

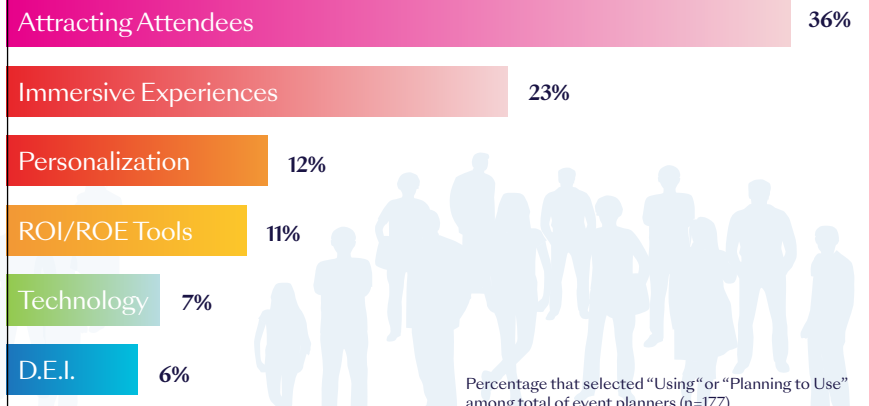
Must-Know Event Trends

Power your planning with the essential trends and planner insights shaping the event landscape in the second half of 2024.

Audience-centric goals fuel event strategy

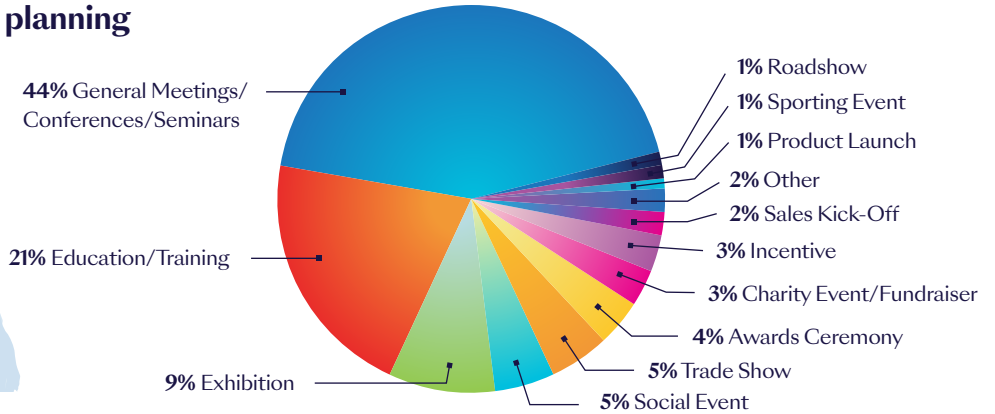
Driving attendance, immersive experiences and personalization rise as highest planning priorities

Important trends influencing planning decisions



General meetings & training sessions dominate event planning

Types of events your peers are planning



Budgets level off, pose top planning challenge

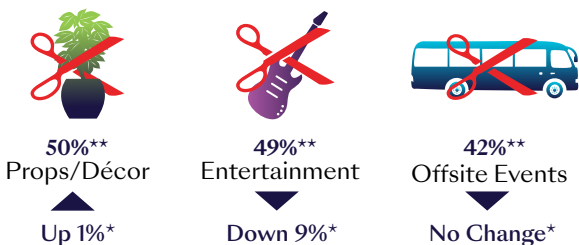
Budget constraints are the biggest challenge for 78% of planners

Compared to earlier optimism*, most planners expect budgets to remain flat



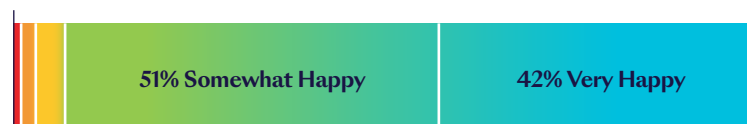
Where your peers cut back

Props/décor and entertainment top the cut list, followed by offsite activities



Planners successfully navigating complexities

Planner satisfaction with quality of outcome of events



93% of planners are "somewhat" or "very" happy with 2024 event outcomes, demonstrating their success in navigating today's event landscape.

*Compared to the H2 2023 Planner Pulse Report
**When planners chose multiple items they cut spending on