An increase of 5% of responding meeting planners report that their current role involves more “experience creation” versus two to five years ago.

Of respondents who agree that meeting room lighting impacts the overall quality of the meeting/conference, 86% report that it is important.

Of respondents who believe that access to collaborative meeting space will become more important over the next two to five years, 87% agree.

Why will Broadband be increasingly important in the next two to five years in order to better handle these tasks?

- Delegate email and internet access: 86%
- Smartphone audience participation: 84%
- Conference app: 83%
- Video streaming for presenter: 68%
- Live event streaming: 66%
- Virtual attendees: 57%
- Online learning: 50%
- Video streaming for delegates: 50%
- Beacon/GPS tracking of delegates: 30%
- Other: 2%

Of respondents who say virtual/augmented reality will play a greater role in the next 3-5 years, 91% agree.

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In general, meeting planners do cite a continued trend towards needing more flexible meeting spaces, where they can adjust layouts continuously.

Say access to interactive technology will be more important in the next 5 years.

Primarily due to the changing demographics of attendees, with millennials preferring experiences over meetings, it is worth noting that within 10 years they will make up 70% of the workforce.

Adam Lanteigne, Microsoft
Conference venue management must embrace the diversity of thought and culture and consider the experience of remote delegates in foreign geographies.

Valerie Hausman, Duke University’s Fuqua School of Business
Confirms that their clients are asking for ROI measurements more now than in the past.

Alastair Stewart, etc Venues
Exhibition space is critical to conference planners, in that its location should be relevant to the meeting space and break areas. It’s key to maximizing the exhibitor opportunity and often venues in the past have not considered this.

Mark Ralph, Warwick Conferences
Due to the rise in allergies, confirms that although menus at their three conference venues change daily, they offer an allergy sheet for each service denoting the allergens in each dish.

Corbin Ball, Meetings Industry Tech Expert
Warns that one challenge with meeting technology, is that it is reliant on the delegates phone technology.

Jessie States, Meeting Professionals International
Meeting planners eschew the use of once-popular surveys that primarily assessed whether attendees had a good time in exchange for a growing body of metrics that determine whether their events met the business objectives.

Meeting room art / design elements have a motivational influence on delegates

Meeting room and supporting spaces influence delegate creativity

Meeting room and supporting spaces influence delegate productivity

Of planners are willing to outsource off-site activity arrangements

Meeting Planners report major brands have no influence on creativity.

Delivering a personalised delegate experience will be more important in future.

Using data obtained through a detailed survey of more than 180 meeting planners

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