



1 Plan a **5k Fun Run/Walk** and raise money for charities in the destination city.

2 Encourage engagement and connection!

For one program, we invited underprivileged children to ride in a motor coach and join our participants onsite at the Four Seasons Hotel to pack backpacks with school supplies. The participants appreciated meeting the children who they were serving and working together with the group to help support their community.



3 Try a **dessert-themed cocktail menu** with matching dessert pairings for the winter months.



10 **“We are family!”**
Whether your participants are encouraged to bring their loved ones or not, you better consider how they can share their experience with the ones who matter most throughout the program. Could that be providing large tablets to facilitate Facetime? How about sending a special gift from the destination while you are on-site?

4 **Jump on the food hall frenzy!**
No mean lunch ladies with this new take on the “food court.” Feature local eateries and restaurants as well as local food retailers. Your participants can enjoy different meals while in shared seating areas.



TOP TRENDS
— IN —
TRAVEL & EVENTS

9 AV offerings are becoming less “showy” as fewer cords will run through meeting spaces. **Wireless technology** will continue to dominate and less power will also mean higher quality. Is this a slow goodbye to cords? We hope!

5 **Bring the culture of the host city into your event!**
Consider holding your event in cities that are developing vibrant, walkable neighborhoods that have great restaurants, shopping and nightlife. Austin, Texas, is a great example.



8 **Make the entertainment move!**
Allow participants to walk through various venues or smaller rooms to interact with the musicians or artists.



7 **Get with it!**
Millennials crave more shareable moments. Find unique ways to weave entertainment into all parts of the program. Rather than a traditional boxed lunch, create a street party complete with food trucks and lawn games.

6 **Host a cultural event while on-site!**
When in Mexico, a tequila tasting, cigar rolling, and local artisan boutique are all authentic experiences for participants.

