



# **2013 Conference Trends**

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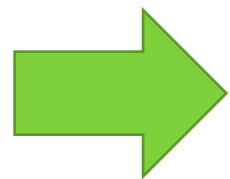
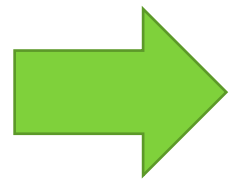
# Challenges To All Conferences

- Generally 20% decrease in delegates
- Tighter budgets
- Changing needs of delegates
- Conferences need to be nimble, adaptable, and take advantage of developing technology.  
Successful events will use more strategic approaches, keeping on top of delegate needs and trends.



# Challenges To All Conferences

Generation Y and Greying Boomers make up the majority of delegates today



Traditionalists	Born 1925-1945 44 million
Baby Boomers	Born 1946-1964 80 million
Generation X	Born 1965-1980 46 million
Generation Y - Millennials	Born 1981-2006 92 million



## Gen Y (Millenniums) - Traits

- Fastest growing segment in workforce today
- Tech savy, family oriented, achievement oriented
- Have always had computers – don't see them as technology
- Grew up in global society / rely on social networks
- Good with teams / collaborations
- Likes diversity and multi-tasking
- Care about the environment



# Considerations re: Gen Y

- Recognize their achievements and reward them (rewards need not be monetary)
- Empower them
- Train them in a multimedia environment
- Consider the fact that they can actually learn any time anywhere
- Make training dynamic and flexible
- Allow them to multi-task
- Utilize the internet (Webinars, IM, Blogs, Podcasts, Avatars, YouTube)
- Enable social networking (Twitter, Facebook, Pinterest) when training
- Create training simulations, activities or games
- Structure their learning, regardless of form
- Connect them with everything  
Like to work in teams
- Make sure YOU walk the talk – they expect it



## Greying Boomers – Traits

- Baby Boomers predominately in their 50s and 60s.
- Well-established in their careers and hold positions of power and authority.
- Will be working past regular retirement age
- Egocentric generation
- Saviours of the world / Live to work
- Good at looking at the big picture
- Value health and wellness
- Good at bringing fresh perspectives
- Competitive / goal oriented



## Considerations Re Boomers

- Looking for the 'Deep Dive' and bigger picture thinking
- Challenge them – problem solving
- Enable them to share knowledge
- Like to create their own connections
- Want to see impact, results
- Expect choice and flexibility
- Like to work in teams



## Trends 2013

### **Changing Delegate Experience : Rise of Technology**

- Need a variety of touch points: combination of virtual and face to face.
- Need to integrate the offsite digital with the onsite face to face.
- Use the popular and developing technology – they want to a variety of experiences and are use to technology





## Trends 2013

### **Offer a variety of different types of experiences**

- Looking for the deep dive (workshops, longer sessions, more technical)
- Also looking for more interactivity (discussion, problem solving)



## Trends 2013

### **Some conferences are developing like 'ecosystems' with life beyond the event**

- People looking for experiences outside event itself
- Pre-conference webinars, online chats etc
- Connecting other events to conference



## Trends 2013

- Looking for keynotes who are different and out of their usual field
- Expect conference to 'walk the talk' and be green
- Successful conferences will be multi-agency collaborations
- Despite rise of off site virtual options, the face to face model will remain strong
- Smart conferences doing analysis of events & participants