

SOCIAL MEDIA SHAPING DEMAND FOR EVENTS

How Social Media shape demand for Events and the Event Experience . have both the positive and negative impacts to the shaping of demand for events.

Key Takeaway for Venues Resorts, golf courses, and similar venues should offer buyouts in shoulder seasons to accommodate these events and drive revenue. Venue sourcing will become more sophisticated. Planners are looking for established wellness programs at hotels or looking to venues that can accommodate wellness-focused breakout spaces. Key Takeaway for Venues Use sourcing engines to increase visibility and strong profiles to increase conversion. McLeod, S. You can also follow hashtags such as EventProfs to see what other people in the industry are tweeting about. Social media marketing helps you gain traffic to your website, generating more potential customers and clients, thus benefiting your business. In , the race is on to see who can think the furthest outside of the traditional ballroom box to create more enticing, millennial-friendly experiences. Feedback rates can be calculated by the number of likes and comments divided by impressions. Pictures of their purchased tickets for the event which were uploaded on Facebook is considered as a pre-event interaction as well. Key Takeaway for Properties A great attendee experience might result in transient business later on. Try It For Free But what about conferences, networking events, and beyond? Sustainability is front and center in the event planning industry. Minimalist event decor will have maximum appeal. But data collection is becoming more sophisticated. Cultural interactions, local dining, experiential travel, and team-building activities are all in the mix. Gaudy, gold-lace ballrooms are on their way out. From desktops to smartphones and tablets, the transformation had created such convenience for people to connect, network and socialize over various platforms of social media wherever they are. Large-scale events leave a long-standing impact “ on society, on the environment, on local economies, and beyond. Four out of five millennials say that attending live events makes them feel more connected to other people, the community, and the world.