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

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born Year</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists</td>
<td>1925-1945</td>
<td>44 million</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946-1964</td>
<td>80 million</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1980</td>
<td>46 million</td>
</tr>
<tr>
<td>Generation Y - Millennials</td>
<td>1981-2006</td>
<td>92 million</td>
</tr>
</tbody>
</table>
Gen Y (Millenniums) - Traits

- Fastest growing segment in workforce today
- Tech savvy, 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