

Industry Insights

01

Conscious gifting matters.

78% of consumers say sustainability shapes their purchases. On-demand personalization creates keepsakes guests actually want. (NielsenIQ)

02

Active personalization works.

Gartner reports that active personalization, involving guests in the process, boosts satisfaction and ROI.

03

Micro-events are on the rise.

Luxury and corporate events are shifting toward hyper-personalization and sustainability, with micro-events making exclusivity feel more intentional.

04

Events as content engines.

72% of event attendees post event-related content on social media that can be repurposed to strengthen campaigns. (Eleven 8)

