

EVENT TREND

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In our exclusive trend report, we guide you through 10 pioneering developments that are shaping the future of events. These trends show you how to keep your audience engaged and surprised. Ready to lead the way?

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Event Trends for 2025

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TREND



Micro-events: small but mighty!

Micro-events are the trend you don't want to miss. These are small gatherings with 10 to 50 participants, but they have a big impact. What makes these events so popular? They offer flexibility, personalization, and an intimate atmosphere that larger events can't match. It's not about the masses, but about meaningful connections and deeper conversations.

What are Micro-events?

Micro-events are designed for specific audiences and purposes. They are small in size but big in the opportunities they offer. Instead of attracting a large audience, these events focus on a select group of people and offer a more personal, tailored experience. The benefits? Greater focus, more interaction, and a better experience for the participants.

How Micro-events can change your event:

1. Personalization is key:

Because micro-events are smaller, it's much easier to tailor the content to the participants' preferences. This means you can offer interactive workshops that precisely match what your guests want to learn, increasing engagement and satisfaction.

2. Intimate networking:

Smaller groups provide more opportunities to make real connections. No long waits to approach a speaker or conversations in large groups. Instead, participants can get to know each other better, network, and collaborate.

3. Focused objectives:

Micro-events often have one clear objective, such as a product launch or strategic meeting. This makes the organization more efficient and results-driven, allowing for deep dives into the subject matter.

4. Cost savings:

Smaller events can have lower logistical costs, requiring less staff and resources, making them attractive for companies wanting to optimize their budgets. The return on investment (ROI) can be higher than larger events.

5. Flexibility and speed

Organizing a micro-event is often faster and more flexible than planning large-scale gatherings. In a dynamic world, the ability to quickly adapt to changes is a major advantage.





Challenges of Micro-events:

1. Reach limitations:

A small audience also means a smaller reach. It's important to find the balance between intimacy and sufficient participants.

2. Less diversity in participants:

With a focus on smaller groups, there may be less diversity among participants, making it essential to carefully consider the audience composition.

3. Logistical complexity:

Despite the smaller scale, planning multiple micro-events for different audiences can be complex, requiring proper resources and time.

Future of Micro-events

The trend of micro-events will only grow stronger in the coming years. Companies want more focus and connection with their audience, and micro-events offer just that. They allow for building genuine, authentic relationships while saving costs and avoiding logistical hassles.

Micro-events are not just temporary hype but a lasting change in how events are organized. Micro-events offer the perfect opportunity to elevate an event without the need for large-scale events. They give companies the space to work more targeted, flexible, and personal. So, are you ready to experience the small-scale success of a micro-event?



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Creative lighting and decor: atmosphere as a superpower

Ever thought lighting and decor were just an afterthought? Think again. Smart and creative use can transform your event from *good* to *wow*. Whether you're hosting an intimate gathering or a large conference, lighting and decor are the tools to create ambiance, style, and experience. And the best part? The possibilities are endless.

Why are lighting and decor so important?

It's simple: the right setting makes the difference. Lighting and decor determine how your guests feel. Will it be cozy and relaxed? Or vibrant and energetic? By playing with innovative lighting techniques and natural elements, you give every event a unique vibe that people will remember for a long time.

How to approach it?

1. Lighting as magic

With light, you can work wonders. A few ideas:

- **LED lighting:** These flexible lights can be adjusted for any moment. Calm and warm during reception, bold and colorful for the party.
- **Projection mapping:** Why just decorate when you can transform entire walls into vibrant artworks? Project moving visuals or themes to create an immersive atmosphere.
- **Natural light:** Daytime? Highlight windows and sunlight. It provides a fresh, inviting look that your guests are sure to appreciate.

2. Bring nature indoors

Natural materials and greenery instantly make a space more pleasant.

- **Green accents:** Plants, flowers, and even moss add warmth and texture. A few well-placed planters or a hanging floral installation? Instant atmosphere!
- **Seasonal decoration:** Use the charm of each season. Think autumn leaves, wintry pine branches, or summer flowers for a thematic touch.
- **Water features:** Fountains or a small waterfall bring a soothing ambiance. The sound and visuals do wonders for the vibe.

3. A feast for the senses

Why just make it look beautiful if it can also be felt?

- **Multisensory decor:** Combine visuals with subtle scents, like lavender or fresh herbs, and sound effects such as soft music or nature sounds. This takes the experience to a higher level.
- **Thematic details:** Give your event a story. From sea-related elements for a beach party to rustic accents for a country gathering: the details complete it.

What does it produce?

- **Customized atmosphere:** Lighting and decor set exactly want. Your guests feel immediately welcome.
- **A lasting impression:** The more unique your event looks, the better people remember it (and share it on Instagram).
- **More connections:** An inviting space makes people feel comfortable and encourages easier connections.



Ready to shine?

The power of lighting and decor lies in the details. Whether you opt for subtle elegance or an over-the-top spectacle, a creative approach makes your event unforgettable. So what are you waiting for? Get started with atmospheric lighting, natural accents, and enchanting projections.

Tip: Collaborate with a lighting and decoration expert to make the most of your space. Or try to partner with a visuals artist, for example.

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Sustainability and Eco-Responsibility

Sustainability has been a top event trend for several years and is now an essential part of the events industry. More and more organizers are opting for environmentally friendly choices to reduce the impact on the planet. This is not only beneficial for the environment but also for participants. Sustainable organizing is an opportunity to make a positive contribution to the future. From sustainable materials to local suppliers, it's the way to make events future-proof.

What does sustainability mean for an event?

Sustainability in the events industry involves choosing options that reduce the ecological footprint. Think of sustainable materials for decorations and disposables, less waste through recycling and compostable alternatives, and choosing local and ethical catering. It's about more than just the event itself: it's about the impact on the environment and the community. By making smart choices, you contribute to long-term goals for a more sustainable world.

How does this look in practice?

- **Sustainable materials:** Use recycled or biodegradable materials, from cups to decorations. This not only helps reduce waste but also meets the expectations of conscious participants.
- **Waste reduction and recycling:** Focus on recycling stations and compostable products. This makes a big difference and raises awareness among participants about the importance of waste management.
- **Local and ethical catering:** Opt for local, sustainable products to reduce the ecological footprint and support local suppliers. This not only makes the event greener but also more authentic.
- **Energy efficiency and green energy:** Choose LED lighting and sustainable energy sources like solar or wind energy. Many venues invest in this, which helps reduce energy consumption.



AI-GENERATED



Challenges to keep in mind:

- **Logistics and technology:** Implementing sustainable choices can be complex. Finding local suppliers and managing recycled materials sometimes requires extra effort from the organizer.
- **Cost and budget:** Sustainable options can initially be more expensive but can eventually also be cost-saving. It's about finding the right balance and creative financing solutions. With tools like Event Check-in, for example, you can save on incorrectly printed name badges.
- **Education and awareness:** Not everyone is familiar with sustainable practices. Sometimes time needs to be invested in informing and involving the team and participants.

The future of sustainability in the events industry

Sustainability is now indispensable in the events industry. Organizers who invest in eco-friendly choices now are laying the foundation for events that are not only good for the environment but also enhance their image. As the demand for sustainable events grows, companies and organizers have a unique opportunity to stand out. By focusing on sustainability early, you not only build a greener future but also the success of your events.

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Focus on health and well-being

What if your event is not only fun but also good for your body and mind? Health and well-being have become a hot topic in the event world. Organizers increasingly understand the importance of creating an environment that supports participants both physically and mentally. And you know what? It makes the experience better for everyone. Not only do participants feel better, but the organization also benefits greatly.

Health and well-being: what does it mean for events?

It's about more than just a fun program. It's about creating an environment where participants feel good, both physically and mentally. Organizers integrate various elements that contribute to that holistic experience: relaxation areas, healthy food, and activities that balance you both mentally and physically. This also taps into the growing societal focus on health.



What can you expect at a health-oriented event?

- **Relaxation areas:** Need a break from the hustle and bustle of the event? These special spaces are a solution. Think comfortable chairs, calming music, and green plants to help you unwind.
- **Health programs:** From yoga and meditation to fitness classes and mental health workshops. These programs not only keep your body in shape but also contribute to a healthy mind.
- **Healthy catering:** Healthy snacks, like fruits, nuts, or grains, provide the right energy boost. Meals with local, organic ingredients not only benefit your health but are also sustainable.
- **Interactive well-being activities:** Make health fun! From smoothie bikes to cooking demonstrations, these offer playful ways to make healthy choices. Plus, you learn something new.
- **Feedback:** Organizers gather feedback on the health and well-being elements of the event. This way, they can better tailor future events to participants' wishes.



The benefits of health and well-being in events

- **Better experience for participants:** By taking health seriously, participants feel valued and are more likely to return. They experience the event more positively and are more engaged.
- **Higher attendance:** Health initiatives appeal to a broad audience, especially those who prioritize health and well-being. That means more participants!
- **Positive brand image:** By prioritizing health and well-being, you build a strong brand. It shows that your organization is socially responsible, which can enhance your reputation.

The future of health and well-being in events

Health and well-being are no longer temporary trends. They are the future. Organizers who invest in this not only create a better experience but also contribute to a culture of well-being in the events industry. And this is just the beginning. In the coming years, health will become an increasingly important part of planning events that both make an impact and meet participants' needs.

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Diversity and Inclusion

Diversity and inclusion: a trend? Fortunately, these themes are finally getting the attention they deserve in the events world. And it's essential! How can you truly make an impact if you don't include everyone? More and more organizers acknowledge that equal opportunities, representation, and accessibility are indispensable for organizing truly meaningful events.

Because let's be honest: this shouldn't feel like a trend, right?

What does D&I mean in practice?

At events, diversity and inclusion are more than just nice words on paper. It's about action. It means everyone feels welcome, regardless of background, gender, physical abilities, or other unique characteristics. It's about creating a space where no one feels left out. An inclusive event feels better for everyone.



How to make your event truly inclusive?

1. Set clear goals

Start with clear objectives. What do you want to achieve in terms of diversity and inclusion? Whether it's a diverse speakers list, an accessible venue, or inclusive catering: make D&I a standard in your planning, not an afterthought.

2. Focus on genuine representation

Book speakers, artists, and panelists who are truly diverse. Different backgrounds, genders, and experiences enrich the content and make it more relatable for your audience. Diversity makes your event not only more interesting but also more relevant.

3. Choose an accessible location

This is a no-brainer. A venue must be accessible to everyone. Think about wheelchair-friendly entrances, gender-neutral toilets, and amenities that cater to various needs. Your location should be a place where everyone feels at ease.

4. Communicate inclusively

Ensure your event appeals to everyone. Use accessible language, don't leave any groups out, and offer translations if needed. Your marketing and communication should reflect the diversity of your audience.

5. Ask for feedback

How do you know if you're on the right track? Ask your participants! What worked? What could be improved? Feedback helps you make each edition more inclusive.

Why is D&I a pioneer?

1. More engaged participants

People want to feel seen and heard. An event where everyone is welcome makes people more active and enthusiastic. You can feel that in the energy of the event!

2. A broader audience

Inclusive events attract more and especially diverse participants. You'll reach people who might not usually feel addressed. Want to gather input from your audience? Chances are it's richer and more valuable when you've attracted a wide audience!

3. A stronger brand image

Organizers who embrace diversity and inclusion build a positive, modern, and socially responsible image. And that stands out, to both participants and partners.

The future: inclusive or nothing

Diversity and inclusion are not just a fleeting trend. They are a norm, a foundation, a must-have. Organizers who take D&I seriously not only create better events but also build stronger relationships with their audience. Fortunately, more and more organizers are considering this. Let's create events where everyone truly feels welcome. Because that's what successful organizing is all about, right?



Hybrid Events: the best of both worlds

Hybrid events are here to stay. They combine the best of physical gatherings with virtual interactions. This means more flexibility, more reach, and most importantly: more impact. Thanks to lessons from the pandemic, hybrid has become the go-to option for organizers who want to include everyone, no matter where they are.

What are hybrid events?

Simply put: a hybrid event is a mix of live and online. Think of a conference where people are sitting in a room and participants are logging in from their living room at the same time. Livestreams, interactive tools, and virtual networking moments ensure that everyone can participate, whether you are on the other side of the world or just down the street.



Why is hybrid such an innovation?

1. Flexibility for everyone

No time, no desire to travel, or just want to join from your couch? Hybrid events make it easy. Be there physically or log in virtually, the choice is yours.

2. A global audience

Hybrid events break boundaries. Participants can literally come from anywhere. Studies even show that half of the virtual participants are new. Perfect for tapping into a larger audience!

3. More interaction

You might think: how can people in a room and behind a screen really connect? But with smart tech, like interactive polls, Q&As, and digital networking spaces, everyone feels involved.

4. Extra opportunities for sponsors

Double visibility for sponsors! They reach not only the people in the room but also the virtual viewers. More reach = more value = happier sponsors.



What should you watch out for?

Hybrid sounds great, but it has its challenges:

- **Audience engagement:** How do you ensure that everyone is equally involved, both physically and virtually?
- **Technology, technology, technology:** A glitch can make or break an event. Good tools and planning are essential.
- **Costs:** You're essentially organizing two events in one. Smart budgeting is key.

The future remains hybrid

Hybrid events haven't been a hype for years without reason. They offer the perfect balance between accessibility and personal interaction. With ever-improving technologies, this format will only become simpler and more attractive. Invest now, and you'll be ready for a future where flexibility and accessibility are central. In short: hybrid is here to stay.



Augmented reality: bring your event to life

Imagine a presentation that comes to life before your eyes. Directions that lead you straight to your seat without any hassle. Or a product demonstration where you can try out a virtual version of a gadget. That's augmented reality (AR) in action, changing the game in the events industry.

What is AR and why should you know about it?

AR adds a layer of magic to the real world. It blends what you see and hear in real life with digital elements like animations, sounds, and even interactive visuals. It's not a full dive into a virtual world (like virtual reality), but rather an extra dimension in the world around you.

In the events industry, this means more interaction, more engagement, and a lasting impression. Whether you want to make a presentation more exciting or guide attendees, AR turns your event into an unforgettable experience.



How does AR work in practice?

1. Interactive product shows

No need to lug heavy equipment to a trade show. With AR, participants can view, try, and even test a product in 3D as if it's right there. Perfect for complex or large items.

2. Easy navigation

Never get lost on a large site again. With AR navigation, participants receive real-time directions on their screens. Quickly find the breakout room, your seat, or the nearest coffee station.

3. Play and connect

Who doesn't love a bit of gaming? Add AR games to make networking more fun or to challenge participants. Think scavenger hunts where participants have to find virtual objects.

Fun guaranteed!

4. Presentations that pop

Give your speakers superpowers. With AR, you can add live visuals to their presentation, like interactive charts or virtual objects. Even dry topics become engaging this way.

5. Visual makeover

AR can transform a simple space into an enchanted forest, a futuristic city, or whatever you want. The decor lives and breathes your theme and branding.

Why AR?

- **Better engagement:** AR stimulates the senses and invites action, not passive listening. It sticks with people.
- **Sharing = growth:** People love to share AR experiences on social media. Great for the exposure of your event and your brand.
- **Accessible to everyone:** Most smartphones already handle AR. No expensive gadgets needed, everyone can join in.

The future of AR in events

The best part? This is just the beginning. AR is growing and getting smarter. Think AI-driven personalization, where each participant gets a unique experience. Or live data that adjusts interactions in real-time.

With AR, you're not just creating an event, but an experience that sticks with people. An event they'll talk about and definitely want to attend again. So, ready to take your event to the next level?



Metaverse and Virtual Reality: the future of events

This trend is not new, but the Metaverse and Virtual Reality (VR) remain in the top 10 event trends in 2025. Thanks to the Metaverse and VR, organizers have the opportunity to take events to a whole new level. Where you might have only watched screens before, you can now create a virtual world where participants can truly experience and interact as if they are attending live.

What is the Metaverse and why is it special?

The Metaverse is a digital world where the boundaries between physical and virtual reality blur. It offers a space where participants can walk around, network, and even attend sessions via avatars. Everything you can imagine can come to life in the Metaverse, from interactive workshops to virtual product launches. It's no longer just another screen; it's an immersive experience.



What can you expect from a Metaverse event?

1. **Immersive 3D environments:** From virtual trade show floors to 360-degree network lounges, the Metaverse offers space to truly move through your event. Participants can immerse themselves in a completely new environment.
2. **Avatars driving interaction:** In the Metaverse, participants go beyond their webcam or name on the screen. They step into avatars that represent them and can communicate, network, and even interact with virtual objects and environments, all in real-time.
3. **Real-time experience:** Whether you're attending a presentation or networking, everything happens live. You can participate in workshops, ask questions, and connect with others as if you were physically present.

Why the Metaverse is the future for your event:

1. **Global reach:** The Metaverse allows you to engage participants from around the world without them having to leave their homes. It lowers the barrier for international participation and significantly expands your reach.
2. **Better connections:** Networking in the Metaverse feels more personal than ever. Participants can engage in spontaneous conversations and interact with others in the virtual space, creating deep and meaningful connections.

What to be aware of:

1. **Technical requirements:** Not everyone has the right equipment like VR headsets. Ensure you offer a solution for participants who cannot fully participate.
2. **Learning curve for both participants and organizers:** The Metaverse can be a new experience for some people, both organizers and participants. It takes some time and practice to become comfortable in a virtual environment.
3. **Content creation:** Building a 3D world is not as simple as a PowerPoint presentation. It requires expertise in both technology and creativity to make the virtual space engaging and interactive.

The future of events in the Metaverse

Metaverse and VR offer enormous opportunities for the future of events. They ensure events are more interactive, memorable, and accessible to everyone. If you start exploring these technologies now, you are well on your way to becoming a pioneer in the events industry of the future. Are you ready to bring your event to the Metaverse?



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AI in events: smarter, faster, and more personal

AI is an integral part of the event industry. It offers a huge opportunity to enhance everything you do, from personalization to efficiency. From smart networking capabilities to creating bespoke experiences for each participant, AI makes events smarter, faster, and more personalized.

What is AI integration and why is it important?

AI means using technology to make things smarter. Think of machine learning and chatbots that learn from data to improve participant experiences. It ensures everything runs faster and more efficiently. In the events world, AI helps not only with organization but also with understanding participants' desires, allowing you to offer them a tailored experience.



How does AI work in practice?

1. Personalized experiences

AI can offer participants a unique experience by suggesting personalized sessions based on their interests. No more wasting time on irrelevant presentations, everything is tailored!

2. Smart networking opportunities

With AI, you can connect participants with others who are truly relevant. Think of matchmaking based not only on roles but also on interests and goals, making networking much more effective.

3. AI chatbots and assistants

Forget long wait times for answers. Chatbots are available 24/7 to answer questions and assist participants. They provide immediate responses and ensure a smooth experience, no need to check your inbox!

4. Real-time adjustments

AI can process participant feedback instantly. Imagine live polls, Q&As, and even adjusting sessions based on what's happening at the moment. It's perfect for boosting engagement!

5. Personalized marketing

Even before your event begins, AI can create personalized ads and promotions. Each participant gets the info they want, increasing the chance they'll return for your next event!

What should you consider?

1.1. Technical and logistical requirements

Implementing AI takes time and effort. You need the right tools and knowledge, which might mean investing in training for your team.

2. Learning curve

Not everyone is immediately accustomed to AI technology. It might take some time to apply it well, both for you and the participants. But that's manageable with a little practice.

3. Effective use

It's important to apply AI correctly and avoid using it too generically. A focused, specific approach often yields more value.

What does this mean for the future?

AI is set to transform the events industry. It makes events more personal, efficient, and aligned with what participants truly want. Organizers who invest in AI now will ensure they stay ahead in the coming years. So, are you ready to embrace AI and take your events to the next level?



Data-Driven Events: from gut feelings to facts

Do you know what we're getting better at? Understanding and using data. You can still organize events based on intuition, but if you really want to make an impact, data is your best friend. By 2025, it won't be a 'nice extra' but an absolute must. Data shows you exactly what your attendees want, what works, and how you can improve everything even more. Smart, right?

What is data-driven decision-making?

In short, working data-driven means making decisions based on numbers and facts, not gut feelings. Think about analyzing registration figures, feedback, or even social media activity. With these insights, you can plan, improve, and evaluate your event as if you had a crystal ball. Only this one actually works.



Why data is a game changer for your event

1. Truly understanding your audience

Who are your attendees? What do they care about? By collecting data from registration forms to social media likes, you get a clear picture. This helps you to:

- Tailor the event to specific audiences.
- Deploy marketing that hits the mark.

2. Thinking ahead like a pro

With predictive analytics, you can spot trends before they happen. Knowing how many people will come, where peak moments will occur, and where bottlenecks might arise? This way, you can keep everything running smoothly.

3. Real-time adjustments

Do you notice during your event that a certain session is overflowing? Or that people are leaving a keynote? Thanks to live data, you can adjust immediately. Think about arranging extra seating, extending a session, or creating more buzz around less attended parts.

4. Mapping your ROI

Want to know if your event was worth the investment afterward? Data analysis makes it easy to measure key performance indicators (KPIs) such as:

- Number of attendees
- Feedback scores
- Social media engagement

You then use those insights to make your next event even better.

What does this bring you?

- **Better decision-making:** From the perfect location to spot-on marketing, all aligned with data.
- **Smarter budgeting:** No more wasting money on what doesn't work. You know exactly where to invest.
- **Continuous improvement:** Each event becomes a learning opportunity. Data gives you the tools to constantly grow.

Ready for the future

Data is not just useful; it's your secret weapon to keep innovating. Combine it soon with AI and machine learning, and you'll get insights that make your event stronger and stronger. And with real-time data analysis, you can respond to your audience's needs.

In short: Do you want to not only keep up but lead the way? Let data be at the heart of your strategy. This way, you create not just events but unforgettable experiences.

So, when will you start gathering those golden insights?