

Key trends in the live experience space



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Alexandre Torrao, MD of MUCHOMOO Experiential Marketing & Events Agency, Johannesburg identifies key trends for 2017 in the live experience space.

The events market has rapidly gained momentum. New companies have started, new concepts have emerged and it has ultimately reached a saturation point, where people are spoiled for choice when it comes to events on any given weekend in the country.



This has resulted in a highly competitive industry where promoters, event organisers and brands are fighting for numbers and cannibalising their own markets by diluting the offerings and saturating the market in some cases, making the industry a difficult and expensive one to get into.

This competitive market has also brought to life brands and companies that are highly skilled in different segments. For example, Advendurance focuses on mountain biking and obstacle races such as Warrior, and G&G productions focuses on catering to matric students with their brand RAGE. Other companies have utilised available technology advancements, such as Secret Sunrise, a concept that merges, music and exercise in a new, healthy, unique experience. On the same note, Galileo Outdoor Movies offers a unique outdoor cinema experience.



Galileo Open Air Onema

2017 will see experiential companies and many other event companies and production houses and agencies creating concepts around the following:

Event style trends

Focused Brand Driven niche Intimate Themed / dressed events Sensory Technologically Driven outdoors

Sport sector trends

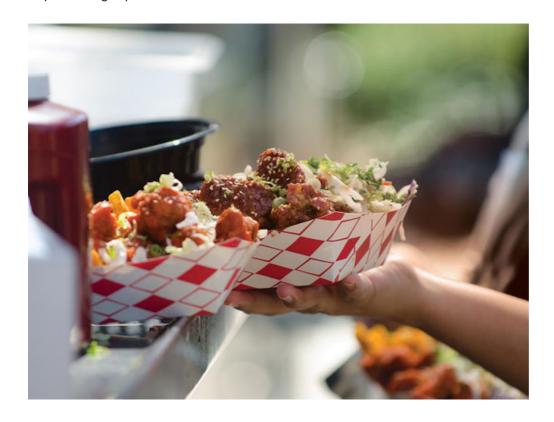
Yoga destination events
Outdoor group fitness
Obstacle course racing
PopUp sport events
Fun runs
Stage trail and adventure events
Stage mountain bike events UrbanTriathlons and duathlons



Neon Run

Lifestyle sector trends

E-gaming Inflatable events Exclusive Events craft Markets
Craft liquor festivals
Food festivals
Kids & Parents Festival
Secret experiences
PopUP dining experiences



Entertainment sector trends

Destination events

Multiple genre daytime music festivals

PopUp festivals

Craft and lifestyle festivals Alternative music festivals

Jazz / Funk

Main market music festivals



Slide Jozi

Social mass gathering experience trends

Viral content generation - Mannequin Challenge AR (Augmented Reality) - Pokemon Go apps

Venue trends

Wine Farms
Dumps warehouses
Urban environments
Rooftops
City parks

Event tech trends

Cashless systems
Ticketing platforms
Wifi integration platforms
Social media integrated platforms
Virtual reality booths and activations

ABOUT ALEXANDRE TORRAO

Alexandre Torrao is MD of MUCHOMOO Experiential Marketing & Events Agency and co-founder and co-creator of NeonRunTM, Emmarentia LiveTM, Afriski WinterFestTM, Colour Me CrazyTM and SlidejoziTM.

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