

18 EVENT TRENDS IN 2018

01 technology

Augmented reality for sponsorships, venue tours, and gamifications

02 event décor & styling

Pantone Color of the Year:
Ultra Violet 18-3838

03 venues/hotels

Tighter restrictions on individual guest room reservation cancellations

04 food & beverage

Fermented beverages:
Meads and Kombucha

05 security

Apps, bots, and social media keep guests alert about threats and incidents

06 transportation

Offering participants a Lyft code for pre-purchased rides to the event

07 event décor & styling

Lush textures and dramatic patterns

08 security

Event specific safety and security plans

09 entertainment

Bleisure: bucket list leisure for attendees

10 planning

White space for mental regrouping and supporting participants health and wellness

11 event marketing

Pop up events fuel the need to capture the moment and share on social media

12 technology

Facial recognition for crowd management, check-in, security, and photo tagging

13 event décor & styling

Soft furniture set living room style for small networking groups

14 entertainment

More leisure or physical activities such as yoga or bicycling

15 food & beverage

Edible/produce centerpieces that can be donated to local shelters or food banks

16 venues/hotels

Meeting spaces with natural light

17 event marketing

Using micro-influencers rather than big celebrities to focus more on authenticity

18 event décor & styling

Living décor that can be planted post-event

sources: