

PRESS RELEASE

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Study 'The Future of Live Communication' reveals the main changes on strategies, value creation chains and formats in the industry. Following the LiveCom Alliance European Industry Surveys, this new study - also conducted by R.I.F.E.L. Institute - is based on the view of customers for the first time.

As a result of the digital transformation and its acceleration due to the COVID-19 pandemic, the live communication industry is facing the greatest upheaval in its history. The objective of this study is to gain deeper insights into the emerging changes in the value creation processes from the customers' point of view and to obtain guidance for the strategic realignment of the event industry 'ecosystem'.

Methodology and respondents profile

The methodology for this study was based on desk research and preliminary quantitative study in step one. Step two contained a qualitative study based on group discussions and interviews with 14 managers from 10 International operative German companies in the automotive, chemical, transport, technology, banking, telecommunications, electronic, medical and medical technology sectors.

Highlights on four focus points

The study shows many relevant and valuable insights, following four focal points: changes in customer communications strategies, changes in the value creation chains and partnerships, changes in the event formats used and customer expectations for the strategic realignment of the live communication industry.

- **Live, in-person communication is indispensable for companies**, as it is the only way to enable 'an experience integrating all the senses' and to establish personal proximity to the audience. However, in the future real-world, live communication will be expanded and extended in time through digital channels.

*"The desire for face-to-face events is immense among all the participants."
(Thomsen, Deutsche Sparkassen- und Giroverband)*

- Customers plan to continue activities in all live communication formats in the future, but the **boundaries between different formats will be just as fluid as the implementation in real live, digital and hybrid forms.**

"When a live event takes place these days, one of the first questions attendees ask is, 'What virtual/digital options do we have?'" (Gödert, BASF SE)

- In addition to digital competence and content expertise, **sustainability will figure much more prominently in event concepts.**

"The sustainability of events to reduce the carbon footprint is becoming increasingly important for companies. Agencies need to focus more intensively on these demands to remain successful in the long term and to win contracts from large corporations." (Landers, BMW Group)

Full report

The full report offers an extensive amount of relevant and valuable insights. Download the full report via this link.

About LiveCom Alliance

LCA is the independent European institute for live communication. We believe that live encounters do build a stronger future in all societies and industries, especially in this digital day and age. LCA unites national boards of associations, each representing local member agencies in the live communication and event domain. Goal of the Alliance is to unite, learn and inspire. Currently serving 10 national organizations and affecting over 1000 leading agencies and companies around the continent.

Note to editors, not for publication

In the event of questions and/or requests for interviews/presentations please contact:
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