



**EVENT
INSIGHTS**

Top Event Trends We've Seen Shaping 2025

So far in 2025, we've observed a significant transformation in how events are delivered and experienced. In this guide, we delve into the event planner tool box to reveal how Artificial Intelligence, multisensory experiences, personalisation and sustainability are transforming events.



Multisensory Experiences

Attendees no longer want to simply observe; they need to be immersed fully in the experience. Multisensory events spark emotions, foster connections, and enhance memory retention, making them a game-changer for a brand. By transforming the brand's story into sensory elements, you will foster stronger emotional connections. This can transform attendees into advocates for the brand.

Sight: Visual storytelling is pivotal. From dynamic LED panels and immersive projection mapping to responsive digital surfaces and synchronised lighting, visuals can captivate and inspire. Imagine transforming the venue with tailored visuals that reflect your brand or event theme, all designed to engage your audience from the moment they arrive.

Sound: Tailored soundscapes, customised soundtracks and curated playlists, voice-activated technology, live sound effects and even foley artistry can enhance the ambiance, while immersive 4D surround sound takes audiences on an auditory journey.

Touch: Interactive touch screens, tactile installations, touchable art installations, relaxation stations, touchable tech gadgets and hands-on workshops create deeper engagement. Encore's second-screen technology, like Chime Live, ensures participants stay connected and involved.

Taste: Culinary creativity matters. Interactive food stations, Chef demonstrations, personalised cocktails, edible centrepieces, sensory tasting, themed pairings, plate-mapping and mood-enhancing menus elevate the dining experience. Visual and aromatic elements can further enhance the impact.

Smell: Scent branding, scent stations, themed aromas and fragrance bars create emotional connections and trigger lasting memories.

Leveraging Artificial Intelligence Technology

As the events industry continues to embrace innovation, Encore is leading the charge with transformative AI technologies that redefine how we communicate, collaborate, and connect.

Real-Time AI Translation

Language barriers are no longer a limitation. Encore's AI-powered live translation system delivers seamless, real-time interpretation of speeches, presentations, and discussions in virtually any language, including Mandarin, Korean, Thai, Portuguese, and more. This ensures every attendee can fully engage with the content, regardless of their native tongue, making events truly inclusive and globally accessible.



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AI Meeting Cameras: Cinematic Engagement

Encore's AI Meeting Cameras bring a touch of movie magic to video conferencing. Using on-device AI direction, these cameras dynamically adjust angles and focus to maintain visual interest and engagement, solving the fatigue often associated with traditional video calls. Whether it's a hybrid panel or a virtual keynote, these intelligent systems elevate the production value and participant experience.

AI Insight: Audience Analytics in Real Time

Understanding your audience has never been easier. Encore's AI Insight platform collects anonymised behavioural data to reveal preferences, engagement levels, and movement patterns across event spaces. This empowers planners to make real-time adjustments—like switching speakers, reconfiguring layouts, or tailoring content, based on live feedback. The result? Events that feel personalised, responsive, and unforgettable.

Personalisation: Designing Events That Speak to Every Guest

Personalisation has become a defining feature of modern events, and Encore is leading the way in crafting experiences that feel tailored and intentional. Today's attendees expect more than generic programming; they want events that reflect their preferences, values and interests.

Encore delivers this through technologies such as animated experience selection, which allows guests to choose their own journey, complete with responsive visuals, soundscapes and interactive elements. Projection mapping adds another layer of customisation, transforming tables and walls into storytelling canvases that reflect brand identity and event themes.

This focus on personalisation is reshaping how events connect with audiences. At Encore, it is not just about custom content; it is about designing experiences that feel created for each individual. From the moment guests engage with an event, they are invited to shape their own path.

Touch kiosks and digital floorplans enhance this experience by offering real-time navigation and tailored content delivery based on attendee location. These tools improve accessibility and ensure that each guest interacts with the event in a way that suits their needs and interests.

Encore's commitment to personalisation ensures that every event feels intentional, immersive and uniquely relevant to its audience.





Sustainability: Making Events Greener with Encore

Sustainability is no longer a 'nice to have', it is a core expectation for modern events. Encore is helping clients meet this demand by embedding environmentally responsible practices into every stage of event production.

Encore's commitment to sustainability includes multi-function recycled sets that reduce waste and support circular design principles. This approach not only lowers environmental impact but also offers creative flexibility for clients seeking bespoke event aesthetics.

To further strengthen its sustainability efforts, Encore has partnered with Event Decision, a global leader in measuring event carbon emissions. This collaboration allows Encore to provide clients with accurate data on the environmental impact of their events and to make informed decisions that align with shared sustainability goals. With Event Decision's tools, Encore can now help clients assess, reduce and report on their carbon footprint, making sustainability a measurable and actionable part of the planning process.

Digital solutions also play a key role. Encore's Chime app allows planners to replace printed materials with mobile-accessible agendas, speaker bios and interactive tools. This reduces paper waste while improving accessibility and engagement for attendees.

Encore's venue partnerships further support sustainable delivery. From energy-efficient lighting to responsible procurement and waste management, these collaborations ensure that sustainability is considered across the entire event lifecycle. According to Encore's own research, 65% of clients say sustainability is critical when choosing a supplier, and 62% prioritise it when selecting a venue.

By integrating green practices, digital tools and carbon measurement into its operations, Encore empowers clients to reduce their event footprint without compromising on creativity or impact.

Looking Ahead

As we move further into 2025, it's clear that the events industry is not just evolving, it's transforming. From immersive multisensory experiences and intelligent AI integrations to personalised journeys and sustainable practices, the expectations of attendees are higher than ever. Encore's commitment to innovation ensures that planners are equipped with the tools, technologies and expertise to meet these demands with confidence.

Whether you're designing an engaging conference, crafting a bespoke gala dinner or delivering a carbon-conscious product launch, the trends shaping 2025 point to one shared goal - creating events that are meaningful, inclusive and memorable.



Questions and enquiries

Connect with me and discuss your venues needs

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