



THE ROAD AHEAD  
**STATE OF THE EVENT  
INDUSTRY 2022**



# 2021: ELI by the Numbers

13 Webinars

9,930 Attendees  
(764 / Webinar)

43 Expert Speakers

4,239 Took Courses

3,667 Digital  
Credentials

4 New Courses  
Developed

155 Organizations set  
up Team Learning  
Plans  
for 1,050 people



**EVENT AGENCY**  
GROWTH SUMMIT  
eventleadership  
INSTITUTE

38 New Video Classes  
Added to Our  
Membership Library

10 Platforms Reviewed  
in Event Tech Test  
Drive

2 New Summits

1 E-book with  
33 Templates & Guides

Launched Sponsorship  
Division

Signed Partnerships  
with 15 Companies







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**JANUARY 25**  
7 Weeks



**FEBRUARY 3**  
12 Weeks



**FEBRUARY 8**  
6 Weeks



**FEBRUARY 15**  
10 Weeks



**ON-DEMAND**  
3 HOURS



**ON-DEMAND**  
6 Weeks





# New Course!



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**ZOE MOORE**  
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January 25 | 7 Weeks

Outgoing co-chair for MPI 2021  
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# ABOUT HUBILO

Hubilo is the only all-in-one hybrid event platform built to drive engagement - and we do this with the industry's largest suite of engagement and gamification features.

Engagement on your fully branded event, backed by your designated full-time customer success team, ensures every event run on the Hubilo platform executes perfectly every time. All the enterprise security, integrations, and analytics you need - with the engagement and white-glove support you want.

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For specific information about COVID-19 regulations, check local, state, or federal health departments; the Center for Disease Control; the World Health Organization; the UNWTO; or the website of a brand, venue, or supplier.





# The Road Ahead Event Industry Landscape in 2022

BY HOWARD GIVNER



# Agenda

1. Review of last year's predictions
2. Omicron update & future outlook
3. Business outlook
4. Impact of remote & decline in biz travel
5. Skill gaps, new roles, & value propositions
6. The state of hybrid, virtual & in-person
7. Questions



# Revisiting Last Year's Predictions:

✓ What We  
Got Right

✗ What We  
Got Wrong

# 2021 Predictions Revisited: COVID

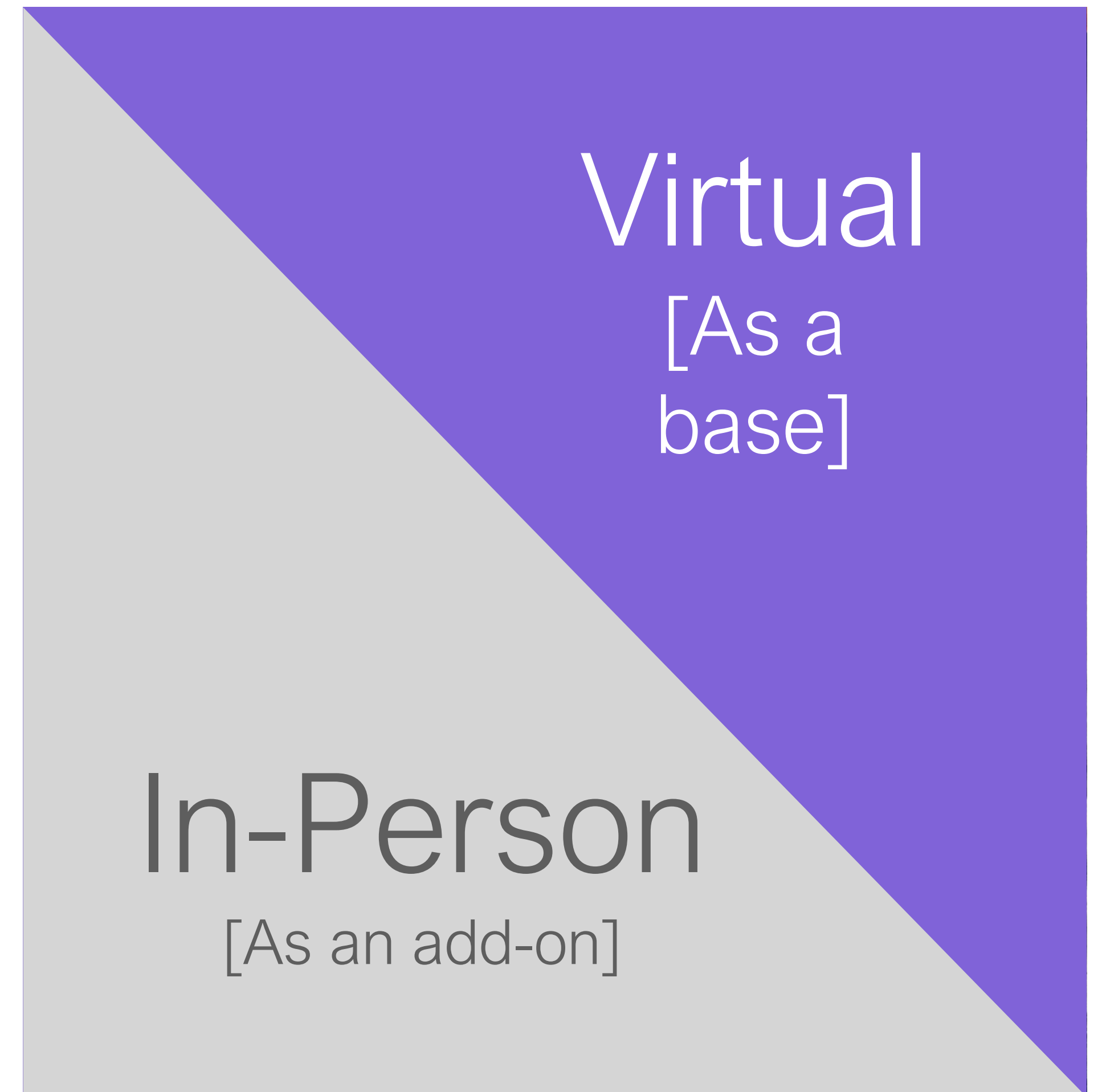
1. 'Hygiene theater' & Importance of ventilation. ✓
2. Continued unpredictability of spread.  
No linear path forward. ✓
3. Vaccines:
  - Widespread distribution by mid-2021. ✓
  - Problem: 1/3 of people may not take it. ✓ [X  
Didn't anticipate how political it would get]
  - Don't expect in-person attendance to get to pre-pandemic levels as soon as vaccine is out.  
Give it a year. ✓





# 2021 Predictions Revisited: In-Person Events

1. Unpredictability: Short-notice cancellations, last minute no-shows, attendees waiting to book travel. ✓
2. 'Reverse Hybrid'. ✓
3. Laser-focus on ROI of in-person event spend. ✓?
4. Risk calculus would drive decisions.
  - Attendees: psych. comfort level. ✓
  - Hosts: liability concerns. ✓
5. Recovery will start in Q4. ✓



# When Will In-Person Events Return to Pre-Pandemic Levels?

- Pre-pandemic meant:
  - No virus
  - Booming economy
- One virus is under control, economy will take time to recover
- Don't confuse reopening with recovery

2020	2021				2022			
Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
COVID cases exploding  Confidence for booking & attending events is low  Economy a mess	Vaccine distribution starts							
		Event booking confidence increases						
				Economy steadily improves				

Source: Howard's Magic 8 Ball from Jan. 2021



# 2021 Predictions Revisited: Virtual Events

## 1. 2020: Functionality. 2021: Improved UX. **X**

- Improved production values. **✓ X**
- Organic networking. **X**
- Video game-caliber engagement. **X**

## 2. Economics

- Pricing will increase. **?**
- Improved value for sponsors **✓** & exhibitors **X**.
- Major exhibitors will break out & host their own industry events. **?**
- Replacement vs. stand-alone events. **?**



# 2021 Predictions Revisited: Industry Landscape

1. Consolidation, increased M&A. ✓
2. Loss of institutional memory as people leave industry. ✓
3. Changing skill needs > investment in training & lifelong learning. ✓
4. Return to office much slower than anticipated. ✗
5. Strength/speed of industry recovery in Q4. ✗
6. Speed with which industry is hiring. ✗

Meeting Play + Aventri  
Hopin > Boomset, Attendify  
Bizzabo > Klik, TeeVid  
Intrado > Hubb  
Cvent > Shoflo  
Zoom > Liminal  
RJ Whyte > Bravo!  
McVeigh > Prime Event Partners

Sample of M&A from 2021

# 2021 Predictions Revisited: Need for Re-Skilling

1. Tech changing super-fast + COVID uncertainty + rethinking planning = need to invest in new skills. ✓
2. Did not foresee that employers would have to invest more in training & professional development to attract & retain staff. ✗





# Omicron Update & Forecast



# Here We Go, Again?

- **CES** Still On, **Davos** Postponed: *Conventions Industry Rebound In Doubt Amid Omicron*. CNBC, Dec. 22
- **JPMorgan** Moves **Annual Health-Care Conference** to Virtual After Attendees Drop Out on Omicron Fear. CNBC, Dec. 15
- **Grammy Awards** Officially Postponed. Variety, Jan. 5
- **Sundance** Cancels In-Person Program. *Film Festival to Go Virtual*. Variety, Jan. 5
- *Photos Show Deserted CES, and Wow*. Mashable, Jan. 5





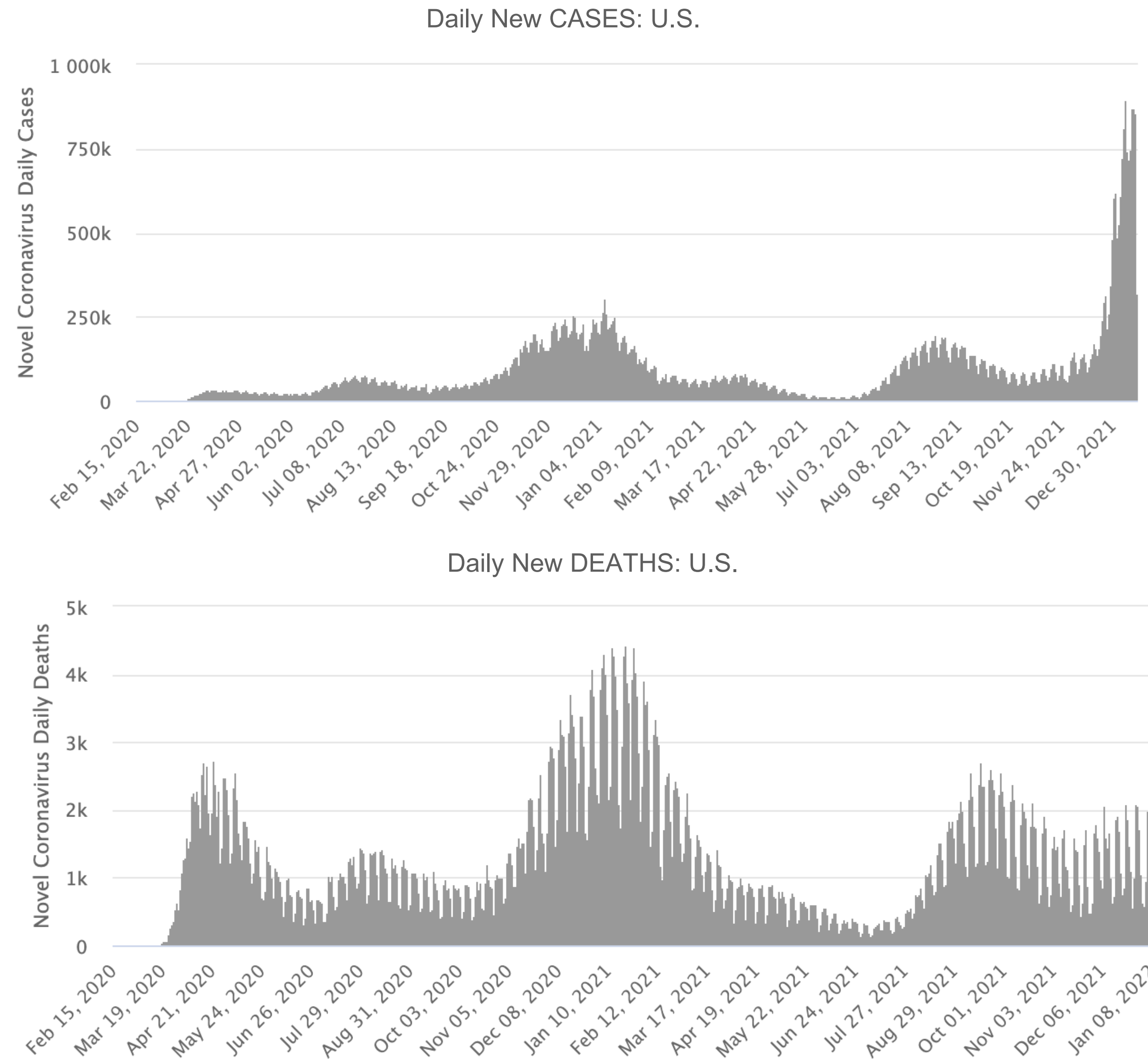
# Omicron Driving Labor Outages

- *Airlines Cancel Thousands of Flights Due to Covid Staffing Shortages. AP, Dec. 24*
- *Omicron Wreaks Havoc on NYC, Causes Crippling Staff Shortages. NY Post, Jan. 3*





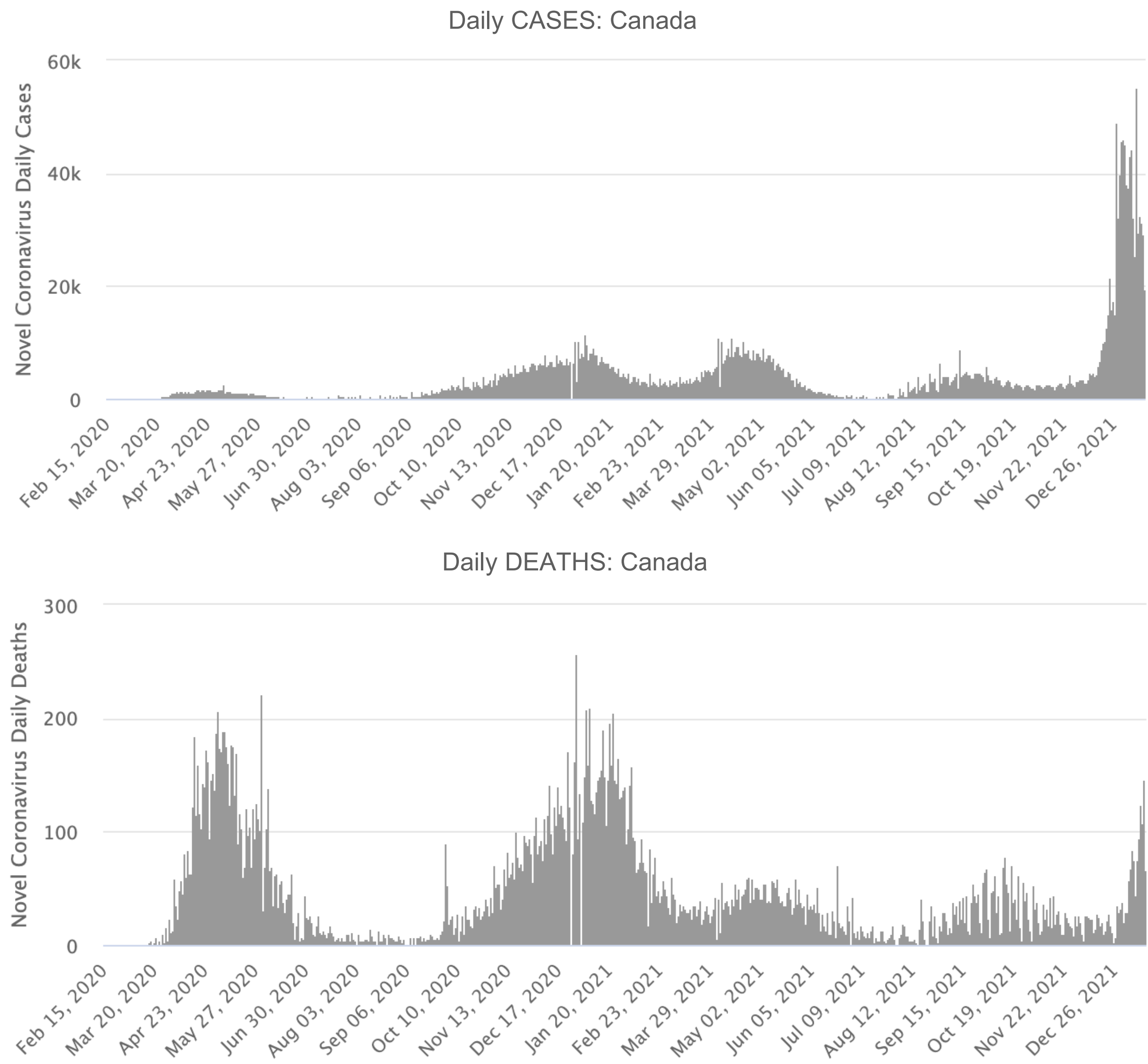
# U.S.: Cases vs. Deaths



62.9%  
Fully  
Vaccinated



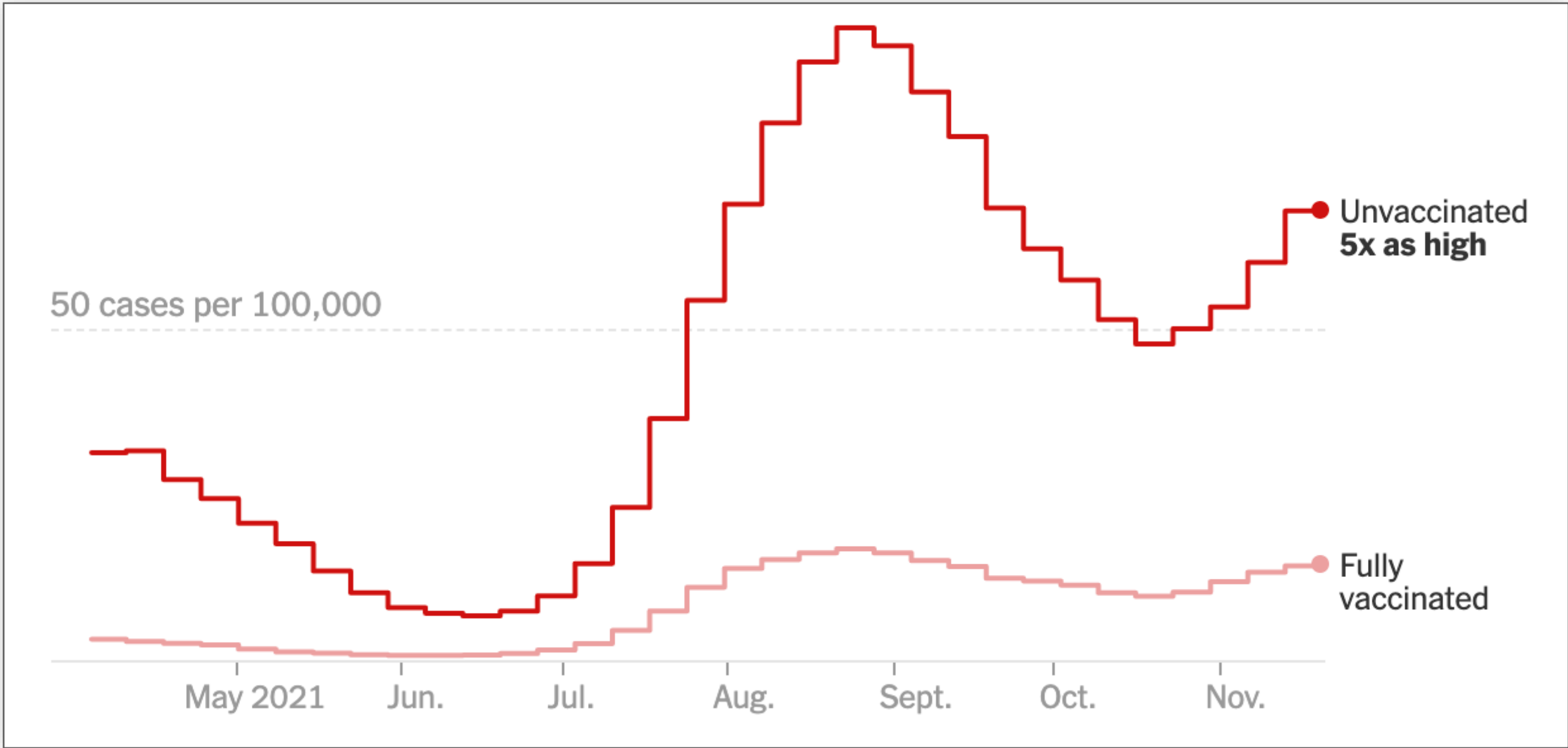
# Canada: Cases vs. Deaths



78.1%  
Fully  
Vaccinated

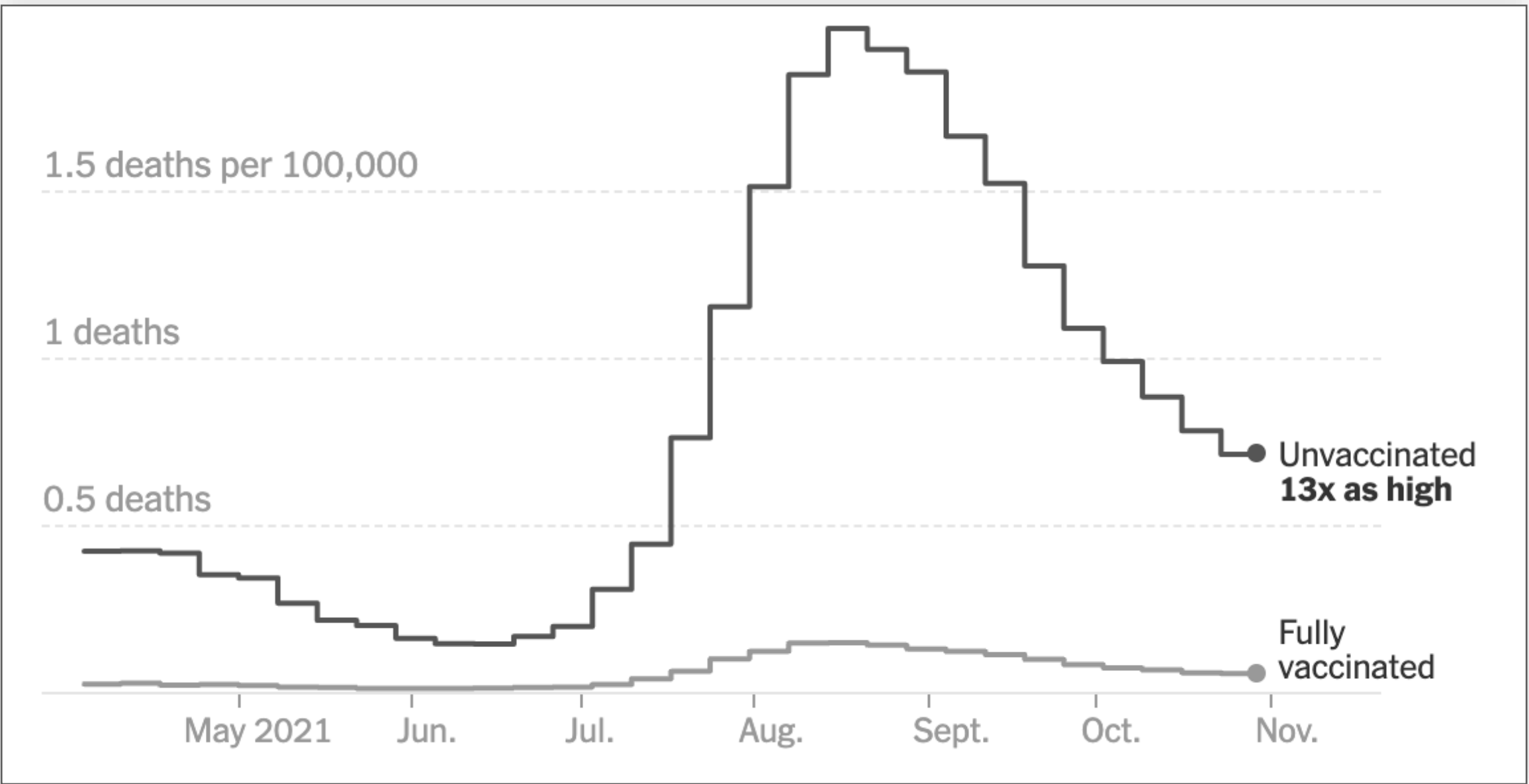
# A Tale of Two COVIDs: Vaccinated & Unvaccinated (U.S.)

Average Daily CASES



Source: NY Times via CDC

Average Daily DEATHS

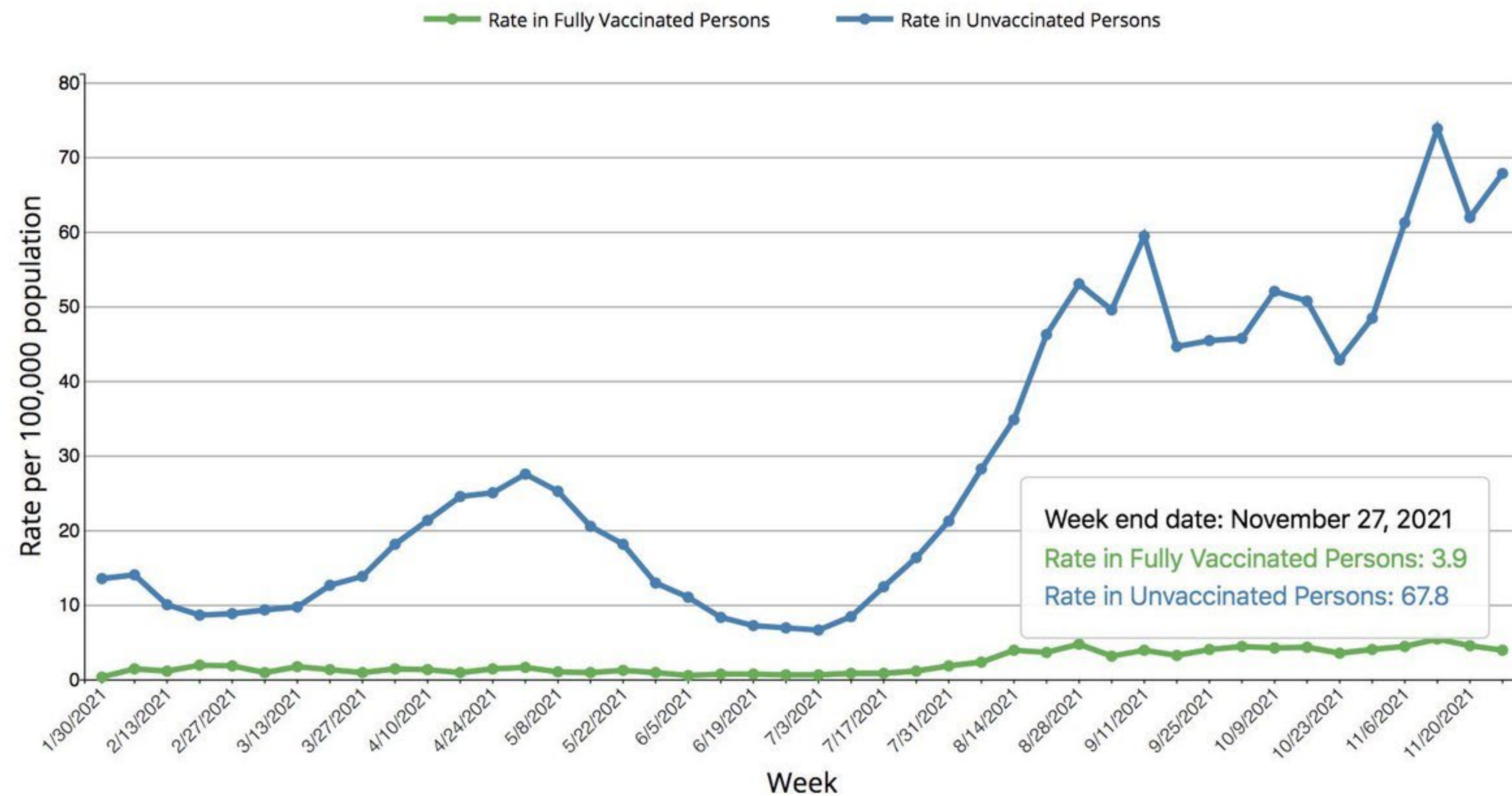


Source: NY Times via CDC



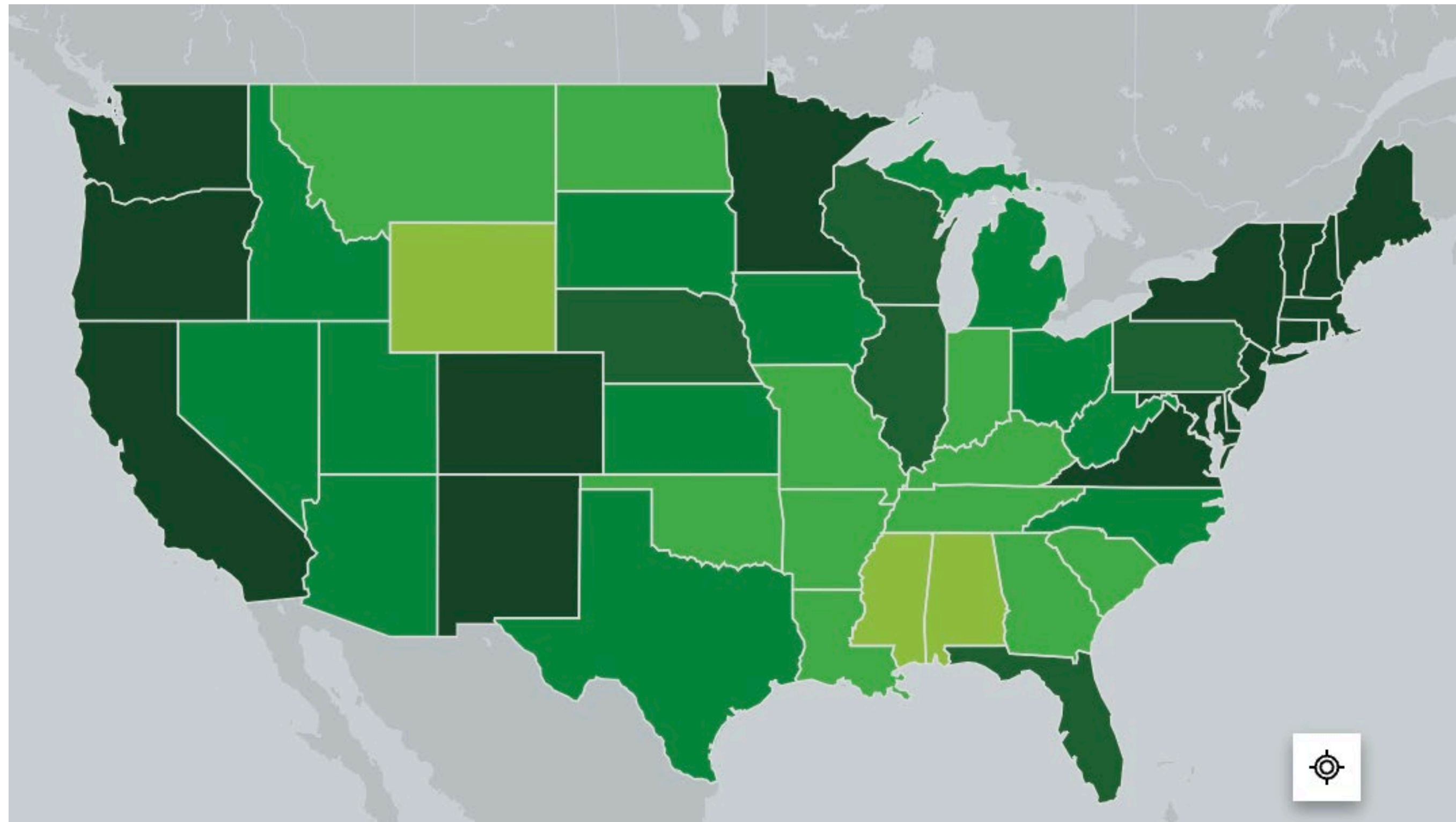
# A Tale of Two COVIDs: Vaccinated & Unvaccinated

Age-Adjusted Rates of COVID-19-Associated Hospitalizations by Vaccine Status in Adults Aged  $\geq 18$  Years, January–November 2021



Source: WHO

# A Tale of Two COVIDs: Vaccinated & Unvaccinated (U.S.)



Source: Mayo Clinic



# % of Population Fully Vaccinated, by State

## Top 10 States

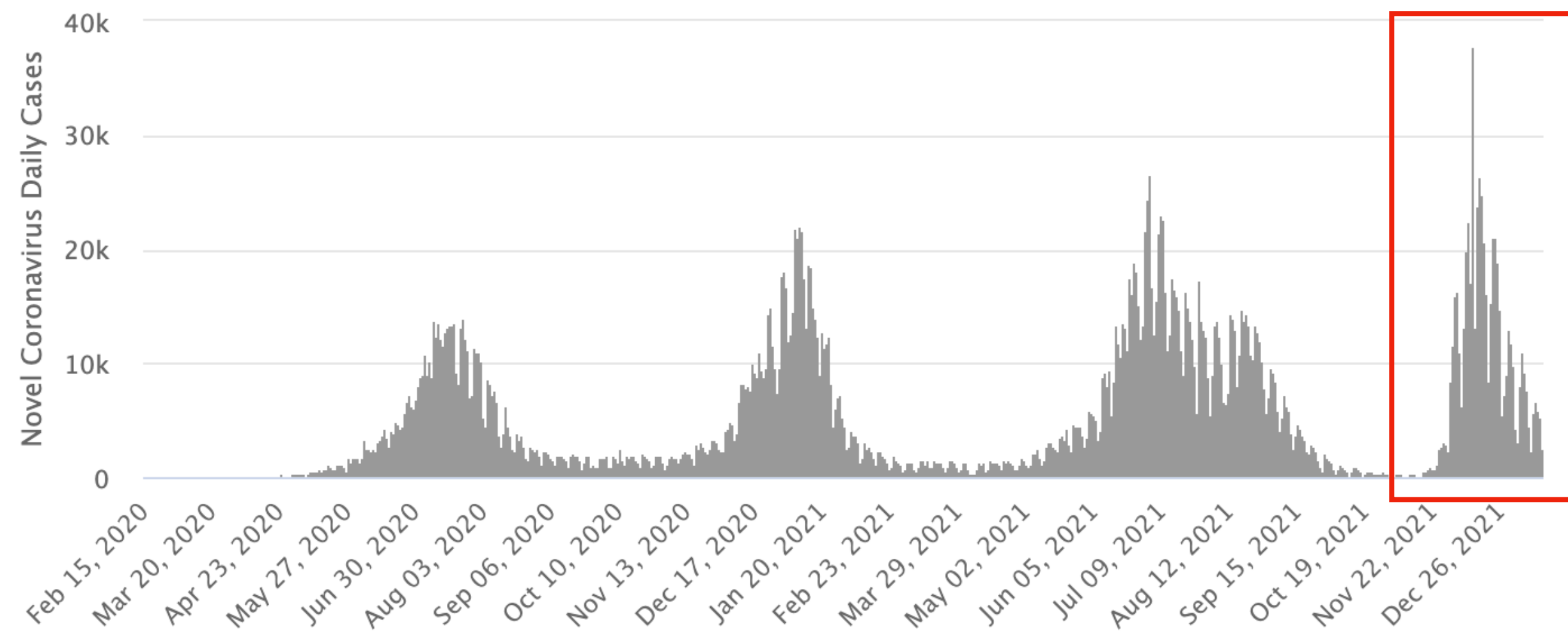
Vermont	78.5%
Rhode Island	77.8%
Maine	76.8%
Connecticut	75.7%
Massachusetts	75.6%
Hawaii	74.6%
New York	73%
Maryland	71.6%
New Jersey	71.6%
Virginia	68.9%

## Bottom 10 States

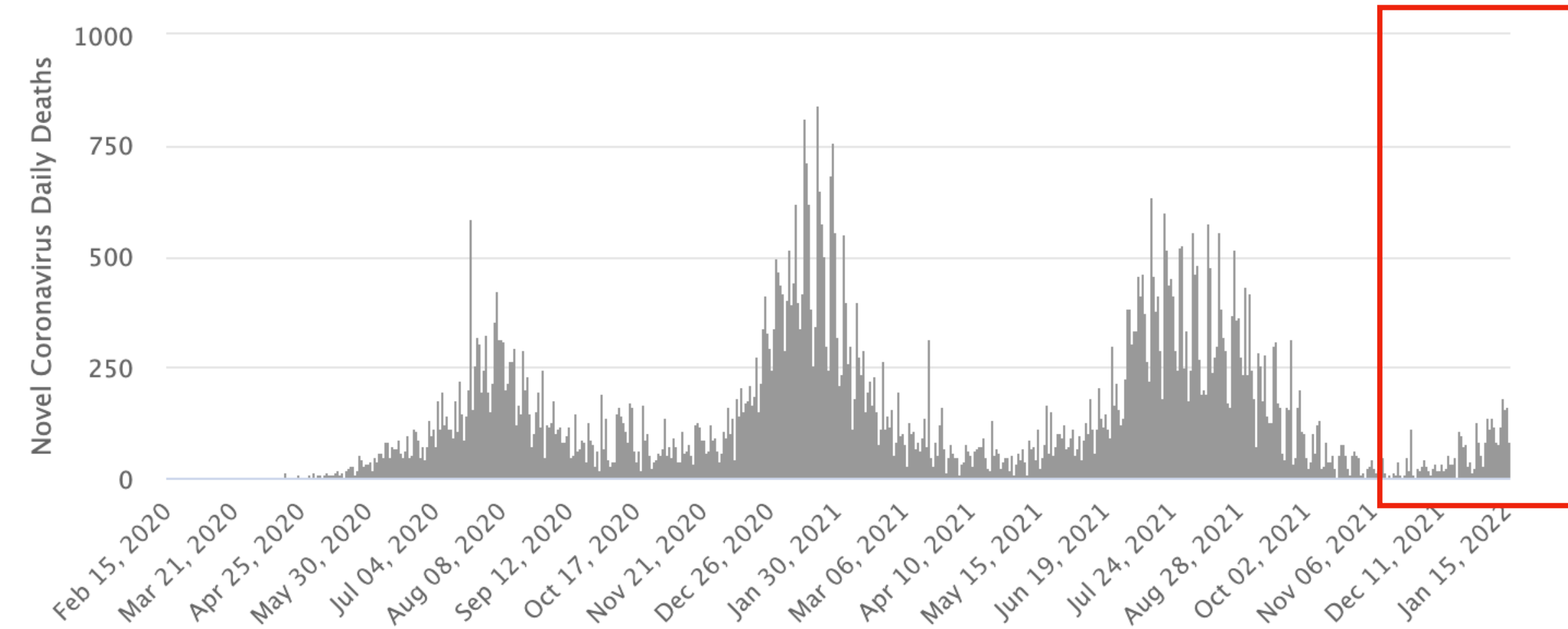
Wyoming	48.2%
Alabama	48.4%
Mississippi	49.1%
Louisiana	50.9%
Georgia	51.8%
Arkansas	51.9%
Tennessee	52%
Indiana	52.6%
North Dakota	53.3%
Missouri	53.6%

# South Africa: Canary In the Coal Mine?

Average Daily CASES: South Africa



Average Daily DEATHS: South Africa

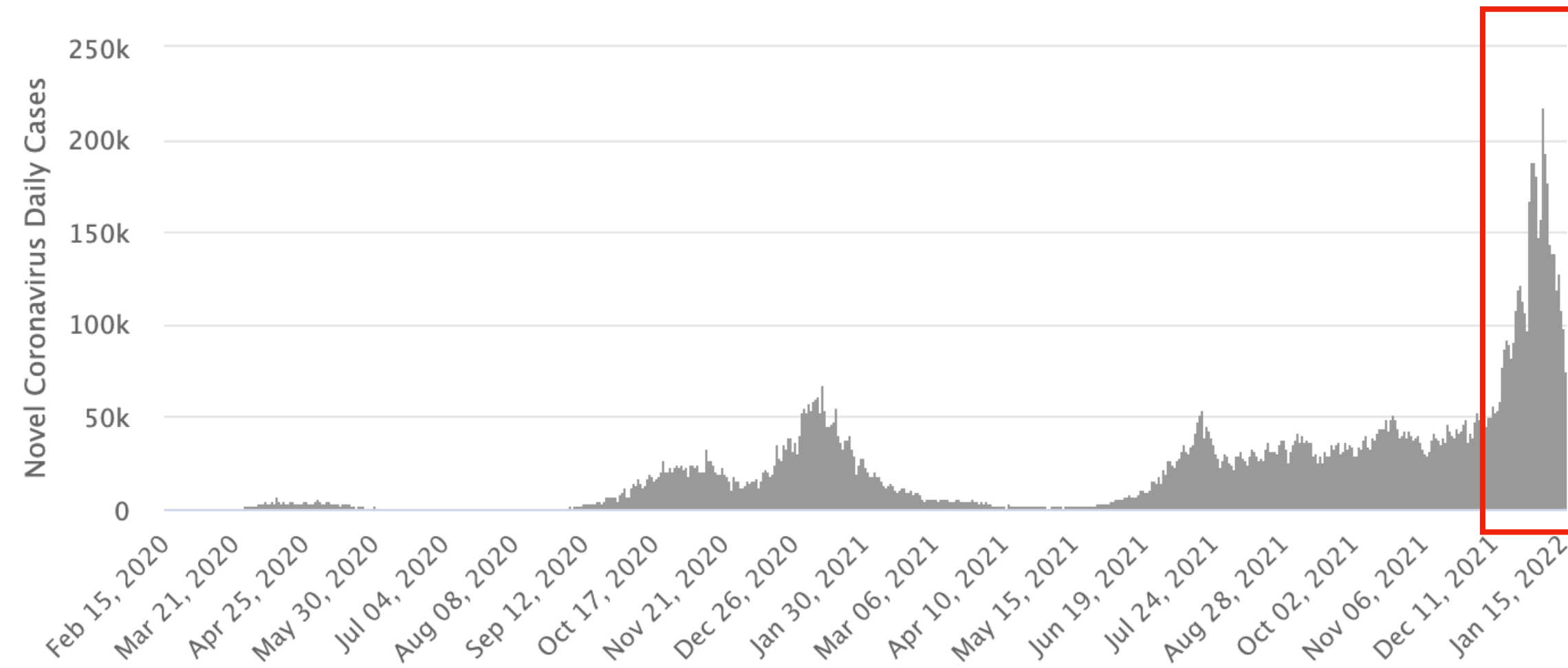


- **Caveat: South Africa is in summer now, when people are outdoors more.**
- **Caveat: South Africa has a much younger population than U.S.**
- **South Africa has @ 27% of population fully vaccinated.**

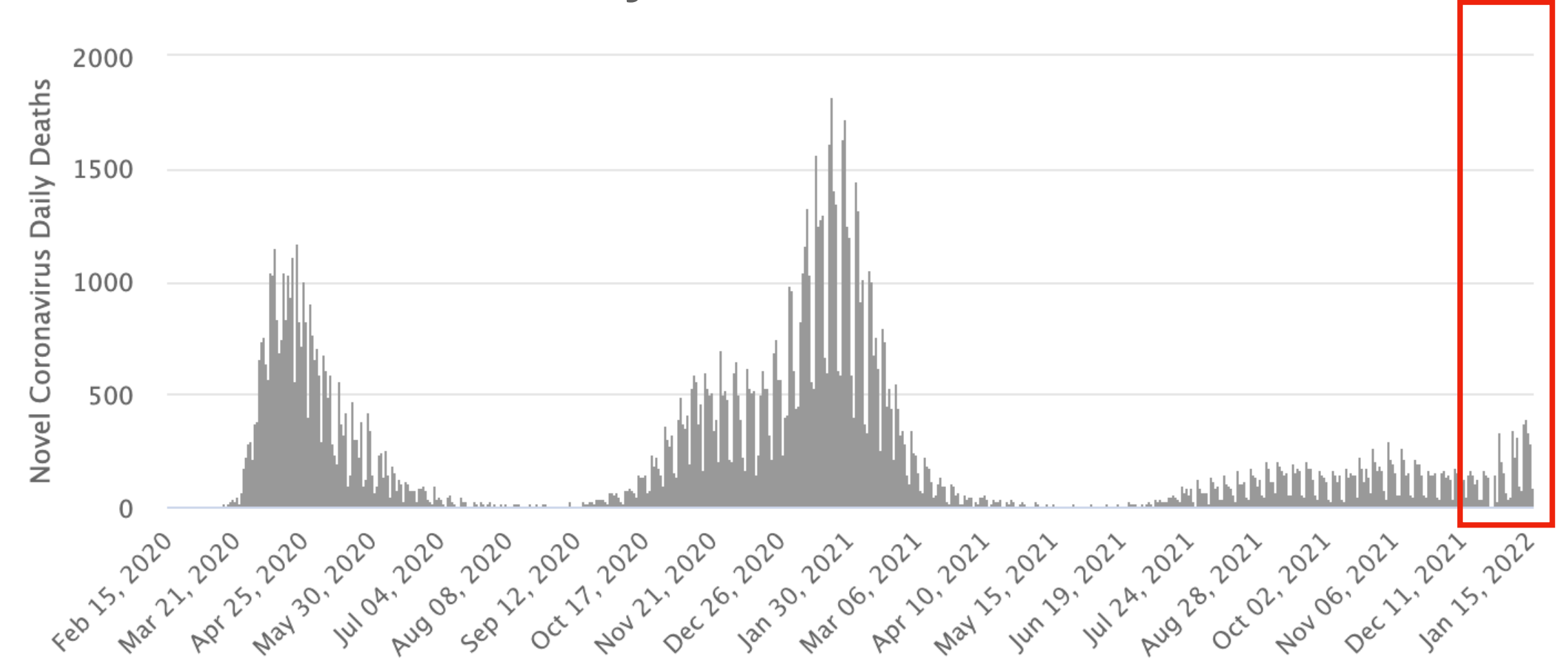


# U.K. (Similar age & weather to U.S.)

Daily CASES: U.K.




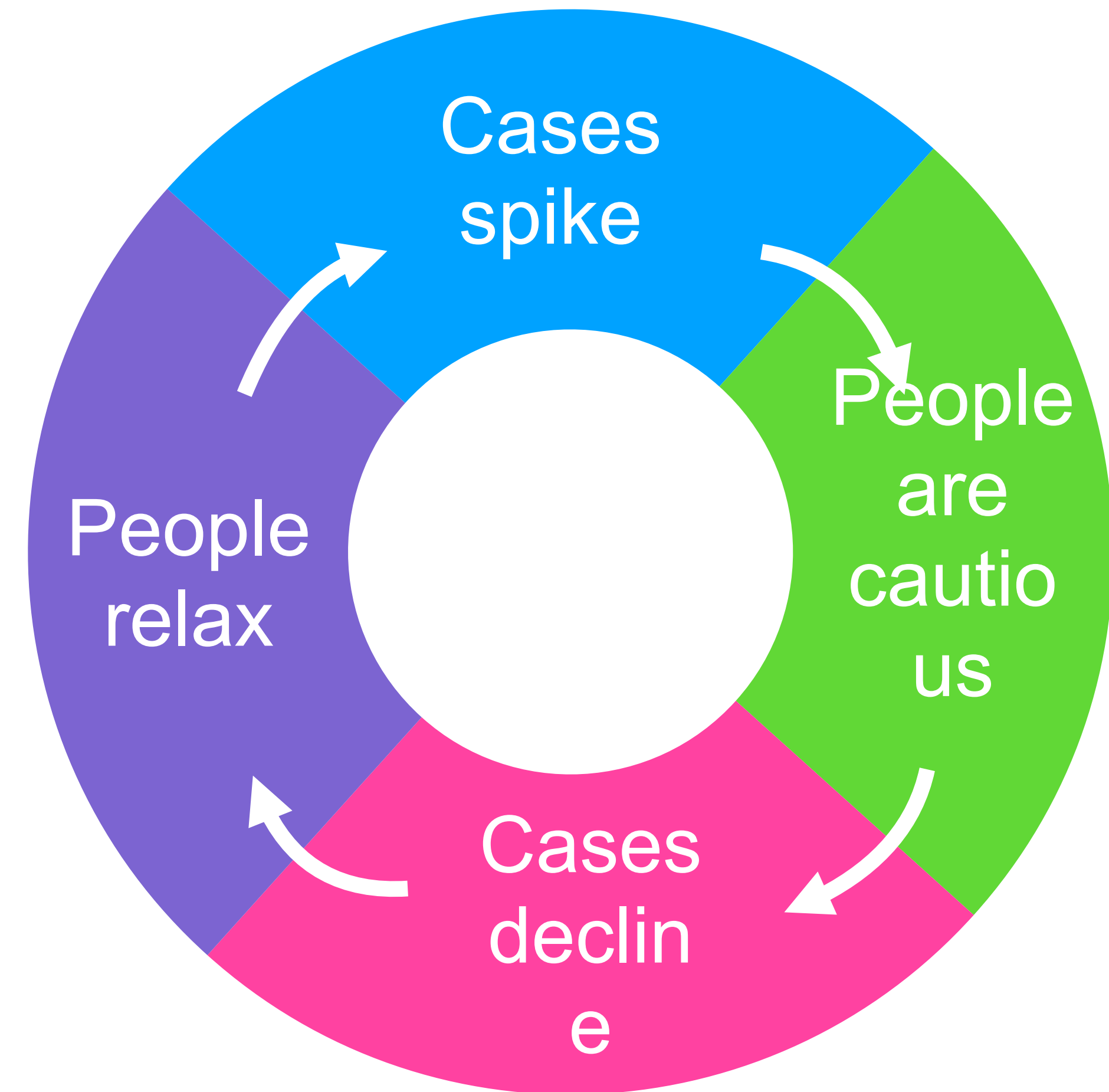
Daily DEATHS: U.K.



- **U.K. % of population fully vaccinated: 71.3%**
- **U.S. % of population fully vaccinated: 62.9%**
- **Canada % of population fully vaccinated: 78.1%**

# Outlook: What to Expect

1. Spiking cases: Jan & early Feb
2. Sharp declines: late Feb onward
3. \*But, remember the pattern. 
4. Shorter quarantine periods.





# Outlook: Carrot & Stick Approaches to Vaccinations

1. FAA vax requirement for air travel.
2. Companies charging health insurance premiums for unvaccinated. (\$200/mo., Delta)
3. Company mandates. (United fired only 233 out of 67,000 employees)

- Amex
- Goldman Sachs
- Morgan Stanley
- McDonalds
- Google
- Facebook
- Ford
- Blackrock
- Cisco
- Deloitte
- Salesforce
- Walmart
- NBC
- GE
- Disney
- Viacom
- Walgreens
- Jeffries
- Netflix
- Saks
- NY Times
- MGM Resorts

Sampling of companies with a vaccination requirement

# \*Messaging to Stakeholders

1. Focus on hospitalization & death rates, NOT case counts.
2. Separate statistics of vaccinated people from the unvaccinated.
3. Look at vaccinated stats for attendee personas. E.g. event industry is much higher.
4. No “white flag” signaling the end of Covid.



*The vaccine is a dimmer, not an on-off switch.*

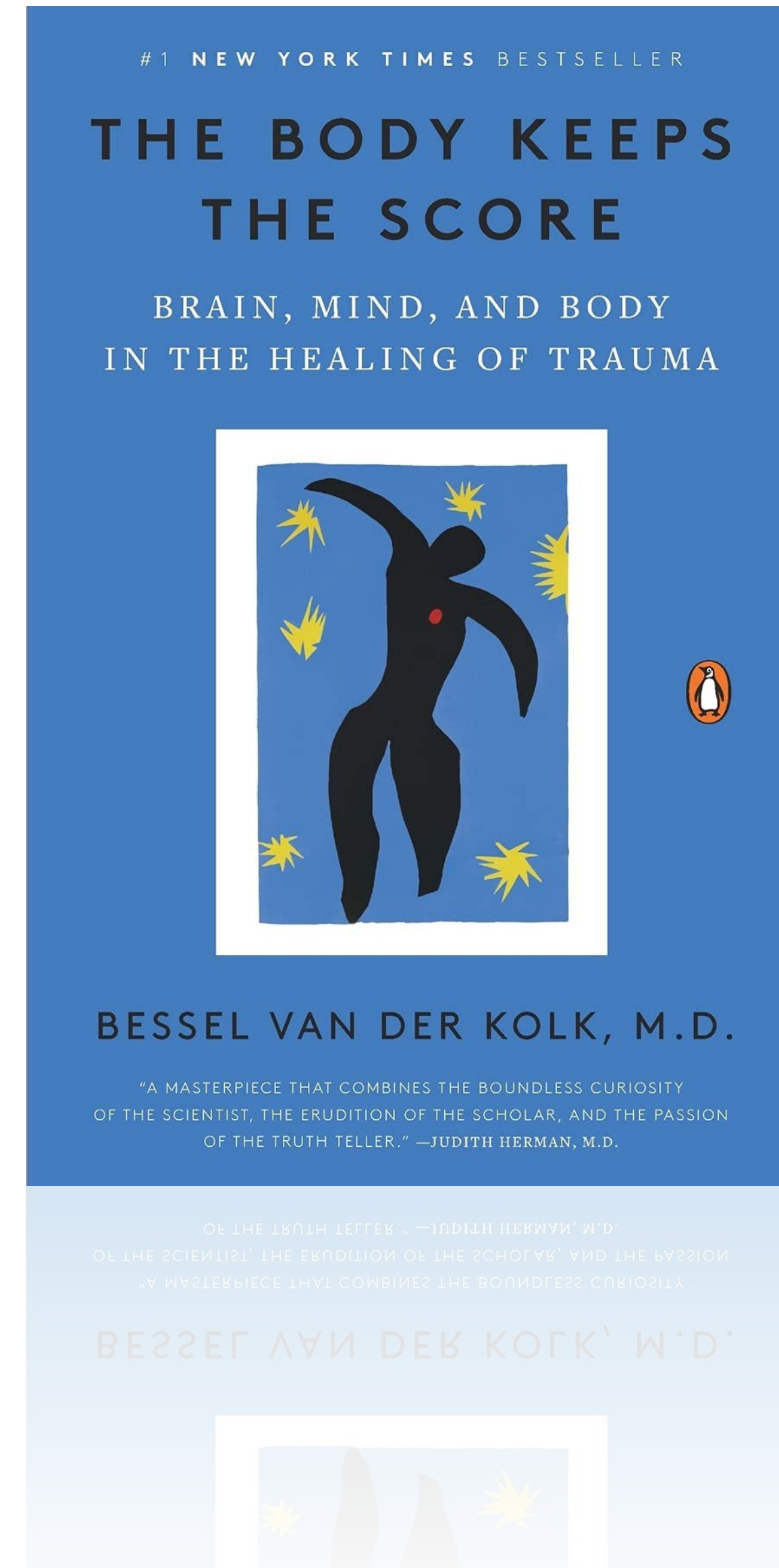
Jessica Malaty-Rivera  
Infectious Disease Epidemiologist



# Decision Fatigue, Burnout & Managing Stress

- Ongoing uncertainty = stress
- Why we may be more stressed now than a year ago
- Importance of managing mental health
  - Focus on outputs, not inputs
  - Manage expectations on availability and response time.

“I am sending you this email at a time that works for me. I don’t expect you to respond to it until normal business hours, or when it suits your own work-life balance. I encourage you to make guiltless work-life choices and support flexible working.” Jake Hirsch-Allen  
North America Workforce Development Lead



@streetartbydavidzinn

[zinnart.com/store](http://zinnart.com/store)







# Business Outlook

# Economic Outlook

3.8%  
GDP Growth

Source: Goldman Sachs

2.6%  
Inflation by  
Year End

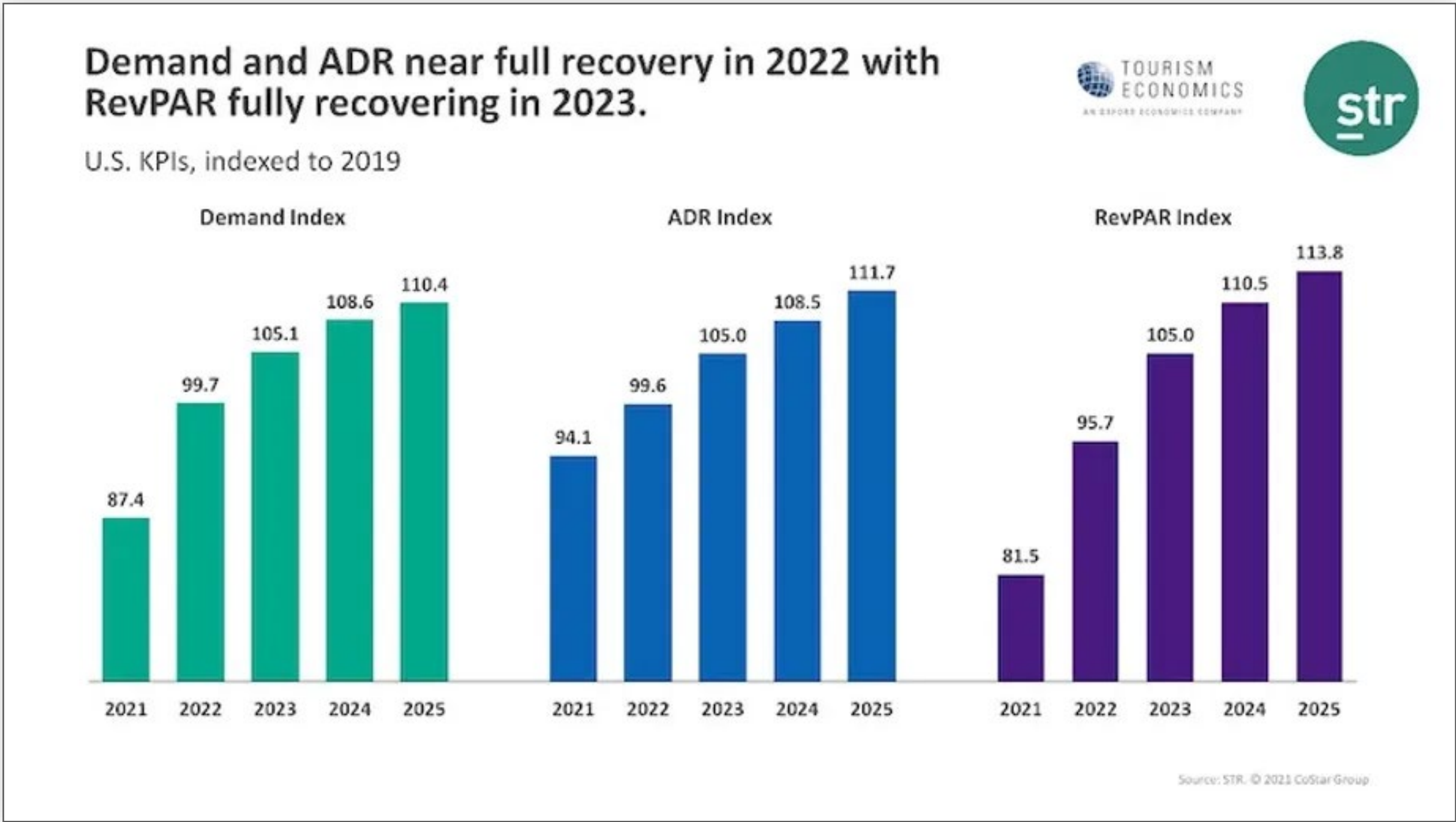
Source: U.S. Federal Reserve

4%  
Wage Growth

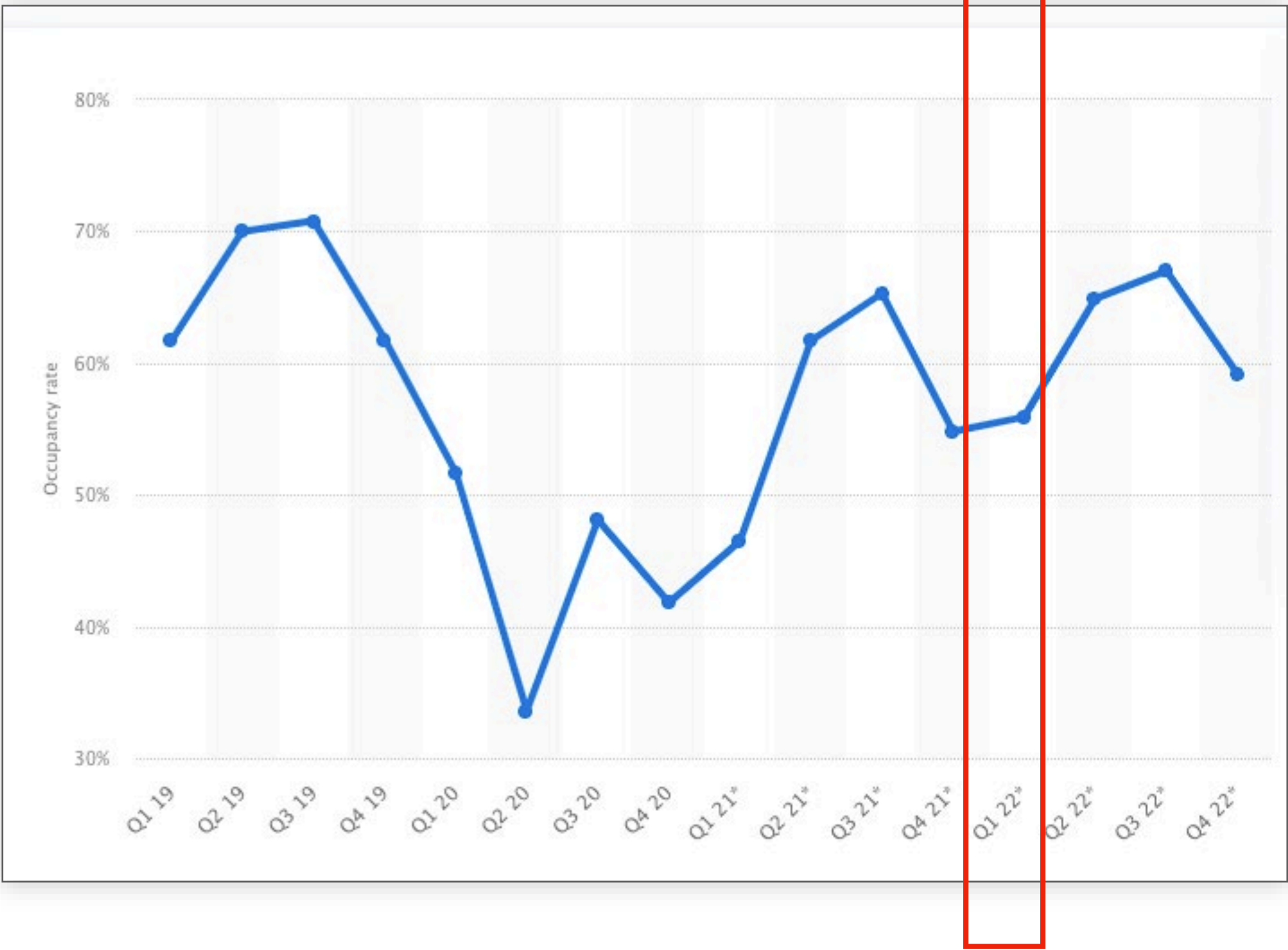
Source: SHRM



# Hotel Outlook



US Hotel Occupancy Rate



# Event Budgets

- “2022 looks to be close to (or better than) pre-Covid.”
- “Revenue’s up. Margins are down.”
- “Strategy services = moving up the value chain.”
- “Big events are now multiple smaller ones. More work, less profit.”
- “We’re seeing shipping/trucking costs 3-4 times higher than pre-Covid.”
- “I’m telling clients to prepare for 25-30% higher event costs.”

DECEMBER 15 | FEATURED SESSION:

Agency CEO Panel:  
**The State of the Industry**

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**Kim Kopetz**  
President | Opus



**Tina Madden**  
Co-CEO & Chief  
Customer Officer |  
Meetings & Incentives  
Worldwide



**TJ Martin**  
CEO | Cramer



**Mark Shearon**  
Founder & Managing  
Partner | Proscenium



**Howard Givner**  
Founder and CEO |  
Event Leadership  
Institute





# Shorter Lead Times + Tight Labor Market

- *Plan for 20% minimum turnover within your team alone, and throughout your company, that will have a knock-on effect in getting things done.*
- *Expect a 20-week recruitment cycle; expect candidates to request higher compensation, with an average ask of about 15-20% than previously.*
- *Invest more time & effort into the onboarding process, providing employees with 30-60-90 day plans, and insights on their growth potential.*
- *Allow for sufficient training time; the time upfront will save efficiency and time later and avoid costly mistakes*
- *Put contractors on hold 6 months out, compared to 8 weeks.*

## EXCLUSIVE: An Open Letter from FIRST Agency CEO Maureen Ryan-Fable to Clients on Managing Expectations in the Current Talent Crunch

By Maureen Ryan Fable • November 30, 2021

NOTE: The email below was originally sent to clients of [FIRST Global Brand Experience Agency](#) by their Group CEO / CEO - Americas, [Maureen Ryan Fable](#). It is republished here, with FIRST's permission, in an effort to help event industry professionals manage client and stakeholder expectations, in light of the current staffing crunch.

[Scroll to the end for more on why we think this letter is so important.](#)



Maureen Ryan Fable | Group CEO,  
FIRST Global Brand Experience Agency

### A FIRST PERSPECTIVE - WAR ON TALENT

Due to the global pandemic, over the last 20 months, teams across organizations in virtually every industry have been undergoing a lot of change. The resulting instability to the talent landscape is causing widespread disruption to many workforces, with staffing bottlenecks involving mass resignations, open vacancies and increasing salaries. These pandemic outcomes coupled with high rates of employee turnover continue to put pressure on our business.

Research shows that in 2021, 7.6 million people voluntarily left their jobs in April and May, 40% of people want to change their jobs this year, and 32% of employees left their jobs due to burnout, among several other reasons, such as compensation and hybrid work options. At FIRST, we are seeing a similar trend. Our clients are experiencing a significant increase in turnover, which is impacting our ability to deliver on our commitments. We are working closely with our clients to manage these challenges and ensure the best possible outcomes for everyone involved.

# Investing In Learning & Career Development

Why invest in L&D, career pathing?

1. Shorter event lead times = need to onboard & train quickly.
2. Changing event strategy, tech & logistics = importance of continuous re-skilling.
3. Critical in acquiring/retaining good talent.
  - *88% of employees say they look for agile learning opportunities when searching for a new job.*
  - *82% of employees and 62% of HR directors believe that workers will need to hone their current skills or acquire new ones at least once a year in order to maintain competitive advantage in a global job market.*

Harvard Business Review

DECEMBER 15 | FEATURED SESSION:

The Great Talent Crunch: **Strategies for Recruiting, Onboarding and Developing Talent in a Tight Labor Market**

**EVENT AGENCY GROWTH SUMMIT**  
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**Margaret Rafferty**  
Chief People Officer | Convene

**Bailey Roth**  
President | Redstone Agency

**Pam Sacree**  
Chief People Officer | FIRST

**Tammy Kockaya**  
Strategic Partnerships + Business Development | Event Leadership Institute

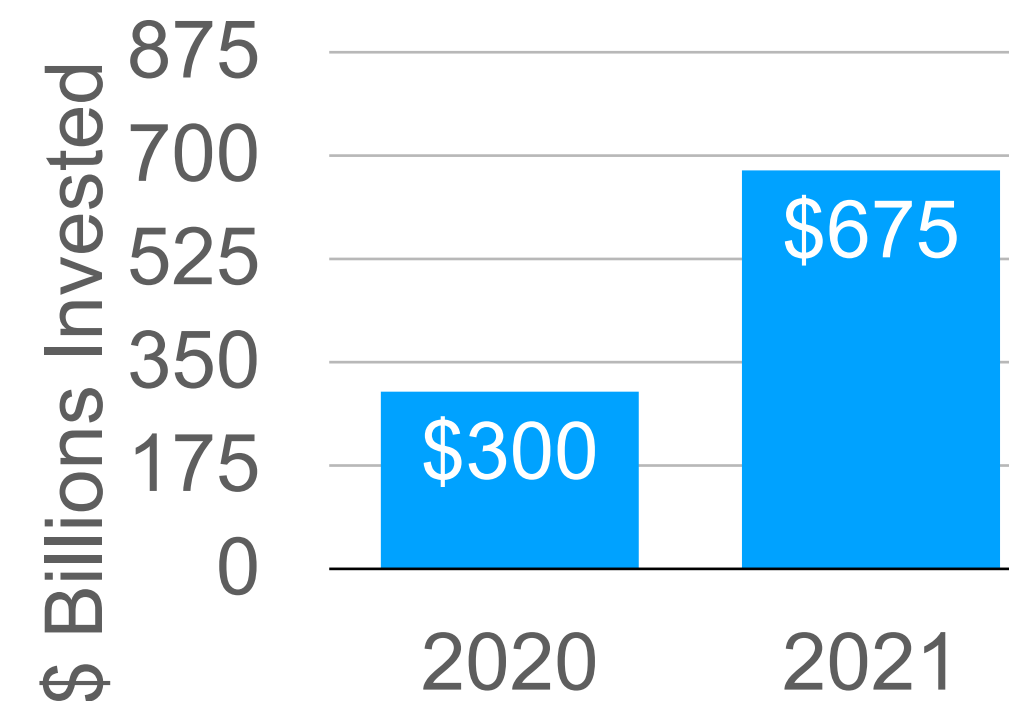




# Venture Investment and M&A

- Record VC \$ in 2021.
- Increased M&A in 2022. *“The ten to twenty event tech vendors that are in, or approaching, unicorn status will continue to buy up the others, as there is a lot of capital available right now,”* Marco Giberti, CEO of Vesuvio Ventures
- \*Customers must demand better UX, seamless integrations, features that are useful & intuitive, etc.

Global VC Investment



Source: Dealroom



## Venture capitalists invested more money than ever into start-ups last year

PUBLISHED THU, JAN 13 2022 9:31 AM EST | UPDATED THU, JAN 13 2022 3:02 PM EST

Sam Shead  
@SAM\_L\_SHEAD

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### KEY POINTS

- Despite the pandemic, the number of so-called “unicorns” continued to rise at a clip last year, with some 133 start-ups in the San Francisco Bay Area seeing their valuations climb to over \$1 billion.
- The surge in the number of unicorns was complimented by the number of megarounds — start-up funding rounds over \$100 million.
- Venture capitalists pumped \$328.8 billion into U.S. start-ups and \$61.8 billion into Chinese start-ups in 2021, while they only invested \$39.8 billion into U.K. start-ups.



# 5G Interference with Air Travel?




**CBS News**  
@CBSNews

JUST IN: Major airlines warn of "catastrophic disruption" to travel and shipping from 5G debut set for Wednesday by Verizon and AT&T



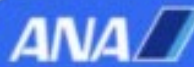
cbsnews.com  
Major airlines warn of "catastrophic disruption" to travel and shipping from 5G ...  
Major carriers say that, without any changes, the debut set for Wednesday could ground thousands of flights, strand tens of thousands of Americans overseas ...

2:20 PM · Jan 18, 2022 · Sprinkl



**Edward Russell**  
@ByERussell

ANA is also suspending US flights operated with 777s due to the 5G rollout. It flies 777s to Chicago, Los Angeles, New York JFK, and San Francisco.



Inspiration of JAPAN

Apology for Flight Cancellations Due to Possible 5G Signal Interference at U.S. Airports

Information as of 0:00JST, January 19th, 2022.

With the launch of 5G service in the U.S. on Wednesday, January 19, the U.S. Federal Aviation Administration (FAA) has indicated that radio waves from the 5G wireless service may interfere with aircraft altimeters.

As a result, Boeing has announced flight restrictions on all airlines operating the Boeing 777 aircraft, and we have cancelled or changed the aircraft for some flights to/from the U.S. based on the announcement by Boeing.

We regret to inform you that some of the flights had to be canceled as the Boeing 787 aircraft were not able to be arranged.

However, there will be no impact on international flights other than U.S. flights and domestic flights in Japan.


Please refer to our website "Flight Status" for details on flight cancellations.

Information on international flight status: <https://www.ana.co.jp/fs/int/en/>

We sincerely apologize for any inconvenience this may cause to our customers.

January 18, 2022  
Yuji Hirako  
President and CEO, All Nippon Airways Co., Ltd.


2:18 PM · Jan 18, 2022 · TweetDeck



**Edward Russell**  
@ByERussell

JAL is cancelling all U.S. flights flown with a 777 citing potential interference with radio altimeters from 5G rollout.

JAL flies 777s to Chicago, Los Angeles, and New York JFK, per Cirium.



**JAPAN AIRLINES**

Cancellation of some U.S. flights with the start of 5G mobile phone operation in the U.S.

Thank you for flying with Japan Airlines.

Boeing has notified us that 5G signals for U.S. mobile phones, which will begin operating in the U.S. on January 19, 2022, may interfere with the radio wave altimeter installed on the Boeing 777.

We have decided not to use this aircraft-type on the U.S. mainland routes until safety is confirmed, and we regret to cancel the flight that cannot be changed to Boeing 787.

Please use the departure/arrival search function to view the latest flight information before departure.

Search departure and arrival times (departure date +/- 2 days)

We apologize for the inconvenience caused and appreciate your understanding.

January 18, 2022  
Japan Airlines

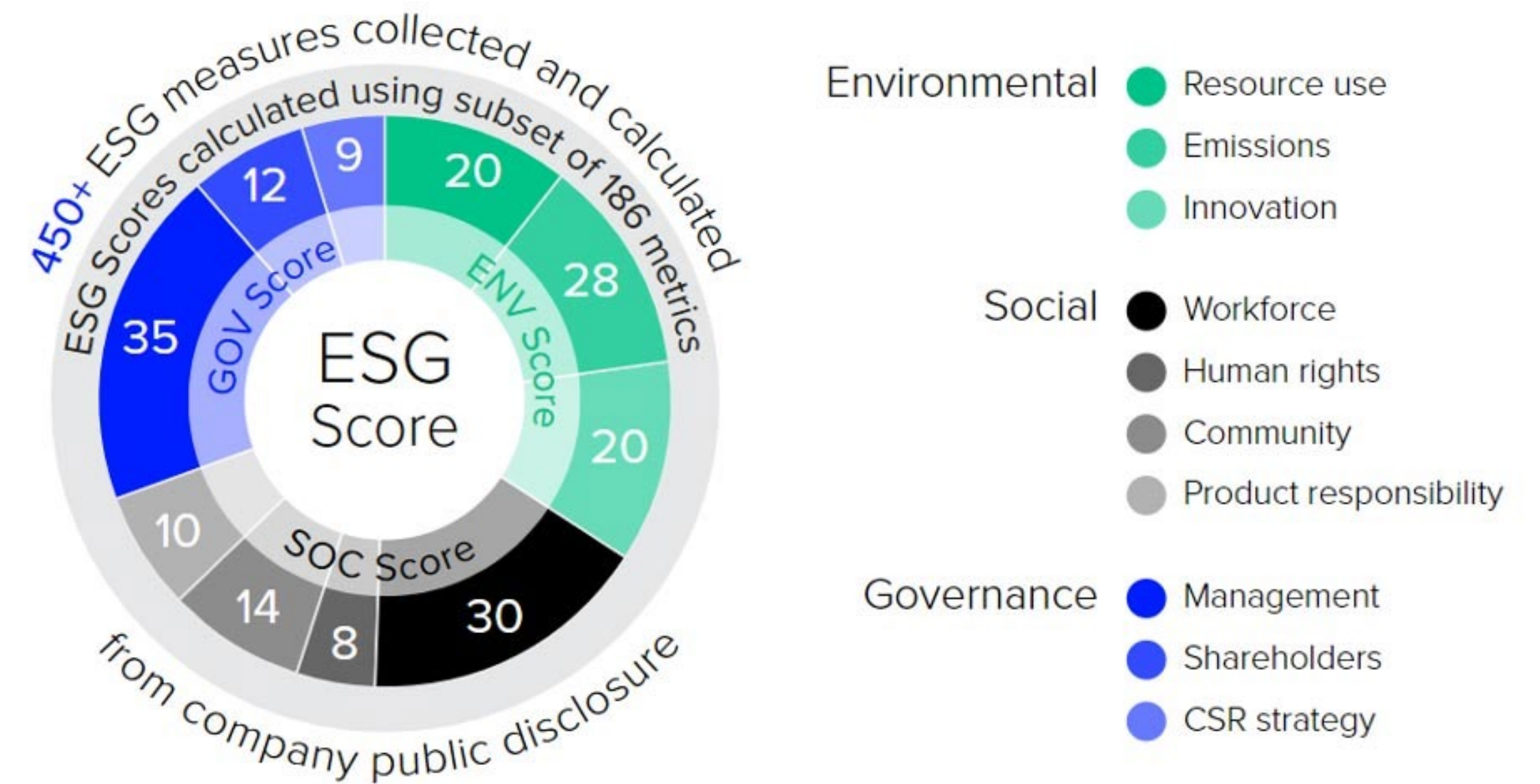
2:16 PM · Jan 18, 2022 · TweetDeck



# ESG, Values-Driven Decisions, Boycotts, & Advocacy

1. Know your organization's declared values.
2. Use those values in decision-making wherever possible.
3. Be mindful of supplier/venue practices that may conflict with those values.
4. Look at ownership too.
5. Watch for local/state laws that may conflict.
  - \*If they could adversely affect your business, **advocate** for your interests.
  - Get involved.

ESG: Environmental, Social & Governance



# The Impact of Remote Work & A Decline In Business Travel



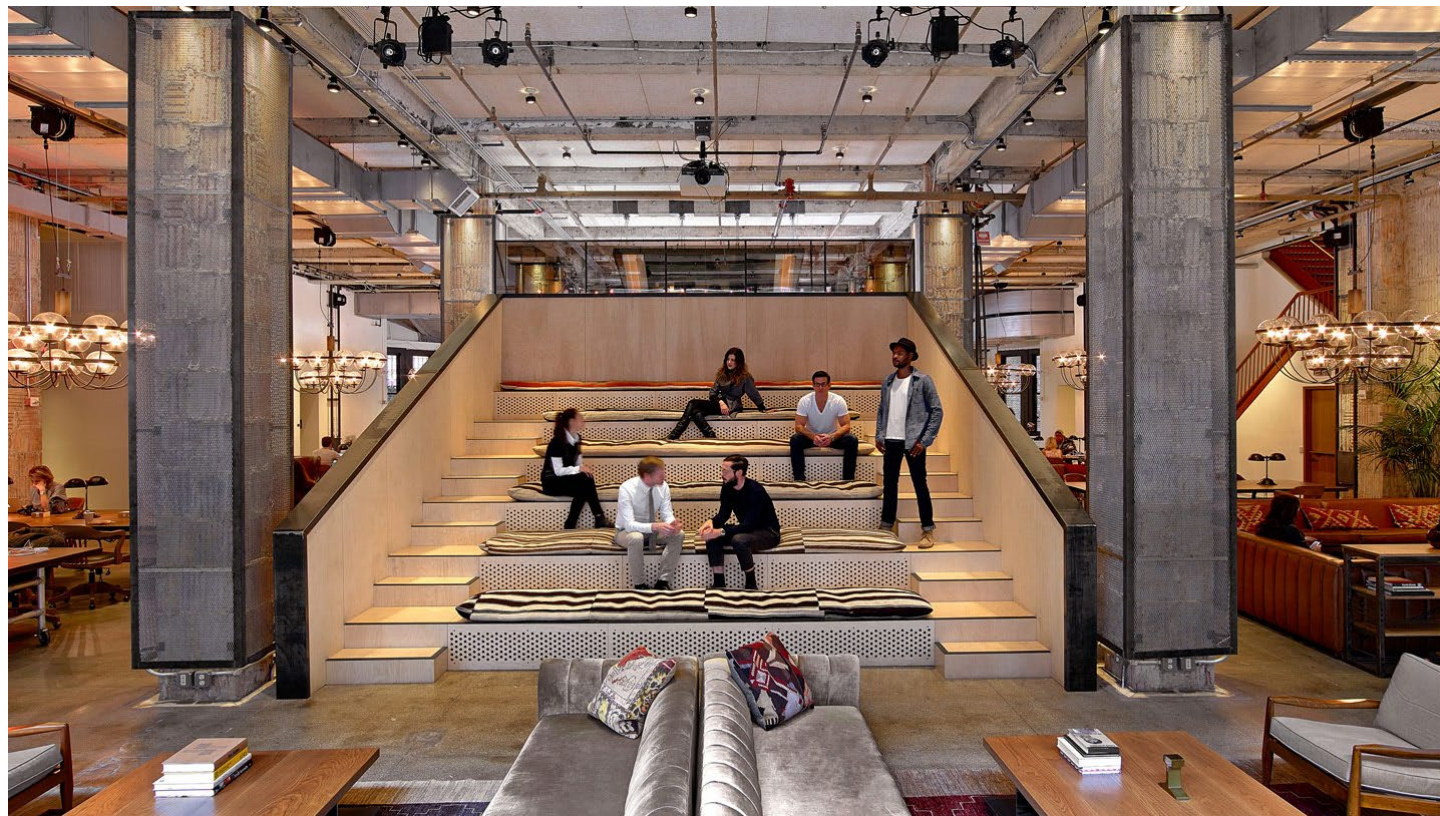
# Remote Work Impact

- As companies' leases expire, they will take less office space.
- Glut of commercial space in urban centers > repurposed as event spaces. (See WeWork)
- Need to get out of house & be social > co-working spaces will get a 2nd act.





# Growth of Niche Co-working Spaces



NeueHouse: Media & Other Creative Industries



Saks Works: “A New Membership Club For Life & Work”



Serendipity Labs: Suburban Focus



# 2022: The Year of Employee Engagement

*2022 is going to be the year of Employee Engagement.*

*More and more organizations are transitioning permanently to a remote-first workforce, which means **company culture has never been more critical.***

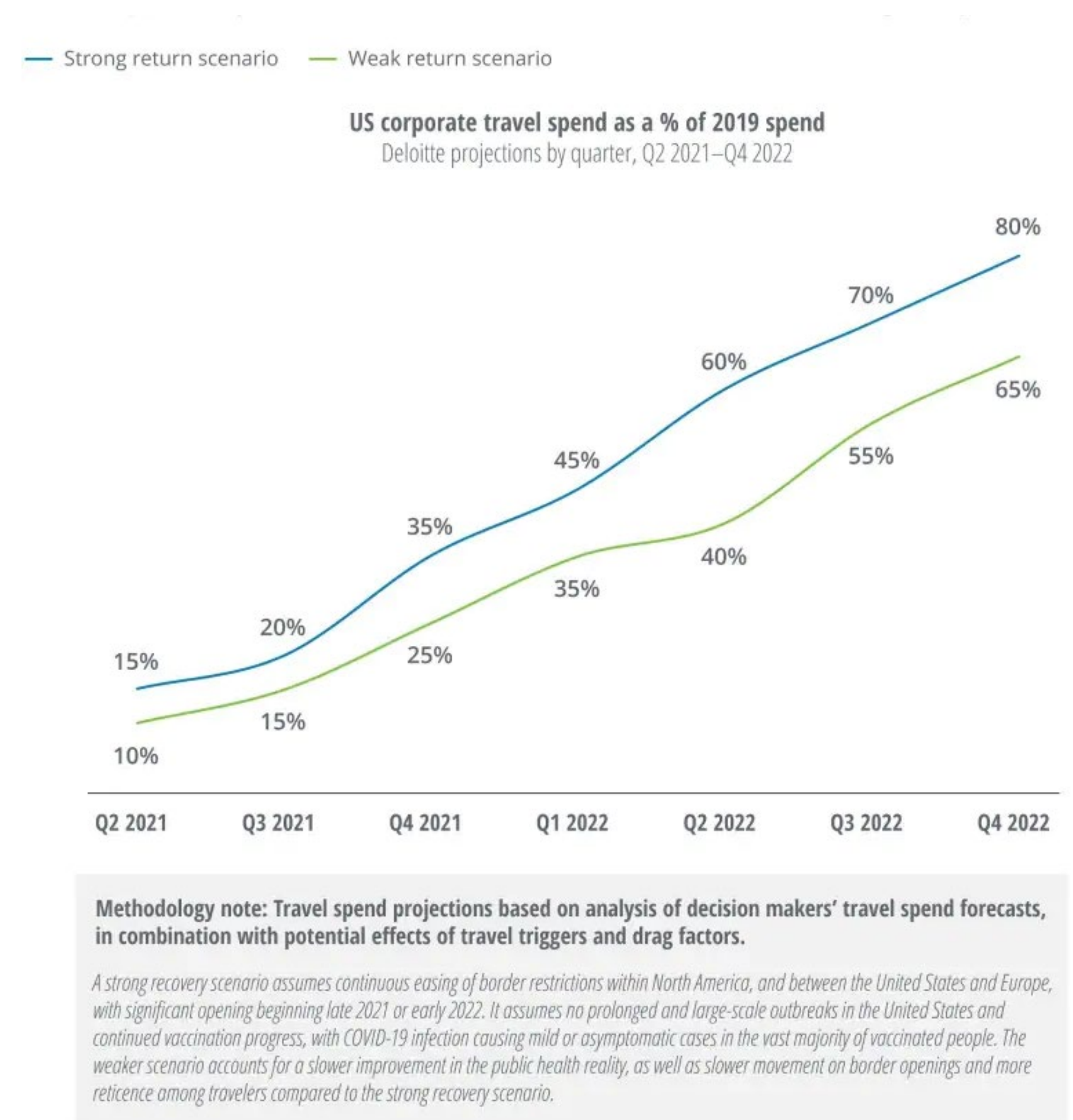
*Additionally, unemployment rates are predicted to reach all-time lows by the end of next year, and so **employee retention (and acquisition) is more competitive than ever.***

*This all translates to companies going to significantly greater lengths to **engage their employees**, and what better way to do that than **through events and experiences.***



# Covid + Sustainability = Less Business Travel

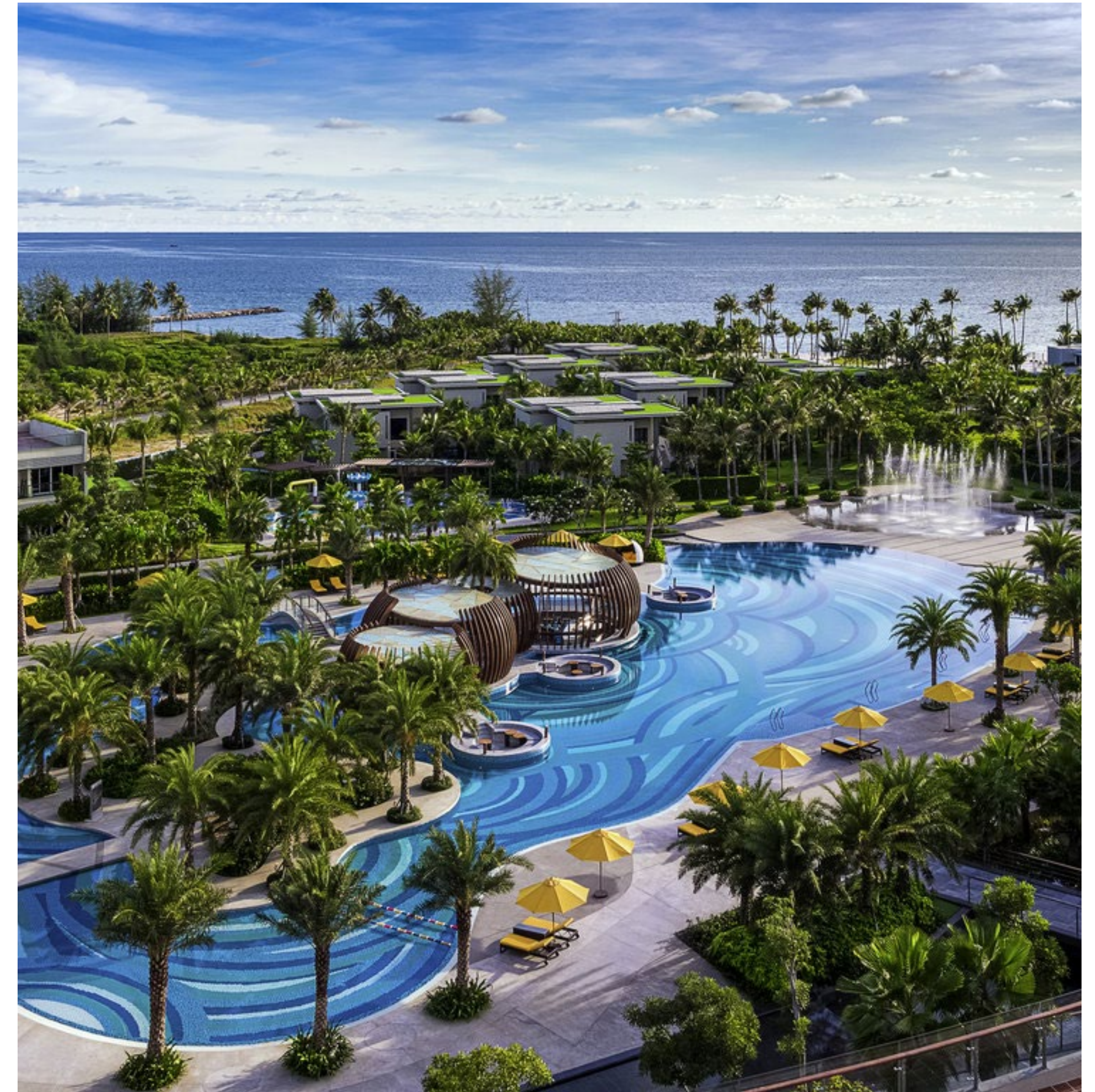
- Look at company travel policies.
- Factor in individual preferences.  
Many execs do not want to travel nearly as much.
  - Hassle of too much travel
  - Productivity of virtual
- Sustainability will be an added factor (or an excuse).
- Biz travel is 12% of passengers, but up to 75% of airline revenue.





# Less Business Travel: Impact & Considerations

- ‘Workactions’: people still want to travel for leisure. Design meetings to blend both.
- Consider more local/regional events.
- Create unique, must-attend experiences.
- Laser-focus on value proposition, attendee experience.





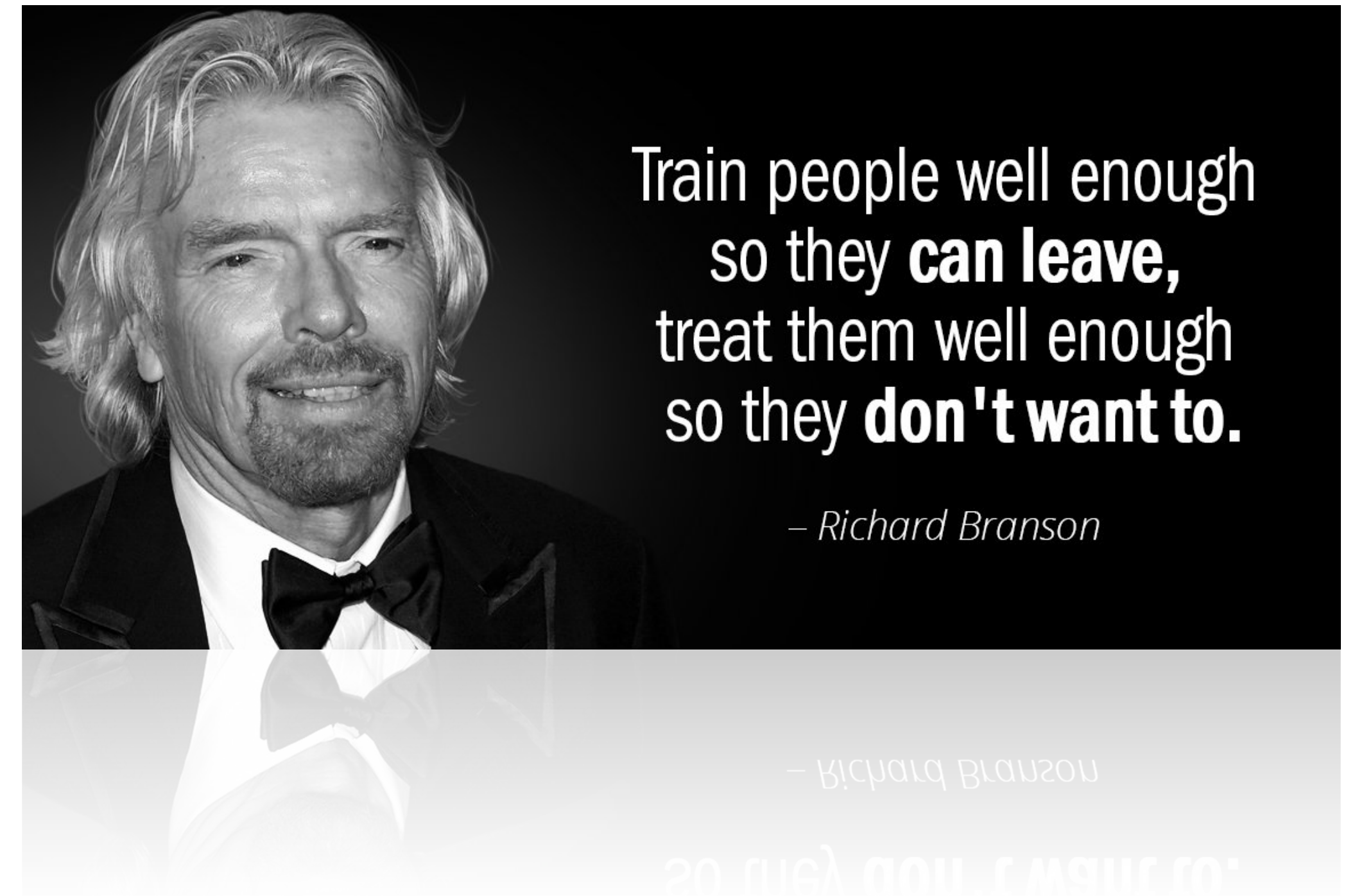
# Skill Gaps, New Roles, & Value Propositions



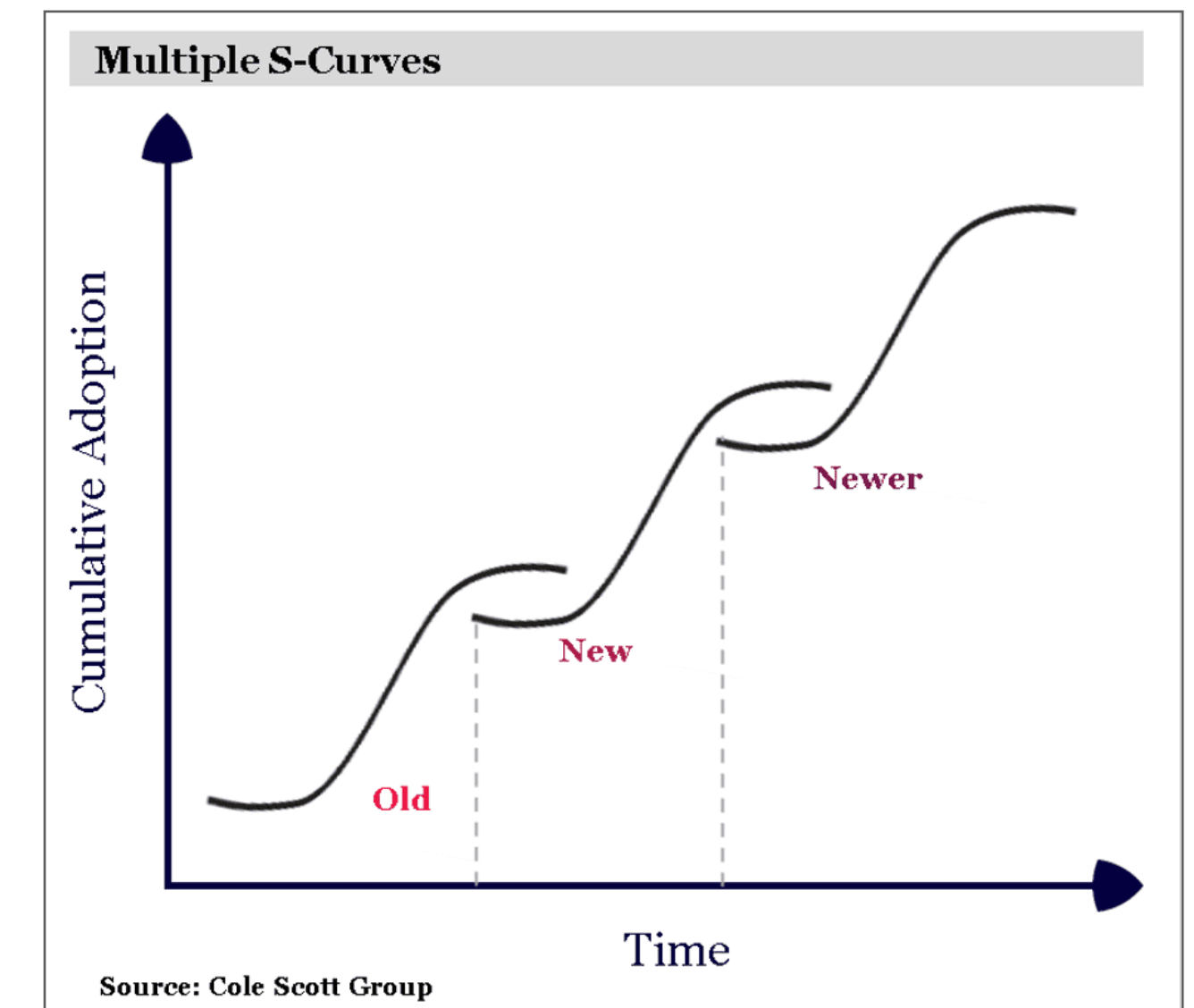
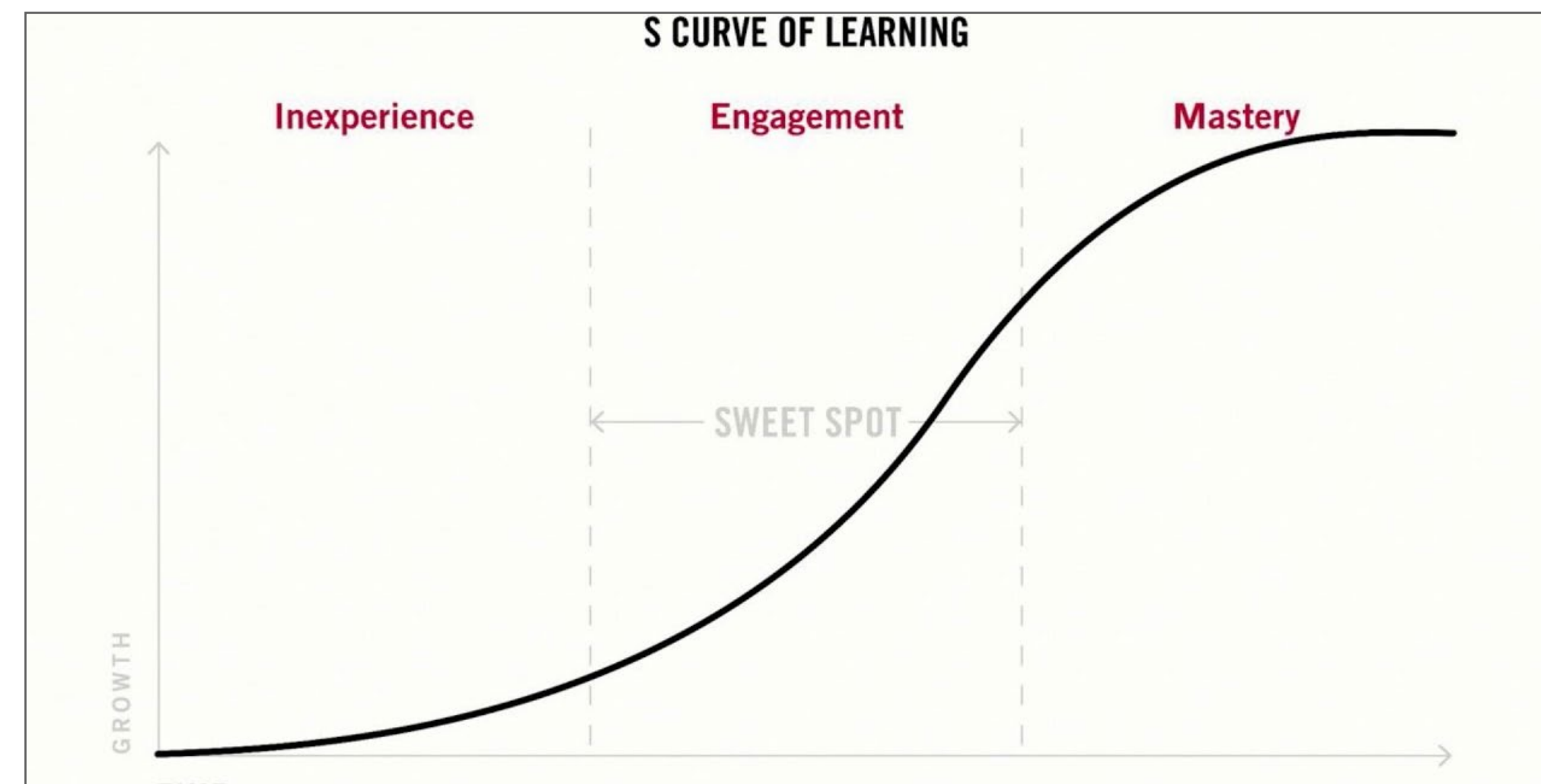
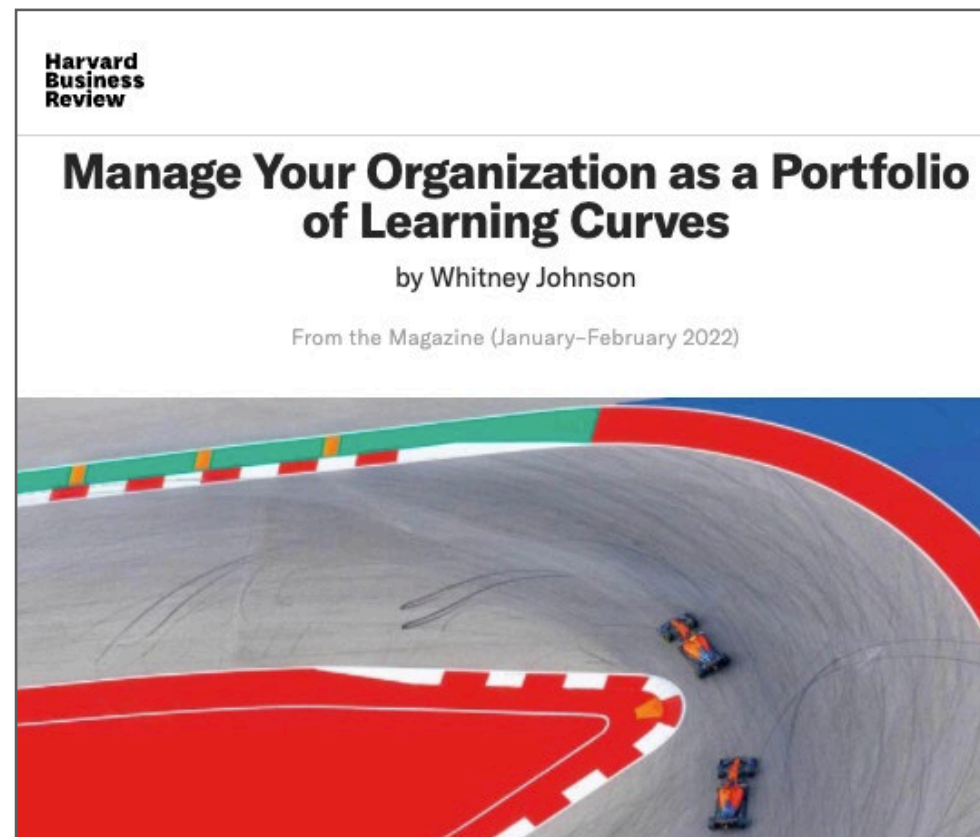
# Watch the Disconnect

- *While 98% of employers said they have career development programs in place, there's a disconnect. Almost 80% of workers agreed they were "on their own" to navigate their career development.*

Harris Poll



# Jumping the S Curve





# ELI Research: Who We Spoke To

Conversations with 75+ industry employers:

- In-house department heads
- Senior agency/venue/vendor executives
- Learning & development leaders
- Industry association leaders
- Recruiters



# Skill Gaps

- **Aligning event goals** to organization's business.
- Understanding sales & marketing concepts: e.g. **LTV, CAC, churn, funnels & conversion.**
- Reporting, data & measurement analytics.
- Defining **customer personas** & tailoring strategy to them.
- **Higher level financial modeling:** budgeting, cost savings, cost avoidance.
- Using accepted **project management principles** to drive planning.
- **Stakeholder influence & effective communication.** Speaking c-level language, backed by data & analytics, to craft messaging around event ROI.





# New Roles Evolving



## COVER STORY

### 3 New Essential Meeting Roles

As meeting departments react to the rise of virtual events, jobs are evolving. Howard Givner, founder of the Event Leadership Institute, outlined three roles and skill sets now in demand during a session at Meeting Professional International's Global Meeting Industry Day virtual program on April 8.

**THE BUSINESS LEADER:** This person manages an event team and the overall events portfolio. Business leaders work with stakeholders to identify and clarify the goals of the meeting, as well as key metrics that will define success, and then determine what type of event to design to achieve those goals.

Business leaders should also be able to determine which events no longer serve the purpose they were created to serve, as well as determine what new events need to be created to serve those needs—and what form they should take. They should be able to talk about budget, and customer valuation as a percentage of that budget, in the same way their meeting stakeholders do, in order to determine a meaningful return on investment.

#### THE OMNI-CHANNEL EVENT

**DESIGNER:** The designer manages the event team for a specific event. They understand how to achieve an event's goals whatever the format—in-person, digital, hybrid, or even a podcast. "The idea is that you want to be able to reach your constituents in the manner that makes sense to deliver your message in a way they are comfortable with and will be able to digest," Givner said.

#### THE TECHNICAL EVENT PRODUCER:

The producer manages all aspects of digital events. These people understand the different virtual-event tech platforms and how they correspond to the capabilities you need for your event, Givner said. They also need to be able to put together a run of show and execute it from start to finish, as well as manage tech vendors and coach speakers on how to best connect with remote audiences.

MEETINGSNET ■ MAY/JUNE 2021



# New Roles Evolving

Technical Event Producer



4 Week Course

Omni-Channel Event Designer



6 Week Course

Business Leader



6 Month Cohort  
University Affiliated  
Launching June 2022



# Time to Master Event Data & Analytics

- Clarify event goals.
- Know what you're trying to measure.
- Requires a deep understanding of the company's business.
- Decide on a metric.
- Understand how to evaluate the results to drive future decisions.

**Vivastream™**

**Freeman<sup>7</sup>**



# Free Learning & Development Audit for Your Team/Company



Tammy Kockaya, CMP, CMM

Head of Strategic Partnerships & Business Development  
Instructor, Advanced Event Design & Strategy Course

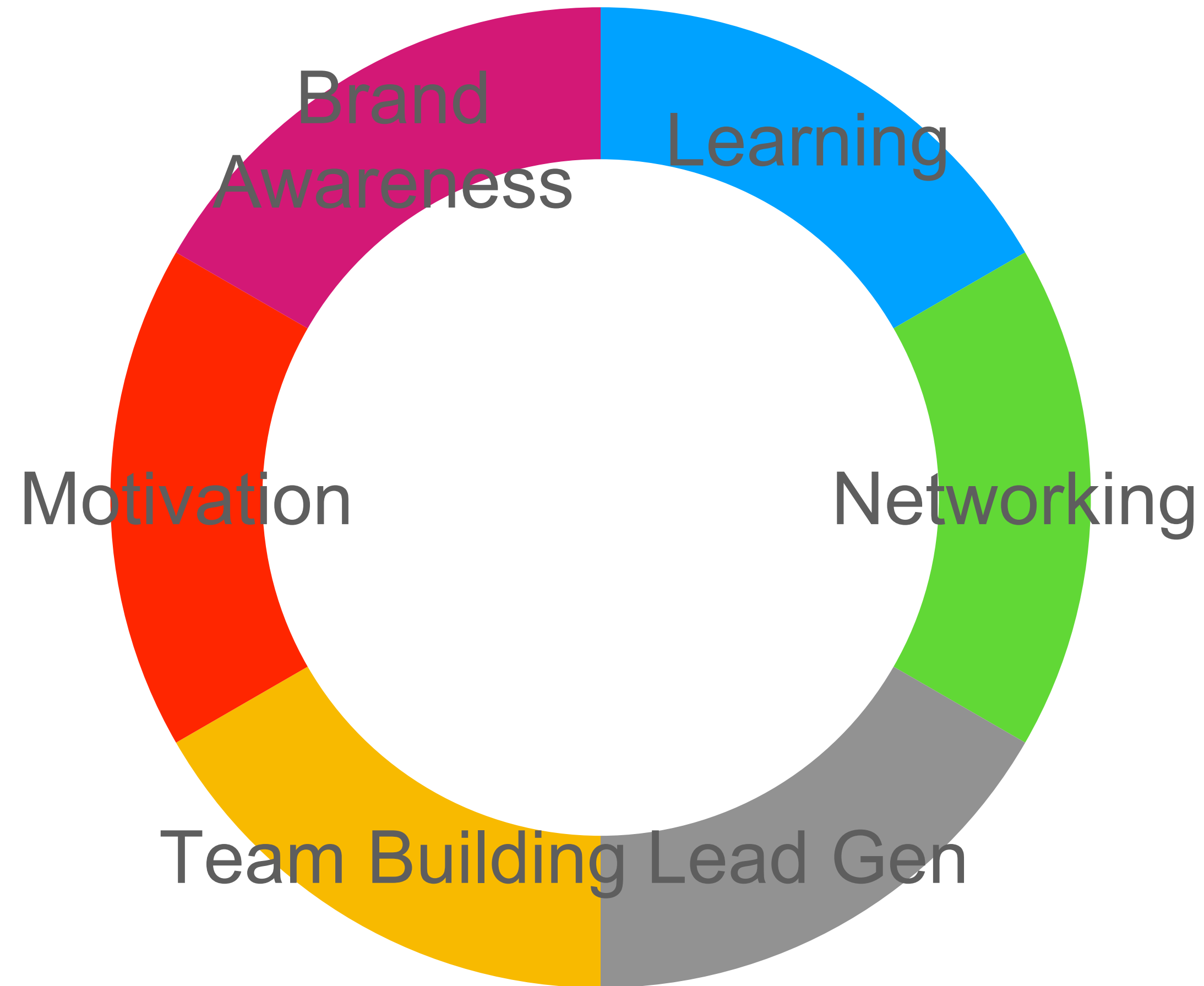
[tammy@EventLeadershipInstitute.com](mailto:tammy@EventLeadershipInstitute.com)





# The State of Virtual, Hybrid & In-Person Events

# The Great Un-Bundling of Events: What Goes Where?





# Annual Convention > Year-Round Learning & Community

- Good luck!
- Requires different DNA than putting together a large trade show.
- Annual attendees 'block' their event time. Most don't want year-round commitment.





# Speaker Prep: Cinematic vs. Theatrical Presentations

- Value proving opportunity for planners: educate & improve speaker presentations.
- Raise your profile as a strategic advisor who can deliver value to executives.

	Theatrical (In-Person)	Cinematic (Virtual)
Reading the audience	<p>Speaker receives instant feedback (laughter, gasps, nods, etc.) that provides notice the audience is getting the jokes, understanding key concepts, etc.</p> <p>Speaker makes eye contact with audience to build connection, gauges their body language, sees when people are looking down at their phones or walking out, knows when she's losing the audience.</p>	<p>No real way to connect with viewers. Speaker must learn how to look into the camera and emote to an inanimate object.</p> <p>No direct feedback (other than chat comments). No sense of which points are sticking and which are not.</p> <p>Speaker doesn't see people walking out, only drops in attendance number.</p>
Connecting with audience	<p>Speaker and audience are in the same environment (lighting, temperature, audio, background noise, even interruptions.) Everyone is experiencing the session together, creating a bonding effect.</p>	<p>Speaker has no way of knowing what the viewer's environment is, or how distracted they may be, and should be assumed the viewer is multi-tasking.</p> <p>Accordingly, the speaker should look to other ways to connect with the audience (e.g. mentioning viewers' names from the chat or Q&amp;A.)</p>
Viewing the speaker	<p>Depending on whether sitting close or 200 feet away in the back of the room, the view of the speaker can vary significantly. Especially when the speaker is on a stage, even those in the front rows can't see the speaker's face in much detail, despite image magnification on a big screen.</p> <p>As a result, the audio/content is of primary importance.</p>	<p>Every attendee has the same up-close view of the speaker — making the video of the speaker far more important in virtual than in-person.</p> <p>If the speaker doesn't have a clean, professional background they should select a "blurred" or "virtual" background.</p> <p>Cleaning the camera lens with a lint-free soft cloth will instantly improve picture quality.</p>
Who's held accountable for the viewing experience	<p>Audience knows that the planner is responsible for the lighting, audio &amp; video, and will not hold a poor viewing experience against the speaker.</p>	<p>Audience knows the speaker is responsible for their own lighting, audio &amp; video (unless speakers are filmed in a broadcast studio), and any poor viewing experience will be held against the speaker.</p>
Lighting	<p>Speakers usually have no control over the lighting.</p>	<p>Lighting should be in front of the speaker to illuminate the face, which should be centered in the screen. Use a sheer curtain to minimize glare and provide a diffusing effect.</p> <p>If there is natural light coming in, be mindful that the weather may change from when you practice to when you present.</p>
Timing	<p>Speakers usually have no control over the timing.</p>	<p>Timing should be in front of the speaker to illuminate the face, which should be centered in the screen. Use a sheer curtain to minimize glare and provide a diffusing effect.</p>



# Companies Investing In ‘Brand Experience Centers’

The New York Times

PLAY THE CROSSWORD

WHEELS

## Selling Cars, Plus Coffee, Tea or a Fancy Dinner

Automakers are building “brand experience centers” to pitch their vehicles to consumers without the hard sell of a showroom.

f

whatsapp

twitter

email

gift

share

bookmark

19



Genesis House, a brand experience center that aims to introduce people to a relative newcomer in the auto world. Genesis

By Brett Berk  
Dec. 30, 2021

Out: simple auto showrooms. In: the “brand experience center.”

Overlooking the Hudson River at the western edge of the meatpacking



Samsung 837  
Immersive Tech Experience Center

# LinkedIn Events

- How could you leverage LinkedIn to drive your events?
- What potential threat does it pose?
- LinkedIn is owned by Microsoft.
- LinkedIn made investment in Hopin in June.

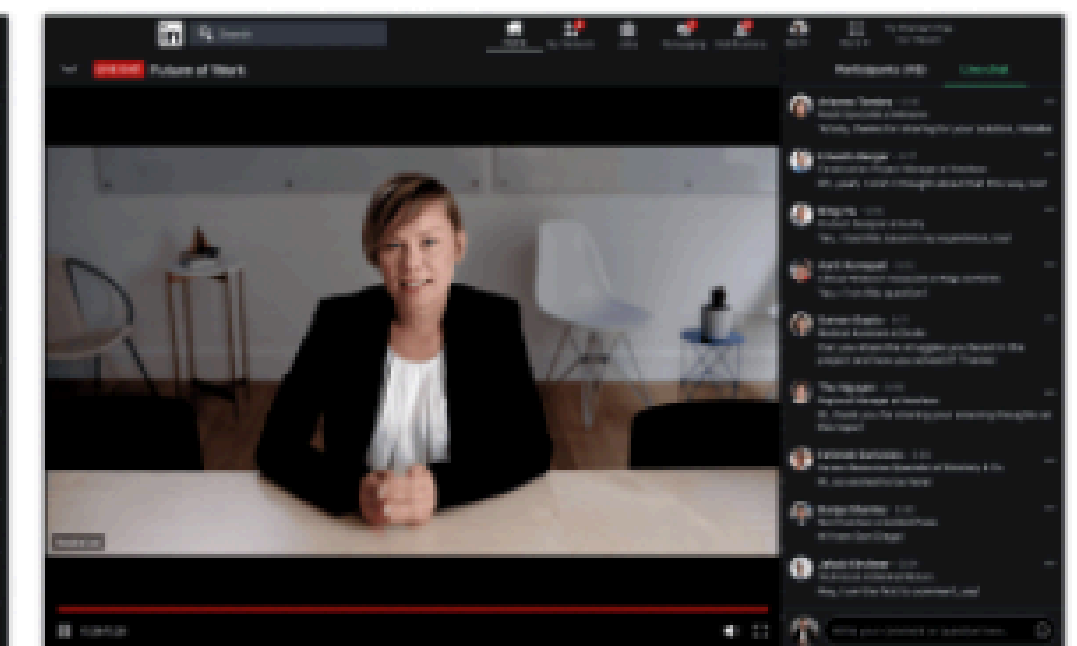
**LinkedIn is launching interactive, Clubhouse-style audio events this month in beta; a video version will come this spring**

Ingrid Lunden @ingridlunden / 11:28 AM EST • January 6, 2022

 Comment



LinkedIn Video Event  
Desktop full screen mode



LinkedIn Live Broadcast  
Desktop full screen mode

Source: TechCrunch



# Virtual Reality & the Metaverse



Travis Scott concert in Fortnite



Ariana Grande on Fortnite Rift tour



Stanford University launches first class taught completely in V.R.



# Holograms



2012 Coachella: Dr. Dre (live) and Tupac  
(hologram)  
Source: Wall Street Journal



ARHT Media CEO Larry O'Reilly, in  
conversation at WeWork, NY  
Source: MarTech



ARHT Media holographic capture studio,  
WeWork, NY  
Source: MarTech





# Questions?

Stay in touch:

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# ABOUT HUBILO

Hubilo is the only all-in-one hybrid event platform built to drive engagement - and we do this with the industry's largest suite of engagement and gamification features.

Engagement on your fully branded event, backed by your designated full-time customer success team, ensures every event run on the Hubilo platform executes perfectly every time. All the enterprise security, integrations, and analytics you need - with the engagement and white-glove support you want.

Visit [hubilo.com](https://hubilo.com) to learn more.

[Book a Demo](#)





# Thank You! Head to the Lounge for Networking!

Thank you for attending!  
We look forward to seeing you  
at our next event or in one of  
our courses soon.

Head over to the Lounge for  
networking and conversations.

