

EVENT TRENDS 2017

The rise of the breakfast sandwich
Face time with the chef: team-building food activities
Family-style dining
Customized grain bowls (farro, rice, etc.)

Food

Signature cocktails
Sour beer
Cocktail consultants/cocktail menus
Coffee...on draft

Beverage

Succulents
Experiential and sustainable signage: branded wearables, e-readers, etc.
Music: specialized event playlists
Obvious photographic backdrops: giant letters, step and repeats, etc.

Design & Decor

Pop-up venues: informal gathering spaces
Political uncertainty: lack of international travel growth
Hotel consolidation: changing supplier environment
Increase in amenity charges/resort fees for hotels

Venues

Advanced security and crisis management plans
Attendee gifts with purpose: e-gift cards, grow-your-own botanical kits, headphones, etc.
On-site childcare at conferences
Surprise and delight opportunities: gift cards in line, random prizes, celebrity pop-ups, etc.

Planning & Logistics

Mobile apps for registration check-in
Optimizing existing membership/contact management systems for automating registration
On-site name badge printing
PVC ID badges/cards with a magnetic strip

Registration

Social media: Facebook Live, Snapchat geofilters
Touchable technology
Virtual attendance at events
Artificial concierges: Siri, Cortana, Alexa, etc.

Technology

Wellness: adult coloring books, yoga
Gamification: mobile app contests
Graphic recorder flip: invite attendees to draw what they are hearing
Knowledge takeaways: how to toss a pizza, sushi rolling, glassblowing classes, etc.

Entertainment

Sources: Special D Events staff, Andrew Freeman & Co., eventmanagerblog.com, *Smart Meetings* magazine



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