

A hand is holding a camera lens, with the lens's circular opening acting as a frame for a scenic view of a lake and mountains. The background is a soft-focus landscape with blue water and green hills under a clear sky.

Tendências Globais em Eventos:

Perspectiva do Cliente

***Linda Pereira
International Consultant & PCO***



LIVING IN PORTUGAL
WITH
BRITISH ROOTS



**What we know
for sure...**



We Are in A Time Where Entire
Economies, Industries And
Organizations Are Reshaping

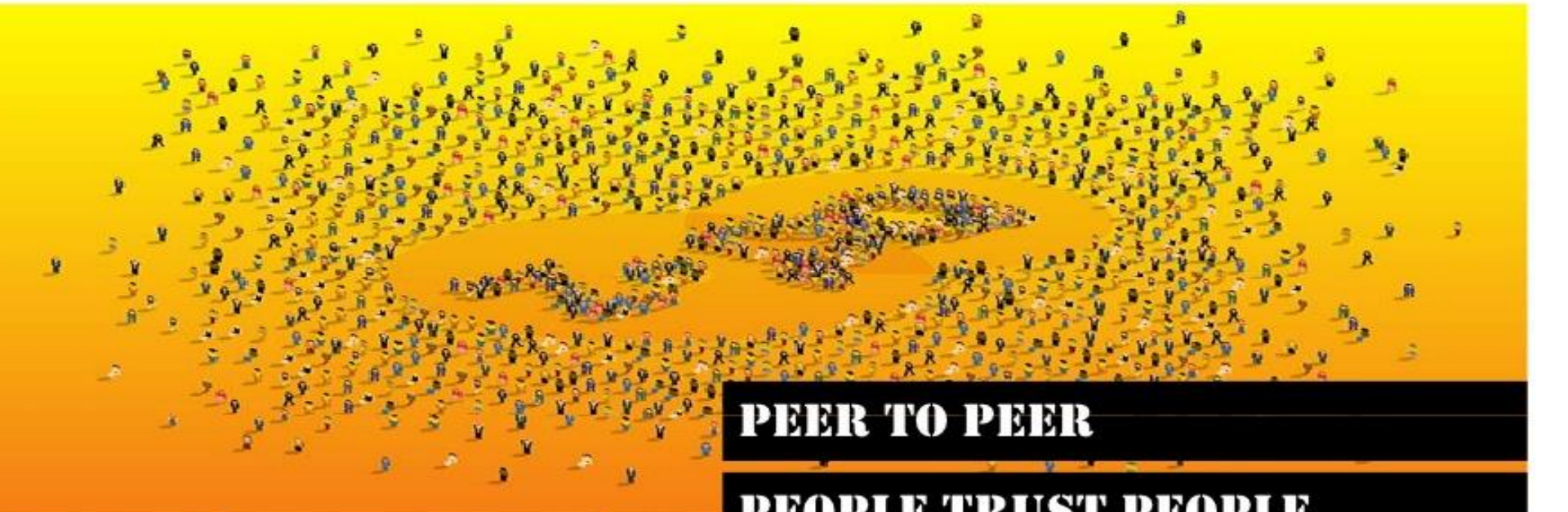
<http://ayeletbaron.com>

Source: Huge Lightning Pierced The Sky By Marateaman

**The event industry will
contribute **\$2 trillion**
to economies
by the end of 2026**

***Global meetings and events forecast
showed that internal events are the fastest
growing type of events in 2025.***

**Events are
the new office**



PEER TO PEER

PEOPLE TRUST PEOPLE

THE END OF THE MIDDLEMAN



Are You Designing Connectivity, or Just Planning Meetings & Events?



EMBRACE CHANGE

“If you don't like
change, you're going
to like irrelevancy
even less.”

General Eric Shinseki





**Carreiras com alta demanda:
gestores de eventos uma carreira
apelativa**

GET 'EM YOUNG

IS YOUR COMPANY SHOWING ITS AGE?





**O QUE MUDOU
POS/*PANDEMIA*
*NOS EVENTOS?***

2019

A white sheet ghost costume with two black eye holes is positioned behind the number 0 of the year 2019. The costume is draped over the number, making it appear as if the ghost is standing behind the digit. The entire graphic is set against a solid black background.

O QUE AINDA RESTA DE 2019?

- **Foco excessivo no conteúdo em detrimento da conexão**
- **Escolha inadequada do destino, elevando os custos... e afastando os participantes**
- **Proposta de valor pouco clara**
- **Orçamento desperdiçado em centenas de palestrantes desnecessários**
- **Expositores insatisfeitos com o baixo fluxo de visitantes**
- **Participantes com dificuldade para acessar as exposições**
- **Estratégia de patrocínio mal definida Incerteza sobre o fechamento de negócios**

.....E, além disso, a concorrência cada vez maior.



FUTURE AHEAD

3156-3175

PRESSAO!

- A demanda tem sido incrível nos últimos três anos.**
- Os VENUES estão sendo reservados com muitos anos de antecedência.**
- Uma renovação impressionante da força de trabalho (70% em 4 anos)**
- Insegurança de contexto resulta em reservas de participantes cada vez mais tarde**

- Clientes buscam Personalização e Experiência Imersiva, eventos mais interativos, com experiências sensoriais e personalizadas.**
- Tecnologia e Digitalização – O impacto da inteligência artificial, realidade aumentada e eventos híbridos na experiência do participante.**

- **Uma crescente demanda sobre sustentabilidade e ESG –eventos eco-friendly e práticas responsáveis.**

- **O desejo por interações autênticas e oportunidades de engajamento mais dinâmicas. Maior e mais criativa conectividade e networking**

- A adaptação dos eventos para atender diferentes perfis de público, como microeventos e experiências sob demanda.**

Novos Formatos e Flexibilidade

E AGORA....

A mentalidade MUDOU:

- Priorizar a conexão antes de tudo**
- Focar no comércio e no fechamento de negócios**
- Escolher destinos e locais funcionais**
- Reduzir desperdícios e concentrar-se no que realmente importa**

**BENVINDO....AO PRESENTE!
O FUTURO É HOJE!!!**



TURISMO NÃO produz EVENTOS.

**EVENTOS
produzem
TURISMO**

**Eventos são
VERDADEIROS
aceleradores
de negócios!!**



Let's start with a question: What is the most important factor in determining the success of a project?

- The quality of the project manager
- The quality of the project team
- The quality of the project process
- The quality of the project environment

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SCENE			TAKE			ROLL		
DATE								
PROD. CO						SOUND		
DIRECTOR								
CAMERAMAN								

DIGITAL IMMIGRANTS AND DIGITAL NATIVES





FROM FORMULAS TO CO-CREATION

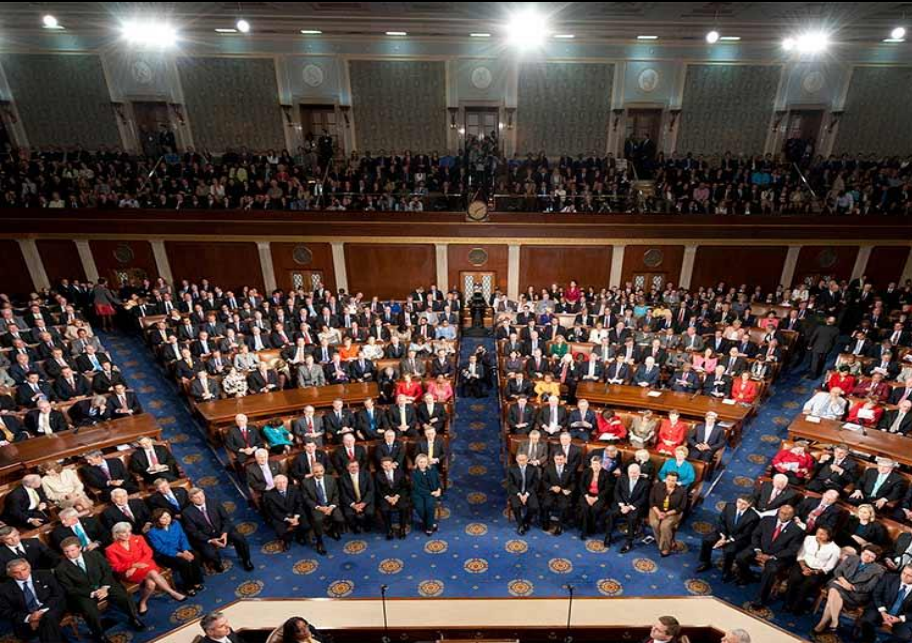




**SHARE
YOUR
STORY**

**FROM TALKING HEADS
– TO EXPERIRNCE SHARING**

FROM THE BALLROOM TO THE GREAT OPEN SPACE



FROM SPEAKERS TO EDUTAINERS



Clube de Embaixadores
Concursos e Gestão de Eventos

AWARDS 2018

LISBOA, 8 DE FEVEREIRO DE 2019

CPJ, Meetings & Events | Rui Elias Fotografia © 2019

FROM LISTENING TO PARTICIPATING



**Less of this:
the 'sage on the stage'**



More of this: 'fireside' meetings







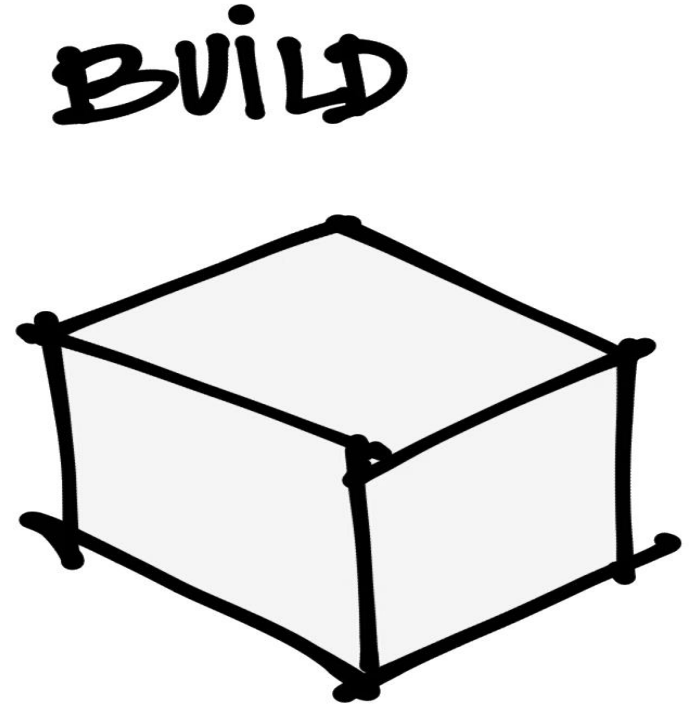
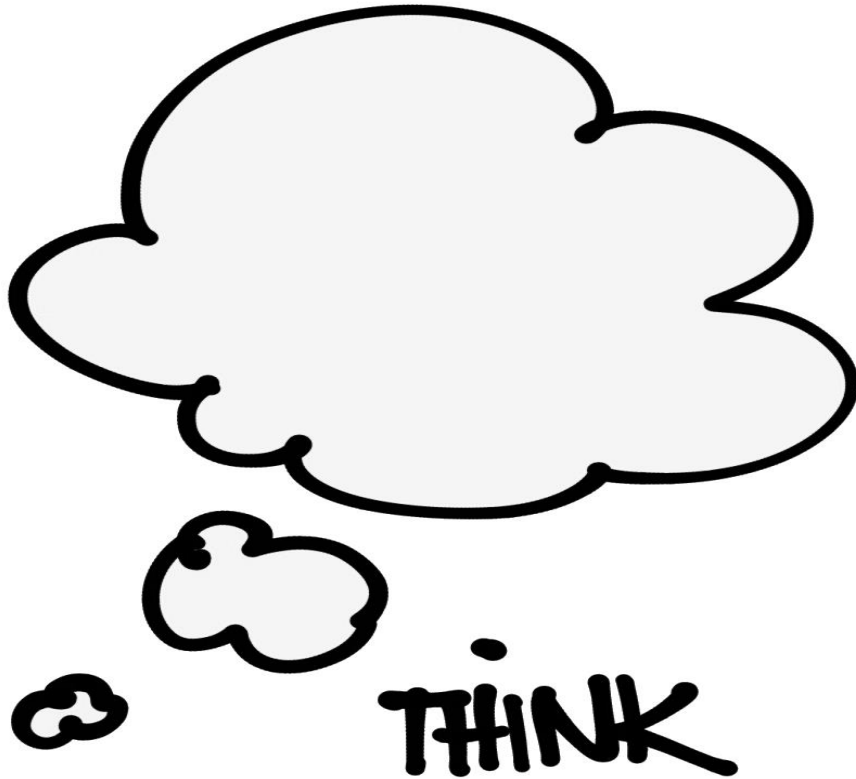
FROM SITTING TO STANDING & MOVING



FROM PRESENTATIONS – TO PRIMERS & IGNITERS



FROM CONTENT DESIGN TO CONTENT STRATEGY



FROM ROI TO ROE



MEALS ARE CONTENT TOO!



RISE OF THE INCLUSIVE NETWORKING EVENTS



Networking at events

More structure - Gamification





AND THE ENVIRONMENT TOO!!



AND PEOPLE TOO!!

**Corporate Social
Responsibility –**

LEGACY

Corporate Social Responsibility



Much, much MORE of this



18%



low-cost airlines



local rates

**O custo para o participante deve
ser o mais baixo possível**



valor

Não só pelo

preço

risco



TEMPO

GERAÇÃO “JÁ”



83%

Programas turísticos e sociais

26%



UNIQUE

DESTINATION EXPERIENCES

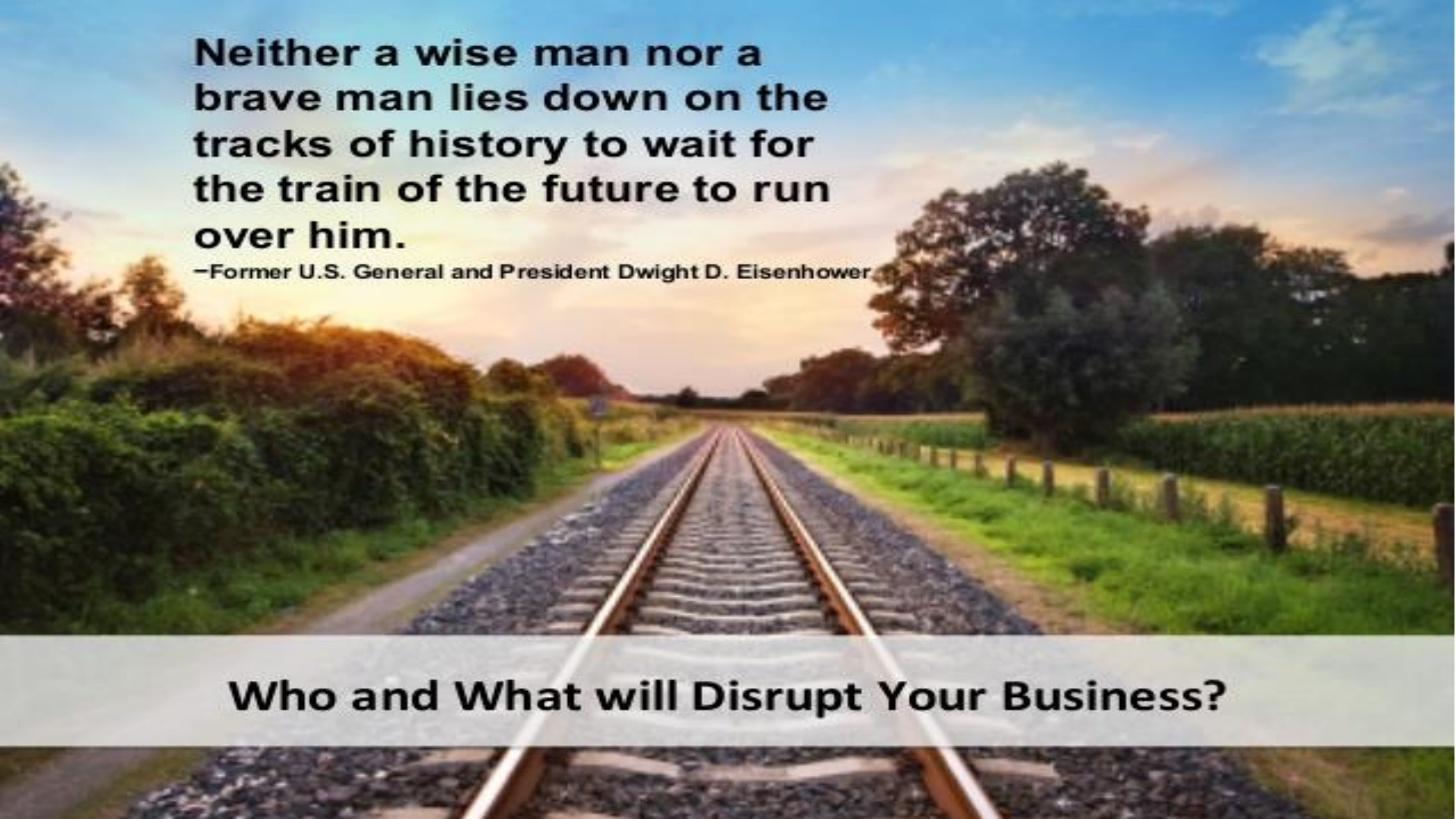


SERVICE



Talk business *not* logistics



A photograph of a railroad track stretching into the distance under a sunset sky. The tracks are made of gravel and metal rails, leading the eye towards the horizon. The sky is a mix of blue, orange, and yellow, with some clouds. On the left side of the tracks, there are dense green bushes and trees. On the right side, there is a grassy field with a wooden fence and more trees in the background.

**Neither a wise man nor a
brave man lies down on the
tracks of history to wait for
the train of the future to run
over him.**

—Former U.S. General and President Dwight D. Eisenhower

Who and What will Disrupt Your Business?

DISTO...

MEETINGS?



PARA ISTO...

MEETINGS?







MORE SURPRISING

DO MORE





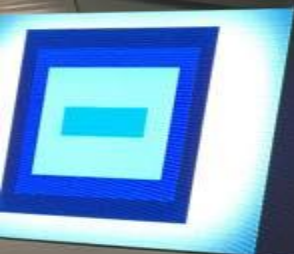




...and to benefit and involve the neighbouring community...

O IMPACTO DOS EVENTOS...







**WE CHAMPION
DEMOCR**



By staying focused on what really matters,
and acting as stewards for the next generation,
we inspire confidence and empower change.

A high-action photograph of a surfer riding a massive, curling blue wave. The surfer is wearing a black tank top and patterned shorts, crouched low on a yellow surfboard. The wave's face is a deep, vibrant blue, and the water is splashing around the surfer. The overall mood is dynamic and powerful.

VIBRANT

UNREAL

CRAZY

ASTOUNDING

CHANGE

MEETINGS ARE ABOUT CHANGE

ISSUE DRIVEN

Neuro100





EVENTS AS SLINGSHOTS

BUILDING COMMUNITY



MRKTNG ZONE

MENÜ

- > Mrktng Zone
- > Fikirler ve Öneriler
- > Aktivite Takvimi
- > Haberler
- > İletişim

ARATA

dönemlerde etkili
pazarlama için 50
strateji



hem de bir
anılar ve
rur. İşte
"Peter
ayakta
n
jnin



Liderliğini Management Centre Türkiye'nin üstlendiği MRKTNG ZONE
gündem yaratan, sektörel doğru ve yanlışların paylaşıldığı, fikirlerin
düşünceleri ve tecrübeleriyle zenginleşecek, kurumların bir arada
olarak hayata geçti. Sadece dinleyen ve izleyen değil, aktif olarak
paylaşarak gelişime inanan, sektörün geleceği için bir araya gelerek
birlikte yeni projeler için MRKTNG ZONE

Anything and everything about marketing

Pazarlama dünyasının liderlerinin buluşma noktasına hoşgeldiniz!

Links

Mrktng Zone

Liderler Kah

for

ecting HR

THE CHANGE AGENTS

VISIONARY, CATALYST, ENABLER

**WHEN KNOWLEDGE IS INFINITE
AND EVERYWHERE**

When business is fast and
digital and we can do
most things faster
and better...virtually!



**TO SOLVE THE MOST
DIFFICULT CHALLENGES
TOGETHER**

TO MAKE THE BIG DECISIONS

**ENGAGING
STRETCHING
PROVOKING
INSPIRING**

**REAL
HUMAN
EMOTIONAL
COLLABORATIVE
TRANSFORMATIONAL**

**THEY WILL ENABLE PEOPLE
TO DO WHAT THEY COULD
NEVER DO ALONE**

**THEY WILL ENABLE PEOPLE
TO DO WHAT THEY NEVER
THOUGHT POSSIBLE**



Thanks for Listening!

Q & A

A white identification badge with a red lanyard. The badge is rectangular with rounded corners and a clear plastic cover. It is attached to a red fabric lanyard with a silver-colored metal clasp. The text on the badge is in red.

Linda

Pereira

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