

# NextGen-Proofing Your Events



## Questions for Organizers to Consider

This document accompanies the report “NextGen-Proofing Your Events,” [available here](#). The goal of these questions is to stimulate discussion regarding how the report’s findings might be put into action.

### Overcoming Friction for the Non-Attendee See pg. 4-5

- What does an attendee feel they give up when they travel to an event? (Self-care routines, time away from family, hidden financial costs, emotional safety, etc.)
- What strategies could you use to overcome these obstacles?
- Are there ways you can position offerings differently to show hesitant attendees how you will address their needs?

### Individual Curation See pg. 8-13

- How can you introduce more tech-driven personalization into the attendee journey?
- Where are there opportunities to do this before, during and after the event?

### Connection and Community See pg. 14-15

- Are you offering organizers creative solutions to expand beyond traditional learning formats toward more interactive and immersive learning?
- How can you enable micro-communities with spaces and activities that help people connect around shared interests?
- How can you support organizers’ marketing efforts to target specific segments of their population? (e.g. gamers, foodies, thrill-seekers, veterans)
- How can you market unique opportunities to draw in bleisure attendees?

### Authenticity and Trust See pg. 16-18

- How can you embrace modern channels and communication styles that are perceived as more authentic — for example, storytelling and unscripted videos?
- Are you including influencers when you think of talent that could draw people to the event and destination?
- How can you help attendees “live like a local” in your destination and experience it on their own terms?

### Values and Purpose See pg. 19-21

- How can diverse attendees see their identities acknowledged in the event?
- How can you connect individual attendees to causes they care about?
- How can you show the attendee the direct impact they made?
- How are you making your host destination’s causes and efforts visible to attendees?

