

# New year, new trends

Industry players predict the ideas and events which will shape the year ahead

Randle Stonier

**Adding Value**

Virtual reality meets augmented reality will proliferate - thanks to Oculus Rift (Facebook) and Magic Leap (Google) - as experiential creatives and organisers harness the new platforms to transport and immerse audiences right into the very heart of the products and services they are marketing.

Drones, drones and more drones - following monster Xmas sales, they'll be people-attractors and drone displays everywhere at exhibitions, product launches and outdoor events, closely followed by a major clamp down from authorities and regulators following either irresponsible use or terrorist attacks. Data and security melt-downs from brands on data integrity via event registration platforms and event apps.

Dom Garner

**MCI UK**

The rise of 'branded experiences' will continue to dominate throughout 2016 with organisations eager to pursue more authentic interactions with consumer and business audiences. Agencies must think of new ways to convey their clients' purpose and describe what they will deliver to the world over simply what they do. This will attract new players into the market and new opportunities for agencies. HR teams aiming to recruit the best young talent and PR departments competing for our attention will integrate 'branded' live events into their strategy in 2016. Agencies should seek these opportunities but beware the threats posed by new agency players and those reinventing themselves to share an ever increasing and congested market.

Charlie Hepburn

**Vivid Events**

It is my belief that in 2016 there will be a continuing lean towards, and greater importance placed upon, brands engaging through live events, but more importantly how every occasion can be used not in isolation but as part of a bigger picture. Developing programmes will become the norm rather than creating events. The ever-increasing possibilities offered by technology and how you can interact with it will also change the face of how events are delivered and the experiences that guests/delegates/customers/employees receive. Technology will also give us the capabilities to expand our current management and delivery offering. Who would have thought that we would no longer be employing photographers for

James Lee

**Twickenham Experience**

I think 2016 will see event planners embracing new technologies. I'm sure many industry peers will have also observed an increase in demand for state-of-the-art technology with high speed Wi-Fi and video-conferencing at the fore. I think in 2016 we'll take tech for events to the next level with an increase in the use of digital registration, greater demand for HD quality AV and even more event apps.

Stephane Doutriaux

**Poken**

Event participants are no longer in the back seat and next year will be full of increased adoption of products and services focused upon engagement enabling participants to play directive roles in their events. Suppliers that create interactive and engaging experiences, such as (digital voting, polling, tracking and collecting) will be the ones to shape the future.

Jonathan Sadler

**Goose Live Events Worldwide**

With companies of all sizes now fully understanding the benefits of internal engagement and maintaining face to face events, I see this as a good growth area for 2016. Do not expect budgets to be increased as those in purchasing are still treading cautiously, and rightly so with the latest economic fall perhaps catching us all out. With this in mind, event technology and reliable data will continue to be sought after for both understanding event outcomes and enabling more effective knowledge sharing and internal communications - just don't forget that inspired human interactions in a creative environment are the most powerful and memorable experiences.



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