

LYYTI

From resilience to competence -

Events in 2022 and
event trends of 2023



Report

January 2023

Forewords

2022 was a year of constant change. We went from having events to events being put on hold and then back to having a record number of events.

Whatever your word for the year was, it was soon replaced by words like 'flexibility,' 'resourcefulness,' and 'resilience' as a theme, not dissimilar to 2021, emerged while a certain nuisance kept a tight grip on the world.

As the year changed, so did the state of events - from high-alert to focused. The change the business environment has undergone has stabilised, and event organisers can finally make plans they feel they can trust.

If there were a single word to set the mood for 2023, it would be 'competence.' Event organisers must pour their knowledge and experience into creating captivating brand experiences to meet the high bar set for events. Competence is tested, and the audiences will determine where to invest their precious time.

This report will guide your thinking and planning and set you on a path of event success for 2023!

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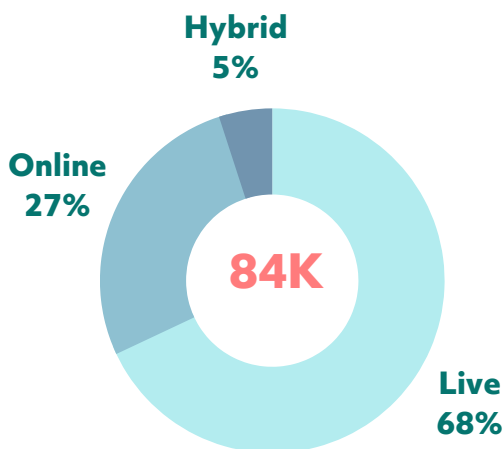
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Part 1: Events in 2022

Live ruled with a few surprises

Despite going through a period when especially live events were heavily restricted, most event organisers actually put together more events than planned during 2022.

Event professionals managed 84k events with the help Lyyti's platform during 2022. Primarely they were live events, with a 68% share. Online events formed 27% of all the events, and only 5% were hybrid.



There isn't a whole lot of fluctuation in share between event types on a yearly basis. The number of events only seems to change in one area - hybrid events.

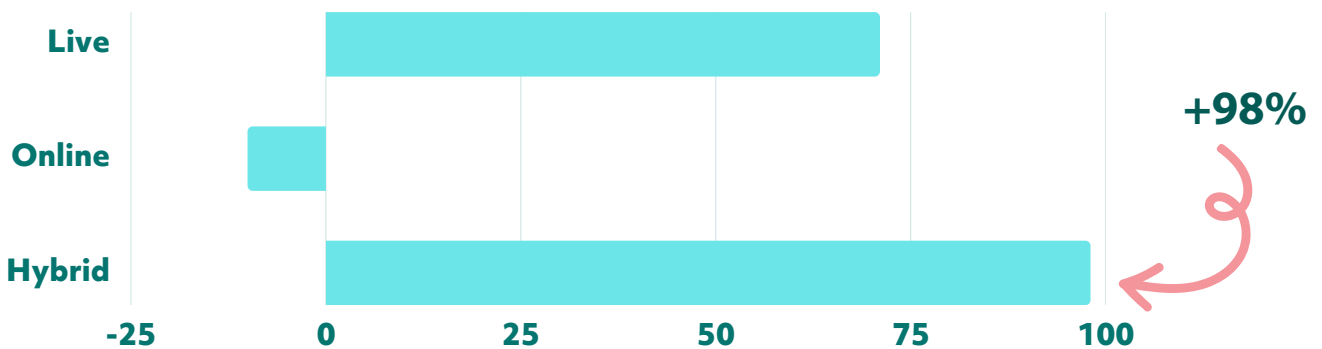
Albeit numbers are still low, hybrid events have taken market share from online events over the years.



In 2022, we did more events than we planned for at the beginning of the year. In fact, our audiences requested more events than we were planning to deliver.

Sanna-Kaisa Koivisto / Finnish Marketing Association

If we look at the numbers from a different perspective, we see a dramatic change. During 2022, the average number of attendees has increased by some 70% in live events, gone down by 10% in online events, and nearly doubled in hybrid events.



Timing is everything - or is it?

Based on Lyyti's data of the 84k events, the top 3 event months were March, October and November, while the slowest months were January, July and December.

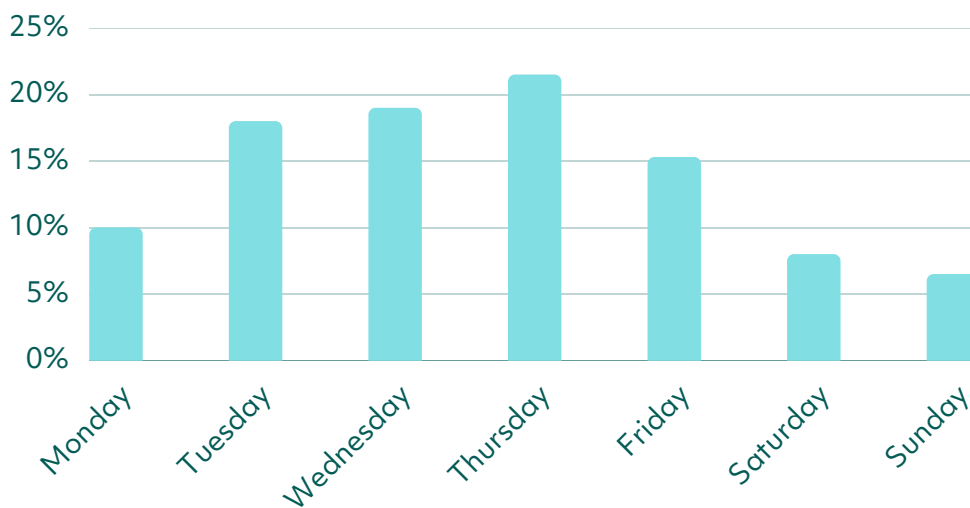


If you want to organise an event with the lowest amount of distractions, organise it when others are not or go for the slower months or April and August.

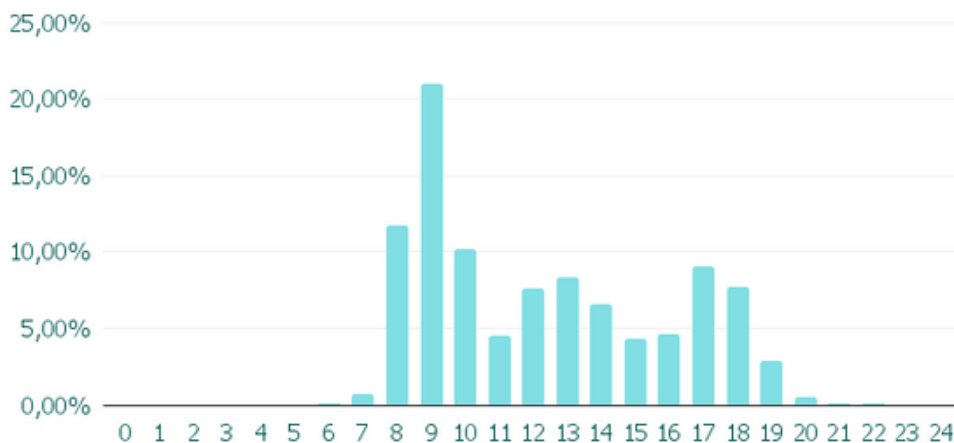
Thursdays are busy event days, and a 9 am start time is basically an industry standard. The 10th, 9th and the 17th are the most popular days of the month to organise events. Popularity declines the closer you go towards the end of the month. Looking at participant data, more people attend events towards the end of the year than at the beginning of the year.

It's difficult to predict that a certain event slot would work better than the other. It's more important to make the content of your event appealing to the target audience.

Events by weekday



Event start time



Part 2: Event trends of 2023

Trend 1: Extreme competition for attention

Already in 2022, competition for participants' time and attention was tough. Lyyti processed the registration data of 27 million participants, so it's safe to say that several event organisers are competing for the attention of a limited pool of eyeballs.

In the business environment, you are not only competing with other event organisers but with hundreds of weekly emails, mounting to-do lists, and the delicate see-saw, also known as work-life balance.

Research shows that information workers spend an average of just 47 seconds on any screen before shifting their attention*. This detail, coupled with the data we have gathered about the volume of organised events, suggests that event organisers need to be skilled at event marketing and produce captivating content to encourage sign-ups.

*Gloria Mark - Attention Span: A Groundbreaking Way to Restore Balance, Happiness and Productivity (2023)



Considerations:

- **When and how do you send invitations - is email the only option?**

Feedback tells us that people make decisions to attend events very last minute. It's worth sending out a few reminders about your event, but always adjust the wording or add new information to the invitation. Use SMS or a personal invitation to stand out!

- **What is the content, and who is delivering it?**

Events should be branded experiences, the more profound, the better. This applies from instagrammable moments to insights. Deliver meaningful content and research what your audience wants to hear and know.

- **Who is your target audience?**

Segmenting your audience is crucial. Being loved by a few is better than being liked by many. Events mean emotional contact, and you need to be able to affect everyone in the audience.

Leave no heart uninspired,
no thought unchanged.



Trend 2: Measuring events

To have a pulse of the audience and to develop content, it will be necessary to set goals and analyse events against the objectives to determine its success.

Whether events are organised as partnerships or strictly in-house, the need to report on the return on investment is more critical than ever. The only way to do this is to measure events and their outcomes in the long term and gather additional feedback from participants.

Getting feedback is difficult, which is why every event organiser plays a part in educating audiences about the importance of giving feedback. One of the best ways to increase the amount of feedback is to make asking for it a habit and giving it easy.



Events that have no goals will disappear. Event organisers look to get value for money, so measuring events is essential.

Organisations will need to prove ROI even more precisely in the future.

Rebekka Rantanen, Idea Group

Considerations:

- **Are you asking for feedback right after every event?**

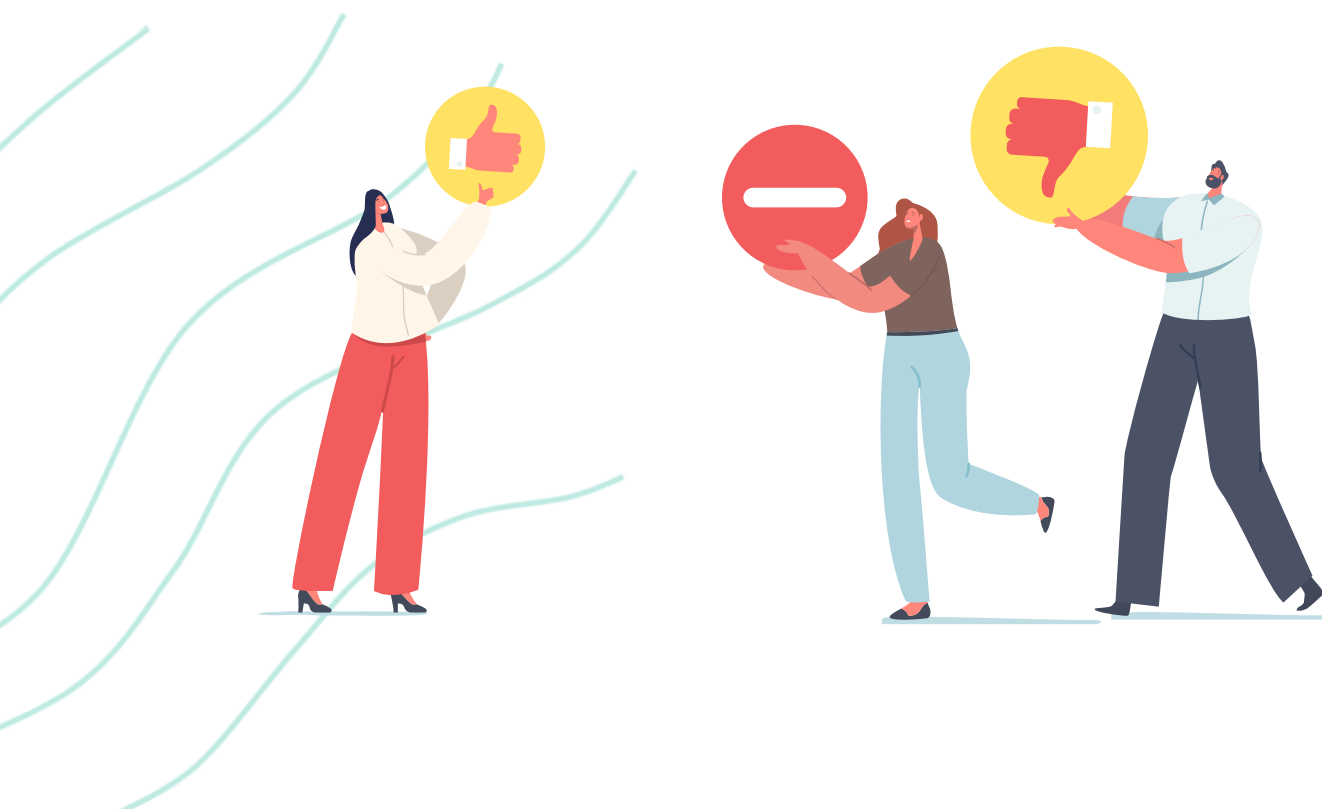
Send your feedback questionnaire even a few minutes before the event ends and remind people to answer to benefit from the attention you have already gained.

- **Are you using the feedback you collect to improve your future events?**

Consistently analyse your event and commit to a few improvements after every event.

- **Are you writing out goals for each event and developing your event strategy as a whole?**

You can follow, for example, the simple [Event Success Methodology](#) to constantly improve your events and implement [Experience Value Score](#) as a way to give feedback with one click.



Trend 3: Event types

More attention is paid to the type of events being organised. One size doesn't fit all. Whether you are organising short online sessions or mega events, the format must fit your target audience and the content you deliver.

Play with online coffee breaks, interactive meet-ups, collaborative networking lunches, or walking meetings. But make the content irresistible and meaningful to your audience. Don't waste anyone's time with something nice-to-have. Aim for the must-have.

Be aware of potential event fatigue as virtual events become more frequent and accessible. Many event organisers are betting on digital events with a shorter duration to keep the audience from dropping off before the end.



Our partners are interested in live events and intimate training sessions are on the rise. There's a clear need for a 'hook' that increases people's interest to attend.

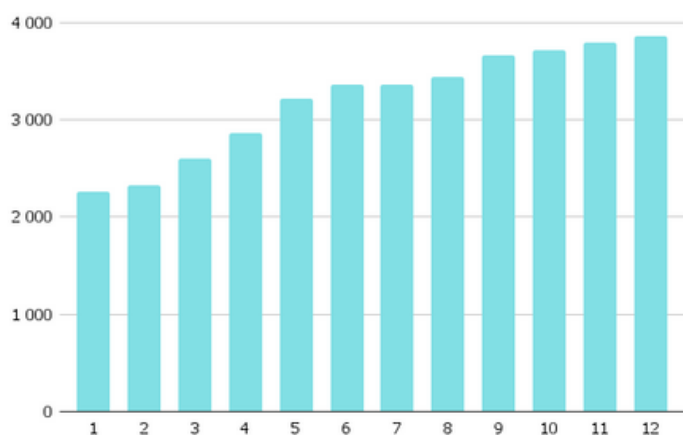
Sanna-Kaisa Koivisto / Finnish Marketing Association

Hybrid events are making small but unavoidable ripples.

As we mentioned in part 1 of the report, the participants in hybrid events have nearly doubled during 2022. Volume has gone up, too.

Number of hybrid events

Rolling 12 months



Even though the number of hybrid events is still low, likely because of their novelty status and resource-heavy production, event organisers are experimenting with the format. We see a significant increase of 71% in the number of organised hybrid events from last year.

” **Hybrid events will increase in number. In order to attract a target group to the physical event, you will either have to invest in the local area, have a very unique, specific or attractive content or put more resources into making it worthwhile for the participant to spend the time to be physically present.**

Saga Löved / Nordens Välfärdscenter



Considerations:

- **Are there more than one type of event in your event portfolio?**

Creating an event portfolio will help you define your goals, ideal participants and event types. The event portfolio states key target groups and the impact an event will have on a strategic level and main KPIs.

Have a look at his [example of a simple yet informative event portfolio](#).

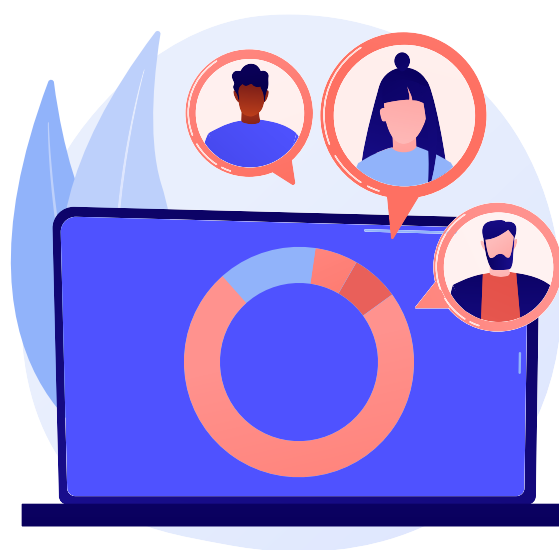
- **Have you figured out your core target audiences?**

As you organise events, you need to understand whom you are trying to reach with your message. Start with what you know and deepen your understanding of your audiences - event by event. It's a marathon, not a sprint, and you'll have a clearer view of your [ideal participants](#) each time you organise an event and as you review collected feedback.

- **Are you doing enough experiments?**

The business of events is not an exact science, and as we've seen in recent years, situations can change quite quickly.

Doing even light experimenting will make your event planning more flexible and yourself more prepared. You'll understand the requirements and opportunities of each event type - live, online and hybrid.



Trend 4: Responsibility of organising events

Another emerging trend we are experiencing is the shift in event ownership. Different business units are taking the lead in organising events in organisations. The role of the event organiser has often been a part of the marketing & sales business unit or entirely its own area of expertise.

Now, we see event organising happening in different parts of organisations as the definition of events envelops internal meetings and some HR related initiatives.

Events are being adapted to all levels of the organisation from marketing to HR to the management team.

It is the perfect medium to bring people together, develop skills and to share information.



One reason for this might be the change we have witnessed in working life in general. HR budgets are stretched to their limits as the talent drain has turned into a talent drought. As workers are changing jobs at a never-before-witnessed rate, leaders and HR professionals are tasked with motivating and inspiring workers and creating clarity to how organisations function.

Considerations:

- **Are you utilising events as part of your HR strategy?**

As HR units gain a more significant portion of budgets, employee engagement and employer branding will play a significant role in differentiating as organisations compete for emerging and experienced talent.

- **Do you include internal events in your event portfolio?**

To ensure your events are worth the participants' time, you should plan, measure and develop your internal events the same way as your external ones.

- **Are events utilised broadly in your organisation?**

Remember to retro your events with all the stakeholders and share the insights within your organisation. You can use Lyyti's [event retro template](#).

” **Staff events have been on hold due to covid-19, but they are emerging again.**

Events bring people together in a unique way and reinforce the connection between employees. For organisations they are vital.

Rebekka Rantanen / Idea Group



Conclusions

Events are no longer the 'nice-to-have' element of marketing but a strategic block of an organisation's business initiatives. Events are one of your most essential tools, whether you are focusing on brand experiences, customer loyalty, or employee engagement.

Participants are looking to be inspired or informed as they attend events. Your content plays the most important part in the event, so put in extra effort when planning it and delivering it.

Take care to develop the individual events and your whole organisation's event management. You might benefit from articles written by Lyyti's CEO Petri Hollmén about [participant experience](#), [how to put together an event portfolio](#) and [the importance of an event strategy](#).

To succeed with events nowadays, event organisers require proper tools to support planning, execution, and analysis of events. Our report '[TOP6 reasons why professional event organisers use an event management software](#)' will help you understand how you can execute your events efficiently and engage with your audience.



Content you might like



In this report you'll find data and insights into:

- the best benefits of of event management software
- most important event software features
- how to create engaging events

[DOWNLOAD FOR FREE](#)



In this playbook you'll find tips and insights into:

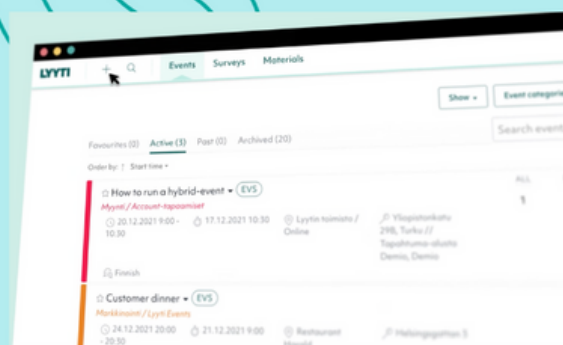
- Why and how to set up an event as a part of your marketing strategy.
- How to get the ideal participants to attend.
- How to follow up and engage with them.

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