Metaverse

As event organizers continue their search for new ways to engage their increasingly hard-to-wow audience amongst fierce competitors, the metaverse has been rising in popularity.

Metaverse events create immersive environments through high-definition, three-dimensional, 360-degree participation through a virtual reality (VR) lens.

The metaverse will alter expectations for event experiences. With the subject already impacting the industry landscape, new audiences, including Millennials and Generation Z, expect tech-based and novel digital encounters. Events will evolve to be less about speakers and networking and more on exploration and interaction.



(Example SXSW Online XR)

The annual conglomeration of parallel film, interactive media, music festivals and conferences held in Austin, Texas celebrates the convergence of the tech, film and music industries in the United States. With Covid-19 impacting travel and gatherings, since 2020, the yearly spectacle has been held online.

In 2021, the organizers recreated the host city of Austin in virtual reality on VRChat, a popular social platform. Participants were able to interact with objects, environments and each other through VR. Combined with the gamification of the experience, the event received positive reviews from participants.



TREND 3

Data Collection & Marketing

Big data allows for a better understanding of consumer needs, which is crucial for creating on-demand events with relevant content, the right engagement strategies and the right value proposition to fulfill customers' expectations.

Real-time data collection tools on virtual event platforms will become a must-have for organizers looking to bridge the gap between current events and future possibilities. Hence, post-event operations have become integral to the success of every future event. The work of organizers does not end when events end.

Digital events allow for the holistic tracking of consumer behavior and response to a certain event, for example, clicks, watch time, interaction rate etc. Every metric provides purposeful insight into the organizer's target demographic.

Based on recent research, 77 percent of event organizers are integrating registrant data into their customer relationship management systems, 50 percent into existing marketing operations, while 37 percent of their sales team actively follow up on audiences. This shows how data captured in events can be further utilized for various sales and marketing activities for the conversion of brand awareness and experience to actual revenue. The cross-functional integration of this information is facilitated by the rise of digital events.

Therefore, it is not surprising to see companies shift their priorities for events from revenue generation to marketing and branding platforms, as virtual participation allows for greater reach and lower costs. One notable example comes from Microsoft, which, according to the Event Leadership Institute, a 2019 paid in-person that also offered free virtual participation attracted 200,000 participants online, compared to only 6,000 physical participants. This shows how virtual events unlock great marketing potential with increased participation numbers. The typical increase in participation is around 30 percent, which is still significant when viewed alongside huge cost cuts without the need for venues, manpower and logistics.

TREND 4

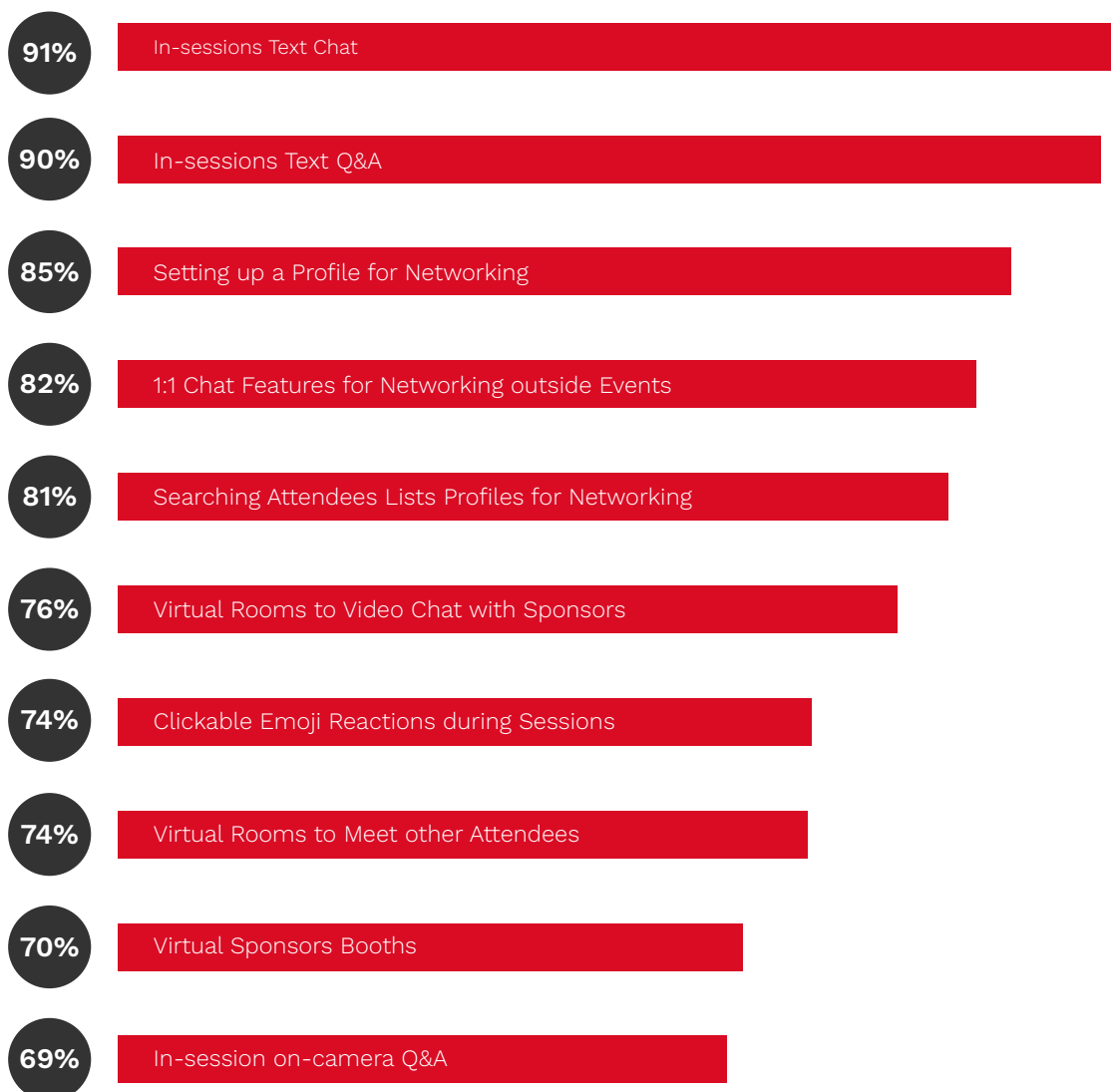
The Hunt for the Best Event Software

With digital and hybrid events on the rise, it is of paramount importance that companies find the right virtual event software that comprehensively supports their event needs. Yet, with the technology still developing and software companies still adapting to the rapidly changing market, the search can be difficult.

In 2022, event organizers will have to continue looking for virtual event service providers with the best technology that can take care of them every step of the way, from planning,, RSVP registration and event execution to post-event follow-up. Simplicity in UI/UX and depth in data capture capabilities will become a game changer for digital event platforms. Online communication features that allow real connections among participants are also highly important – 91 percent of event participants value in-session text chats and 85 percent like profiles that allow for post-event interactions.

Experiential features will also become a must-have, and VRcapacity will continue to be popularized in the event sphere. The creation of VR worlds allows for engagement and participation on another level through true immersion and freedom from time and space.

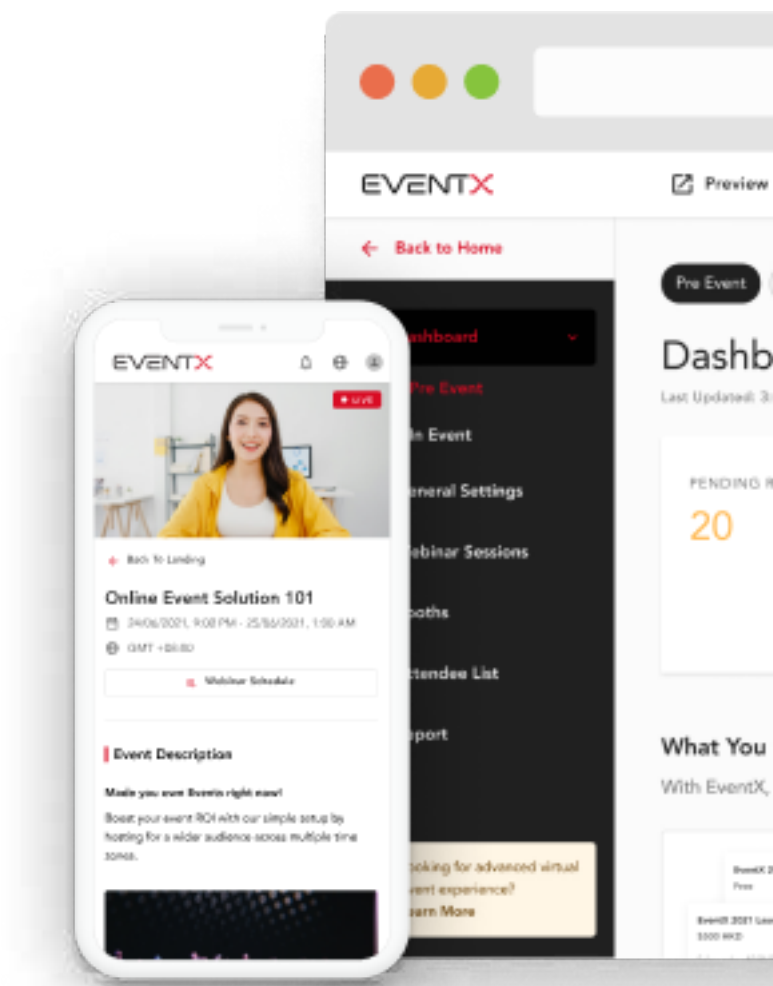
Top Features of Virtual Platform according to Attendees



About **EventX** and How We Can Help Elevate your Event in 2022

EventX, formerly known as Eventxtra Limited, has years of experience in event management. Having helped more than 20,000 customers plan and execute unique events, we are one of the pioneers of virtual event management.

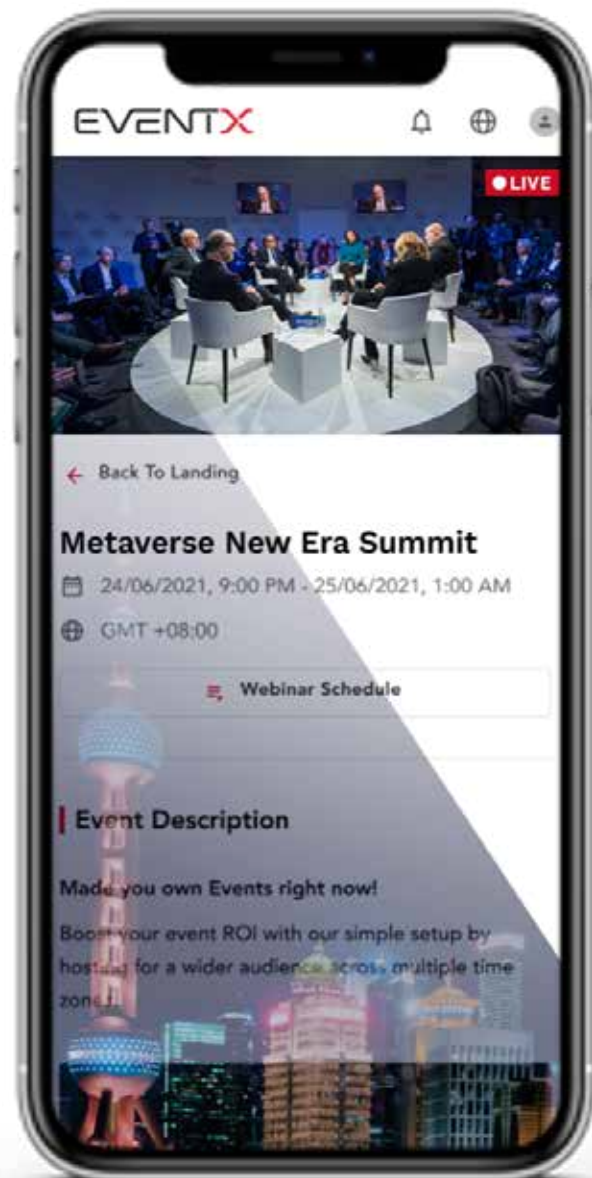
Our professional team is well-versed in organizing a multitude of virtual, hybrid and physical events that address your needs every step of your way. Whether you are looking to host your company's business webinar, your school's online exhibition or your project's latest hybrid event experience, we are here to assist in every way possible.



EventX is your one-stop solution to events in 2022 and beyond. Event content management is simple with auto-generated event registration pages that do not require any coding, inbuilt custom registration forms, displays of speaker profiles that attract registrations, and efficient and easy content editing for registration pages and webinar content. We help maximize RSVP and attendance through automated email journeys – from invitations, confirmations and reminders, to thank-you emails with customizable email templates and the integration of popular payment gateway Stripe for ticketing. Our event attendance report and event conversion funnel report also help you make the most of every registration. Your needs are our priority, which is why we offer live chat support for all events and appoint a dedi-

cated account manager for every enterprise client.

With audiences craving social interactions in hybrid events, EventX also provides the key optimizers that upgrade your event experience. With our built-in interactive tools, your audience can get in touch with you with polls, Q&A and live chat functions that enable you to gain a better understanding of your community, as well as on-screen emojis that make initiating conversations with audiences easy.



Looking to engage a global audience? We have served 102 cities (and counting), and are equipped to support your search for international event support. In China, for example, we will ensure that your events will not require a virtual private network, saving you much time and effort and allowing you to maximize the benefits of virtual events. Combined with 1080p-HD video and

audio quality and stable network connection, we guarantee top-notch event experiences. Your audience will be able to join your event with just a few clicks, reducing friction and increasing the number of attendees.



*EventX,
your all-rounded
professional
virtual event buddy.*

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