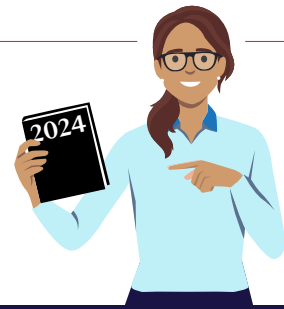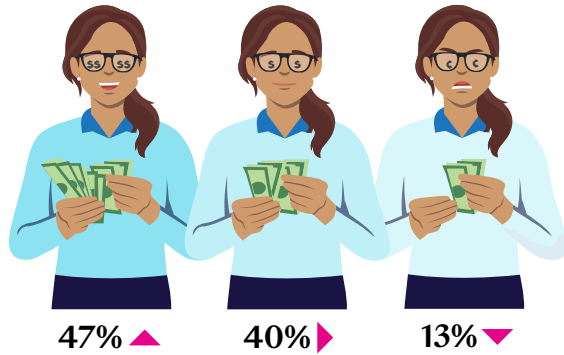# plannerPULSE™

encore™

Must-Know Event Trends in 2024

What are event professionals prioritizing in 2024?
Driving audience satisfaction with engagement technologies
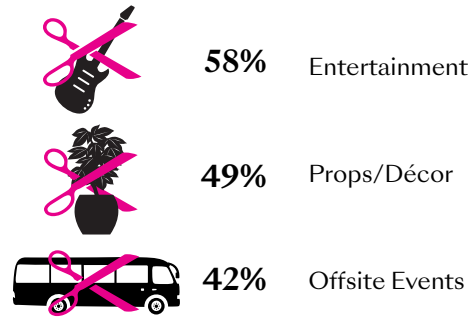and capturing ROE/ROI to future-proof budgets.

Event budgets on the rise or holding steady

**Majority of planners (87%) expect their
2024 budgets to increase or remain flat**

47% ▲   40% ▶   13% ▼

What items are at risk to cut spending on first?

58% Entertainment

49% Props/Décor

42% Offsite Events

Please note: Props/décor does not include in-room AV.

Audience satisfaction proves biggest indicator of an event's success

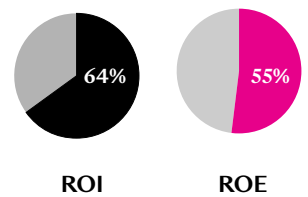**96%** call fulfilling attendee expectations
"most important KPI" to determine
if event goals were met

Very Bad   Poor   Medium   Good   Excellent

Elevating the event experience?
65% say ROI data is most valuable in
justifying spend on tech and production.

$ VS ♥

ROI
financial
returns.

ROE
event impact on
thoughts, feelings
and behaviors.
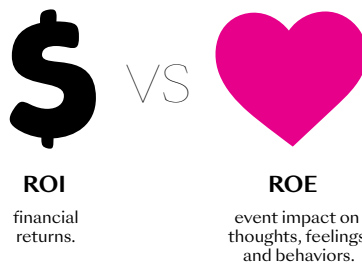
How are outcomes tracked?
About **2/3** measure ROI;
over half measure ROE.

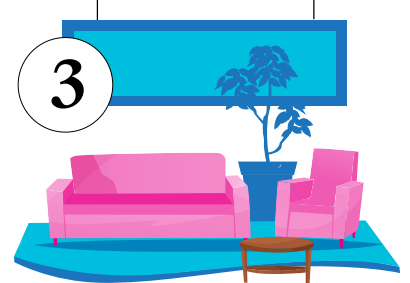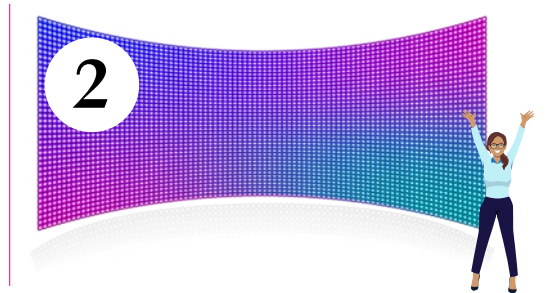64%   55%

ROI   **ROE**

Please note: Some respondents measure both.

Lighting elements are the #1 audience engagement tool

**Stage lighting, gobos and/or LED uplights
are the primary tools used to make event
spaces more enticing**
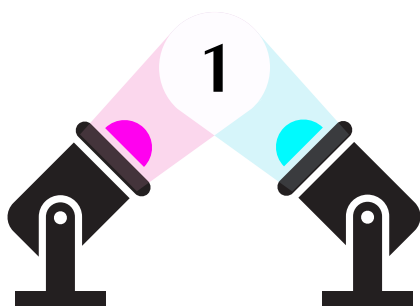
LED walls and monitors, followed by unique scenic/décor, rank second
and third for top ways planners create engaging environments.

1   **2**   **3**

Lighting (61%); LED Walls/Monitors (52%); Scenic/Décor (50%)

First-time use of interactive tools and high-tech visuals set to rise

**Technology solutions include audience
engagement tools, like digital Q&A,
and immersive tech, such as LED walls,
AR and holograms**

AI, VR, event apps and inclusive
elements, like live translations,
are technologies they're excited
to use for the first time in 2024.

Ready to leverage these insights? Let's chat!