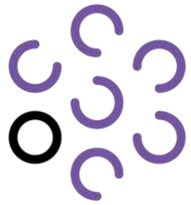
pcma
KNOWLEDGE EXCHANGE
4 APRIL 2019 | 10.30AM - 12.30PM
SUWON CONVENTION CENTER, SUWON S. KOREA
THE FUTURE OF
MEETINGS AND EVENTS

2018 Trends Summary



Emotional Intelligence

Meetings and events will need to move past reactive adjustments to adopt a proactive approach to personalized experiences, understanding the needs of participants before they arrive.

Orchestrated Serendipity

Experiences must embrace freedom & surprise, freeing consumers from the constant constraint of schedules or agendas. By embracing the unexpected, we can engage participants and leave a lasting impression.

Multimodal Design

Every event has a unique objective & audience and a space must reflect each event's specific personality and needs. Space is critical to any event, and should be designed to adapt to the ways that participants will engage.

Bigger than Oneself

You can't just provide content anymore. Every event must have a message. Participants want to understand what's important to a business, and experience events that deliver that message down to the smallest detail

Sense of Place

The most memorable events celebrate local surrounding, enriching visitors, exposing them to the local culture, and connecting them with the community to increase engagement.

INDIVIDUAL IDEATION

NEW YORK COMIC CON

167,000 Attendees

Javits Center

28 Hotels used in the block

Single day/Multi-day tickets

Ancillary events throughout the city

INDIVIDUAL IDEATION

Envision and reinvent the Comic Con event of 2020.

1. Re-familiarize yourself with the assigned Trend below.
2. Apply that Trend to each part of the event.
3. Include as many ideas as you can for each part of the event – think broadly!

Individual and Group Discussion Ideas

- Themed automated transportation system with character escorts. Consider inclusion of Augmented/Virtual Reality for an immersive experience.
- Sustainable transportation types (green electric vehicles) and inclusive transportation for seniors. Zipline-like experience for Spiderman-type entrance.
- AR/VR mind's eye theatre
- Collaboration with boutique hotels for themed accommodation
- AI system for online communication prior to event, networking based on personality types
- Venue to have Alexa-style information system
- Unique venues with light visual technology
- Experiential lab workshop to create a new superhero
- AR visual panel to transform participants into comic superhero of choice
- Location based badge tagging system for networking
- Event gamification where participants enter the event as a pre-selected character in a role-playing game with a storyline, level-up capabilities and awards.

Individual and Group Discussion Ideas

- A no-device no-wifi zone to be completely immersed in Comic Con
- Incentivise dressing up as comic superheroes by holding a best dressed competition
- Live broadcast show during the event
- Clear sustainable goals at Comic Con. Discourage disposals and prepare products to be multi-use.
- Spaces to mimic scenes from comics. Consider immersive experience through VR
- Comic writer meet-up session
- Transform local city map and landmarks into themed comic city by linking to city's history
- Utilise public parks and connect Comic Con with local festivals
- Promote networking with organised tour routes for participants with 'themed missions'
- Social media tagging to bring together participants of common interests for networking

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