



EVENT
ACADEMY

**THE EVENT ACADEMY
INDUSTRY TREND REPORT**



INTRODUCTION

ANDREW MORRIS

Chairman of The Event Academy

During an unsettling period in our history, the events sector continues to show its robust nature and confident attitude. With employment at a record high, growth has slowed...but is still there. Importantly for the UK creativity and innovation still dominate as the key components of continued success.

However, finding the right people to execute our ambitious projects remains our biggest challenge, especially those who are professionally trained and committed to events as their long-term career. The sector remains highly profitable and attractive to investors, and although further consolidation is expected,

our focus on the markets we know reduces risk in an environment that has become tougher to predict.

Our give-back to the communities we operate within is something we are taking more seriously than ever, and security, re-cycling, transportation and the health of our people is top of many agendas.

We hope this Trend Report will help you plan ahead with greater accuracy, and that you will continue to provide your industry insight and feedback which we can share with our followers.

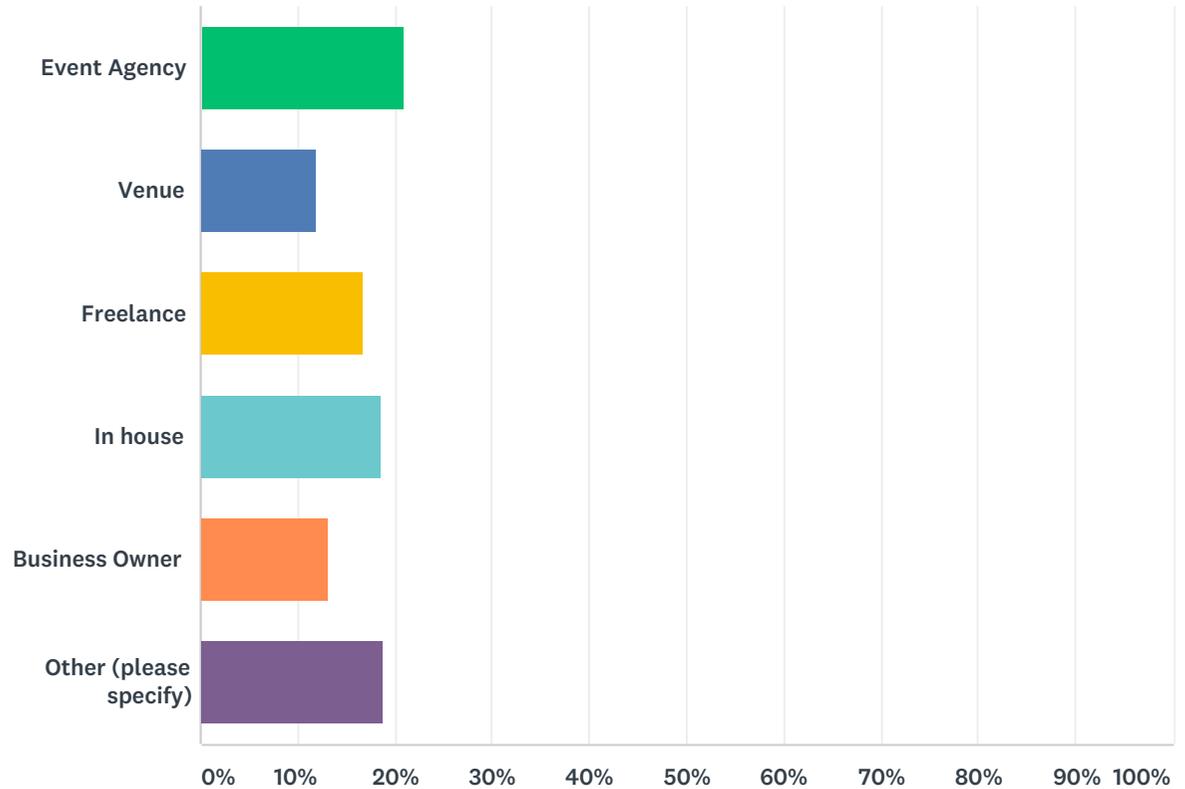
We are proud that 95% of our alumni who took part in this survey are employed within the Events Industry proving that our learning works - quite literally.

WE ASKED YOU WHERE YOU WORKED...

Our survey revealed an even spread across different types of businesses illustrating the broad range of roles available.

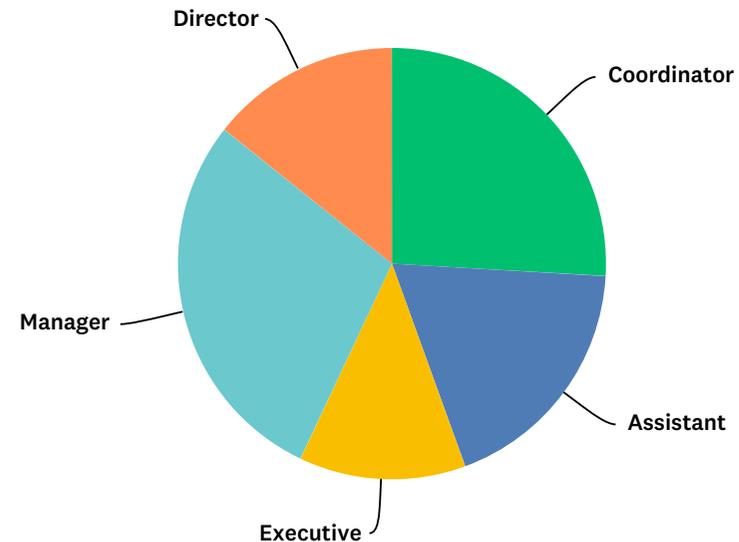
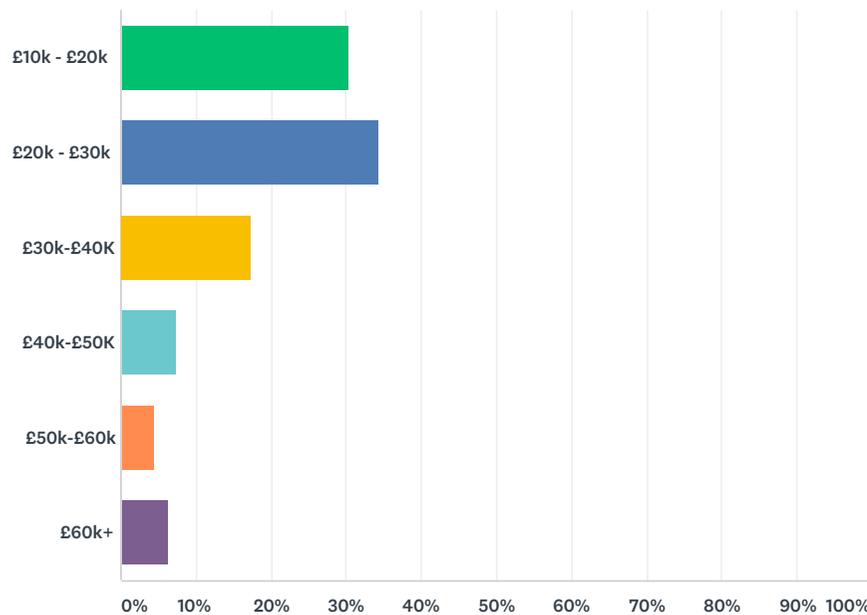
The results also showed a diverse industry with event professionals working in aviation, law, government, education and veterinary.

We know that events as a service sector are worth over £42.3 billion to the UK economy with an estimated 570,000 people employed.



Additional Statistics **Event Brite**, 2018

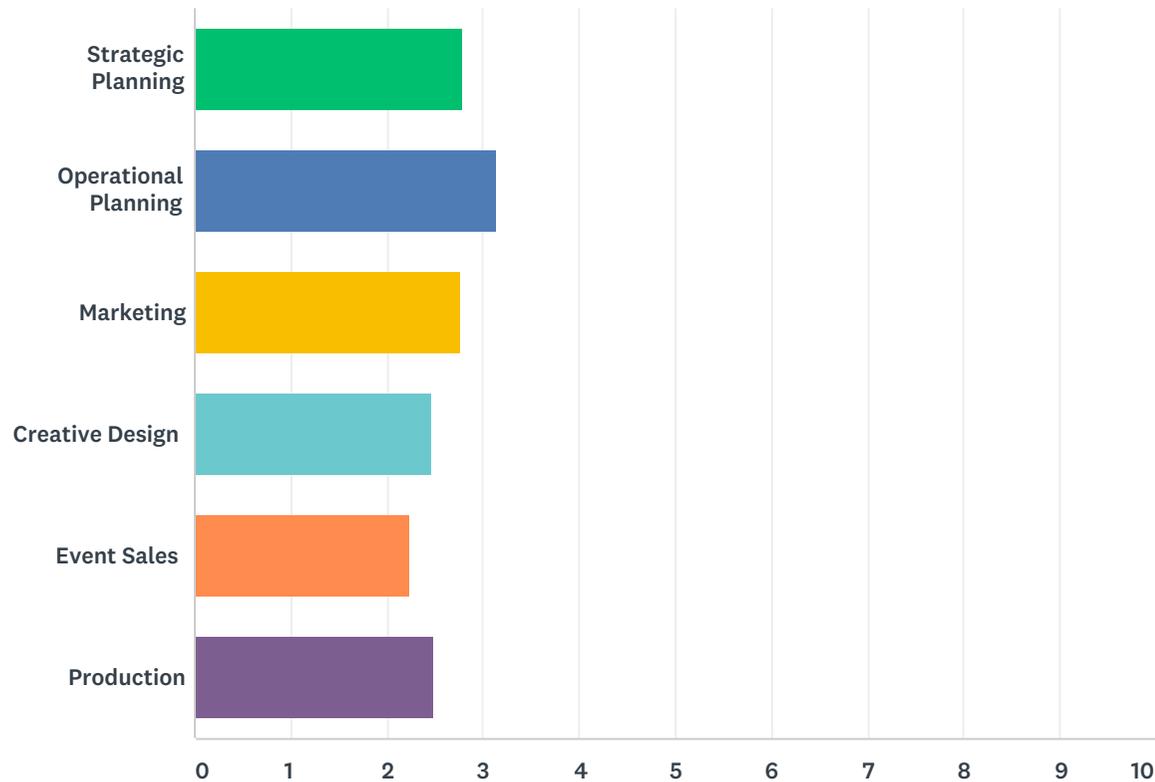
WE ASKED ABOUT SALARIES & JOB ROLES



Our survey found that the highest percentage of people who responded were in the £20k - £30k bracket but we also saw that over 35% of people surveyed earned over £30k per annum with over 10% earning £50k per annum. Job roles were dominated by Managers & Co-Ordinators indicating again that most employees within the industry are decision makers.

WE ASKED

WHAT SKILLS YOU HAVE...



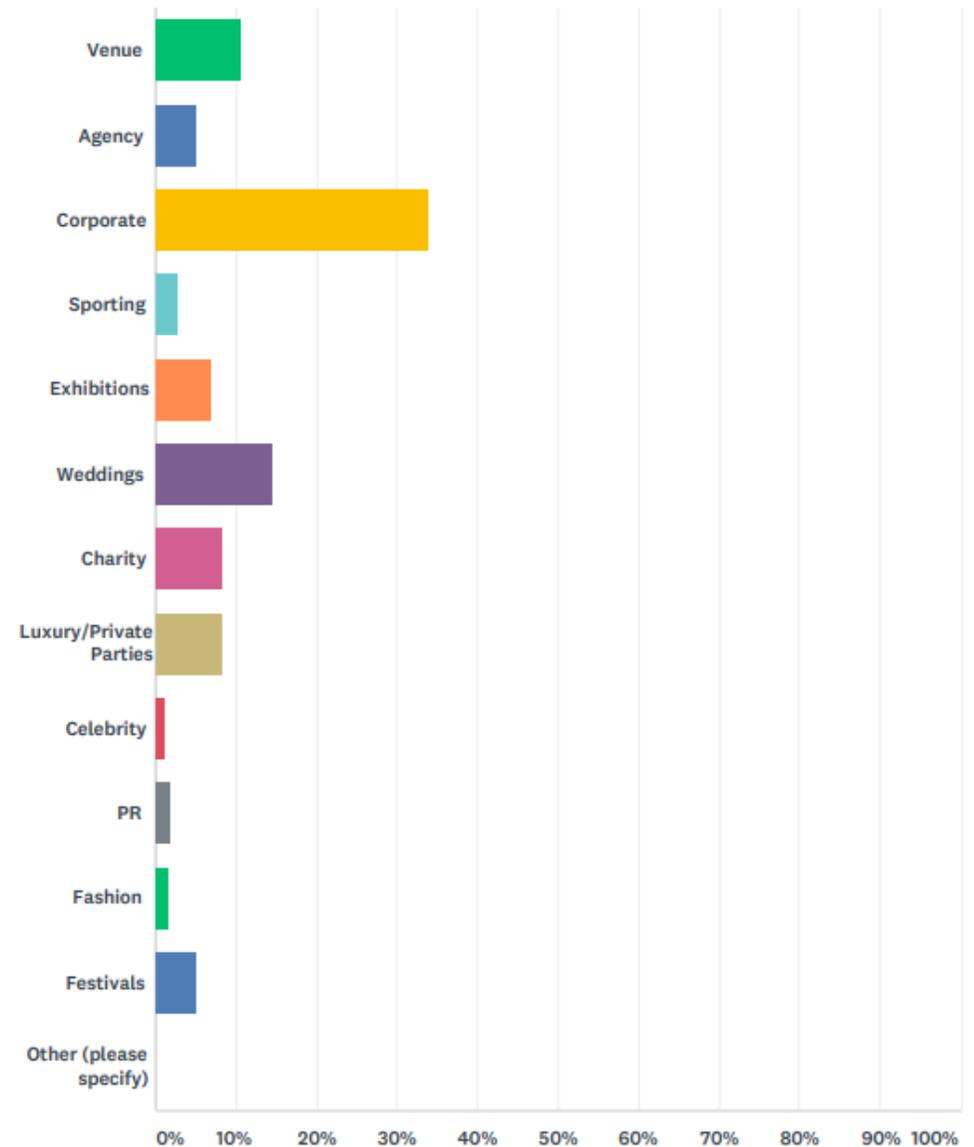
This slide demonstrates what we at The Event Academy have known for years that having a balance of skills and knowledge across all areas of event management is essential to progress your career. Have you got all the skills listed?

WE ASKED WHAT SECTORS YOU WORKED IN

A huge percentage of you told us you work in corporate events with in-house teams – interestingly this was also the largest group within the £30k-£50k salary bracket.

The result shows the importance of events as a marketing tool for companies as they seek to bring their brands to life in new and innovative ways.

Weddings, venues, charity, luxury/private parties and exhibitions all came in a close second, accounting for just under 50% of all survey respondents.



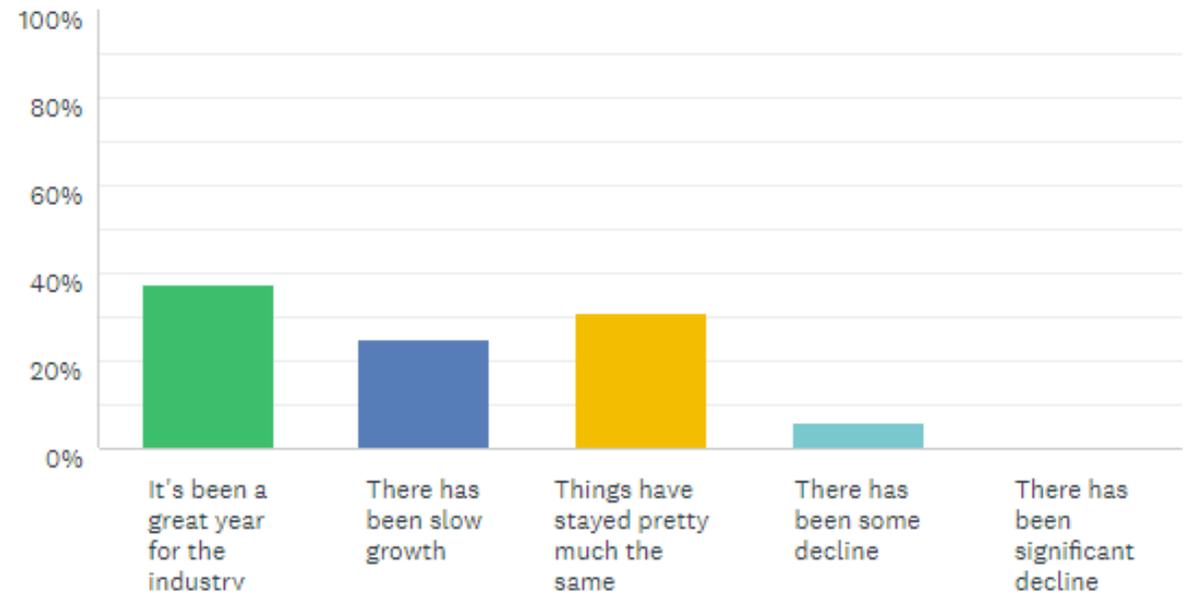
WE ASKED OUR EXPERTS...

2018 was a bumpy year with growth across the UK slowing and political storms brewing that no industries could escape.

Despite this, on the whole, our experts report our industry remains strong with only 6% reporting a decline.

We agree and it's not just us....

Bizzabo reported that 84% of senior company management believe in-person events are a critical component of their company's success & last year the number of companies organizing 20 or more events per year increased by 17%.



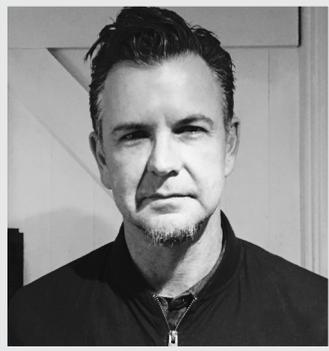
SO THAT WAS THEN AND THIS IS NOW

To get a clearer picture of the year ahead we looked at trends, event spaces, potential challenges and industry confidence combining our data from experts and event managers.

Our experts are industry leaders with a wealth of experience stretching across exhibitions, festivals, weddings, technical production, conferences, government, live events and leading global agencies.

INDUSTRY EXPERTS...

HOTTEST TRENDS 2019



John Empson

Promoter, Mama Festivals
Immersive music festivals



Claire Derrick

Principal, The Event Academy

The age of digital has arrived, and will grow in 2019. Sectors, for example non-profit, still grapple with digital technologies and we remain hindered by a lack of skills and confidence in the adoption of digital tools and use of platforms. Technology cannot benefit the industry if individuals are unable to use it to it's fullest. Young people entering the workforce will bring a natural shift to AI, social media, using digital not only in every day life, but also in creating, promoting and executing live experiences. However, real-life connectivity, face to face conversation and human interaction will be key for all event professionals - technology is here to stay but as Libby Larsen said "The great myth of our times is that technology is communication".



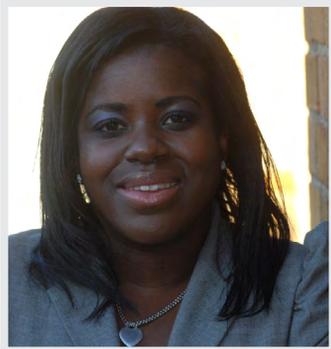
Carl Halliday

Director, Owl Live

One of the trends of 2019 is the concept of 'Storytelling to Story Living'. We believe that VR and AR will play an integral role in how we bring that to life in the world of live events'

INDUSTRY EXPERTS...

HOTTEST TRENDS 2019



Sonia Abrams

Luxury Wedding & Event Planner
Event Artisans LDN

Weddings will have a focus on fun; embracing flowers and balloon styling trend we see at celebrity celebrations & dining table décor as an experience with bespoke scented candles, low cascading florals, long dining tables with the couple seated in the middle amongst their guests for the banquet.



Rob Bagust

Worldwide Congress Manager,
Bristol-Myers Squibb

I fear that the trend will be ongoing concern around Brexit, leading to a lack of confidence around UK business in general. For many, this concern will materialise through budget restrictions, and a usual 'soft target' is event spend. We therefore may well see higher levels of caution, and events spend being impacted. The shame of it is, in times where we face challenges, increased communications, more events, more conversations, networking and education are called for. Not less.



Molly Aldridge

Global CEO, M&C Saatchi
Public Relations

Looking forward into 2019, I believe we will see a strong trend for matching experiential with social and editorial engagement for a longer brand activation.

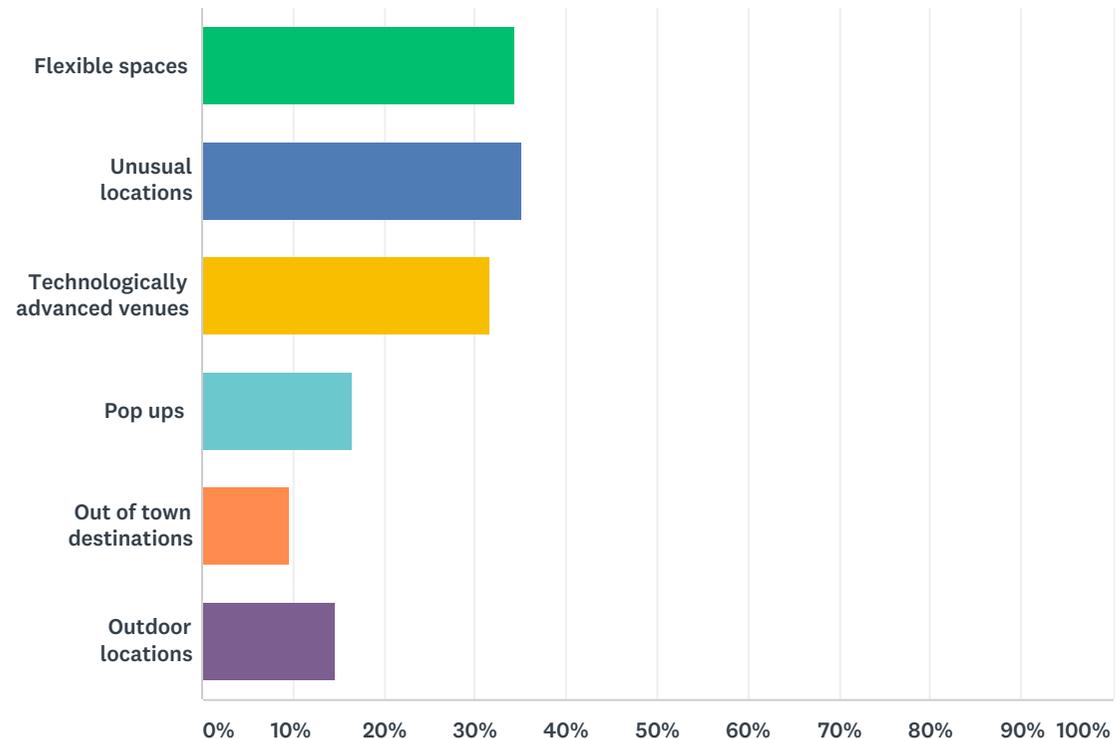
WE ASKED ABOUT...

EVENT SPACE TRENDS

So apparently pop ups are SO 2016...

For an industry continually seeking to innovate, it's no surprise that technologically advanced venues featured highly and, as we will see later in the survey, this is a big part of our future.

However, unusual locations and flexible spaces are winners in this category as we strive to create new and memorable experiences.



INDUSTRY EXPERTS...

HOTTEST TRENDS 2019



Susie Evans

Wedding and Party Planner
Inspired By Susie Evans

A return to simple and classic wedding dresses. I have seen a rise in this already with classic designs and simple styles with tailoring being a key element to ensure it suits your body shape.



Mark Beaver

Event Concept

One trend we continue to see is e-commerce businesses bringing themselves to life by creating pop-up brand environments in prominent spaces, whether in shopping malls, art galleries or other empty spaces with passing trade. Often these brands have only a digital face and we get enormous pleasure from helping them express themselves in the real world to further engagement with their customers.



Russell Grossman

Director of Communications
Office Of Rail and Road

Effective application of new technology.

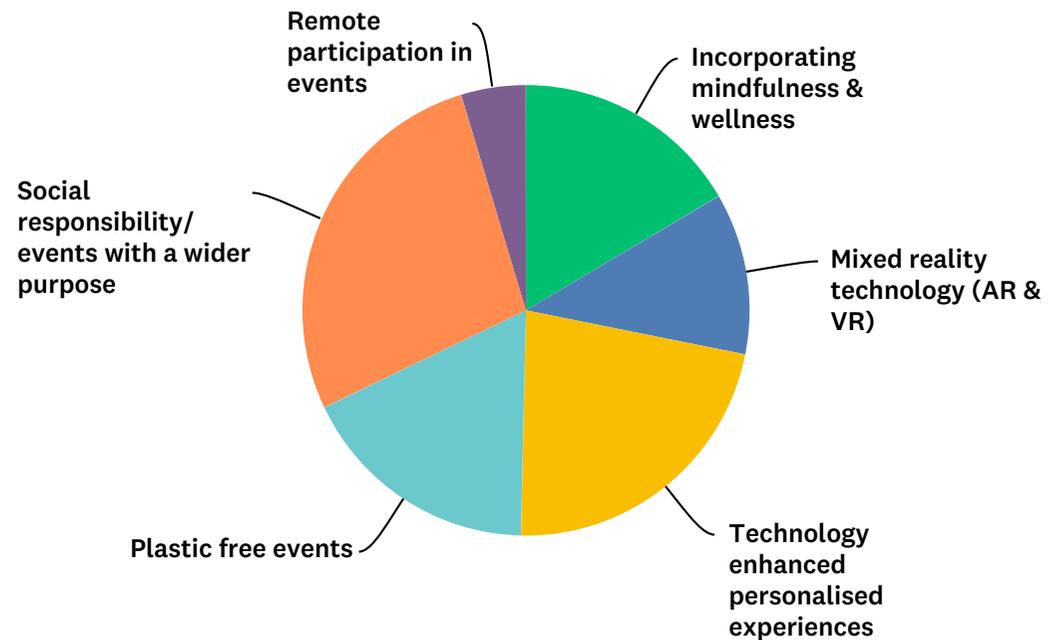
WE ASKED...

HOTTEST TRENDS 2019

“Social responsibility” has been on everyone’s minds the last few years and it’s not going anywhere – look out for more in 2019 as companies and individuals seek to give something back through their events.

Using new technology to personalise events is another big trend whether it’s facial recognition to check into a conference, AI to personalise your calendar of events or RFID to allow sponsors to gather data about attendees.

And of course, thanks to Sir David Attenborough, we are all aware of the damage plastic is doing to our planet and the event industry is ready to make a difference in this area by trailblazing plastic free events.



INDUSTRY EXPERTS...

HOTTEST TRENDS 2019



James Curley
CEO, M - IS PLC

Integrated Communication Experiences



Chris Skeith
Chief Executive, Association of
Event Organisers

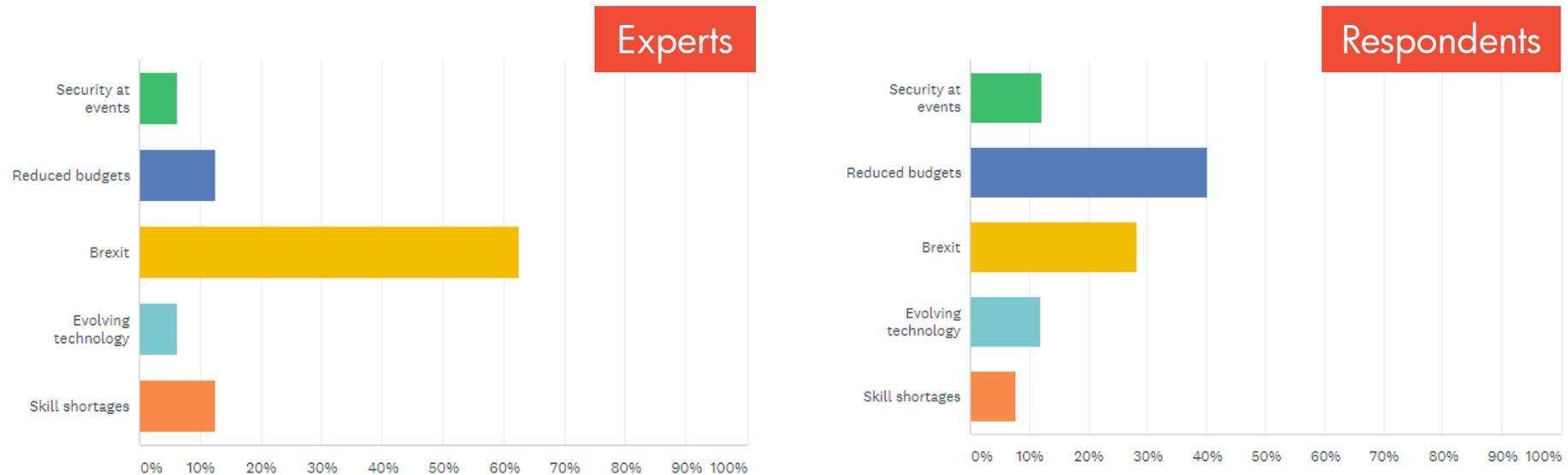
Personalisation



Jonjo Glynn
Venues Director, White Light

Live Streaming

WE ASKED YOU FOR THE BIGGEST CHALLENGE AHEAD



An interesting picture emerged when we compared the responses from our two groups. Our experts firmly voted for Brexit as the biggest challenge ahead whereas our respondents saw more of an issue with reduced budgets – almost definitely a knock on effect from Brexit. It seems from whatever angle, you cannot escape it!

INDUSTRY EXPERTS...

HOTTEST TRENDS 2019



Rebecca Sears

Marketing & Event Consultant

Building online content through live experiences



Mark Riches

Founder & Non Executive Director,
First Agency

Greater experiential touchpoints will be built into all live events



Richard Bradshaw

Group H&S Manager, News UK

Integrating augmented and virtual reality into live performances

WE ASKED YOU ABOUT YOUR CONFIDENCE...



Our industry is growing and despite the advent of Brexit, our results show widespread confidence in industry growth for 2019. Events are essential not only to bring brands to life but also to create memorable moments that last a lifetime. Until that changes we will continue to see an industry that offers a wealth of career opportunities.

EVENT ACADEMY

For more information, please visit our website

www.eventacademy.com

The Event Academy deliver the only event management courses accredited by globally recognised Chartered Institute of Marketing (CIM). We provide live courses from our home in London and flexible online studying options across a variety of academic levels. Our tutors are all practising event experts across all sectors including festivals, corporate, fashion, exhibitions, weddings, celebrity & charity.