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CONTACT: Deborah Cohen
Deborah.Cohen@maritz.com

Maritz Releases “NextGen-Proofing Your Events” Report

ST. LOUIS, May 12, 2026 — Maritz announces today the release of its latest research report, *NextGen-Proofing Your Events*. The report offers forward-looking insights and practical recommendations to help organizations reimagine their events in response to shifting attendee needs and behaviors.

Grounded in the latest research and real-world observations, the report explores how evolving audience expectations are reshaping the event landscape and what organizations can do today to stay relevant in the future. From personalization and purpose-driven design to new expectations around experience and engagement, the report provides a roadmap for creating events that resonate with the next generation of attendees.

“At Maritz, we believe events have the power to bring people together in ways that spark ideas, build connection and drive meaningful progress,” said Jim Russell, Global Head of Business Events Solutions. “This report reflects what we’re seeing across industries. Attendees are changing and events must evolve with them. Organizations that lean into these shifts have an opportunity to create more impactful, human-centered experiences.”

You can find the entire report here: <https://maritz.com/nextgen-proof-events/>

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About Maritz

Maritz is a 132-year-old leader in business and human performance that elevates human potential through tailored solutions in channel partnerships, loyalty, employee rewards, sales incentives, automotive and meetings & events. We use our deep knowledge of behavioral science, combined with data insights and analytics, to solve business challenges for our Fortune 500 clients. For more information, visit maritz.com.