



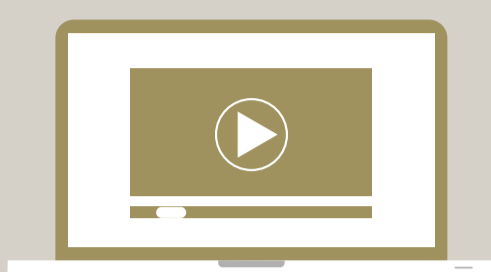
## A YEAR OF CHANGES

### YOUTHFUL, FAST, AND PERSONAL.

That was 2017. Just for you, we've tracked all the big trends in events and meetings of last year.

#### GAMIFICATION

Scavenger hunt apps used VR and GPS to stimulate networking at conferences and put old-school teambuilding to bed: expect to enjoy a 'Corporate Play Day' from now on.



#### NOW NOW NOW

Facebook's Continuous Live Video brought livestreaming to business: livestreams are watched 3 times longer than recorded video. Look out for drone livestreaming this year.

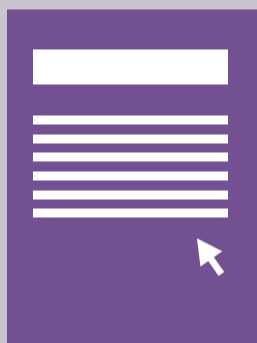
#### INSTA-ANSWERS

AI chatbots like Eva, Confbot, and South By Southwest's 'Abby' left emails and calls in the dust for immediate answers to customer questions.



#### SPEEDY BOOKING

Direct booking online is now the expectation for smaller meetings, via listing sites like Ivy. Think Airbnb for venues.



#### APPY DAYS

92% of US meeting planners used apps in 2017; only 50% of Europeans did. Prepare to catch up in 2018 with Poken, ClickShare and Google's wayfinding Visual Positioning Service.



#### DESTINATION

Location is now the 2nd most important factor driving the decision to attend, above networking. Attendees expect authentic local flavour, extensive leisure information and time to appreciate it.

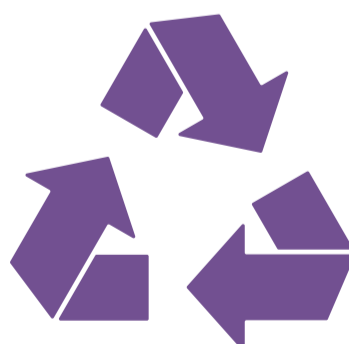


#### IT'S ALL ABOUT YOU

Interactive signage was used by 33% of UK corporates, fed by an AI engine sourcing info from social media to identify prospective delegates and tailor the mode of engagement.

#### THINKING GREEN

Millennial impact continued, with a drive towards paperless meetings and upfront recycling info.



#### NO MORE SANDWICHES

Carb-free, healthy catering from local suppliers became an expectation, not an add-on. Event programming was a hit when tied to fitness tracker wearables, unlocking incentives with steps or number of interactions.



#### BREXIT EFFECT

The weak pound made catering budgets a challenge, but attracted more overseas clients; expect this to continue.