



SETTING THE STAGE FOR VENUE SUCCESS

AN INSIGHT INTO VENUE
TRENDS FOR THE EVENT
INDUSTRY



INTRODUCTION

Running a venue has always been complicated because there are so many aspects involved in staging any event, coupled with unmovable deadlines and demanding clients. It's a fast-moving industry which is subject to ever-changing trends. If you don't keep up, it's all over.

This ebook provides a summary of the latest trends, demands and expectations in the event and venue sector to help you look ahead and make sure you are ready for action.



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A CERTAIN STANDARD
HAS COME TO BE EXPECTED
AT A VENUE

CHAPTER ONE

EVENT TRENDS

Staging an event for a multi-generational audience can often prove quite a challenge, but it's a task made easier if the hosting venue has been determinedly designed to cater for assorted age groups; and that includes the type of seating system installed there.

More and more, multiple generations are coming together for events, such as indoor and outdoor concerts, conferences, seminars, and rallies, as well as product launches, trade shows and other happenings, where crowds can number in their thousands. That makes it essential each attending age group gets their particular needs met, and has their learning style accommodated, at a daytime event or during an evening presentation.

These days, whatever the age of an event attendee, a certain standard has come to be expected at a venue anyway. No longer is it enough to just provide the fundamentals (i.e. seating and a stage or playing area, and basic catering); there's simply too much competition from other arenas, theatres, stadia, as well as conference centres, auditoriums and other premises built to put on events of myriad kinds. To thrive, venues and event planners need to be modern consumer-savvy, as well as innovative.

Safety has to be first priority, of course, and that means the safety of staff, not only customers. After that? Comfort. The key to running a flourishing venue that sees an increase in revenue year on year is to have ticket buyers coming back for more. Providing them with a comfortable seat, that's easy to locate; a clear view; and excellent sound goes a long way towards making a venue a place that people can't wait to return to, and one that they will confidently recommend.

As well as expecting comfortable and aesthetically pleasing seating, event-goers have high expectations when it comes to parking, catering, cleanliness, wash room facilities, overall décor and design, and the efficiency of venue staff and performance technicians.

THERE'S SO MUCH TO CONSIDER, **SO MANY BOXES TO TICK.**

In addition, venues being designed using eco-friendly, sustainable materials really is important to the paying public – putting even more pressure upon venue designers and owners, as well as event planners, to meet ticket buyers' demands. And don't forget to offer free and reliable Wi-Fi and plenty of charging points when you are hosting millennials.

With today's audiences often being a multigenerational blend, keeping all members engaged during an entertainment performance or a conference speech starts with great seating. The last thing you want is for spectators to feel uncomfortable or restricted in their chairs, even if they have a clear view of the stage, and the sound is first class. During a short lecture, a two-hour concert, a lengthy opera performance, or a day-long sporting tournament, paying customers need seating that's:



EASILY FINDABLE

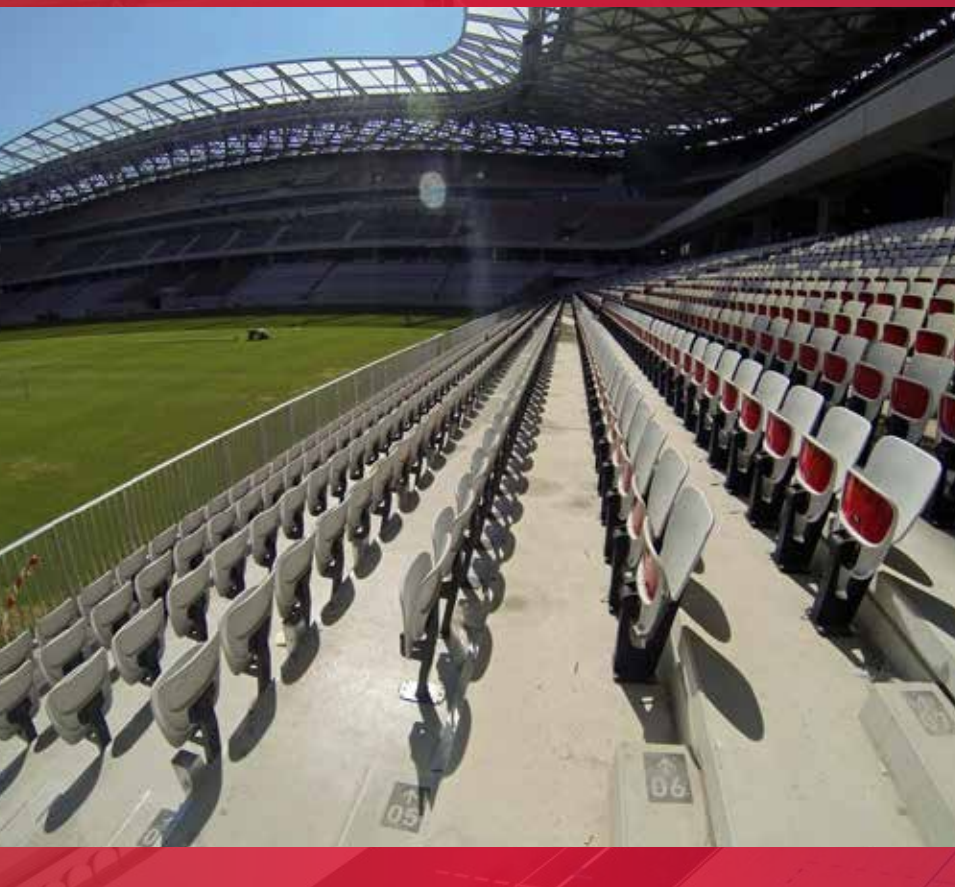
thanks to modern aisle lighting and clear seat numbering



CLEAN



STABLE



COMFORTABLE AND ROOMY



GOOD LOOKING

seating needs to be entirely complementary to a venue's design, be that an ultra-modern sports facility, or a sumptuous theatre or classical concert hall with a decidedly nostalgic feel



BIG ENOUGH

to provide sufficient leg room and back support



POSITIONED

to offer an unobstructed view, with no barrier to sound

Some attendees will have been born into a digitalised world, of course. But does that mean an event experience should be aimed squarely at millennials? What about people from previous generations who aren't necessarily expecting a 'wow' experience

every time they go out? They may also prefer to learn differently from younger people, who enjoy a digitally interactive participation-type experience, with a choice of food outlets, as well as community lounges, hangouts and

and 'cool places to chill!'; whereas older audience members perhaps prefer a more traditional event experience, with cool connectivity and digital wizardry not necessarily being must-includes for them.



IT'S NOT JUST ABOUT
INDIVIDUAL CONSUMERS

CHAPTER TWO

TECHNOLOGY TRENDS

It's a fact. Technology trends can directly influence venue selection. If you're in the Events Industry, working as an events planner or venue manager, you'll be keen to always remain competitive, to gain and maintain an edge upon other venues in your region, if you can.

Keeping your finger on the pulse of emerging live performance venue technology can be essential in helping you to do that. Attracting regular customers, and engendering loyalty towards your venue amongst them, can be pivotal in reaching (or even exceeding) revenue targets each year. But the public can be fickle. If they discover that another venue in their region offers a better customer experience – by utilising the very latest in venue technology (all the latest 'cool stuff'), for example – they will inevitably make a switch.

It's not just about individual consumers. Companies and organisations may also make up your customer-base, particularly if you own or manage a conference centre, auditorium or other type of premises designed to host corporate events, seminars and the like.

This type of customer will also have high expectations when it comes to venue technology. What's more, to uphold their reputation for being forward-thinking market leaders, businesses may feel it important for their brand to be associated with the most 'teched-up' venues, to help retain clients, and attract new ones, whilst simultaneously keeping hold of staff. The best talent always wants to work at the best company, after all.

As a venue manager, owner, or even as a venue architect, a key question to ask yourself is:

"THESE DAYS, HOW DO INDEPENDENT EVENT PLANNERS SELECT VENUES?"

Think about the types of frustrations event planners commonly have. What snags and barriers keep cropping up? What frequently hampers them in their efforts to realise their innovative event design dreams? What specific restrictions at venues are creating this, sometimes maddening, dissatisfaction?

Well, great AV (Audio Visual) is a must-include, as is Wi-Fi that's fast, reliable and free. Equally impressive staging, with easily changeable backdrops, must also be a given. If you can provide a choice of microphones and changeable lighting, event planners will love you for it. Large screens for projections, charging

stations, reliable air con and heating, dedicated AV technicians, awesome catering... Offer all that and you're well on your way to being the venue that event planners all scramble to book up. Add superb seating to that, and you've got a venue to die for. Superb seating is all about flexibility. Why? Because seating

system flexibility is the key to venue versatility. And versatility usually results in boosted revenue. Opening up floor space fast is easy, thanks to something like Master Industrie's innovative multi-directional manoeuvring **Eureka System.**



Combined with an automated retractable stand, it lets you use a remote control to fold up your seating, turn it round and wheel it away from a hall. Simply store your stand in another area, until you need it again.

EVEN MORE IMPRESSIVE, A SELF-LIFTING STAGE CAN BE PERFECTLY INTEGRATED INTO THE FLOOR OF YOUR HALL.

The stage is quick and easy to set up and put away, does not take up any space on the ground when folded and allows you to transform your hall in no time at all.

Making the most of innovative new features in modern seating design can mean that venue revenue is maximised but with minimum fuss, and event planners can widen their scope when it comes to the size and types of events that they put on. Automated systems take the stress and strain out of reconfiguring venue layouts, and the controls are easy to use.



SIMPLE IS THE KEY
WORD HERE

CHAPTER THREE

DIGITALISATION

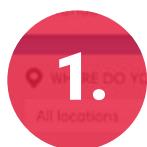
Who purchases event tickets at a bricks and mortar box office these days? Not many of us. Now, we usually prefer to go online: to find event listings; to compare ticket prices; and to book with our debit or credit cards, which is an option available to us 24/7 all-year-round. Choose from general ticket prices, or allocated seating, provide banking details, click Book Now, and all that's left to do then is to look forward to the show. Perfect.

We don't even need a desktop or laptop computer to do all that. Our mobile devices, replete with all the latest apps, allow us to book on the go. Handy. OK, there's a booking fee added to the overall ticket cost, but that's a small price to pay when avoiding mile-long queues. Instead, use a pre-booking/ordering online system that's highly convenient, and super-fast, meaning that snapping up the latest hot tickets for events is also nowhere near as difficult as it once was.

What's more, you can also block book tickets online, or through buying using the telephone booking service: just have your debit or credit card at the ready, and follow the simple instructions given.

Simple is the key word here..

All digital booking systems are designed to be quick and easy to use, user convenience being the key to repeat business and recommendation to others, for independent ticketing companies and venues themselves. An increase in sales can occur in another way, too, as buyers browse awhile before spending, often then booking up for more than one event, finding the booking procedure so clear, rapid (yet reliable) and always entirely hassle-free.



PICK YOUR VENUE



FROM THE DROP DOWN LIST, SELECT THE EVENT YOU WISH TO ATTEND



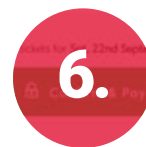
CHOOSE THE DATE AND THE PERFORMANCE TIME



OPT FOR ALLOCATED OR GENERAL SEATING



ADD PAYMENT DETAILS



CLICK ON PURCHASE YOUR TICKETS — **be that one ticket, a couple, or, as aforesaid, 50 tickets or more as part of a block booking online**

START THINKING ABOUT WHAT YOU'LL WEAR AT THE GIG!

Booking event tickets online is a massive time-saver, then; but is it safe? Are customers' payment details definitely secure? And what about proof of purchasing? How do you get a receipt? Well, for ticket sellers, trading successfully relies heavily upon **BUYER CONFIDENCE**. That makes transparency over fees, and guaranteeing secure transactions, essential. Wisely, they take all the right steps to ensure this. Customers about to part with cash from their digital wallet or purse – as registered customers or at a Guest Checkout – can chat with merchants; choose from a number of easy payment options (with form filling absolutely minimised); receive a digital receipt sent straight to their phone; and can then relax, safe in the knowledge that their seat(s) will be there for them on the night. Sellers realise the value of using watertight payment systems, with the smartest ones always remaining abreast of emerging payment preference trends; because, online, when does anything ever stay the same or fail to be replaced by a better option at some point nowadays?

HOW TO FIND OUT ABOUT THESE EVENTS IN THE FIRST PLACE?

Social Media is great for that. Get updates on all the latest upcoming events, browse photos, enjoy videos, read reviews, access seating plans and diagrams of venue layout, and go straight from there to the booking system portal. A well-orchestrated and powerful Social Media event strategy can be used to target a particular audience, raising awareness, offering easy booking options, and maximising the chances of selling out events.

The Digital Age's arrival making event booking quick and easy means that all parties involved benefit: event-goers, show planners, and, of course, venues around the world. Pre-booking and purchasing tickets online has become the norm, just as venues also being geared up with all the latest modern technology has come to be expected.



GETTING EACH ELEMENT
EXACTLY RIGHT

CHAPTER FOUR

VENUE TRENDS

These days, layout flexibility can be a key determinant in venue choice, for event planners, businesses, organisations and promoters.

Event planners of all kinds can often have complex requirements, with some even looking to host two (or even more) different types of events at a multipurpose venue all on the same date! That makes event space reinvention essential – something made so much easier at a venue where retractable seating is installed. And if the seating system can be fully, telescopically, closed up and wheeled away, all the better.

The good news for planners is that modern seating systems can be retracted and even moved in their entirety to another position or to outside of an event space, quickly and easily, and with no wheel damage to premises flooring. It's the type of seating system design the Master Industrie engineers excel at. We've helped realise the dreams of venue owners at countless venues across the globe, because of our flexible and innovative creations.

With each event possibly having multiple elements, layout changes between event stages being speedy and stress-free helps to ensure that enough time can be allotted to focusing upon getting each element exactly right. Freeing up floor space at a venue, and reconfiguring seating layout there, is usually what's required.



At individual venues where nothing is nailed down, space can be opened up. Create, expand or re-configure your venue seating in minutes. Making the area divisible using air-walls, which are sound-proof, can also be an option at halls, just as removable structures can be utilised as catering or merchandising areas. All this is such a far cry from venue design in previous decades, where very few theatres and auditoriums were pillar-less, and where fixed seating was the norm, the arrival of dream-like automated telescopic seating and all the fabulous flexibility that offers, still being some way off.

At a single site venue or at a campus, for example, where there are several buildings custom constructed to host events, making them multipurpose is becoming essential, as event planners become increasingly innovative. They need to be, with competition between events companies being fierce. Of course, there is still a market for the traditional conference and exhibition format, but it's dwindling. Attendees expect to be provided with a cool and current event experience: the sorts of happenings they've seen on YouTube, read about on Social Media, and heard others rave about. Many will, of course, also have attended other events, giving them a 'Wow!' experience to compare their next event to – an event they're likely to tell the world about on Social Media thereafter.



MASTER@MASTER-INDUSTRIE.COM

+33 (0)251 678 272

**WHAT CAN WE
DESIGN AND
INSTALL FOR
YOU?**

An insight into
Trends for 2019

Whatever their age and expectations, all attendees will appreciate excellent seating. The good news is that seating experts such as French manufacturer **MASTER INDUSTRIE ARE MASTERS AT DESIGNING SEATING STANDS** to suit just about every type of venue around the world, where customer comfort is always guaranteed. With over three decades of experience in providing retractable seating systems and other innovative, high quality seating solutions to worldwide customers, Master Industrie enables event planners everywhere to look forward to super-quick turnaround times at venues, thanks to telescopic automated seating systems with multi-directional movements, offering planners a broader choice of event possibilities.

Using AutoCAD and SolidWorks Cad systems, in compliance with worldwide standards, our pioneering engineers are bringing fresh ideas to telescopic seating designs all the time, adding new features, maximising flexibility, and simultaneously providing venues everywhere with increased versatility.