

# White Paper

## “New Scenarios and Business Models for the Future of Business Events”



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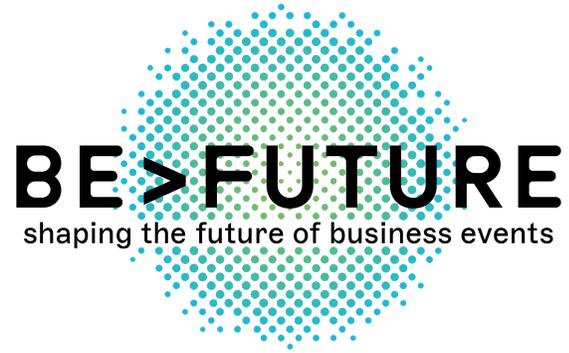


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**GLOBAL  
INNOVATION  
FORUM**

18th of November 2024, Barcelona



Co-funded by  
the European Union

# New Scenarios and Business Models for the Future of Business Events



# TRENDS & OPPORTUNITIES

HEALTH AND  
ECONOMIC CRISES

CLIMATE CHANGE &  
SUSTAINABLE  
REGULATIONS

DIGITIZATION  
TECH REVOLUTION

OVERTOURISM &  
CONSUMER  
EXPERIENCE  
FLUCTUATION

(GENERATIONAL)  
VALUE SYSTEMS  
CHANGES



ENHANCE THE  
QUALITY OF LIFE

FOSTER SOCIAL  
TECH INNOVATION

IMPROVE  
SOCIOECONOMIC  
WELL-BEING

OPTIMISE  
RESOURCE  
CONSERVATION

STRENGTH THE  
COMMUNITY &  
LOCAL ECONOMY

# BE RESILIENT

Trends show that **onsite business events will remain relevant**. They allow businesses to enhance the experience of engaging with clients and partners.

**Experiencing hybridisation, mobility restrictions, sustainability, compliance, and destination choice** will be imperative in decision-making.

# BE AS CATALYSTS

The Business Events Industry  
**has a significant impact in driving change**  
for a more competitive, innovative, inclusive, sustainable,  
and regenerative economy.

# THE ROLE OF TECH

**Tech applications present a paradigm shift**  
in how to approach business models.

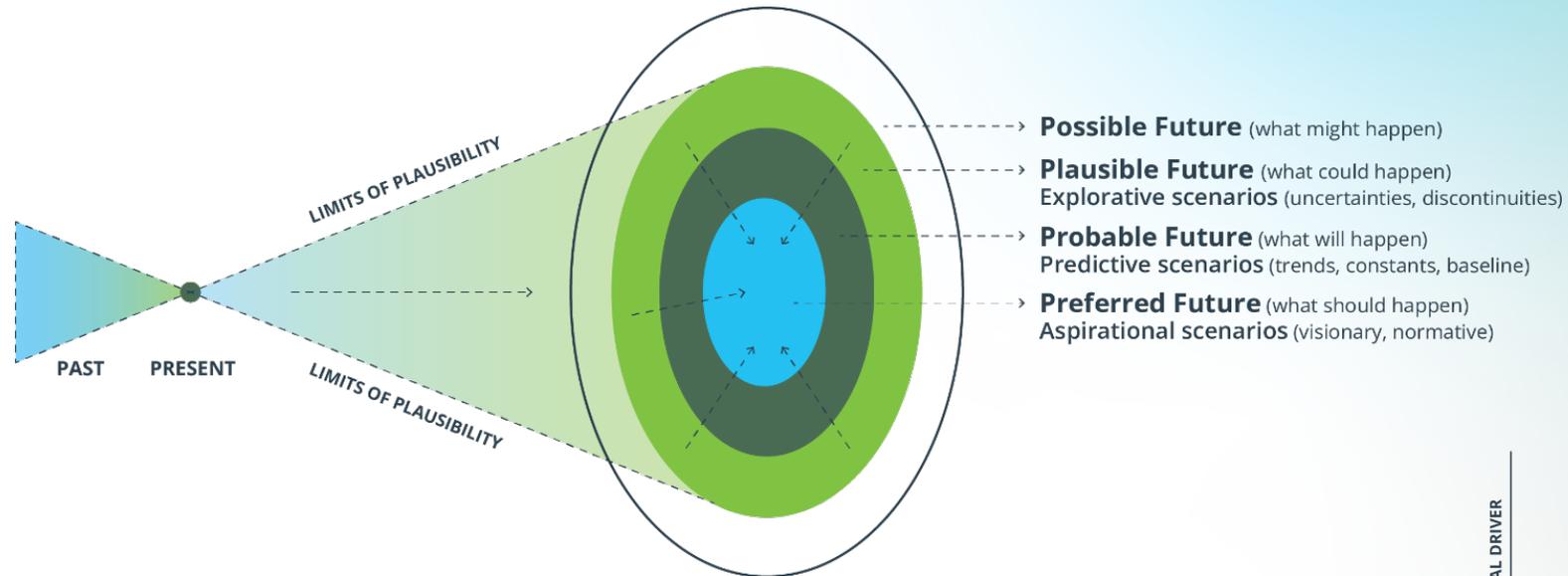
For a new transformative ecosystem in the BE,  
**technology should be coupled with a strong sustainable  
and talent development commitment.**

# THE OUTLOOK FOR 2025 AND THE 10YFN PRESENT A CHALLENGE AND OPPORTUNITY FOR THE BE ECOSYSTEM AND DESTINATIONS.

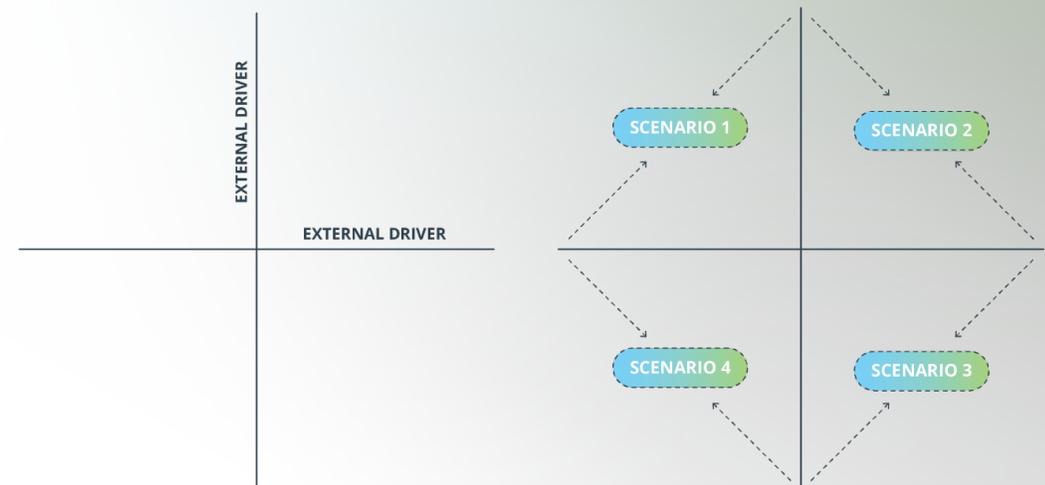
# WHAT IS THE FUTURE OF BE GOING TO LOOK LIKE, 10YFN?



# FORESIGHT AND SCENARIO PLANNING

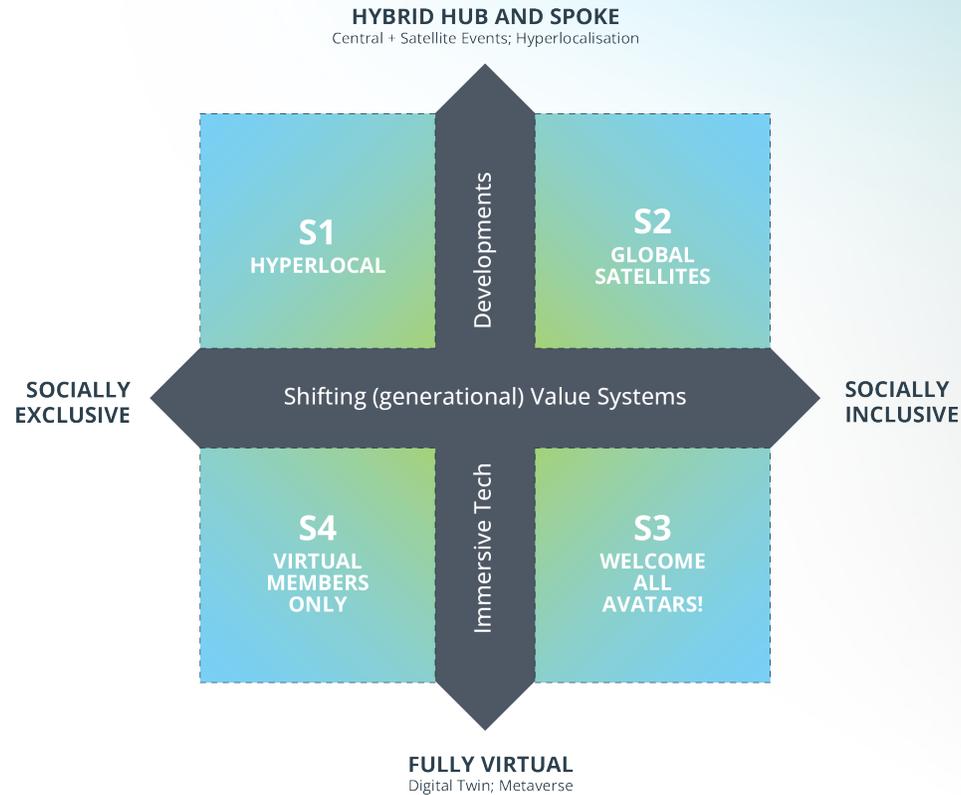


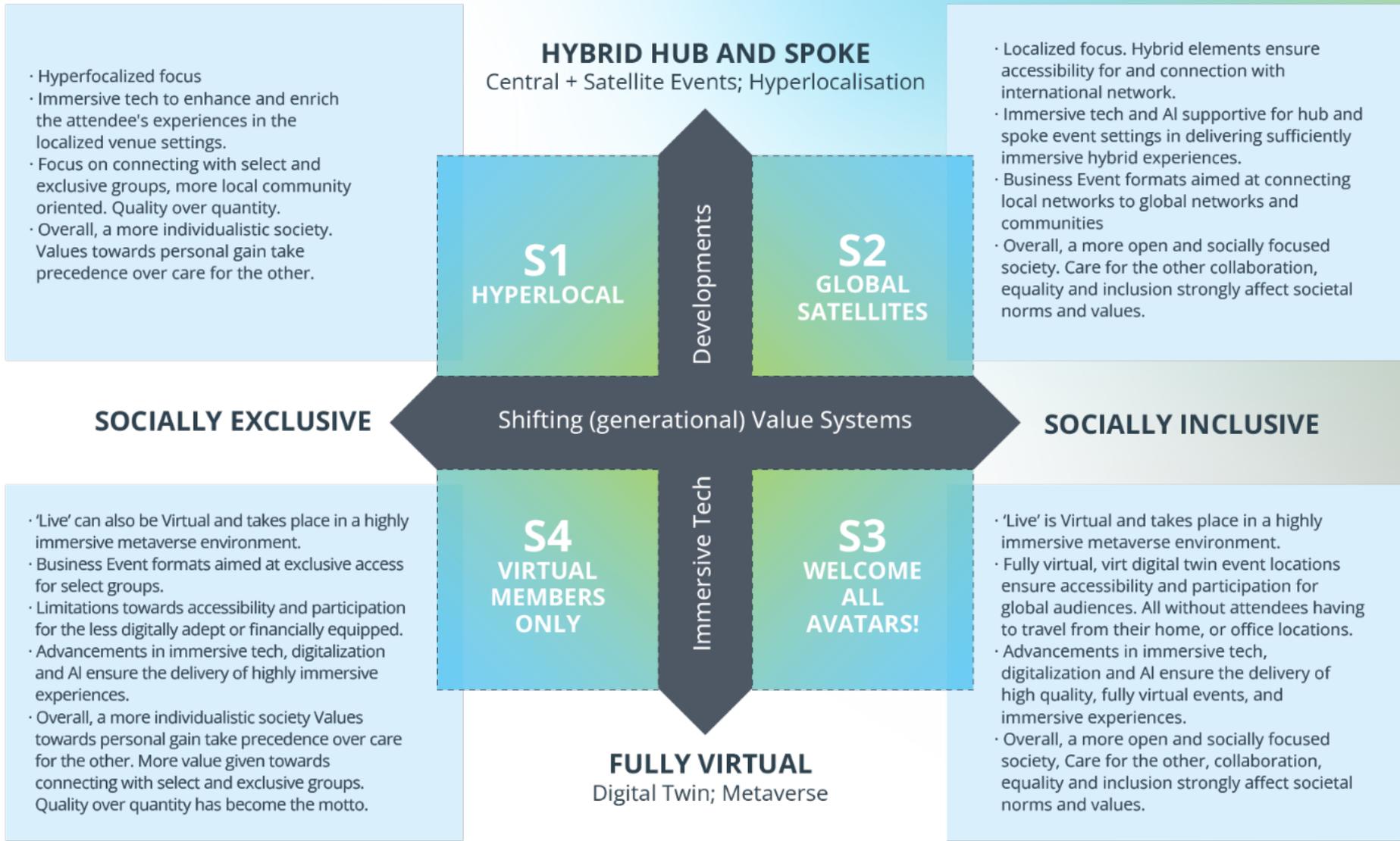
Futures Cone and limits of plausibility, (adapted from Voros, 2017.)



***"The form the future takes in the present is anticipation"***  
**Riel Miller**

# ANTICIPATION, FROM REACTIVENESS TO PROACTIVENESS

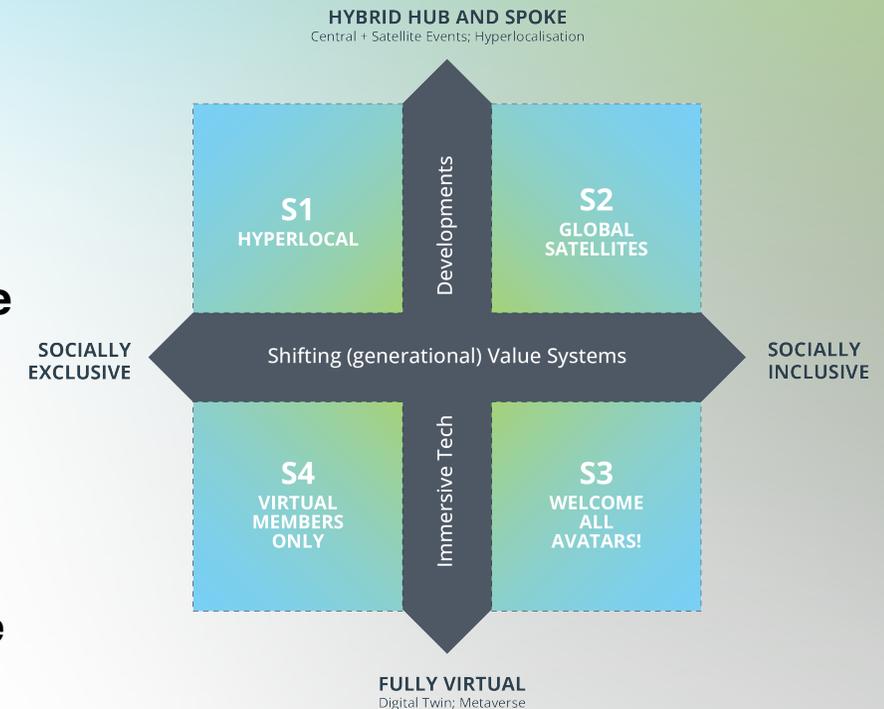




# MAIN TAKEAWAYS AND IMPLICATIONS

## Need for:

- **Practical knowledge on sustainability, net positive practices, community resilience, and future mobility solutions.**
- Insights on the role of technologies such as XR, AI, and blockchain integration to **elevate experiences, and innovate on keeping both online and offline meetings engaging and attractive.**
- Embracing the importance of **inclusivity, addressing intergenerational needs, and navigating technological skills gaps.**
- **Partnerships and fostering sector innovation** to equip and transform the industry of the future.



# A VISION FOR THE FUTURE

## *BE A VALUABLE IMPACT*

# A VISION FOR THE FUTURE

**BE are moving towards a sustainability and digitalisation**, demonstrating a collective effort to increase resilience and innovation.

**A 360 view in strategy development** is needed!

# A VISION FOR THE FUTURE

The future of meetings is linked to:

- **Regenerative** practices
  - **Local** engagement
- Keeping a **sense of community**
- **Deploying technologies** to improve competitiveness

# A VISION FOR THE FUTURE

There is a **strong emphasis on humanism**, fostering community relations, strengthening community the essential human need for connections, and the role of meetings in building community bonds.

# A VISION FOR THE FUTURE

**Future BE will embed sustainable operations and technology implemented into business operations and strategy.**

Embracing sustainable practices will ensure meeting regulatory requirements and future-events attendees' expectations!

# A VISION FOR THE FUTURE

**Leverage advanced technologies and future business models will drive engagement, reduce costs, innovate, and minimise environmental impact.**

Adaptability is key!

# A VISION FOR THE FUTURE

## *TECHNOLOGY 10YFN*

### Enhance customer experiences

- Immersive experiences with mixed realities
- Reshaping safety and accessibility standards
  - Hyper-personalised attendee journey

### Building sociotechnical Systems

- Autonomous Event Management System
  - Smart Interaction Hubs
- Secure and transparent transactions

### Boosting Business Strategies

- Predictive networking pods
- Real-time experience personalisation
- Sustainability & impact command centres.

# A VISION FOR THE FUTURE

**Future BE model is a revolution in events management and development!**

**It sets new standards for innovation, accountability, and value creation, ensuring alignment with strategic goals to ensure a resilient and prosperous industry.**

# A VISION FOR THE FUTURE

**A collaborative, holistic approach that creates value for all stakeholders** is key to remain competitive and profitable.

It is fundamental that the industry, especially SMEs, **embrace change to create innovative, connected, and future-proof business models.**

# SMART BE DESTINATION

**Incorporate technology to monitor and optimize resources, promote sustainability, and foster innovation and safety.**

## SMART CITIES

Improve the **quality of life for communities**, with a **citizen-centric** approach

## SMART BE

Increase the **value of the experience**, with a **customer-centric** approach

# SMART BE DESTINATIONS

Drive growth through **impactful and community-centric** events.

To foster economic value, improve the destination's legacy, nature plenary ecosystem and benefit the local community.

## Key Characteristics



**Inclusive**



**Innovation-driven**



**Connected**



**Regenerative**



# SMART BE DESTINATIONS FOCUS

- **Integrating advanced technology**
  - **Sustainability**
- **Community involvement** at the local and global scale to address industry and destination challenges to pave the future

To foster public-private local partnership to support continuous education, and employ data-driven insights for real-time optimisation.

# GOVERNANCE MODEL

**The role of destinations is key,** leading and supporting transformative change through innovation, collaboration, and strategic planning.



# HOW CAN THE BE INDUSTRY FUTURE- PROOF THIS BUSINESS MODEL?

*Implementing the 4T's Model to enable change*

# THE 4T'S MODEL FOR THE BUSINESS EVENTS



To embed strategies that accelerate and scale positive change.

# BE BUSINESS MODEL 2035

Areas to reframe and act



# BE BUSINESS MODEL 2035



# CUSTOMER EXPERIENCE

**Hybrid & Digital Integration**

**Immersive Technologies and Interaction**

**Personalisation & Community Building**

# TALENT & INCLUSION

Upskilling & Future Capabilities

Accessibility

Inclusion & Diverse Participation

# CLIMATE CHANGE & CIRCULARITY

**Carbon Neutrality**

**Net Positive Impact - Circular Economy**

**Sustainable Mobility**

# GOVERNANCE & IMPACT

**Regenerative Business Models  
with a Positive impact**

**Cross-sector & local Community Platforms**

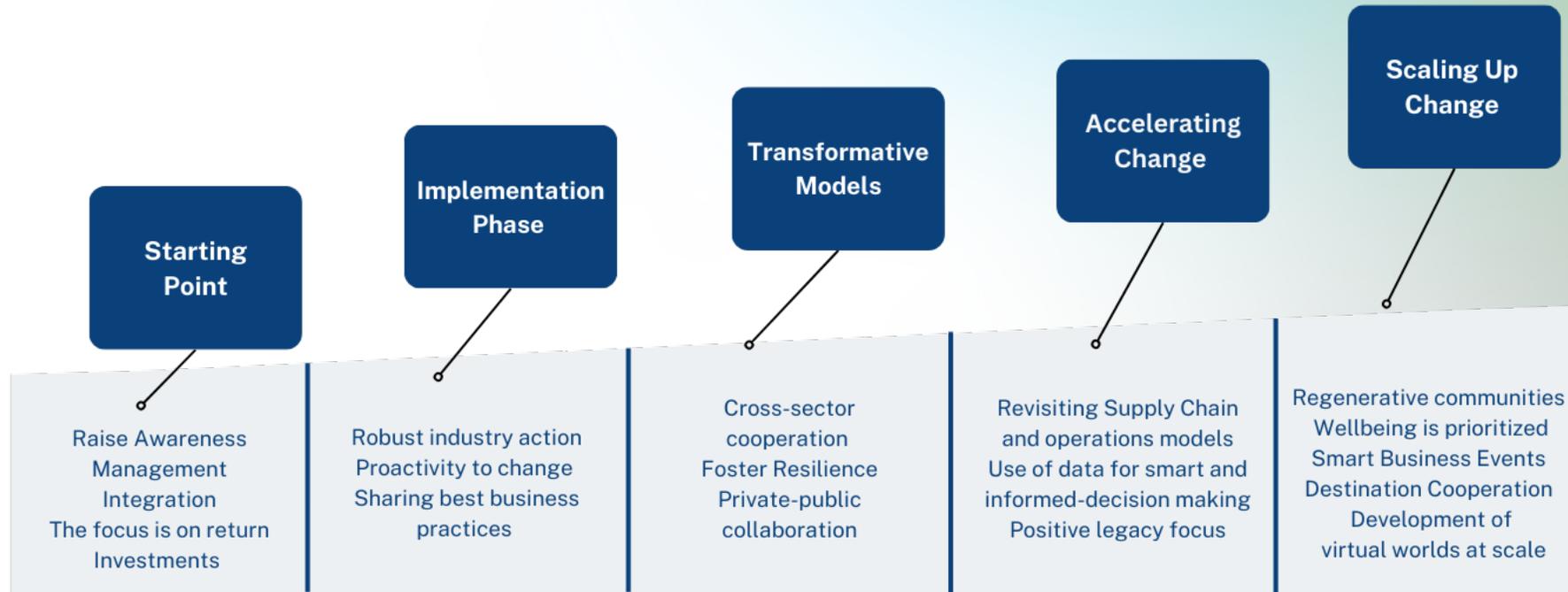
**Profitability, Tech Access &  
Innovative Infrastructures**

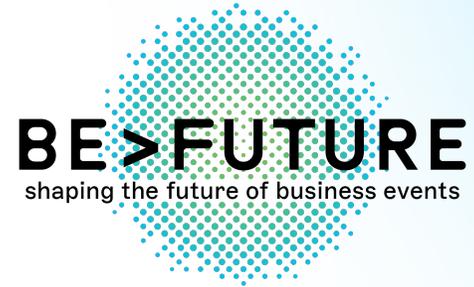
Transformation involves significant changes in business models, processes, and strategies to adapt to new realities.



- Events should continue to generate profit for all stakeholders and be economically interesting for organizers.
- They must be sustainable and reinforce the destination's well-being, legacy, and competitiveness.
- They have to deliver unique experiences, values and benefits that cannot be found elsewhere.

# CUSTOMER EXPERIENCE





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# THANK YOU!

## *BEFuture Whitepaper*