

2016 | EVENT TRENDS

FOOD | TRENDS

Vegetables as a main component, not just a side dish
Spicy and assertive flavors
Ice cream sandwiches and boozy popsicles
Smoke and fire menu items
"Make-your-own" stations

BEVERAGE | TRENDS

Bubbles! Champagne, sparkling wine and sparkling water
Adults-only "hard" drinks like ginger ales and root beers
Fruit-based artisanal sodas
Hawaiian inspiration. Create-your-own Tiki drink

DESIGN&DÉCOR | TRENDS

2016 Pantone Color of the Year: Rose Quartz and Serenity; for the first time, the blending of two shades. Representing gender neutrality and a serene, peaceful palette
Architectural and whimsy look
Paper and books
Life-size letters doubling as décor and signage

HOTEL | TRENDS

Increase in transient travelers
Sellers' market
"Micro rooms"- 160 sq ft hotel rooms
iPhone used as an actual hotel room key

PLANNING&EVENT | TRENDS

Crowdstreaming user-generated movement
Venue hunting via "Airbnb for Venues"
Bigger budgets for attendee giveaways
Self-care activities on-site at an event (puppy cuddling, massages, beauty sessions, etc.)

REGISTRATION | TRENDS

Plastic and RFID name badges
Self-serve registration
Podium-style registration check-in desks to promote face-to-face interaction

TECHNOLOGY | TRENDS

Virtual reality for event management
New usages for LED lights: pin-spotting from the ceiling and LED chandeliers
Projection mapping
Digital swag bags

ENTERTAINMENT | TRENDS

DJs are as popular as celebrities
America's Got Talent acts
Combination acts such as old school + technology and music + art
LED stilt walkers
Underwater photo booths



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SOURCES | Special D Event staff, Andrew Freeman & Co, Meetingstoday.com, Meetingsnet.com, Event Manager Blog, Michigan Meetings and Events Magazine, Connect Magazine, The Special Event Conference 2016