

Evolution of Events 2020-beyond

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Agenda

- **Story of PIRATEx** - going from organiser to agency for digital events
- **Digital and hybrid events** - evolving from a substitute to an new type of event
- **Formats** that work (examples of the "real world")
- **Where we are now & where we are headed:** Changes for B2B events to extend their reach and revenue
- **Outlook discussion** - what's coming next and how you will shape the future(metaverse, AI, new event types, etc.)



PIRATEx

Who we are and what we did

The pandemic meant the event
business would never be the same

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PIRATE
SUMMIT


JECK'N'TECH

EXEC
fintech


STARTUP
SAFARI

 OM
CLUB

WITH COVID-19
SUDDENLY
EVERYTHING
CHANGED

OPTIONS WE EVALUATED

PAUSE
BUSINESS



FIND
NEW BUSINESS

PIRATEx Pandemic Strategic Plan: Give, Give, Ask

Objectives	Move quickly to changing business model	Give: Provide content on how to react	Give: Build network and share knowledge	Ask: Go to market
Action Steps	Transition the company towards an all-in focus on digital events	Communicate expertise and learnings (Remote Events Guidebook)	Connect the community, continue to adapt & publicize (Deep Dive Podcast)	Put expertise into action (PIRATE Live, Exec Events, tradeshow)
Key Performance Indicators	Create substitute formats for all aspects of physical event production	Shares and Downloads	Podcast guests, viewers and community engagement	New leads, business opportunities, revenue

Timeline

2020

Pivoting and building on a new business model

2021

Expanding on business, focusing on customer acquisition and testing new approaches to meet client needs

2022 and beyond...

Delivering for repeat customers and finding a niche in the market

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NÜRNBERG / MESSE



Deutsche Messe

 koelnmesse

HRS GROUP



Figma

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Digital & Hybrid events

A response to the pandemic with an enduring legacy

Evolution of digital & hybrid events

The pandemic impacted events differently from other industries

- Event industry must serve the needs of the B2B clients it provides for
- Business doesn't stop when people cannot meet in person
- Event industry had to meet clients where they were, not where we were

When events are no longer a destination, **value is everything**

- When events stripped down to individual elements, organizers must provide value
- Square footage no longer the measurement
- Adapt or die: Everyone had to pivot (or take assistance), some events become obsolete

How digital and hybrid events have evolved

Phase 1: The pandemic ushered in a new revolution of digital events

In the absence of physical events, organizers moved events online, some with difficulty, some with ease

Phase 2: Pandemic era tech investment led to a great expansion in digital event technologies, but lasting impact uneven

Many new providers entered the market, to open opportunities for "hybrid" events-- events with both a physical and digital attendance options, digital events became more sophisticated

Phase 3: As events return in person, we find consolidation in the market from eventtech providers

Lasting impact of event technology leaves **"phygital"** events-- physical events with hybrid elements

Digital & Hybrid Events

	Pros	Cons
Greater accessibility, no travel	Not constrained by 9-5 agenda, lower environmental impact	Loss of magic moments, networking difficulty
More frequent events & niche opportunities	more participation and opportunity for events to reach new markets	More noise in event calendar, harder to stand out, Zoom fatigue
Lower barriers to entry	Greater access for new sponsors and attendees	Less curated events, more chaos
Digital analytics and tools	Better measurement of event ROI and value for attendees	Data difficult to use, data ownership and privacy concerns
New event technology	Opportunity to create new event formats & experiences (metaverses?)	Attendees can be turned off by bad digital event experiences

Hidden costs of hybrid events

Hybrid events are often misunderstood. A event livestream does not make a hybrid event

You must have a different concept design for each participant journey, both on-site and online

Increases the cost and human resources for your event: a big ask for clients!

Formats that work

Examples from the real world

Examples from the field



1&1
Glasfaser OIV
Kampagne

B2C Information & Sales
Campaign



GIZ / ISC3
Global Sustainability
Week

Enabling researchers from all over
the world to discuss one week



Nürnberg Messe
it-sa Updates

Combining physical trade fair
with extended digital platform

Examples from the field



Douglas
Retail Media Summit

New European Customer Event



Henkel
Tech Ventures Week

Enabling Henkel employees to
innovate! Vision Groups and full
event week.

How to concept: Unbundling Events

No event is replicable every
client is unique

Start from scratch every time. Just because it's
a webinar, you don't need to use the same
toolbook each time

Each feature should be individual

Choose elements that make sense for your
attendee's needs-- don't choose features just
because you can, if they don't make sense

Understand what your client
needs and goals are for their
event

Design from this starting point-- fit the concept
to their needs and desired outcomes

Digital turn created new event formats

Studio & Hybrid productions

Remotely produced and on location productions presented to on site and digital audiences--expanding the reach of events

Geolocating

Rather than bigger = better, satellite events closer to participants allow for a more tailored experience (& more competition!)

Community/365 models

Expanding the event format to deliver value year round

Where We Are Now

The state of the industry & changes for
B2B events to extend their reach and
revenue

New business models

Tradefairs	Digital square meters (digital booths, placements) Additional Services to customers Marketing Campaigns and Services
Conferences	Additional Ticketing Subscription model / Content Libraries
Workshops and seminars	Knowledge Database / Digital Event series

Strengths: The digital turn

- Digital innovations are now standard to event formats
- More providers and products than ever
- Physical events are transformed with digital elements (analytics, agendas, management)
- **More focus on participant value**

Weaknesses: Expertise

- Many skilled professionals left the industry
- Increasing digitalization of business means impact of large fairs is not what it used to be
- Bad experiences with early digital events can be difficult to overcome

Opportunities: Metaverse & beyond

- Digital innovations can go much further than they are currently
- Metaverses can make events continual and bespoke
- Increasing focus on inclusion and expanded access -- widening market

Threats: Change to business models

- Viability of business models based on square footage has changed
- Climate impact
- Generational divide
- Low adoption of some digital solutions

Events today

Know your customer

Events that endure in B2B are those that understand their customer well, know their needs and exceed expectations. Destination & spectacles are not as significant a driver when lower travel and price considerations matter

Hybrid is hard: focus on Phygital

Excellent hybrid events require creativity and are expensive for clients, leading to low adoption. As events have rebounded in physical formats, the trend is phygital-- physical events with digital elements

Be agile & iterate

As a service industry, events are always vulnerable to outside shocks. Continue challenge and improve, don't rest on experience or brand name



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Where we are going

The future is what you make of it!

Outlook Discussion: What's next

Focus on quality over quantity

Not just square footage -- really providing value to participants. Requires knowing your participants and what they want. This may be different for each of your participants.

Building responsible events

Events that are inclusive and sustainable, and conscious of their impact. Less "exclusive" and more open to others.

Continued relevance

Digital transformations disrupted the business model of many large shows and fairs. With recession and financial crisis, how will the industry fare?

As event professionals, you get to shape the future you want to see

Don't be afraid to experiment -- its how you learn

Not all clients will let you, so create the opportunity for yourself

Don't give in to the hype

Those that did, are in the metaverse waiting for their customers to find them

As a service industry, your client's needs are your business

Anticipate their needs in advance, not when they ask you for it

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