

Event Trend Report

2026

8 pioneering developments
shaping the event industry this
year

Powered by: aanmelder.nl



Table of contents

In our new trend report, we highlight 8 pioneering developments shaping the future of events and show how to create experiences that truly resonate with your audience.

Are you ready to stay ahead of the curve?

01

From micro-events to micro-experiences

02

Data as the new creative compass

03

AI as the silent force behind the scenes

04

Digitalization strengthens the live experience

05

Authenticity over commerce

06

Sustainability as a daily reality

07

Inclusivity as the foundation

08

Tight budgets, smarter innovation

Trend 1: From micro-events to micro-experiences



In the world of events, the focus is shifting from scale to meaning. Where it once came down to attracting as many attendees as possible, in 2026 the emphasis is increasingly on relevance at an individual level. Micro-experiences fit this shift perfectly: small-scale where possible, personal where it matters. And technology? It helps make that possible.

The result is more depth, stronger connections, and greater impact.

Why

Why micro-experiences?

Last year, micro-events already emerged as a key concept. The focus was on the power of small scale. Smaller groups create space for deeper conversations, personal interaction with speakers, and genuine dialogue. It is precisely in these settings that trust, engagement, and lasting connections are formed, which can also increase the value and return per participant for you as an organizer.

Micro-experiences take this idea one step further. They represent a shift from large, one-size-fits-all events to personally designed experiences. Instead of offering a single fixed program for everyone, participants increasingly take control of their own journey. With the help of data, such as interests, roles, and other insights, programs are built in a modular way. Participants choose their own sessions, workshops, and moments of interaction. The result is a tailored experience that aligns with individual goals and expectations.

Whether it is the intimacy of smaller events or the power of data-driven personalization, the focus is clear. Smarter, more personal, and more meaningful events are taking center stage.

How

What does this look like in practice?

- *Participants define their own journey:* Programs are built in a modular way, giving participants a choice of multiple workshops, breakouts, and interactive sessions. This allows them to shape their own day. It aligns perfectly with participant needs, especially among younger generations, who value a balance between structure and freedom.
- *From broadcasting to participation:* Traditional plenary sessions are increasingly replaced by workshops, roundtables, and co-creation sessions. Small-group formats create space for real dialogue, deeper exploration, and the exchange of practical knowledge. Participants are no longer passive spectators, but actively help shape the event experience.
- *Technology makes it scalable:* With tools for personalized agendas, matchmaking, real-time feedback, and recommendations, it becomes possible to offer a tailored experience for every participant, even within larger groups.

Benefits

What are the benefits?

- *Deeper participant engagement:* When participants actively choose what they attend and take part in, they feel more involved in the event. This increases attention, interaction, and overall impact.
- *More room for genuine connections:* Small-scale settings and interactive formats encourage more personal conversations. This makes it easier to build relationships, share knowledge, and start collaborations.
- *Higher relevance and stronger ROI:* Because the program aligns more closely with individual goals and interests, the value per participant is often higher. This leads to more targeted insights, stronger follow-up actions, and a higher return on investment.
- *Positive impact on well-being and energy levels:* Smaller groups, fewer stimuli, and greater freedom of choice create a greater sense of calm and focus. Participants experience less overload and gain more value and energy from the event.
- *More attention and reach on social media:* When participants truly immerse themselves in the event, for example by taking part in co-creation sessions, the experience becomes more appealing to share on social media. This can further increase the reach of your event.

Challenges

What are the challenges?

- Micro-experiences require multiple parallel programs and customization per participant. This makes organization more intensive than working with a single central program.
- Personalization stands or falls with the quality of your data. Without solid registration information, clear interests, or meaningful feedback, customization quickly becomes irrelevant instead of adding value.
- More formats, more choices, and more interaction place additional pressure on planning, logistics, and capacity.
- With multiple small sessions running at the same time, it becomes harder to guarantee the same level of quality everywhere. Consistency of the overall experience remains a key point of attention.
- Participants increasingly expect tailored experiences. This raises the bar, but also increases the risk of disappointment if expectations are not properly aligned.



Future

And in the future?

Micro-experiences show that the future of events is not about being bigger, but about being more meaningful. Personal encounters, freedom of choice, and depth are becoming increasingly important. In 2026, participants no longer expect a standard program, but an experience that truly fits them.

Micro-experiences make it possible to build genuine, authentic relationships while delivering more value for both participants and organizations. Rapid technological developments are accelerating this trend even further. And that is exactly why tailored experiences are becoming the new standard.

Trend 2: Data as the new creative compass



A few years ago, data still felt like an extra tool. In 2026, it has grown into one of the most important building blocks of successful events. Data fuels personalization, steers the experience in real time, and provides control over results and budgets. It does not only help you evaluate afterward, but also enables you to design more deliberately in advance and make real-time adjustments during the event. Because let's be honest: creativity remains essential, but data increasingly acts as a compass that helps guide that creativity in precisely the right direction.

What

What do we mean by data-driven work in 2026?

Data-driven work in 2026 goes far beyond collecting numbers. It helps organizers not only look back, but also make better decisions in advance and adjust during the event itself.

By combining data from different phases and channels, from registration to evaluation, a continuous learning process emerges. Each event feeds the next with insights, allowing events to become increasingly smarter, more personal, and more effective.

How do you apply data in a practical way within your event strategy?

1

Before the event: design smarter and align more effectively

Even before your event begins, data plays an important role. Registration details, interests, job titles, and previous attendance provide insight into who your audience is and what they are looking for. Based on this information, you can better tailor your event to participant needs and make your communication and invitations more personal and relevant.

2

During the event: steering the experience in real time

Data increasingly becomes a live steering instrument. Dashboards give you insight into attendee flows, session attendance, and interaction levels. You can immediately see which sessions are popular, where peak moments occur, such as during check-in or specific program elements, and where engagement starts to drop. This allows you to adjust in real time.

3

After the event: learn, improve, and demonstrate impact

After the event, data helps you evaluate and optimize. Think of feedback scores, engagement levels, downloads, and follow-up actions. This makes it possible to measure the impact of your event and clearly identify areas for improvement for future editions.

Benefits

What does this bring you?

- *Make better decisions:* From choosing the right venue to creating spot-on marketing, all guided by data.
- *Spend your budget more wisely:* No more spending money on what does not work. You know exactly where to invest.
- *Keep improving:* Every event becomes a learning moment. With data, you can continue to grow and refine your approach.

Challenges

What should you keep in mind?

- The more data you use, the greater your responsibility becomes. Participants share increasing amounts of information through registration forms, event apps, and interaction tools. This requires careful choices. What data do you collect, why do you collect it, and how long do you store it? Are you working with suppliers who handle your data responsibly?
- In the Netherlands and across Europe, privacy regulations play a major role. Transparent communication about how data is used is essential. Data quality is just as important. Incorrect or incomplete data leads to flawed conclusions and can actually undermine your strategy.
- Data plays a supporting role. Human judgment, context, and empathy remain essential when interpreting insights in a meaningful and responsible way.

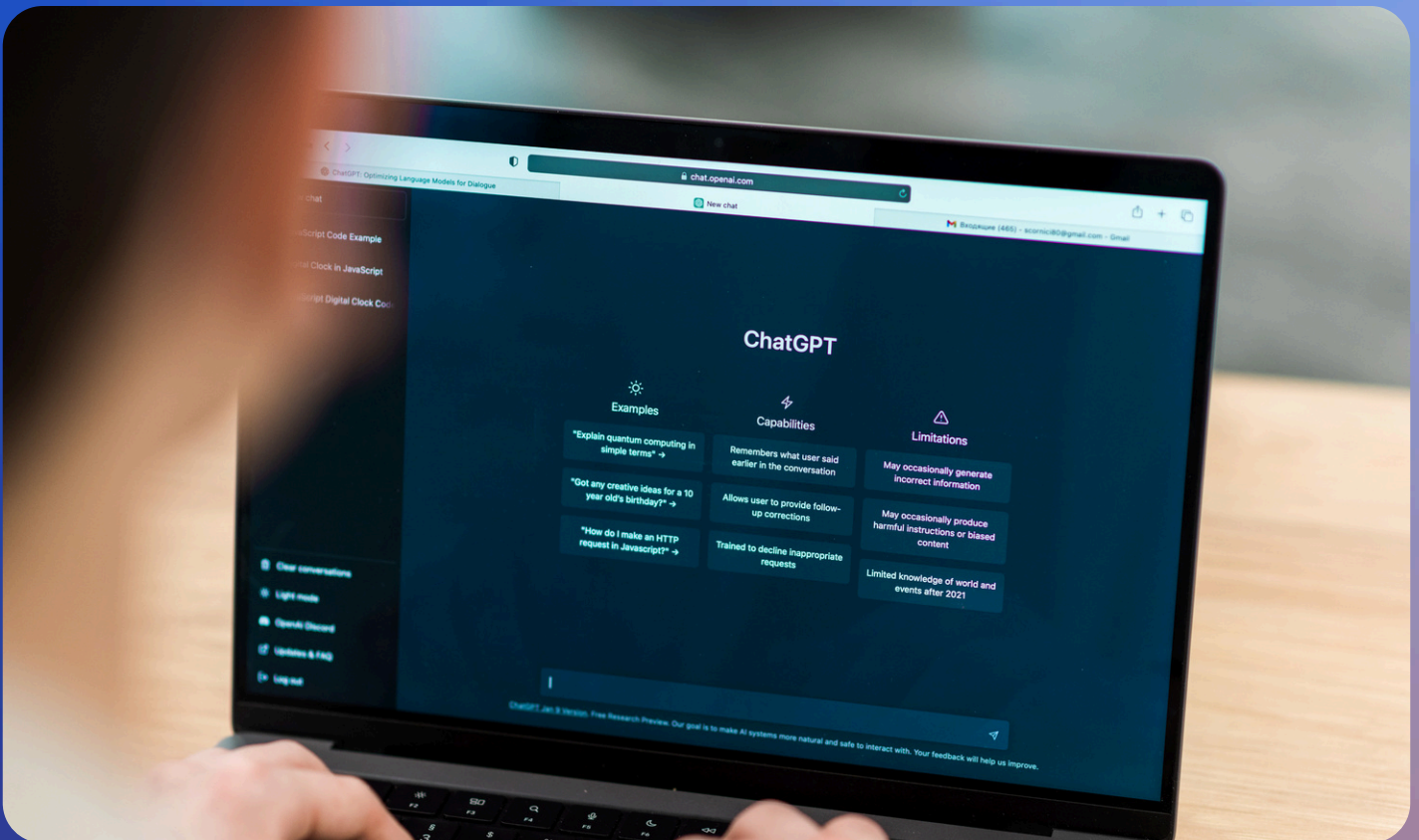
Future

What role will data-driven work play in the future?

Data helps you design smarter, adjust in real time, and continuously improve. Combined with other technological developments, it becomes a powerful driver within your event strategy. Organizations that already take data seriously today are building a clear advantage for tomorrow.

If you want to do more than just keep up, and actually make a difference, put data at the center of your approach and use insights to guide your creativity in the right direction.

Trend 3: AI as the silent force behind the scenes



It is no surprise that AI has firmly established itself in the event industry. No longer as hype or a promise of the future, but as a practical tool. From planning and communication to analysis and content creation, AI plays a role in almost every phase of your event. It not only helps you organize more efficiently, but also gives you more and more ways to further enhance the experience of your participants.

What

What is AI in events?

Artificial Intelligence (AI) is an umbrella term for technology that recognizes patterns, learns from data, and automates tasks. In the event industry, this mainly means working smarter with fewer manual actions.

AI supports you in analysis, execution, and optimization throughout the event lifecycle.

How

How can you use AI as an event organizer?

AI truly comes into its own when applied in the right places. For example, consider the following:

- *Efficiency:* AI can help you with time-consuming, manual tasks. Think of support in creating run-of-show documents, schedules, and checklists, or calculating scenarios based on previous editions of your event. This frees up more time for the strategic and creative direction of your event.
- *Content and marketing:* AI is increasingly used here as well and can save significant time. Examples include creating an initial draft, refining invitations and emails, generating social content, summarizing sessions or keynotes, repurposing content, converting it into other formats, creating translations, and much more.
- *Service and support:* AI is also being used more often to help participants faster. For example, chatbots can answer practical questions about the program, location, and timings. This allows you to offer 24/7 support without additional staff.
- *Personalization and matchmaking:* AI is increasingly used to personalize or enrich the visitor experience. It can provide personalized agendas and session recommendations, or support audience matchmaking and offer smart networking suggestions.
- *Analysis and steering:* AI can also support you in measuring and analyzing data. Think of comparing registrations with actual attendance, or comparing your budget with what was actually spent. It can also help map attendee sentiment through feedback analysis. This allows you to quickly see what works and where adjustments are needed.

What should you keep in mind?

AI offers many opportunities, but it also requires conscious choices. You do not need to know everything, but it is important to understand where the potential pitfalls lie.

1

Technical and organizational requirements

Implementing AI takes time and effort. You need the right tools and knowledge, which may also mean investing in training for your team. In some cases, you may need additional technical expertise, for example to build the right integrations.

2

A learning curve for teams

AI does not work automatically. Organizers need to learn how to use tools effectively, evaluate outcomes, and make adjustments. This takes time, experimentation, and the willingness to make mistakes along the way.

3

Data quality determines value

AI is only as good as the data you feed into it. Incomplete, outdated, or incorrect data leads to flawed analyses and recommendations. Without high-quality data, you are more likely to draw the wrong conclusions.

4

Privacy, GDPR, and AI regulation

European privacy legislation such as the GDPR, along with emerging AI regulations, means you need to be very clear about what data you use, how you store it, and for what purpose. Transparency toward participants is essential, especially when it comes to personalization and matchmaking. Always assess where you use AI and whether it is truly appropriate.

5

Human oversight remains essential

AI can support, accelerate, and analyze, but it should never take the lead. Creative decisions, interpretation, judgment, and empathy remain human responsibilities. In short, **the organizer designs and decides.**



Future

What role will AI play in the future?

The role of AI in events will only continue to grow in the coming years. Not as a replacement for the organizer, but as a silent force behind the scenes. More and more processes will be supported by intelligent algorithms.

Organizers who invest in AI today are more likely to stay ahead in the years to come. And thanks to AI, you gain the space to make a real difference where it truly matters: in strategy, creativity, and the overall event experience.

Trend 4: Digitalization strengthens the live experience



In this trend, we take a closer look at a true professionalization shift within the event industry. From hybrid events to concepts such as virtual and augmented reality, everything comes together in a layered event experience where physical and digital elements reinforce one another. No more standalone tools, but one integrated experience that not only adds depth for your audience, but also activates them and helps them feel truly connected.

What

What do we mean by this?

Participants move effortlessly between physical and digital layers. There are no longer separate formats or disconnected tools, but one cohesive journey in which experience, interaction, and technology go hand in hand.

This is where the term *phygital* comes in. It refers to the fusion of physical and digital elements into one overarching event experience. It is no longer about a live event with a “nice” online component, but about one continuous experience in which technology enhances the live moment. Think, for example, of a speaker interacting with a hologram, sharing the stage as if they were physically together.

How

How do you add digital layers to your event?

A phygital event experience is created when digital tools are used deliberately as an extension of the live experience. They do not replace either the physical or the digital, but add extra layers that enrich the overall event. These layers are present throughout the entire participant journey, from preparation to follow-up. For example:

- Before the event, event apps, communities, and digital communication drive activation, information sharing, and the first connections between participants. For example, attendees can register in an app before the event to start networking with others or to explore digital content in advance.
- During the event, interactive tools such as live polls, Q&A sessions, chat features, and real-time translation increase engagement for both in-person and online attendees.
- Augmented Reality plays an increasingly important role in this layered experience. Imagine a presentation that comes to life right in front of you. Wayfinding that guides you directly to your seat without any hassle. Or a product demonstration where you can view, rotate, or test a virtual version of a gadget. With AR, you add an extra layer to reality, making the experience more tangible and easier to share.
- Holograms also fit naturally within this layered approach. For example, when a speaker or object appears on stage as a projection, adding extra impact to the story being told. Think of the famous Tupac hologram at Coachella, but also closer to home. During EventSummit 2025, holograms addressed participants, and attendees could even see themselves appear as holograms.
- Other immersive technologies, such as Virtual Reality, are also being used more selectively as an additional layer. Examples include training sessions, simulations, or experience rooms. VR does not replace the live event, but adds depth at the right moments.
- Even after the event, digital content can extend the experience, allowing the impact of the event to continue resonating with participants for some time afterward.

Benefits

What are the benefits?

- Digital layers make participants more active. Through live interaction via polls, Q&A sessions, apps, AR, or gamification, attendees are no longer spectators but become part of the event itself. This increases engagement and interaction, both on-site and online.
- By combining technology with the live experience, a richer overall experience emerges. Visual layers, interactive elements, and immersive applications ensure that an event is not just attended, but truly experienced.
- Digital experiences are also highly shareable. AR moments, holograms, interactive installations, or unique visuals are captured and shared on social media. As a result, the impact of your event extends beyond those physically present and helps expand your reach.
- At the same time, you can collect insights into interaction and behavior, which can be used to improve future editions of your event.

Challenges

What are the challenges?

- Developments are moving fast, and not every organizer immediately has the right knowledge in-house. It takes time to understand new technologies and apply them effectively. Not every innovation fits every event, so it is important to ensure it truly adds value and does not become gimmicky.
- Digital layers enrich an event, but they also add complexity. A poor connection, technical glitch, or system failure can have an immediate impact on the experience. Reliable partners and thorough preparation are therefore essential.
- Phygital applications can require additional investment, both financially and in terms of time and people.
- Not every visitor is equally digitally skilled. Success depends on how simple and intuitive the technology is to use.



Future

And the best part? This is only the beginning.

This mix of technologies is making events increasingly interactive, memorable, and accessible to everyone. By exploring these possibilities now, you take an important step toward becoming a true pioneer within the event industry.

Ready to take your event to the next level?

Trend 5: Authenticity over commerce

In a world filled with digital stimuli, AI-generated content, and commercial messaging, authenticity is becoming increasingly rare and therefore more valuable. In 2026, event participants are not looking for a sales pitch, but for genuine encounters, deeper conversations, and content that truly matters.



Why

Younger generations, such as Generation Z, have grown up with technology and digital tools. They know this world inside and out, but they also understand what it feels like to be partially digitally isolated, with lots of screen time and fewer real-life interactions. That is exactly why live events hold such strong appeal. They are searching for real connection, interaction, and meaning.

In addition, they place great value on themes such as diversity, inclusivity, and social impact. Brands are expected not only to communicate these values, but to actively live up to them. Actions matter.

This need for authenticity is further amplified by digitalization and AI. The volume of content continues to grow, and generic messaging is everywhere. And this is not limited to Generation Z. Other generations are also increasingly seeking authentic experiences with more depth and meaning.

How

How does this influence your event?

- The concept of your event and the choices you make need to align with what your organization truly stands for. If you promote sustainability, inclusivity, or social impact but fail to reflect those values in practice, your audience will see through it immediately. At the same time, when your values genuinely align with those of your audience, you can build a real and lasting connection.
- Visitors are more critical of brands than ever before. Overly polished marketing and sales-driven programming are becoming less effective. Authenticity, transparency, and sincere intentions outweigh a slick story.
- Practical examples, honest case studies, concrete how-to sessions, and space for dialogue and exchange all play an important role. Participants are not looking for a sales message, but for insights that genuinely help them move forward.
- Interactive formats also help keep the attention of younger audiences and are more appealing to share on social media.
- Finally, participants increasingly want to define their own route. By offering different workshops, tracks, or sessions, they can create a program that fits their personal needs. This increases both relevance and engagement.

Challenges

Possible tensions and challenges.

- *Commercial interests versus authenticity:* Many organizations want to sell, while participants are looking for genuine value. This tension calls for a different perspective on the purpose of your event: connection before conversion.
- *Sponsors in a new role:* Traditional visibility is becoming less effective. This means sponsors need to shift toward meaningful partnerships in order to remain credible.
- *Value is not always immediately measurable:* Trust, relationships, and brand preference are built over time. This can make the success of authentic events harder to capture in hard metrics.
- *Staying credible in everything you do:* The moment content starts to feel like marketing, people disengage. Authenticity requires sharp choices when it comes to speakers, partners, and program design.

Future

Looking ahead

The demand for authenticity will only continue to grow in the years ahead. In a world filled with fast content, AI, and commercial stimuli, the need for real stories, real people, and real encounters becomes even stronger.

Events that dare to prioritize genuine content over selling build long-term relationships rather than quick leads. And that is exactly where their lasting value lies.

Trend 6: Sustainability as a daily reality



Sustainability has been high on the agenda within the event industry for many years and has now grown into a new standard. More and more organizers are making structural efforts to reduce their impact on the planet. And this is not only good for the environment, but also for participants. It aligns with audience expectations and with the values many organizations want to stand for. From sustainable materials to local suppliers, it has become the way to future-proof events.

What

What does sustainability mean for an event?

Sustainability in the event industry is about choosing options that reduce the ecological footprint. This includes using sustainable materials for decorations and disposable items, reducing waste through recycling and compostable alternatives, and choosing local and ethically sourced catering.

What once required a conscious decision is increasingly becoming a natural part of professional event organization. This requires knowledge and awareness, and it also reflects the values you stand for as an organization.

What does this look like in practice?

1

Sustainable materials

Use recycled or biodegradable materials, from cups to decoration. Think of reusable signage, sustainable flooring, and digital printing wherever possible.

2

Waste reduction and smart handling of leftovers

Focus on recycling stations, compostable products, and actively reducing single-use items. More and more organizers also take no-shows into account and adjust purchasing accordingly. Any surplus can, where possible, be donated to local initiatives such as food banks or shelters in the city.

3

Local, ethical, and plant-based catering

Choose vegetarian or plant-based options. If that does not fully fit your audience or event, local and seasonal products are a strong alternative. This also helps reduce the ecological footprint while supporting local suppliers.

4

Green energy

Choose LED lighting and sustainable energy sources such as solar or wind power. Many venues are already investing actively in this area. By using energy-efficient technology and renewable energy, overall energy consumption can be significantly reduced.

5

Sustainable venue selection (check for instance Green Key)

The venue plays a major role in how sustainable your event ultimately is. More and more event venues hold sustainability certifications such as Green Key. These venues invest structurally in energy savings, water management, waste separation, and responsible sourcing. This makes it easier to make a sustainable choice.

6

Sustainable mobility and accessibility

Transportation of attendees also has a significant impact on the overall emissions of an event. By choosing a location that is easily accessible by public transport, encouraging visitors to travel by train, bike, or carpool, and clearly communicating travel options, this impact can be reduced considerably.

7

CO₂ offsetting and social initiatives

Some organizations choose to offset part of their remaining emissions through initiatives such as tree-planting projects, for example via organizations like Trees for All. While this does not reduce emissions at the source, it can help compensate for them in a responsible way.

Challenges

Challenges to keep in mind:

- *Education, knowledge, and time:* Our own research shows that lack of knowledge is one of the biggest challenges for many event organizers when it comes to organizing sustainably. Not everyone is familiar with sustainable practices or knows where to start. In addition, gaining this knowledge simply takes time.
- *Logistics and technology:* Implementing sustainable choices can be logistically and technically complex. Finding local suppliers, aligning sustainable solutions, and managing recycled or reusable materials can require additional effort.
- *Costs and budget:* Sustainable options can sometimes seem more expensive, while in the long run they can actually lead to cost savings. It is about finding the right balance and coming up with creative solutions within the available budget. Smart digital tools, such as digital check-in and name badges, can already help reduce printing costs and waste.

Future

And in the future?

Organizing sustainably is becoming less of a choice and more of a standard. It is reflected not only in small decisions, such as how you purchase, collaborate, and organize, but also in bigger choices, like what your organization stands for and the impact you want to have on the world.

Organizers who make conscious decisions today are already making a real difference. Not only in the value and impact of their events, but also in the world around them.

Trend 7: Inclusivity as the foundation



Fortunately, diversity and inclusion are receiving more and more of the attention they deserve in the event industry. Because how can you organize an event that truly matters if not everyone is able to take part? More and more organizers are recognizing that equal opportunity, representation, and accessibility are no longer optional extras, but essential conditions for events that genuinely make an impact. Since 2025, inclusivity has also gained a stronger legal foundation, partly due to the European Accessibility Act.

And let's be honest: this really should not be considered a trend anymore, should it?

What

What does D&I mean in practice?

At events, diversity and inclusion go beyond well-intended statements on paper. It is about action. It means creating an environment where everyone feels welcome, regardless of background, gender, physical abilities, cognitive needs, or other individual characteristics. It is about building a space where no one is left out, both on-site and online. An inclusive event simply feels better for everyone.

How do you make your event truly inclusive?

1

Start with clear goals.

What do you want to achieve when it comes to diversity and inclusion? Whether it is a diverse speaker lineup, an accessible venue, or digital accessibility, make D&I a standard part of your planning rather than an afterthought.

2

Book speakers, performers, and panelists who are genuinely diverse.

Different backgrounds, genders, and experiences enrich the content and make it more relatable for your audience. Diversity does not just make your event more interesting, it makes it more relevant.

3

This is a no-brainer: A venue should be accessible to everyone.

Think wheelchair-friendly entrances, gender-neutral restrooms, and clear signage. Also consider people who are sensitive to stimuli, need moments of rest, or benefit from clear structure and information. Your venue should be a place where everyone feels comfortable.

4

Communicate inclusively, both online and offline.

Use accessible and easy-to-understand language, avoid excluding groups, and offer translations where needed. Your website, registration process, and event app should also be easy to use for everyone. Your communication reflects how inclusive your event truly is.

5

Check whether you are on the right track.

The simplest way is to ask your participants. What worked well? What could be improved? Feedback helps you make each edition more inclusive than the last.

Why does this make you a pioneer?

Benefits

What are the benefits?

- *People want to feel seen and heard.* An event where everyone feels welcome encourages people to be more active and enthusiastic. You can feel it in the energy of the event. When attendees feel safe and valued, they participate more and get more out of the experience. And who wouldn't want that?
- *More perspectives, richer content.* Inclusive events attract a broader and more diverse audience. You reach people who might otherwise not feel addressed. Looking to gather input from your audience? Chances are that feedback becomes far richer and more valuable when it comes from a wide range of perspectives.
- *Aligned with your organizational values.* Inclusivity is increasingly seen as a basic requirement. Organizers who actively invest in it show what they stand for and what they value. This not only makes your values clear to participants, but also to partners who want to align themselves with events that carry social meaning.

Future

And looking ahead?

Diversity and inclusion continue to evolve. They are no longer optional, but a norm, a foundation, a must-have. At the same time, inclusivity is never "finished." It requires continuous learning, listening, and improvement. Organizers who take this seriously do not just create better events, they also build lasting relationships with their audience. Because only when everyone feels welcome can you say you are hosting a truly successful event.

Trend 8: Tight budgets, smarter innovation

Global economic uncertainty and rising costs are putting event budgets under closer scrutiny. Research by Forrester shows that 89 percent of event professionals experience budget constraints. At the same time, the value of live interaction remains as strong as ever. There is a clear and growing need for real connection, knowledge sharing, and meaningful experiences.

This means event organizers need to make smart use of the resources they have and be willing to make sharp, deliberate choices.



What

What does this mean for events?

Budget pressure does not automatically lead to less impact. Above all, it calls for smarter and more focused decision-making. Organizations are investing more consciously in what truly contributes to their goals and are quicker to let go of assumptions and routines. At the same time, new technologies offer opportunities to deploy time and manpower more effectively, allowing events to become more creative and innovative.

This is exactly where many of the developments in this report originate:

- AI is used to save time and make processes more efficient.
- Micro-experiences deliver greater value per participant.
- Data helps support better decisions and measure impact.
- Digital layers enhance the experience without everything needing to be large-scale or expensive.

Innovation, therefore, is no longer a luxury, but the result of making smart choices.

Challenges

What challenges should you take into account?

Doing more with less may sound appealing, but it also comes with tensions:

- You want to create richer experiences with a more limited budget.
- Expectations around quality, content, and experience remain high, while costs continue to rise.
- Innovation sometimes requires investment, precisely when budgets are under pressure.

This calls for clear priorities, creative thinking, and the courage to cut elements that contribute less to your core objectives.

Future

And in the future?

It is difficult to predict what budgets will look like next year, and the situation varies widely per organization. What is clear, however, is that events remain essential for connection, knowledge sharing, and brand experience. That role will not disappear due to economic pressure, but the way we design events will continue to evolve. The industry is becoming more creative, more innovative, and more strategic, not out of luxury, but out of necessity.

Organizers who approach this wisely are the ones who can create even greater impact with fewer resources.