



PCMA
eventleadership
INSTITUTE

State of the Industry:

2025 BUSINESS EVENT TRENDS AND FORECASTS

January 30, 2025 | 12:30pm EST

NAVIGATING A SHIFTING LANDSCAPE



Global Impacts from Geo-Political Conflicts to US Policy Actions to Developing AI and Tech



Human Impacts from Evolving DEI Practices to Immigration Policies to Workplace and Workforce Dynamics



Environmental Impacts from Climate Change to Sustainability Challenges and Adoption

As the global landscape shifts, the business events industry must adapt to navigate the complex global geo-political impacts, new technologies, policy changes, workforce dynamics, and sustainability requirements that will shape the future of the industry.

MEET THE EXPERTS



Michelle Russell

EDITOR-IN-CHIEF, CONVENE MAGAZINE

TOPIC: FINANCIAL REALITIES & TRENDS
Discover how planners are tackling budget constraints, rising F&B costs, AV challenges, and the "destination dupe" trend.



Dr. Aurora Dawn Benton

FOUNDER, ASTRAPTO LLC

TOPIC: SUSTAINABILITY
Learn how planners are leveraging partnerships and certifications to co-create sustainable events that don't break the bank.



Caitlin Fox

VICE PRESIDENT, MDG, A FREEMAN COMPANY

TOPIC: PERSONALIZED EXPERIENCES
Explore strategies for engaging Millennials, Gen Z, and multigenerational audiences through data-driven, inclusive event design.



Veemal Gungadin

FOUNDER & CEO, GEVME

TOPIC: AI IN EVENTS
Uncover the potential of AI to enhance event planning, address ethical concerns, navigate privacy challenges, and prepare for emerging tools.

YOUR 2025 TOOLKIT

Leverage Best Practices to Manage Event Budgets and Embrace New Destinations

Consider some of the best practices identified in the PCMA Meetings Market Survey to experiment with new and innovative approaches to managing cost and embracing new destinations.

Embrace Sustainability as a Responsibility and Cost-Saving Measure

Continue to learn about and incorporate sustainability best practices. Leverage sustainability certifications to showcase your commitment and find cost-saving opportunities.

Design Events with Personalized, Data-Driven Strategies

Leverage attendee data and generational insights to create inclusive, multigenerational event experiences that cater to the evolving needs and preferences of your audience. Incorporate personalization throughout the attendee journey.

Leverage AI to Drive Innovation and Efficiency

Explore the transformative potential of AI in event planning, from automating administrative tasks to using AI-powered tools for strategic decision-making. Stay informed about the latest AI advancements and their industry impact.



Power Up Your **Team** Strategy

Join over **10,000** fellow meetings & events professionals trained worldwide.

Build a custom training program for your business events team and complete your training online or in-person.

CONNECT WITH US FOR MORE INFORMATION
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Gen Z has overtaken Boomers in the workforce

U.S. full-time workforce, by generation



Source: Glassdoor analysis of Census Bureau data

By 2030, the Workforce Composition Will Be:

35%



40%



20%



5%



This rapid shift over the next 5 years will fundamentally change the workforce and demand that the Business Events community innovate to reach these emerging generations and design experiences tailored for these audiences

Generation(s) We

Your event attendees are consumers first

NEXT GEN EVENT-GOER

TRADITIONAL EVENT-GOER

TikTok trendsetters

Work-life alignment

Entry-level

Authentic, personal connection

More female

Mid-career

Bridging generations

Rising leaders

Skewing more male

Mentor/legacy

85% male

Ready to retire

GENERATION Z
1997 - 2012

MILLENNIAL
1981 - 1996

GENERATION X
1965 - 1980

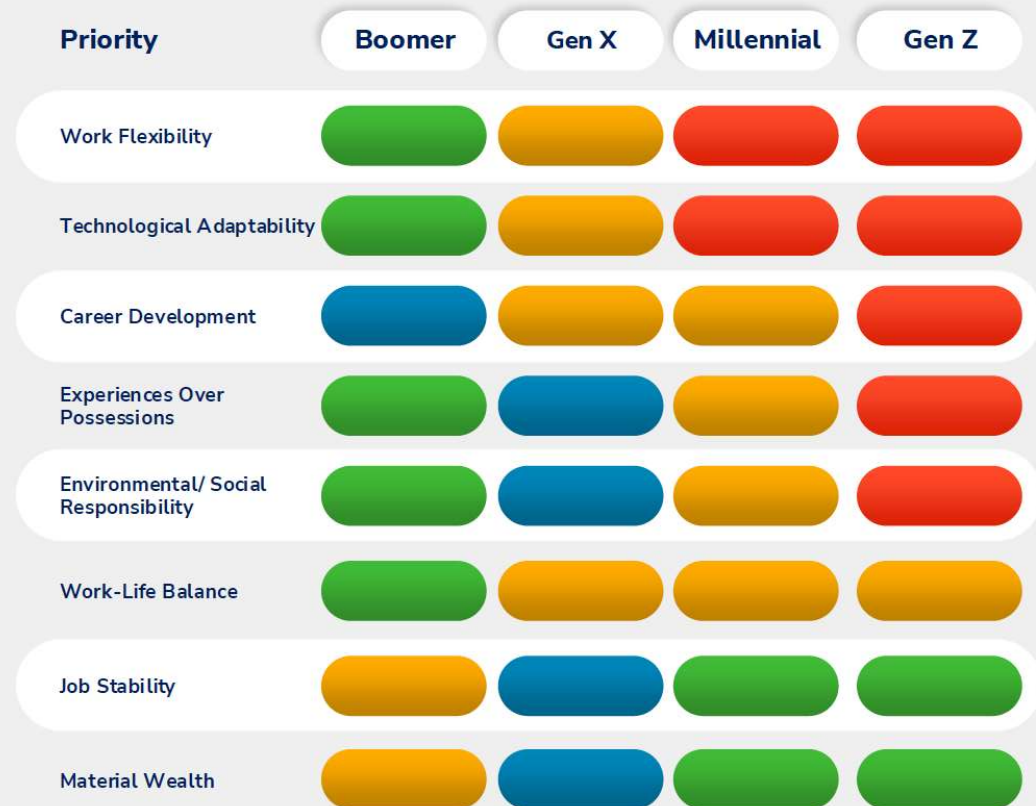
BOOMER
1946 - 1964

The Now Generation's values are the opposite of Baby Boomers—and the impact is widespread

Generational shifts are having a profound impact on the economy, as new consumer values, behaviors, and expectations reshape markets, labor forces, and spending patterns.

■ Low ■ Moderate ■ High ■ Very High

Source: GfK a Nielsen Company



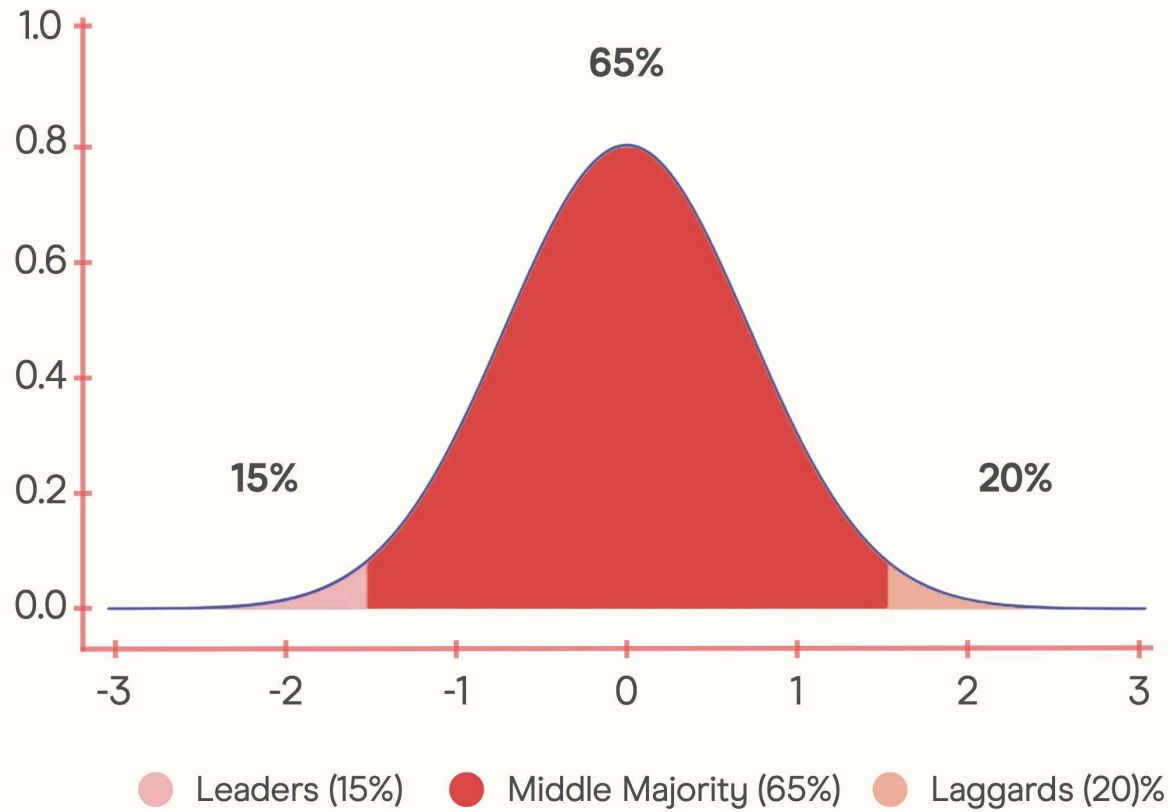
91%

eventprofs have adopted AI

Source: **spark** State of AI In Business Events
2025

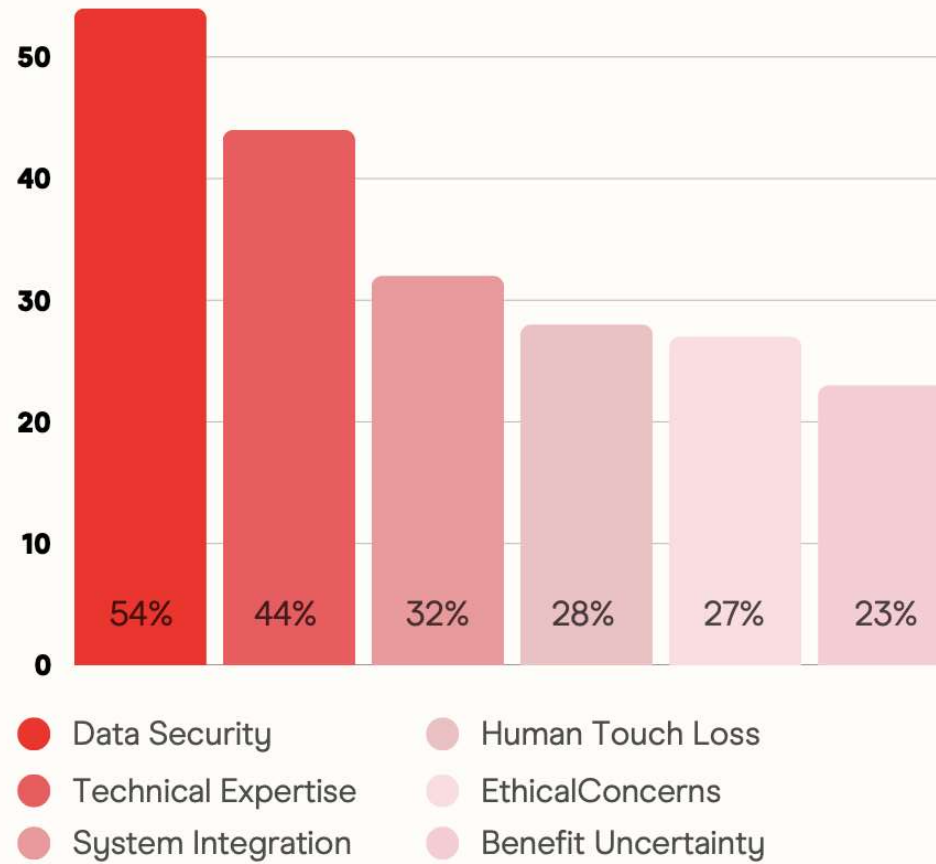
***These statistics are representative of over 100 respondents to the State of AI survey conducted in November/December 2024*

AI Adoption Curve Among EventProfs



Source: **spark** State of AI In Business Events
2025

Top Implementation Barriers



Source: **spark** State of AI In Business Events
2025