

## Trends & Predictions for Events and Hospitality 2024 by Mike Dominquez

### 1. Presentation Summary

- **Presentation:** Trends & Predictions for Events and Hospitality 2024
- **Description:** An in-depth exploration of current trends and future predictions in the events and hospitality industry, emphasizing innovation, adaptability, and critical shifts in consumer behavior, economics, and workforce dynamics.
- **Presenter:** Mike Dominquez, President & CEO, ALHI
- **Date:** November 19, 2024

#### Summary:

Mike Dominquez delivered an engaging and insightful session addressing key trends and predictions shaping the events and hospitality industry. He focused on shifting narratives, the bifurcation of consumer behaviors, workforce evolution, and the economic landscape. He emphasized the need for leaders to "unlearn" outdated ideas and embrace new perspectives to stay competitive. Dominquez underscored the impact of generational shifts, such as Gen Z's unique work attitudes, and economic forces, including the rise of small businesses and their effect on corporate travel. He stressed the importance of critical thinking, challenging media narratives, and adapting to changing guest and workforce expectations. His blend of data-driven insights and actionable takeaways left the audience equipped to anticipate and adapt to future industry shifts.

#### Boggler™ Assist Rating (BaR) Explanation:

The presentation was highly productive, offering clear insights and practical advice, though the emotional engagement and storytelling could have been stronger for broader audience resonance.

- **BaR Productivity Rating:** ★★★★★☆ (4.5)
- **BaR Sentiment Rating:** ❤️❤️❤️♡ (3.7)

## 2. Attendee Review

**Title:** Preparing for the Future of Events and Hospitality

### Main Topics & Supporting Points:

1. **Shifting Narratives**
  - Outdated perceptions (e.g., airline delays, cost of airfares) were challenged with updated data.
  - The need to adopt forward-looking perspectives, avoiding "rearview mirror" thinking.
2. **Consumer Bifurcation**
  - Divergence between luxury and economy travelers.
  - Luxury markets are thriving, with increased demand and prices, while budget options decline.
3. **Generational Workforce Dynamics**
  - Gen Z's high workforce participation and preference for in-office learning.
  - Contrasts with Millennials' lower engagement in part-time work.
  - Boomers re-entering the workforce at unprecedented rates.
4. **Economic Trends and Small Businesses**
  - 70% of employment in the U.S. comes from small businesses, fueling corporate travel.
  - Growth concentrated in the Southeastern U.S., especially Texas.
5. **Event and Meeting Industry Trends**
  - Growth in team-building and training events due to remote work's impact.
  - Compression in midweek business travel, with rising costs due to high demand.
6. **Sustainability and Nostalgia**
  - Trends in healthier food and beverage options, including non-alcoholic alternatives.
  - Embracing nostalgia to engage diverse audiences.

### Key Takeaways:

- Challenge assumptions and narratives to make informed decisions.
- Gen Z is reshaping workforce dynamics, creating opportunities for targeted engagement.
- The rise of small businesses signals growth in event travel and corporate spending.
- Nostalgia and inclusivity in event planning enhance attendee engagement.
- Preparing for economic shifts in 2027–2028 is crucial for strategic planning.

**Actionable Steps:**

- Analyze internal narratives and replace outdated assumptions with current data.
- Incorporate Gen Z-friendly policies and mentorship opportunities in workplaces.
- Develop strategic plans for leveraging small business growth in event design.
- Experiment with nostalgia and healthier lifestyle trends in event offerings.

**Things to Think About:**

- How can your organization better understand and adapt to Gen Z's preferences?
- Are there internal narratives that could be hindering your strategic decisions?

### 3. Presenter Insights (Elevating Presenters)

#### Interaction Dynamics:

Dominquez used storytelling, data visualization, and humor to connect with the audience. His ability to adapt complex information into actionable advice resonated well, although some data-heavy sections felt dense.

#### Top Resonating Statements:

1. "Just when you think you know something, you need to look at it in a different way."
2. "The greatest danger in times of turbulence is acting with yesterday's logic."
3. "Confirmation bias is human, but good leaders get curious instead of defensive."
4. "Group travel drives recovery, but it's also driving price increases."
5. "Gen Z will save the office – they want to learn by doing."

#### Strengths:

- Mastery of data and industry trends.
- Compelling use of anecdotes, such as Gen Z's work habits and nostalgia's impact.
- Clear, motivational closing statements.

#### Areas for Improvement:

- Use more visual aids and storytelling to balance data-heavy slides.
- Slow pacing during critical insights to allow deeper audience processing.
- Incorporate more opportunities for audience interaction or Q&A.

#### Soft Skills Evaluation:

Dominquez exuded confidence, authority, and a conversational tone, though some scripted elements could be softened for a more natural flow.

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### 4. Insights for Organizers

#### Content Relevance:

The session provided valuable, actionable insights for attendees, though some technical segments may have felt overwhelming for non-expert audiences.

### Speaker Engagement:

Dominquez excelled at engaging the audience through humor and relatable examples, but additional interactive elements could enhance future sessions.

### Event Impact:

This session set a high standard for blending data-driven insights with practical advice, potentially shaping future discussions on event strategy and workforce dynamics.

### New Ideas & Content Potential:

- Reframe narratives to help audiences challenge their biases.
- Highlight workforce trends in targeted sessions for HR and planners.

### Content Creation Suggestions:

- **Newsletter:** *Title:* "Future-Proofing Events: Insights from ALHI's Mike Dominquez"  
*Description:* A detailed breakdown of economic, workforce, and consumer trends shaping the industry.
- **Blog Post:** *Title:* "Why Leaders Must Unlearn Yesterday's Logic to Thrive Tomorrow"  
*Summary:* Key lessons on embracing change and adapting to shifting dynamics in events and hospitality.
- **Knowledge Base Report:** *Title:* "The 2024 Hospitality Trends Report"  
*Description:* A comprehensive analysis of industry trends with actionable strategies for planners and venues.
- **Social Media Campaign:**  
*Prompt:* "Are you ready to rethink what you know about events and hospitality? Learn why Gen Z is reshaping work and why Dallas is the new financial hub."  
*Platform:* LinkedIn  
*Timing:* Post-session follow-up with the presentation slides.

### Closing Message:

*Boggler assist™ for Events* is an advanced AI-powered solution designed to enhance event interactions and impact by providing real-time qualitative analysis and actionable insights. For more information, visit [www.redbutton.ai](http://www.redbutton.ai).