



ACTIVATE.

PURPOSE



Making Events That Matter

**DRIVE ENGAGEMENT, INCREASE ROI AND
CREATE EVENTS WITH IMPACT IN:**

‘25

hello@activateevents.com | activateevents.com | tel: +44 (0)1293 608750
10 Gleneagles Court, Brighton Road, Crawley, West Sussex, RH10 6AD, UK

Why Impact Matters



The events industry continues to evolve, driven by economic shifts and changing workforce dynamics.

Embracing this change, we've reimaged traditional formats to create more flexible, purpose-driven experiences. Leading organisations now prioritise meaningful engagement through a strategic mix of in-person, virtual, and hybrid events - tailored to meet today's needs and build stronger, more impactful connections across diverse audiences.

As events move from standalone experiences to key drivers of business success, the expectations placed on event teams have grown significantly. Organisers are being asked to prove ROI at every turn, engage increasingly diverse audiences, and deliver seamless experiences while managing tighter budgets, sustainability demands, and evolving priorities. These pressures introduce added complexities but also open the door to strategic innovation.

On the next page, we explore how to turn these pressure points into purposeful, impactful action.

Rethinking Events FOR A NEW ERA

48%

Of events teams say that events are more important today than they were before the pandemic. (Forrester, 2024)

79.8%

Of organizers strongly agree that in-person conferences, summits, & conventions are a critical component of their organization's success. (Bizzabo, 2024)

Turning Pressure Into Purpose

5 WAYS TO MAKE EVENTS THAT MATTER

We have addressed five of the most pressing challenges in event delivery. Using this practical framework can help you shift your events from functional to transformational.

1. Budget OPTIMISATION

Economic uncertainty has created a new reality, to do more with less. Inflation, rising expectations, and the need for smarter tech integration mean old budgeting models fall short.

The challenge is to shift your mindset from cost-cutting to value creation. Instead of spreading budget thinly across a full calendar, focus on fewer, higher-impact experiences that deliver real ROI. Use a mix of formats (live, virtual, hybrid) to reach different audiences strategically, using their individual strengths to maintain or even broaden your communications. The aim isn't cost-saving for its own sake, it's about deploying each channel to create meaningful impact where it matters most.

Not all event elements contribute equally to success so focus on signature moments: the 20% of the experience that drives 80% of your outcomes and invest in those moments while streamlining or eliminating low-impact elements. Measure effectiveness not by applause at the end, but by behaviour change after the event. It's a smart, outcomes-first approach, something experienced agencies like Activate are built to deliver.



2. Meaningful AUDIENCE ENGAGEMENT

One-size-fits-all event design no longer works. A global, multigenerational workforce demands more than just a good agenda. Today's audiences expect more than passive content, they want the opportunity to contribute and co-create value for their organisation.

Focus on interaction, not just attendance. Replace long panels with two-way conversations, insight capture, and problem-solving sessions where people can apply what they've learned to their own environment. Engagement should feel like contribution, not consumption.

It isn't just about content, it's the emotional connection that drives memory, motivation and behaviour. Ask yourself "What do we want people to think, feel and do differently after this event?" Then design your moments around those shifts.

Engagement can (and should) be engineered. This is not something that happens accidentally, it's strategic. Our teams design events with outcomes in mind.



3. Sustainable DELIVERY

Sustainability is now a business imperative, not a tick-box exercise. Audiences can spot greenwashing a mile off.

Make sustainability a design principle from the outset, not an afterthought. Consider all the major event elements (travel, venue, F&B, materials) to sensibly weigh environmental impact alongside other factors. This ensures sustainability influences every choice rather than being siloed.

At the event, swapping out single-use plastics for refillable water bottles and hydration stations isn't just good optics, it's a good experience. Menus with local, seasonal food reduce carbon impact and stick in memory longer than generic conference fare.

Make the impact visible and educational by using digital displays or interactive stations to show how your sustainable choices reduce carbon or waste in real time. An even better idea is to give attendees meaningful choices, whether it's through opt-in CSR activities or low-carbon travel options. Communicate how these sustainability efforts have impacted the outcome!

Don't hide your efforts, aim to report these transparently, even if you're not yet perfect. A Harvard Business Review study found 90% of consumers trust companies that admit areas for improvement. Establish baseline metrics for key sustainability indications and track your improvement.



4. Format Strategy CHOOSING THE RIGHT APPROACH

With formats ranging from live to hybrid to asynchronous, event leaders face a growing dilemma: which approach fits best - not just practically, but strategically?

Start with your objectives, and if your goal is connection, then in-person is still king. If it's scale, speed and accessibility, go virtual. If you want reach and depth, then hybrid provides balance and lets you tailor the message. The secret is to recognise the inherent strengths of each approach and match format to desired outcome.

Asynchronous tools, for example, are a game-changer for global audiences. They allow for deeper reflection, reduce challenges with time-zones, and extend the life of your content beyond the event.

Build your format decisions on a clear matrix of goals, audience needs, and delivery strengths. When this is done correctly, each format becomes a precision tool, and not a compromise.

Agencies like Activate bring real clarity here and can guide you to formats that serve strategy, not just logistics.

5. Inclusive DESIGN

Inclusion isn't just a compliance exercise anymore. True inclusivity means designing events where everyone, not just the majority, can engage and contribute.

Instead of creating a standard experience with special accommodations, put accessibility first by designing for those with specific needs from the outset, whether that is physical, neurological or cultural needs. You'll create a better experience for everyone by doing this.

You need to go beyond ramps and subtitles, this is about thoughtful, intuitive design, from quiet zones, visually accessible content and sensory-friendly layouts to culturally inclusive catering and communication styles.

"Design for the edges, and the middle takes care of itself. When you design for participants with specific needs, you often create a better experience for everyone." (Bill Walsh, NFL Coach)

Make inclusion a priority and not a token gesture. Incorporate accessibility details directly into your main communications, ensuring everyone has what they need without feeling singled out. Inclusive events are better events.



"Thank you to all of you for your perseverance, tireless work, upbeat attitude and - above all - super slick execution on the spot. I don't think I've ever seen such a well-oiled machine in action. It's been a lot of stress and a demanding workload with plenty of surprise twists and turns and you've handled it all brilliantly. I couldn't be more proud of what you've accomplished together"

Launch Event, Germany
ELECTRONICS MANUFACTURING CLIENT

Real Results

REAL IMPACT

When these five elements come together, they build an experience that engages people and drives results. It's not just about what happens on the day;

It's about what your audience remembers long after the event.

64%

Of attendees say immersive experiences are the most important event experience element (Freeman, 2024).



European Product Launch
LONDON



European Company Conference
BARCELONA

A truly outstanding result...

A triumph of creativity, technical expertise and tenacity to overcome such challenging venue limitations and all manner of logistical complexities.

Thank you!!!

Global Diagnostics Client

What an incredible few days we've had, I've never seen so many happy people. I feel like we struck gold with Activate and I want to thank every one of you for your professionalism, creativity, patience, but most of all for your commitment, you have all been an absolute joy to work with.

Technology Client



Global Diabetes Forum
COPENHAGEN



Senior management have commented that this is one of the best events we've ever done. We've never worked with an agency that was so 'on the ball'.

Global Pharmaceutical Client



Company Conference
MIDLANDS, UK



Working with Activate made event planning, which I usually experience as highly stressful, seem easy as pie. I hugely appreciate their attention to detail, innovative ideas and helpful disposition. It is like gold dust finding a team who you can trust to really understand your event dreams and turn them into a reality that is even better than the dream!

Construction Client



Awards Dinner
NATURAL HISTORY MUSEUM, LDN



I just want to say that last night was a true highlight of many fabulous events that you've delivered for us over the years, so, thank you and well done. You all did a brilliant job.

Financial Services Client



The Activate Events team exceeded our expectations. From the design and branding of the meeting to ensuring we were prepared for our presentations to the hosting and running of the events, the team was extremely knowledgeable and professional and made our experience seamless. I've organized many Investigator Meetings, and never have I had an experience with a partner I trusted so much. They managed the timelines, kept meetings to a minimum and I never had to worry about a thing. That peace of mind was priceless!!

Pharmaceutical Client



Planning an event in 2025?
LET'S HELP YOU MAKE IT MATTER



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