

BE > FUTURE

shaping the future of business events



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Unleashed 2025: Sparking Innovation at Business Events



Ignite your innovation!

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**BRAIN
FUEL®**

The challenges



SUSTAINABILITY

TO TRAVEL OR NOT TO TRAVEL

1 The paradox of mobility for Business Events.

The decision to travel for business meetings is getting trickier because of concerns about the environment and changing values towards work-life balance. As people become more aware of travel's impact on the planet, and as there are more laws about reducing pollution, it affects how meetings and events are planned. How to respond to this paradox towards mobility in the context of live, on-location business events?



TECH

SERENDIPITY AND DESIGN

1 Ensuring valuable encounters in a hybrid event context.

As younger generations become more influential and social trends evolve, we're seeing more events combining in-person and online elements. One challenge, though, is to ensure that even in a hybrid setting, people can still have those unexpected, valuable meetings - those happy surprises where you bump into someone and have a great conversation. So how to maintain the power of serendipity and ensure valuable encounters in hybrid event contexts?



HUMAN CAPITAL

THE SKILLS AI CANNOT LEARN

1 (so you have to)

AI has the potential to improve operations and efficiency in the business event industry. Yet not all skills of event organizers can easily be replaced. How should businesses navigate this complexity and how to ensure that a future which includes AI is inclusive for people too?

TECH

1 SERENDIPITY AND DESIGN
Ensuring valuable encounters in a hybrid event context.

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NOW 2

3 NEW

NEXT 4

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4 steps in 30 minutes

Read the Trend on the poster board

NOW: Share your examples of best practices

NEW: What are the fresh new ideas, startups in the event industry?

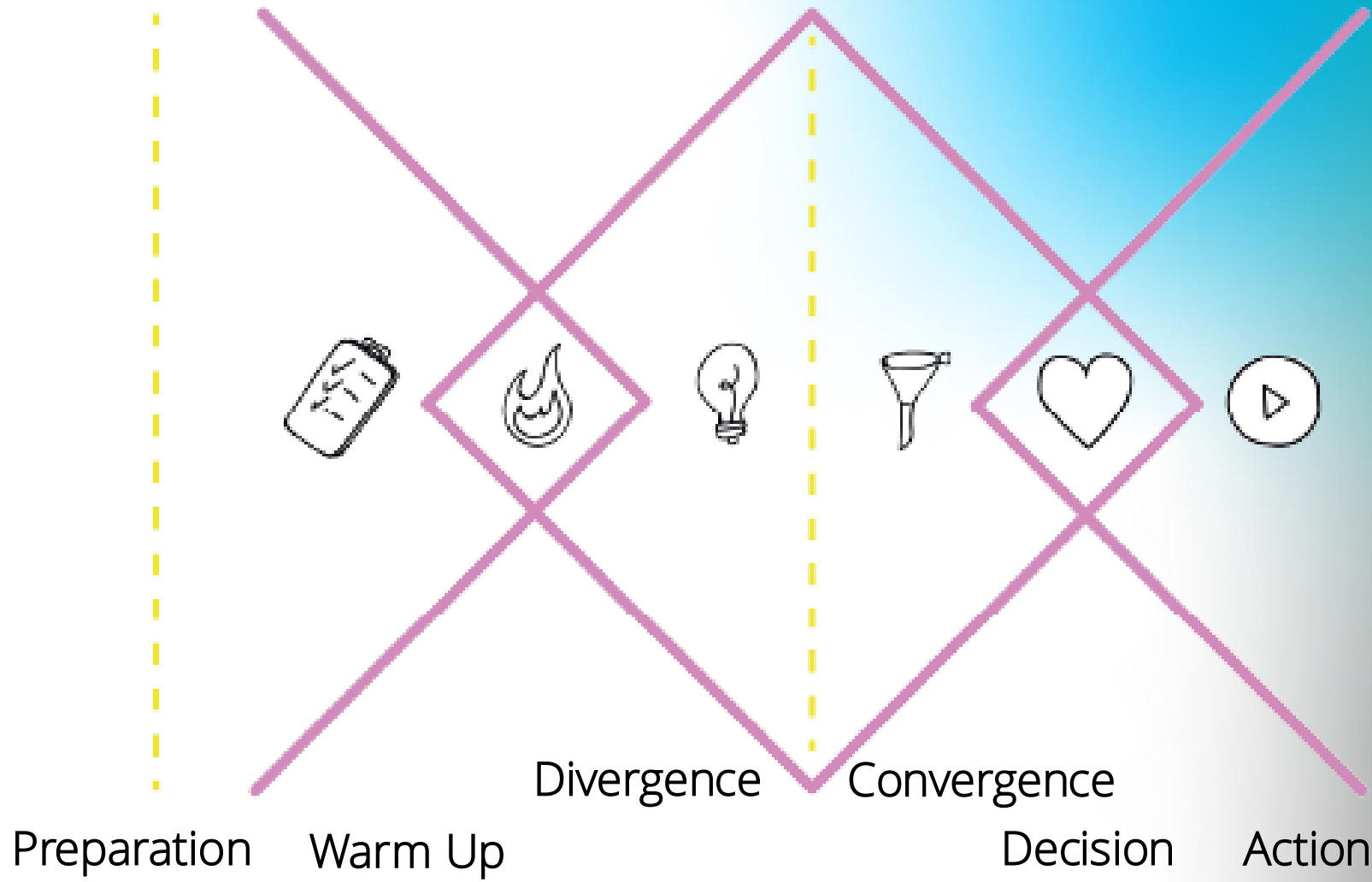
NEXT: How might we push our industry even further to tackle the trend?

Pitch The best idea



Belief in your creative capacity lies at the heart of innovation. *David Kelly, IDEO*

Brain Fuel Flow



**6 stages of
a truly good
brainstorm
session**

Trophy Voting



FIRST
PRIZE



SECOND
PRIZE



THIRD
PRIZE



CONSOLATION
PRIZE



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Unleash the future!

Your innovation pitch





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What's next?

Best Practices Compendium

Local training & Webinars

Tomorrow 12:00: Best Practices & Deep Dive

Thank you!

Please join our stakeholder ecosystem!



How did you travel to this session?

Help us measure our footprint.

