The Events Industry in 2018

If the US Bureau of Labor Statistics is right, your event will be one out of 79 million in the United States by 2020. Whether you consider yourself an events expert or an industry novice, chances are you want to give yourself an edge over the competition.

Here’s how a survey of 1,000 event creators are thinking about their teams, their roles, and the technology they will use in 2018. Brush up on the biggest trends in the events industry and see how you stack up against your peers in the industry.

Who are these event creators?

- 83% are in charge of setting up ticketing or registration
- 82% are in charge of promoting their event
- 44% identified as a CEO, Founder, Director, or the equivalent
- 45% have teams of 2-5 people

What marketing tactics are worth the effort?

**Most effective**
- Email marketing - Survey-takers said that email outreach was most effective in 2017.

**Least effective**
- Webinars - Creators marked webinars as the least effective promotional tool.

How are event creators using social media in their marketing?

- 96% use contests in their social media
- 57% use paid Facebook ads to reach their audience
- 14% who use paid LinkedIn ads think it’s very effective

What technology are they investing in?

- 96% will use livestreaming, which allows events to reach more attendees, wherever they may be
- 88% will use virtual reality — more than double the number of event creators who used it in 2017
- 87% will use artificial intelligence because it enables enhanced, personalized attendee experiences

To learn more about the event industry at large, download our state-of-the-industry report, The Pulse Report: 2018 Event Industry Trends. You can also get in touch with us here or call 866-902-2531.