MMGY
MeetDenmark
13th June 2023

Meta Analysis Presentation

Meta Analysis

Review of over 30 pieces of research, surveys and other papers published 2019-2023 to establish common trends that are shaping the business events sector.

The scope of the research papers was not just limited to those in the MICE sector but included human resource and workplace research. We also excluded content from reports with obvious bias and promotion of a product.

This analysis is the first part of a wider project. The second part will follow later this month and will include in depth analysis of (i) how these trends relate to the four core sectors of the MICE sector and (ii) recommendations based on buyer sentiment to give the reader a better understanding of consumer needs, as well as an overview of potential risks and market opportunities.

governance
wfh
content
authenticity
value
continue
choice
budget
ethical
hybrid
purposefulness
short-term
connections
accessibility
commitment
sustainability

12 Supporting Trends

4 Key Mega Trends

Personal perception & self interest

Technology

Convenience

Ethical & Sustainable actions

Supporting Trends

- Events will continue
- WFH is a new norm
- Hybrid is here to stay
- Sustainability is not just CO^2
- Commitment is last minute
- Content needs to connect

Supporting Trends

- More value focus on content
- Budgets
- Sponsors will want value
- Accessibility
- Authentic experiences
- Role of DMO.CVB

Purposefulness

Ultimately it is what drives people to attend events
and what drives organisers to create events

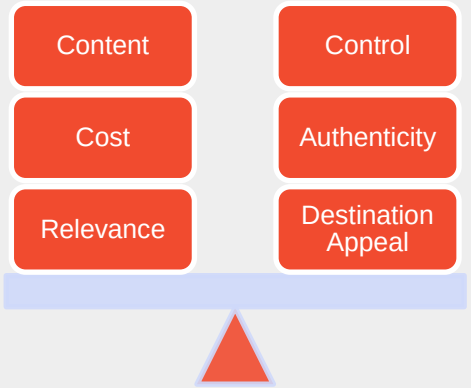
Human Behaviour Traits

Four Mega Trends

Personal Perception and Self Interest

Trend One

Attendees are now the most important factor in an event. Not only in making an event commercially viable, but in how the event is structured, the content and design of the event.

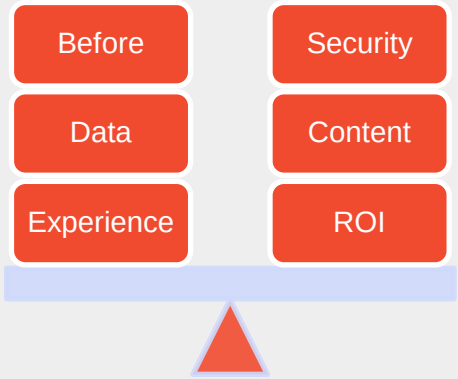


”Events revolve around the attendee. Everything from destination appeal to content has to be with them at the centre.”

Technology

Trend Two

Engaging attendees is critical, before, during and post event. Attendees want to engage via technology and it's a mine of data for sponsors.

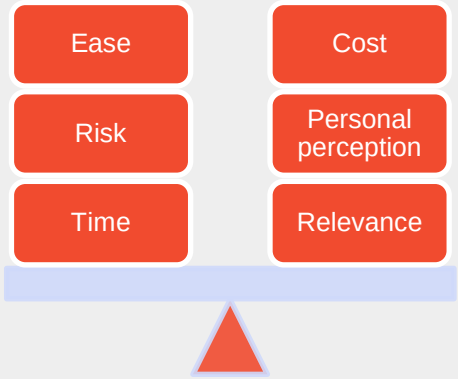


"Tech must add, not complicate an event experience. Event apps with integrated information about the destination are ideal"

Convenience

Trend Three

Accessibility, ease, and straightforward booking structure help both attendees and event organisers alike.

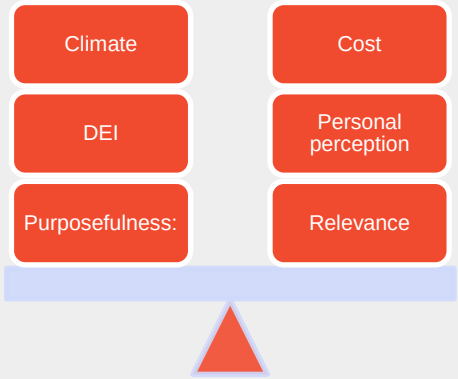


“We don’t have time to go back and forth on negotiations. Price once and price correctly. And if you don’t have availability on our preferred dates do offer us alternatives. We are learning to have to be flexible as well.”

Ethical and Sustainable Actions

Trend Four

Attendees will want to make their own ethical choices and have ethical choices made for them by event organisers.



“We have our own well established sustainability goals. We need destinations and venues to help us achieve these. We don’t need them to reinvent the wheel.”