



FOUR THINGS

**THAT CAN MAKE OR BREAK YOUR
CORPORATE EVENT IN 2018**



INTRODUCTION



The corporate events market is an extremely competitive environment. And the level of competition just keeps increasing as various players and key trends shape and innovate the corporate events terrain.

2018 has already begun to see a rise in fresh, innovative concepts in corporate event entertainment as well as an increase in corporate events globally as more and more corporate bodies are embracing live events for more market exposure.

A 2018 study showed that over 50% of corporate marketers agree that events are important for lead generation, sales and community building. Almost

95% of these marketers also agree that live events are invaluable for fostering social interaction and networking which are on the decline in an increasingly digital world.

It is already common knowledge that technology is highly popular in corporate event entertainment and that customers need new, novel concepts that will make their events highly memorable and it is also known that standard venues or conventional catering are obsolete. It is important to realise that one of 2017's key trends has been attendee interaction at events and this is predicted to increase markedly in 2018. Let us look at some more trends that will shape 2018.

It is being aware of such trends as a marketer that will keep you competitive and impactful when you choose to organise your next corporate event. So, the big question is:

**'WHAT ARE SOME KEY CORPORATE EVENT
TRENDS IN 2018?'**

1 Consumers demand more experiences in events

Like was mentioned previously, gone are the days of events at conventional venues or standard catering services. [People want more engagement](#) at events and the only way to engage attendees is by stimulating their senses through various means.

Technology plays a huge role in how events can become more interesting and more impactful.

Novel technology is expected to influence this year's events, with both virtual and augmented reality rising in popularity. Some entrepreneurs suggest that ["virtual events will be set up and prepared much like today's pop up events in public spaces"](#).

For example, marketers are working at introducing [high-definition mixed reality experiences](#) to events this year, which deliver a holistic experience by engaging all the five senses via technology. Some wonderful new experiential entertainment options include Hashtag Photo Mosaic, Interactive Sound Systems, and photo booths which are also increasingly common with more and more delightful variations.



But it's not just technology that can enhance the memorability of your event. Live entertainment is also on the rise as a means to increase engagement and memorability at events. Live jazz bands, magicians, choreographers, mind readers, and comedians are just a few examples of live entertainment that can introduce a subtle twist of novelty to any event. The spontaneity and dynamic nature of live entertainment can be a better fit for your corporate event than an investment in high tech displays or better still, augment the technological outfit.

2 | Imbuing events with a local flavor



What may come to mind on hearing ‘local flavor’, is attendees eating the local cuisine. But a local flavor is more than just food – it is also a powerful experience any marketer can bring to local events. [Local flavor](#) mostly means including something unique about the event’s location to an event that consumers cannot find elsewhere. This may include food but also local culture artifacts, history, etc

In a country like the USA where there are millions of ethnic minorities, events with a local or ethnic flavor are popular. However this is still an under explored market that potential marketers are beginning to embrace. Thousands of ethnic/locally flavored events are held each year and this market is [worth over \\$403 billion](#).

According to the Endless Events Blog,

'Here are some ways that local flavors will play a role in 2018's events:

- The local terrain will be part of the event's attraction. Guided tours, dinners, receptions, and more will showcase the best of the event venue.*
- We will see an increase in off-venue experiences.*
- Gifts and souvenirs will also carry a local flavor.*
- Event professionals will spend more time curating the best local experience for attendees. This will be done by offering travel guides, itineraries, "Best Of" guides, and more.*



**"YOUR PRESENTATION WAS
AWE INSPIRING!"**

-- The 3M Company

3 | Personalization & Customization

'Personalization is a trend that has impacted many industries – particularly eCommerce – and it's going to make an impact in the events industry in 2017'–

(Monica Wolyniec, Marketing Communications Manager, Boomset)

Personalization & Customization will increase further through the widespread use of technology, especially data. There has been a boon in event technology within the past 2-3 years said to be worth over \$40 billion with close to 300 companies in the US alone.

Planners are seeking for how technology can answer solve issues across the life-cycle of events, with a number of different problematic points requiring a tailored or bespoke solution.



4

More Consumers Are Hosting Events In Their Own Private Spaces

According to Juraj Holub from Slido, "From a music perspective, traditional (music) venues and bars are becoming more sparse. This is giving rise to corporates and consumers putting on events in their own private spaces. It's a fantastic opportunity for musicians and other forms of entertainment to perform in front of audiences they may not have considered before. It also provides a more immersive and intimate experience for the viewer."

This provides a fresh challenge for entertainers as well as event organisers: to provide this immersive and intimate experience for consumers within spaces they are familiar with and possibly derive little novelty from.

In the last few years, magicians, mentalists, and illusionists have become professional or corporate performers. For instance, a mentalist can awe, motivate, and inspire consumers with their dynamic presentations, in either a full stage show, or banquet, after dinner entertainment.

This is one sure-fire means to provide the immersive and intimate experience consumers crave and is a gamechanger when it comes to corporate events.

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