



Emerging Trends for Events Industry in 2022

Events Industry Outlook

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Emerging Trends for Events Industry in 2022

On 10 March 2022, Venuerific hosted their first physical event after two years, exclusively attended by 45 corporate event organisers. This event is hosted to provide an outlook of the events industry with new data and insights, presented by:

1. **Veemal Gungadin**, the Vice President of Digital & Innovation at **SACEOS** as well as the Founder & CEO of **GEVME**, a fast-growing event tech platform.
2. **Firdaus Salim**, Marketing Evangelist at **Mice Neurol**, a company for creating impactful virtual and hybrid events.
3. **Robert Lai**, Founder & CEO of **Kaliber Performance Marketing**, a leading consultancy for fast-growth companies in APAC.

SMM UPDATE FOR MICE EVENTS

To begin, Veemal explains the newest update on Safe Management Measures for events in Singapore. The updates including:

From 29 March 2022,

- The permissible group size for social gatherings will be increased from 5 to 10 persons for mask-off activities.
- Mask-wearing is required for indoor settings, but will be optional in outdoor settings.
- Safe distancing is encouraged but will not be required between individuals or groups in all mask-on settings. However, a safe distance of 1 metre will continue to be required for mask-off settings.
- For smaller events and settings of up to 1,000 pax, events can proceed without being subject to any capacity limit.
- For large events of more than 1,000 pax and that are mask-on, capacity limits will be increased to 75%.
- Outdoor live performances and busking will be allowed to resume at all venues, including F&B establishments.

Parameter	Current Posture
Group Size	10 at a time
Mask-wearing	Required for indoors, optional for outdoors
Safe Distancing	1 metre safe distance when mask off
Capacity	75% for large settings and event sizes of >1,000 pax.

Source: Ministry of Health Singapore, 24 March 2022.

HYBRID EVENTS ARE NOT SOMETHING NEW?

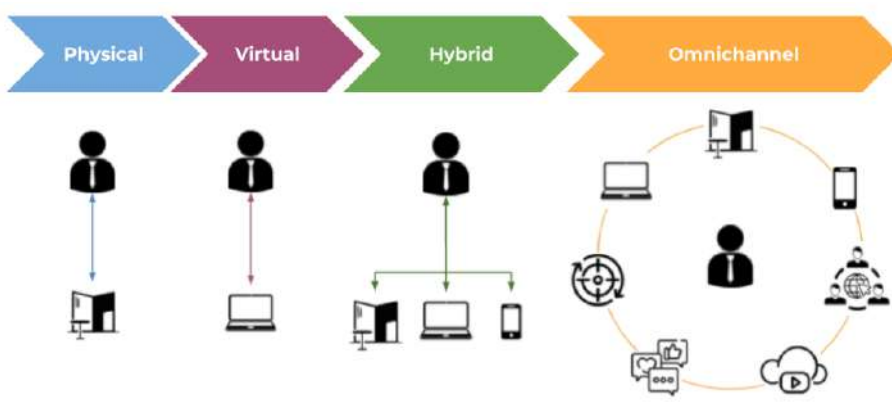
By Veemal Gungadin, VP of Digital & Innovation at SACEOS

Veemal continues to give an insight about the long history of hybrid events, which were introduced by UBM Studios. 10 years ago, a company called UBM Studios offered many products to complement and enhance in-person events by providing



added digital or online components. Unfortunately, this product didn't attract many customers as online events weren't prevalent a decade ago. However, Covid-19 has driven people to seek for a solution on hosting events making the hybrid events flourished.

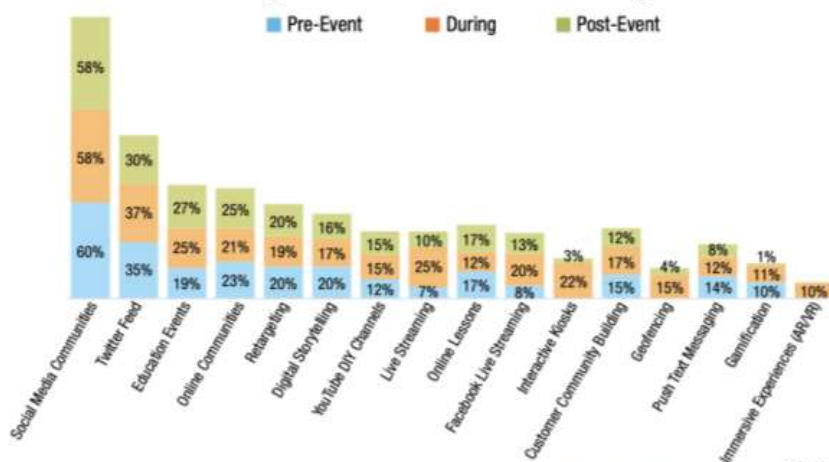
OMNICHANNEL EXPERIENCE



In order to make use of the situation where people no longer depend on solely one channel, Veemal introduces us to what he calls Omnichannel Experience for events.

Putting the customer at the centre of focus allows us to use multiple tools to reach them. Those multiple tools such as Twitter Feed, Facebook Livestream, Text Messages, and Gamification should be used to promote the events throughout the event lifecycle itself.

When exhibiting at events, B2B suppliers plan to use a mix of digital channels throughout the event lifecycle

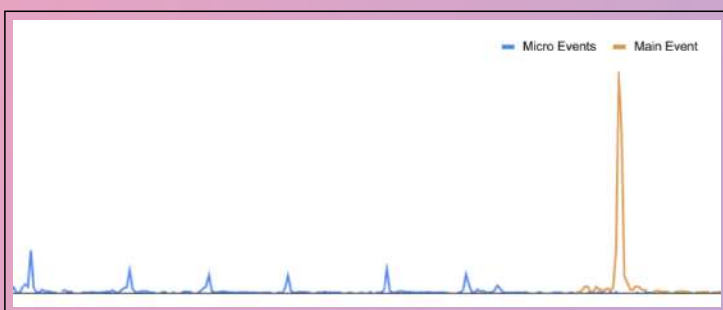


Source: CEIR Omnichannel Marketing Insights, Report One

A mix of digital channels for promoting events

THE IMPORTANCE OF MICRO EVENTS

One strategy used by many organisers of a successful event is to create micro events. Micro event is an event with a small number of participants to talk about some topics that resonate with a niche audience that is more engaging and held at **higher frequency**. Micro events can be hosted in order to grab the attention of the customer, leading up to the main event.



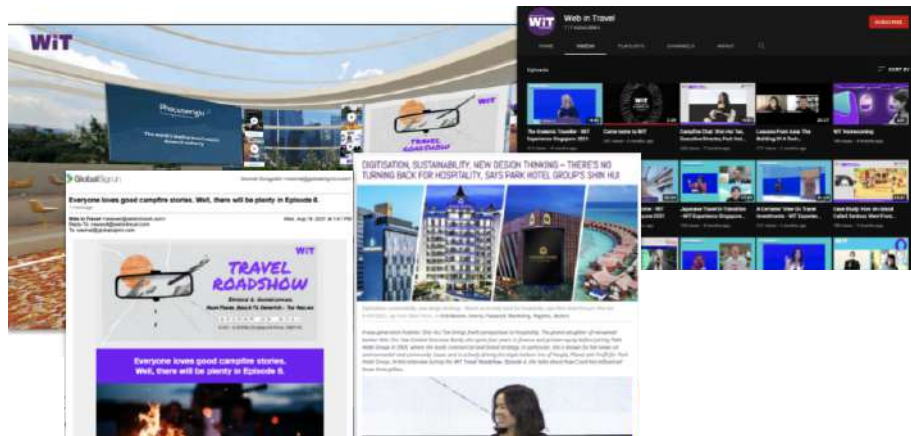
6 roadshows as micro events



Main Event

An example of the use of micro events before the main event

Moreover, producing micro contents for social media is also a key to engage with more audiences, such as making use of blog articles, videos, and interactive social media posts.



An example of the use of micro contents

3 KEY LESSONS FOR HYBRID EVENTS

By Firdaus Salim, Marketing Evangelist at Mice Neurol

Firdaus from Mice Neurol continues to explain the 3 key lessons he learned from organising one of the largest hybrid conferences in 2021, the World Cities Summit 2021.

Interaction, Interaction, Interaction!



Consistent

The more users' expectations prove right, the more they will feel in control of the system and the more they will like it

Perceivability

Do not hide important content and functionality behind invisible interactions.

Learnability

Follow users' past experiences to create interactions

Predictability

Users need to accurately predict what's going to happen next in an interaction

Feedback

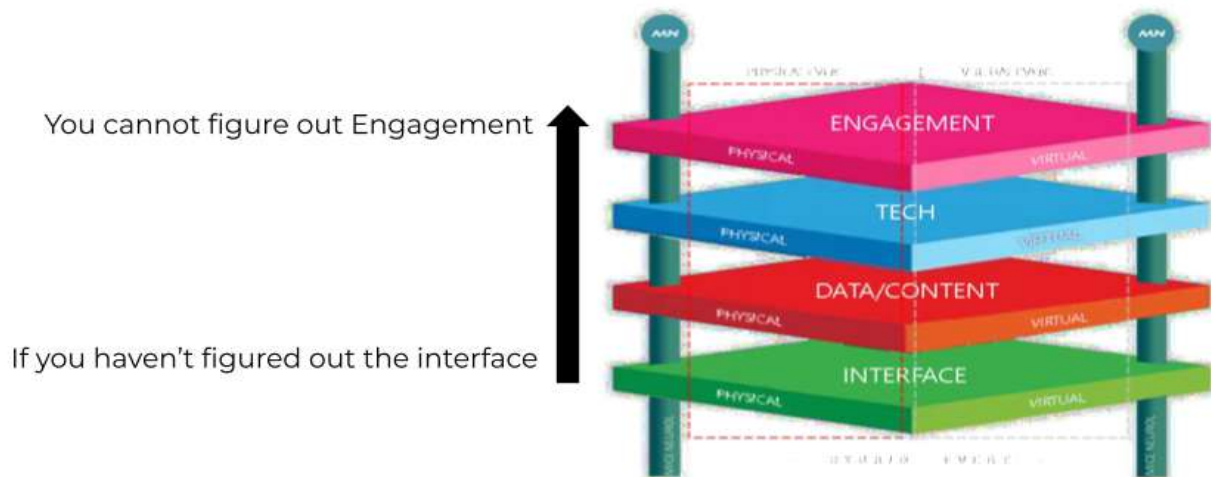
The connection between the action and the result should be made obvious so that people know what happened, why it happened, and what they should do next

The success in hybrid events comes from the interplay between physical & virtual. We need to provide the audience with the ability to interact physically and virtually seamlessly. Interaction itself comes from a few different aspects such as consistency, perceivability, learnability, predictability, and feedback.

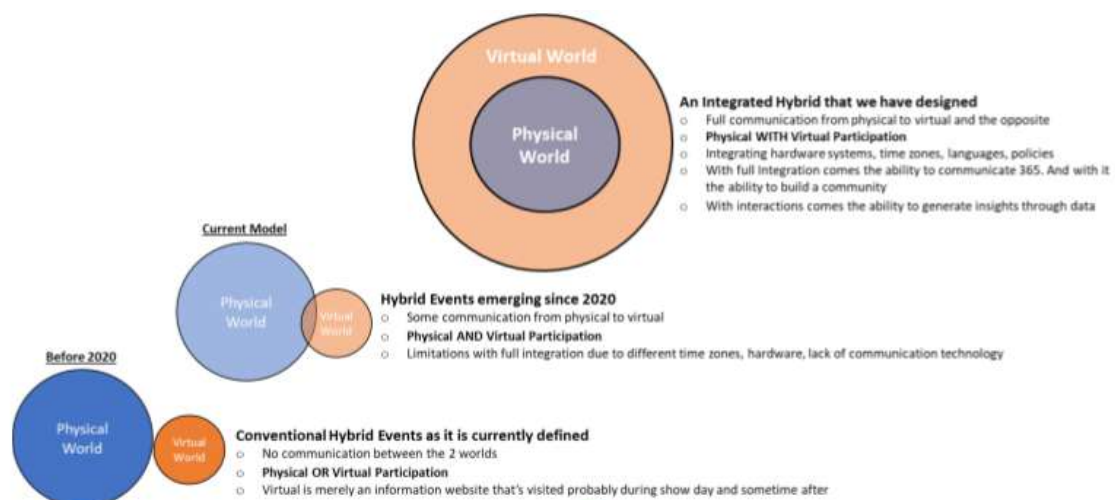
People are Fussy About Agenda

It is crucial to share a precise schedule of the event to your audience and make sure to follow it through. People's behaviour during physical and virtual events are different. During online or hybrid events, people will most likely only attend specific sessions that they're interested in. With a published event agenda, the audience are most likely to have an expectation on what's coming, prepared a question, and ready to engage.

Engineering Engagement from Ground-Up



There's a multiple layer in achieving successful engagement, starting with the interface, data/content, to the tech side. Hybrid events are all about an integration of experiences. It's not merely an event with a separated physical and online participation. With the right preparation, event organisers can create an Integrated Hybrid Events that have physical participation combined with virtual ones.



The future model of Integrated Hybrid Events

WHY USE TIKTOK FOR EVENTS?

By Robert Lai, Founder & CEO of Kaliber Performance Marketing



TikTok is considered a new player when it comes to social media platforms. However, Robert pointed out many reasons why TikTok is a great platform for promoting events. Right now, TikTok has a significantly higher engagement level than any other social media platform. TikTok is also placed number one on

social media platforms with the most average time spent per day by US adult users with 35 minutes per day. In Singapore, the average time spent on TikTok by adults is around 70 minutes.

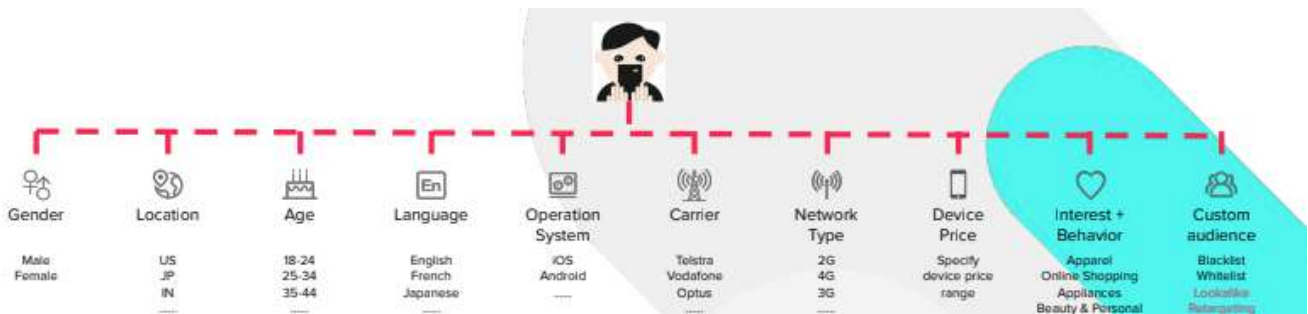
TikTok for Events: Considerations

- There are many ways to re-engage with interested users
 - Watched Video 25% / 50% / 100%
 - Liked, Clicked, Engaged with Video
 - Visited Website
- How we re-engage is also something TikTok does uniquely well
 - Display Cards (Call-to-action Card)
 - Voting Stickers (A vs B)
 - Event Stickers (Countdown Timer)
 - Gift Card Stickers (Promo Code)
- KPI - Engagement



Moreover, TikTok also has an advantage when it comes to funnel-ad solutions. What TikTok does is drive awareness for your content as the first step by focusing on increasing the number of reach or the number of times the video shows on the user's For You page. After that, it will show your content towards a more targeted audience. Lastly, TikTok will help you to add a call to action tool with their features such as Display Cards, Voting Stickers, and many more.

When it comes to targeting, TikTok has a robust range of targeting options to align our event with the right intended audience. What's interesting is that the cost of advertising on TikTok can be 4 times cheaper than other leading social media ad networks. Depending on the number of targeting options selected, The CPM (Cost per Thousand) in Singapore can be as low as SGD \$2.50.



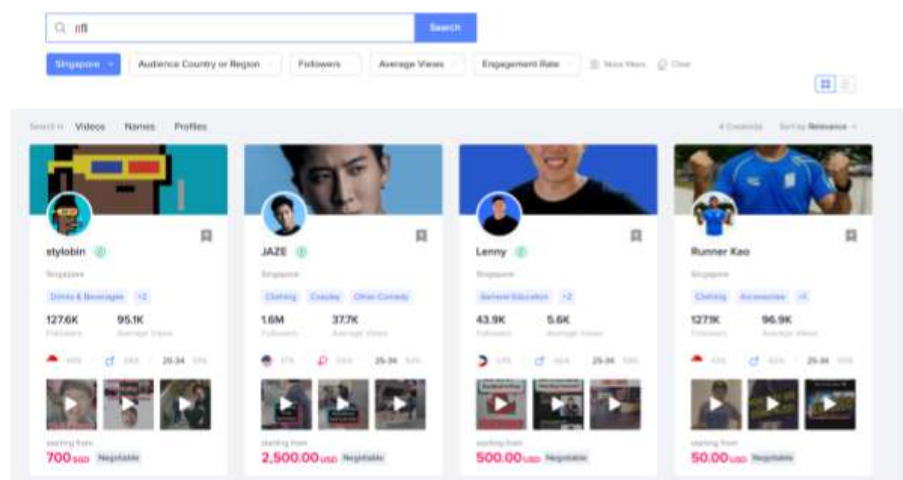
TIKTOK CREATOR MARKETPLACE

Search: NFT

Top TikTok creators in Singapore that produce content related to NFTs

Proceed to Creating a Campaign and briefing the Creator

TikTok advises brands to place minimal amount of input into the creative direction



TikTok Creator Marketplace is a collaboration platform that gives the opportunity for brands and creators to connect. With this, creators can collaborate with brands on both paid and reward-based campaigns. This platform allows brands to work with multiple creators for a campaign. However, it is important to avoid making repeated content across the creators.

Make sure the creators can translate our brief into their own branding, personality, and style to make a unique content that resonates with their audience.

VENUERIFIC PLATINUM MEMBERSHIP

Planning to host a corporate event? Join Venuerific Platinum Membership and get exclusive access to the best venues and rates for your upcoming event! Our Corporate User Success Specialist will ensure your experience is seamless in discovering, booking, and celebrating at unique locations in town.


BENEFITS

- ✔ Personalized prompt support to find suitable venues for events
- ✔ Exclusive access to events by Venuerific, new venue openings, and venue information/discounts
- ✔ Response from venues to be fast-tracked for your event
- ✔ Priority access to new unique venues





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