

What Do Audiences Expect Today?

Whether you are an Event Professional, Planner, Speaker, or Speaker Bureau, it is all about the audience and the experience they receive that keeps us successful at what we do, isn't it?

In our ever changing and challenging world of being event professionals, I have found some key elements our audiences of today expect and want from the meetings and events they attend.



Want to know them? Thought you might!

Event Planners:

Attendees today expect:

- The “Why” of your Event to be clearly understood
- **Personalized Experiences**
- **Engaging** and Relevant Content
- WOW Location, Location, Location
- Mindfulness time
- **Safe Surroundings**
- **Networking Opportunities**

Speakers:

Event Planners and Audiences today expect:

- An “**Experience**” not a speech, talk, or lecture
- **High Energy Delivery**
- **Engagement** from the moment they arrive until they leave
- **Relevant Content** that they can use immediately
- **Interactive Experience**
- **Personal solutions**
- **Transparent personal and real**

Speakers Bureaus:

Audiences today expect Speakers to:

- Be An “**Experience Creator**” and **Storyteller**
- Come with a **High Energy Delivery**
- **Interact** with their Audience
- **WOW** their audience by having **Custom Designed Content**
- **Be Memorable and Unforgettable**
- **Not Sell** from the stage
- Use **Appropriate Language**
- Do not have **Canned Presentations** that they have heard before

Tough job to fill? When we all partner and focus on the main goal it can be a Win-Win-Win for all, and we can have FUN doing it too!