

BIG DEAL Company's 5 Key Event Trends in 2023



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Event Trend #1: Event Apps

With events being back in person, they look nothing like they used to. Attendees are wanting more personalized digital experiences.

More and more event planners are building digital-first events using mobile event apps. These apps can deliver a personalized experience for the attendee by providing a complete trip summary and FAQs, and timely notifications. Whether your event is in-person, virtual, or hybrid, your mobile event app gives attendees access to:

- The full agenda and schedule so they never miss an important session or keynote.
- Speaker bios and session descriptions to help them choose which talks to attend.
- Exhibitor and sponsor listings, including booth numbers, promo codes, and product info.
- Venue maps to help them get around and find rooms, food options, networking lounges, or anything else on site.
- Notifications about any schedule changes, announcements, or event updates.
- Surveys, polls, and Q&A features which allow for interactive audience participation.
- Activity feeds, so attendees can connect over shared experiences at the event.

78% of companies that use a mobile event app are saying it makes their event ROI better, it looks like they are here to stay.

Event trend #2: Data-driven events drive the most impact

Data is shaping the way events are planned and executed this year and beyond. By analyzing information about your attendees, sponsors, and more, you can make strategic decisions that drive real impact.

Sponsors want to know that their investment in your event is worthwhile. Share data that demonstrates the impact of their sponsorship like traffic to their booth, brand mentions on social media, or increased interest in their products or services after the event. This helps them understand the value and may increase their sponsorship commitment for the following year. Don't just collect feedback about your event – analyze it. Look for key themes around what attendees loved and wanted more of, as well as opportunities for improvement.



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Event trend #3: No more business cards, real-time networking instead

Business cards are a relic of the past. They're impersonal, and they don't provide you with any value beyond the initial exchange. Event tech companies are working on improving their mobile event app networking tools to facilitate better real-time networking at hybrid and in-person events.

The key to successful networking in 2023 will be focusing on depth over breadth. Make genuine connections with others, build community and look for mutually beneficial relationships that extend beyond a quick exchange of business cards.

Event trend #4: Building eco-friendly, sustainable events is crucial

Event sustainability is an important 2023 event trend that not be going away any time soon. Event planners are encouraged to run more sustainable events with the following actions:

- Re-used and recycled material
- Mobile conference apps are eco-friendly. No more printing programs, maps or other handouts. An app cuts down on paper waste and is a greener alternative.
- Prioritized locally sourced and seasonal food items
- Encouraged attendees to use sustainable transport
- Employ local people

Making your events more sustainable will help them stand out from the crowd.

Event trend #5: Companies are delivering event experiences that are bigger than life

This event trend is about the fact that it's no longer enough to simply communicate information about your business or product at your events. You need to create a unique and personalized experience that will stick with attendees long after they're done consuming it.

When people think back on their time at your event, they should be able to recall specific moments and details – the sights, sounds, and smells of the day. You want them to feel as if the experience was bigger than life. One that not only left them satisfied but actually changed how they see things in some way.

There are several ways to achieve this goal: providing immersive activities to offering more hands-on demonstrations so attendees can learn more about your offerings.



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