**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

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**Chapter 22**

**The Future of the Events Industry**

**Chapter Overview**

The aim of this chapter is to discuss the future of the events industry. The chapter explains how Covid-19, sustainability, globalisation, innovation and technology will impact greatly on the industry. The global events industry has been growing rapidly in the West in the last decade but the Asia Pacific economies such as China and India are rapidly catching up. In particular, the experience and knowledge economy is in the ascendant and therefore business events must be much more experience and knowledge oriented. Furthermore, the use of the internet, mobile technology and virtual applications will considerably affect the events industry. The internet will continue to shape conferences and seminars as delegates may no longer need to attend these events to gather information that is now available via the internet. With these future changes, the event professional will need to be adaptable and have greater transferable skills.

**Exercises and activities**

**Tips for Tutor**

1. **Before the class, ask each student to read the following sections from chapter 22.**
* Drivers of change in the global event industry
* The internet and the event industry
* Mobile phone and the event industry
* Virtual events
* The transferable personal skills of an event manager
* Future changes in sustainability in the event industry

**Tips for Tutor**

It is best to begin the class by discussing with students how Covid-19, sustainability, globalisation, innovation and technology will impact greatly on the industry?

Discuss with students how technology is changing the events industry for the future?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and asking them to watch and read the material for classroom discussion.

**Internet Resources**

* <https://www.youtube.com/watch?v=4hmmbdZ-Jxg>

**The Future of the Events Industry**

The future of the Events Industry after 'Corona times’? The event industry is flipping upside down and in a desperate attempt to keep going, is trying to replace the real life events we all love, with streaming and so called ‘hybrid events’. Although, understandable, we think this is the biggest mistake event planners can make in these trying times. Be creative, be brave, don’t be scared to try new things – but not all at once!

This doesn’t just have to be a crisis but can be a big opportunity as well. Think about the event trends. Great insights for event management companies for conference planning and event technology, event planning, event planner, event management ideas, event management business, event trends 2020.

* <https://www.youtube.com/watch?v=Xsy5xI15sPA>

**Get Britain meeting**

We are the events industry: an industry worth over £70bn, employing 600k & we will reignite the UK economy & reunite the people. However, we need immediate support & protection.

* <https://www.conference-news.co.uk/coronavirus-updates-blogs/long-read-why-has-events-industry-been-left-behind>

**Long read: why has the events industry been left behind?**

For the best part of a month, we have been told an announcement about our industry is coming. All have yielded nothing for those involved in the organisation and supply of conferences, meetings, exhibitions and tradeshows.

After the temporary respite of the much-welcomed furlough scheme, the reality of the scale of the impact of Covid-19 on the business events industry is now becoming apparent. On 8 July, Celtic Manor and ICC Wales announced they would be making 450 redundancies, the Association of Event Organisers (AEO) say 20% of the exhibition workforce is already gone, and the Hotel Booking Agents Association (HBAA) go higher by saying 30% of those working in conferences and meetings will be gone by the end of July.

* <https://www.youtube.com/watch?v=Z-KCiLlx94M&t=2s>

**Online Event Monetization - From Ticket Sales to Sponsor ROI | Virtual Shake-Up 2.0**

Lendit Fintech is a media and events organization focused on transformation in lending and digital banking. Pre-COVID, they ran 3 major in-person events in NYC, Miami and London and charged an average ticket price of $2,000 to $4,000 per ticket on top of sponsor revenues. When the pandemic hit, they quickly pivoted their NYC event to virtual. The results are impressive. While they lowered the average ticket price to $600, they felt confident to continue to charge due to the nature of their content and sold 600 tickets. They were able to convert 94 of the 174 original sponsors to virtual and maintained a good portion of their revenue as it was their largest clients who stayed. Their first online event included matchmaking and appointment setting as well as speed dating and cocktails, lending itself to a high value experience for both sides of the customer equation.

Bo will talk with us about how he now considers Lendit to be a 365 media company and how they are now able to produce over 60 webinars on top of their virtual events a year.

* <https://www.youtube.com/watch?v=PXWg5QZ6Uow>

**The Future of Events Is Very, Very Bright**

Chris Skeith, Chief Executive at the AEO (Association of Event Organisers) talks to Farnborough's Lucy Spensley on key learnings from recent months, the power of collaboration and the future of the events industry,

**Tips for Tutor**

* 1. **Divide students into groups of four to five and instruct them to:**
* Read Case study 22.1: Future Events 2050: The future of events and exhibitions Industry
* Ask students to evaluate the drivers of change in the global event industry?
* Ask students to outline and discuss the positive and negative benefits of mega events and festivals?

**Case study 22.1: Future Events 2050: The future of events and exhibitions Industry**

Covid-19 has changed the future planning of the events industry and event organisers and all stakeholders are already planning to adapt to changes that would be facing events industry in the next 30 years. The impact of Covid-19 pandemic over the last 12 months has caused a number of businesses to be closed down. The events and festivals industry has witnessed the devastating impacts on smaller events organisers and they do not see any future in the events industry. Due to Covid-19 pace of change - both technological and sociological - has never been faster than it is today and the whole event industry is planning to adapt to new challenges.

The event industry has switched from physical to virtual places with a new emphasis on technologies like VR, AR, AI and robotics. All are still in their early stages and no clear platform has been developed. Next 30 years from now on will be different and events and exhibitions will be attended by Generation Alpha. The link between physical space and events has already been broken and it may take a long time to capture physical space ever again. The Rapier group has outlined the following five main trends to place in the event industry in the future.

**Hybrid events**

By 2050, hybrid events will be the norm. These are events that straddle physical and cyber space, each complementing the other. While collaborative and networking sessions may be hosted in a physical environment, these may not be the focal point of the event. Virtual sessions that allow the event to transcend geographical boundaries and time will make for a more inclusive experience, with technology allowing a degree of connectivity we can still only begin to imagine. Furthermore, AR will blend the distinction between ‘physical’ and ‘virtual’, throwing the overall event narrative into centre stage as an experience that can be felt in multiple ways.

**Artificial Intelligence (AI)**

By 2050, AI will no longer be discussed in excited tones as a concept, add-on feature, or hot topic. It will be a pervasive technology, underpinning almost every aspect of the event experience, from the logistical - ticket sales, venue and transport booking, and attendee management - to the experiential. Intelligent facial recognition software - using deep learning algorithms - could completely transform the exhibitor/attendee relationship matrix. Hosts could immediately know who a delegate is, their professional histories, hot and cold points, and whether they’re just dropping by to say hello, or in the market for business. AI has the potential to make the interpersonal experience seamless and constructive for all parties, whether meeting in actual or virtual space.

Smart buildings that can adapt and accommodate changing attendee needs throughout the day - such as intelligent atmosphere controls adjusted by occupancy levels - are perhaps only a few years away from becoming commonplace. By 2050, we could see this advance to intelligent systems making minute adjustments in lighting, background music - even scent - through connected sensors that respond to an audience’s changing mood.

**Robotics**

According to the International Federation for Robotics, the demand for service robots increased turnover to $46 million between 2016 and 2019. By 2050, a significant proportion of on-the-ground events and exhibitions jobs could be staffed by robots. While many robots and drones are still controlled manually (through a smartphone or wearable).

**Augmented Reality**

At the moment, our physical and digital worlds are, for the most part, separate entities. AR has the power to merge the two by overlaying our daily lives with a digital experience. What could that mean for events? Location-aware branded hologram characters could materialise when you are nearing a particular stand, encouraging you to stop by. Meanwhile, icebreaker networking sessions could be transformed, bringing participants together in a treasure-hunt style mission. The real value of AR for events lies here, in the gamification of an otherwise work-related exhibition - in other words, making the experience fun.

**Virtual Reality**

In contrast to AR, which concerns itself with the meeting of digital and physical, VR promises to take users to an entirely alternative space and time. As a technology, its application to the event experience is thrilling. It has the power to transport delegates outside the conference hall, completely altering the dynamics of product demonstrations. It will underpin hybrid events (see above), creating experiences outside the usual definitions of space and time.

For example, an aerospace manufacturer wishing to impress an international delegation with a tour of their latest model will no longer have to rely on 360° videos displayed on a screen. Instead, they will be able to offer visitors the opportunity to walk around the aircraft, touch its engine (because, by 2050, haptic technology will be widespread too) and take a VR test-flight, all from the exhibition floor, thousands of miles from the factory. Currently, VR requires users to don a headset, and while untethered versions are now available, in the future, there will be no barrier to immersion at all.

. For events to compel and connect, organisers need keep up with the pace of change, and contribute to its conversation. Technology has the power to accelerate and facilitate, but not alter, the fundamentals of an outstanding event experience.

Source: adapted from Rapiergroup https://www.rapiergroup.com/events-2050-future-events-exhibitions/

**3.2 Divide students into groups of four to five and instruct them to:**

* Read case study 22.2: EXPO Dubai 2020- Preview ?
* Ask each group to put analyse and discuss EXPO Dubai 2020 development of event industry in Middle East?
* Ask each group to identify and discuss future changes in sustainability in the event industry?

**Case study 22.2: EXPO Dubai 2020- Preview**

After winning in 2013 the final battle for being the host city of EXPO 2020 against Turkish, Brazilian and Russian candidates, Dubai was originally scheduled to host the Expo 2020 from 20 October 2020-10 April 2021. However, due to Covid -19 pandemic, the dates were changed to 1 October 2021-31 March 2022. It is the first time that a World Exposition has been postponed and despite the new dates, the organisers decided to keep the name Expo 2020 for marketing and branding reasons.

Here, we will discover a bit more on the theme, venues and program of the first edition of the world’s fair to be hosted in the Arabian Peninsula..

Main theme and sub-themes

Taking the cue from Dubai’s Arabic name *Al Wasl*, which means ‘the connection’, EXPO Dubai 2020 will be based on an ambitious theme entitled ‘Connecting Minds, Creating the Future’, further articulated into three sub-themes:

* *Opportunity* – Unlocking new possibilities for people and communities to become successful contributors to the future. Focusing on people’s and businesses’ inter-connection as a factor for the world’s social and economic development.
* *Mobility* – Creating smarter and more productive physical and virtual connections. Focusing on people, goods and data mobility strategies, devices, and infrastructures.
* *Sustainability* – Pursuing our hopes of progress without compromising the needs of future generations. Particularly focusing on sustainable production and consumption of energy and water, two points that, though in a different way, influence the economy and the people’s everyday life of many Arabian countries.

The site

The main home of the 2020 World’s fair will be a 438-hectare site (1,083 acres, more than double the area of EXPO Milan 2015), part of the new Dubai Trade Centre – Jebel Aliurban development, located midway between Dubai and Abu Dhabi; on-site works started in 2015, with completion scheduled for 2019.

The site master plan, conceived by the US (and multinational) design firm HOK together with celebrated London-based engineering group Arup, combines national pavilions, educational spaces, performance venues, and hosting facilities around a central core. The core features three large pavilions, each dedicated to one of the three themes of the EXPO, radiating from the semi-covered *Al Wasl* central plaza, a large event space inspired by the traditional Arabian marketplace, the *souk*.

Coherent with the sub-theme ‘sustainability’ the master plan envisages a large use of low-impact solutions, such as photovoltaic-fabric-based canopies covering the main walkways, waste-water recycling, and the use of a relevant portion (about 30%) of recycled content as building material. It is expected to produce on site about 50 per cent of the required energy from renewable sources, especially solar radiation. Furthermore, at least a part of the structures built for EXPO will remain in place and be reused as research and innovation venues.

Early initiatives – Meet the Artists

Even before the official opening of EXPO Dubai 2020, the organisers have already started some initiatives related to its themes. An example is the project ‘Meet the Artists’, which invited artists from all over the world to create a graphic inspired by the three sub-themes of EXPO: Opportunity, Mobility and Sustainability. The designs are exhibited in 21 public spaces across the United Arab Emirates. 21 artists – from the UK, Italy, the UAE, France, Switzerland, the USA, Spain, New Zealand, Jordan, China, Finland, and Iraq – were involved in the project.

*Sources*: Adapted from www.inexhibit.com/case-studies/expo-dubai-2020-a-preview; www.expo2020dubai.com

1. **Discussions Questions**

**Question 1**

Explain how developments in virtual technology will affect the events industry.

**Question 2**

Evaluate how digital technologies are forcing the events industry to change.

**Question 3**

In what ways will the event professional need to adapt to the changes in the events industry?

**Question 4**

Discuss the changing nature of the environment and its influence on the events industry.