



Reinventing Live

The Always-On Future of Events

By *Denzil Rankine and Marco Giberti*

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Practical case studies that will help event professionals or anyone looking to enter the future of the live events industry

"Thanks for writing this book. It couldn't be more timely. This book elegantly bridges the legacy live exhibition business to what the authors call 'community catalyst'. The challenge is now with us, the exhibitions organizers of the world, to engage."—Charlie McCurdy, Chief Executive, Informa Markets

"You have nailed it! It held my interest, and it was more than thought provoking. My wholehearted praise and huge thanks for doing this and helping us shape the future in such difficult times." —Simon Kimble, Chairman, Clarion Events

Forget events as one-off experiences, and organizers purely organizing events. Welcome to a new world, where events build communities and nurture relationships 'all year round' – all with event technology at its core. Featuring dozens of practical case studies, this book will help event professionals or anyone looking to enter the future of the live events industry.

Contents

List of Exhibits; 1. Introductions by the Authors; 2. Summary; 3. Events up to 2020; 4. Why Events are Changing; 5. Alternative Future Models for Events; 6. Event Tech; 7. The Online-Offline-Online Thesis; 8. How to Navigate in the New World; 9. How to Structure for Success in the New World; 10. A Conversation between the Authors; Appendix 1. Case Study; Appendix 2. CEO Checklist—10 Things to Do; Appendix 3. Strategic Roadmap; Appendix 4. Digital Preparedness Self-Assessment Checklist; Index.

About the Author

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