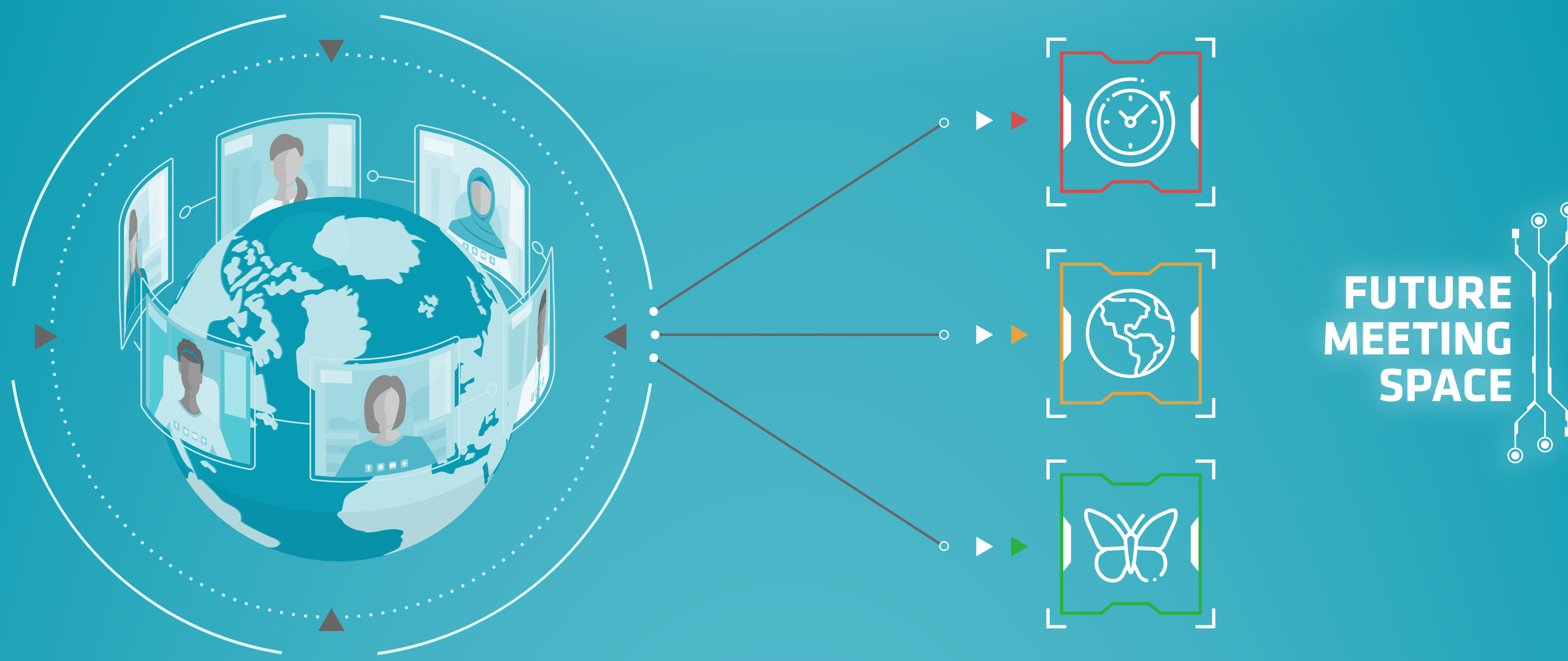
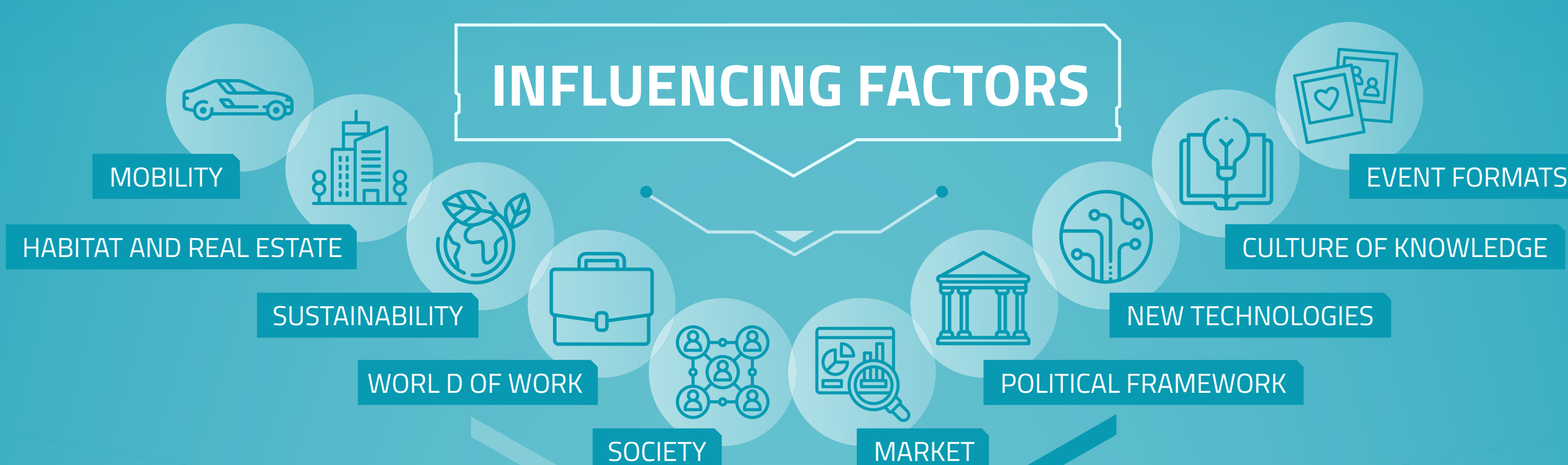


CHANGING ECOSYSTEMS – FUTURE SCENARIOS FOR BUSINESS EVENTS IN THE AGE OF BORDERLESS COMMUNICATION



INFLUENCING FACTORS



KEY FACTORS

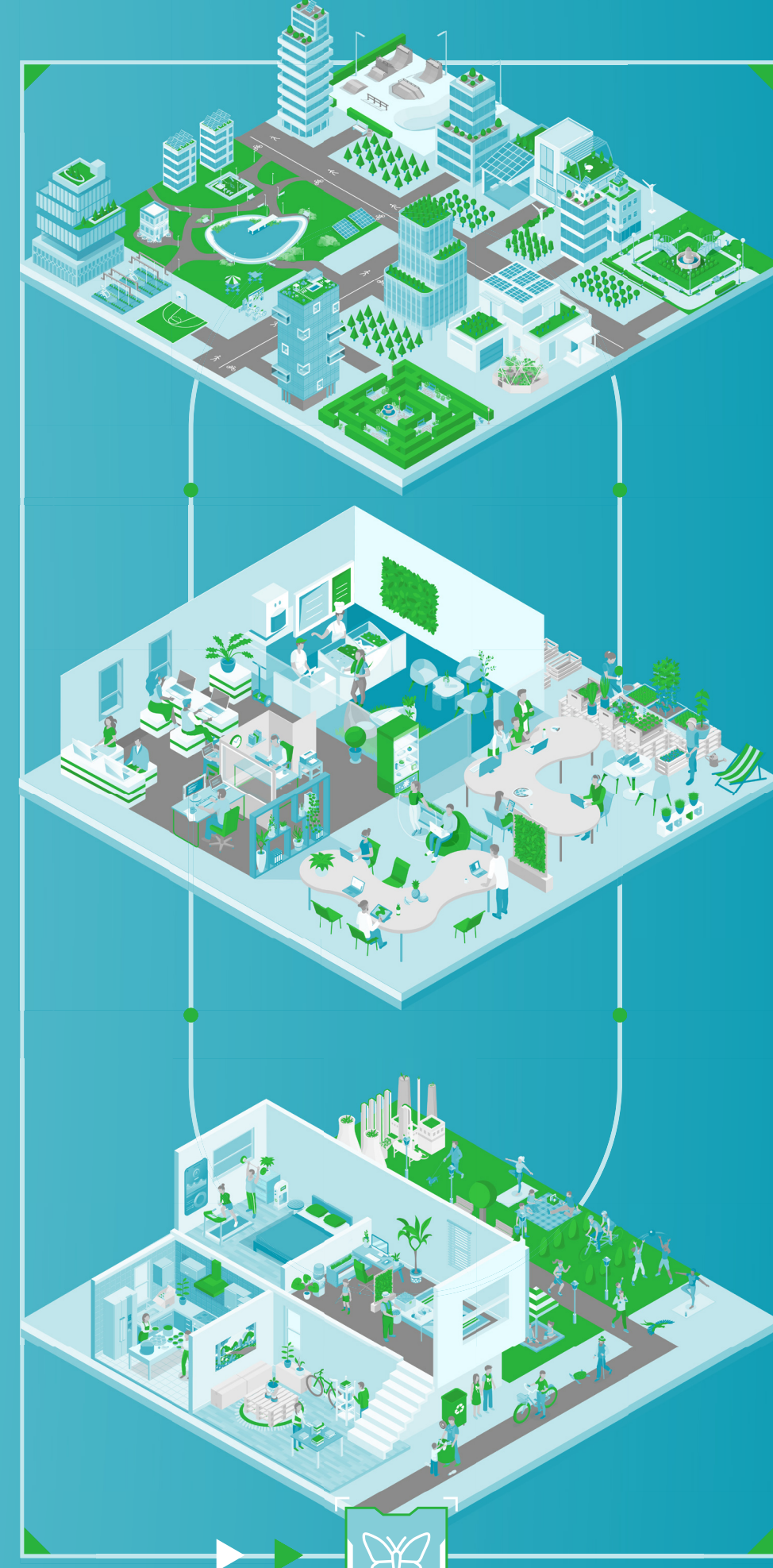
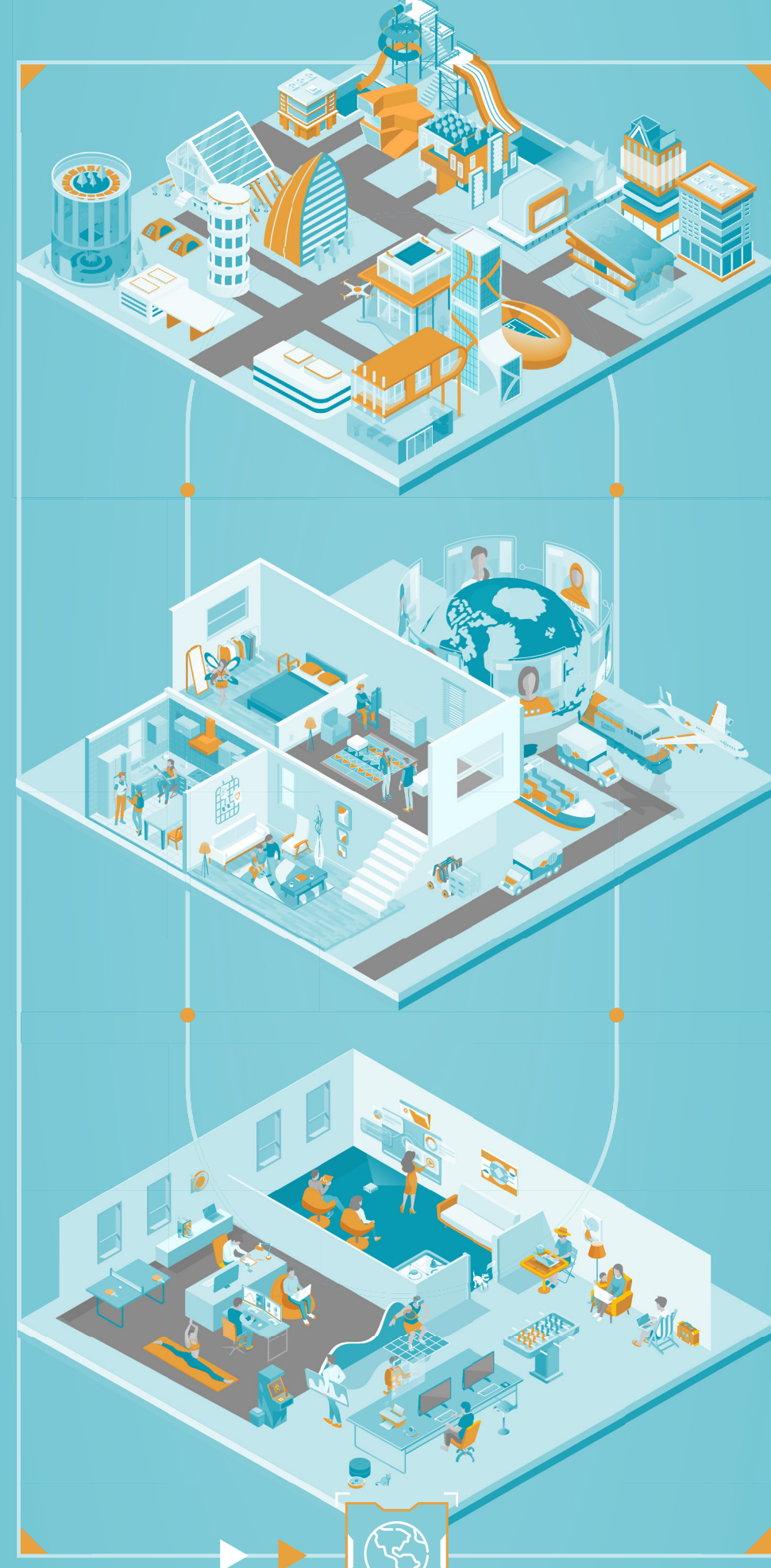
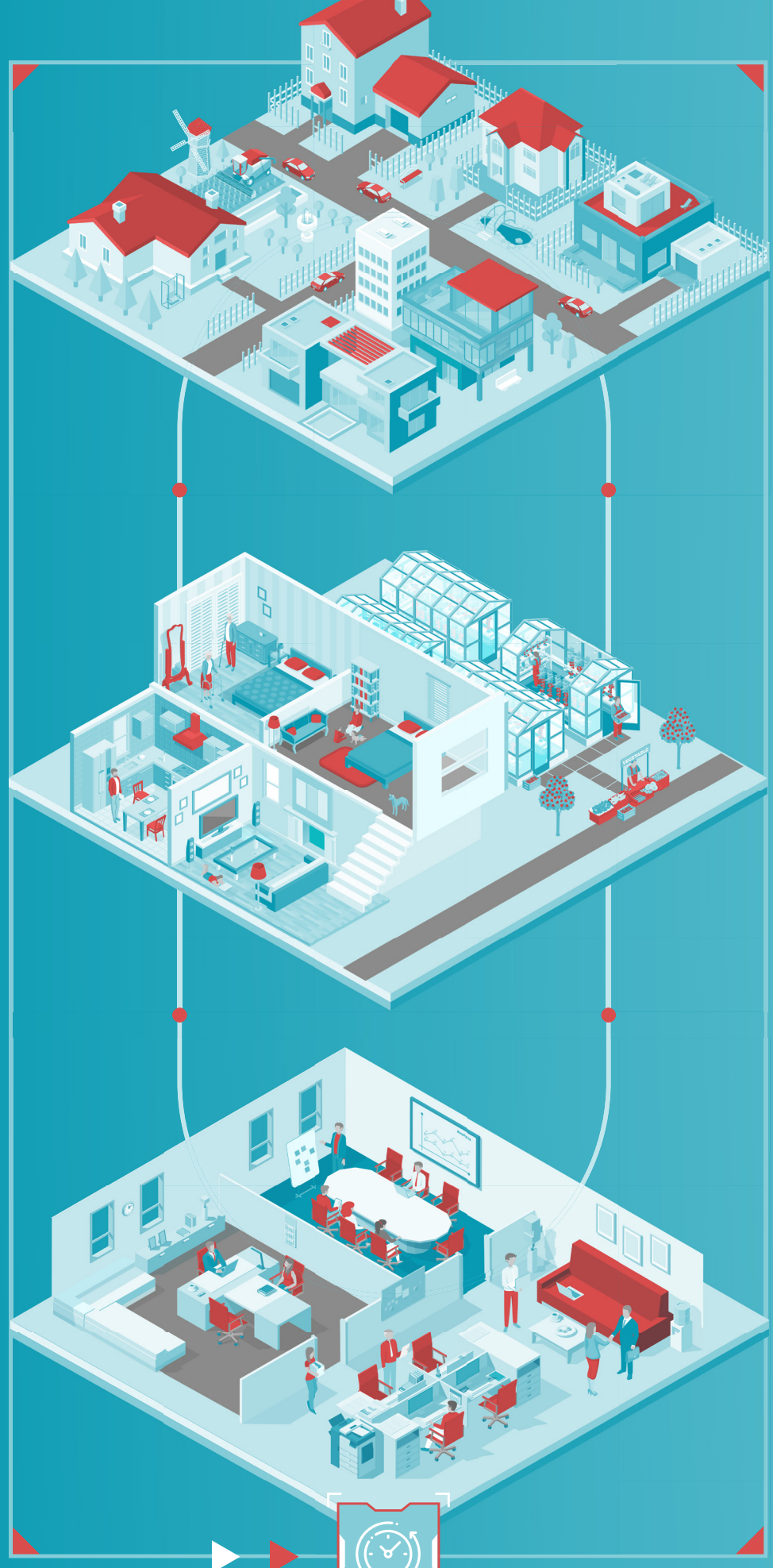
TREND SCENARIOS



TRIED AND TRUSTED – RENAISSANCE OF THE REAL

DIVERSE AND FLEXIBLE – THE GLOBAL COMMUNITY

GREEN AND AWARE – THE NET ZERO SOCIETY



- Traditional values determine our behaviour
- People tend to rely on the tried and trusted
- Stable organisational structures
- Participants expect a return to the "good old days"
- The share of virtual and hybrid events is decreasing
- While the value of physical events is increasing strongly
- High standard equipment is valued

- The pandemic is perceived as an opportunity to shape the future differently
- Global action and flexible structures are becoming new guidelines
- Strong diversity in lifestyles
- Increasingly autonomous action
- High degree of flexibility
- Events serve as a field of experimentation to try out new, innovative concepts
- High proportion of hybrid and virtual events enables strong global networking

- Health awareness and ecological action determine behaviour and decisions
- Climate change is causing people to rethink and put personal needs aside
- In all sectors and sizes, sustainable action is a top priority
- Participants demand strict holistic consideration of sustainability aspects with disclosure of the respective CO₂ balances
- The use of regional, seasonal resources and existing infrastructures is central to the planning and implementation of events

FIELDS OF ACTION



FUTURE OPPORTUNITIES FOR BUSINESS EVENTS

