

IMEX 2024 creates an Impact



This year IMEX Frankfurt saw 12,000 global suppliers and event professionals come together, for 63,000 buyer-exhibitor meetings over three days. IMEX 2024 showcased where events are heading, and how we can, as a global community, work together to shape a brighter future.

The IMEX events microcosm saw big-name, star-turn, up-and-coming and ground-breaking suppliers ignite the show floor; stand-out speakers and standing-room only sessions tap into the hunger for learning; and a whirlwind of business meetings, exchanges and transformative connections bring a dynamic energy to every corner of the halls.

IMEX 2024 offered abundant potential for discovery and exploration with attendees flooding into a myriad of magical event spaces from the Inspiration Hub's nature-themed Ocean, Forest and Canyon rooms to the hot-air balloon bedecked Valley powered by MPI and ICCA, Encore's captivating coffee-fuelled campfire, and the thought-provoking Google Xi CoLabs at the People and Planet Village.

Transformative new events and experiences joining established IMEX programs such as She Means Business (brought to you by IMEX and *tw* magazine, supported by MPI) included the aptly named Impact Zone, the new-for-2024 dedicated Agency Experience, motivational Rising Talent and its German-language counterpart, Young Stars, hard-hitting yet much-needed Tough Talks, and uplifting and wonderful Wonder Walks.

The day before IMEX saw hundreds of event professionals come together at Association Focus (sponsored by Amsterdam Convention Bureau and delivered in association with ASAE and ICCA), ELX Forum, Exclusively Corporate and the MICE Impact Academy, as they embraced innovation, engaged in high-level learning, shared ideas, challenges and opportunities, and forged and reformed connections.

The IMEX 2024 energy spread out beyond Messe on to the banks of the Main for early morning IMEXrun exuberance (sponsored by Amsterdam Convention Bureau and the Netherlands Board of Tourism & Conventions), and into the healthy competition of the Wellbeing Challenge, developed by Maritz and powered by Heka Health.

"Live events are more powerful, effective and necessary than ever. Nothing beats being in the room with others to share the chemicals and visceral experience of kindness, generosity and human connection," said Carina Bauer, CEO, IMEX Group.



The Power of Artificial intelligence (AI)

AI is no longer a dream but a reality that's rapidly transforming the MICE industry. From seamless event planning and captivating visuals to personalized guest experiences, Colja Dams, CEO, VOK DAMS, talked the attendees through how AI is revolutionizing the way we conceive, execute and engage with events, at his Inspiration Hub session at IMEX the week before last.

The AI-powered event planner: Your new best friend

Gone are the days of endlessly sifting through spreadsheets and juggling countless emails. AI-powered project management tools such as Microsoft Copilot have become the event planner's new best friend, streamlining workflows and boosting productivity. With AI's assistance, drafting emails, organizing meetings and finding time slots becomes a breeze, freeing up valuable time and energy for more strategic tasks.

Creativity unleashed: AI as your muse

Unleash your creativity with AI tools such as Thoma, which seamlessly combine text-based GPT models with image generation capabilities. Imagine being able to generate entire PowerPoint presentations, complete with captivating visuals and compelling narratives, simply by describing your vision. No more staring at a blank canvas—let AI be your muse, sparking inspiration and bringing your wildest ideas to life.

The ultimate attendee experience

But AI's impact goes beyond the planning and creative stages. It's revolutionizing the attendee experience itself. Imagine having a virtual assistant that can recognize and greet your attendees by name, provide personalized recommendations, and even translate facial languages in real-time. With AI-powered facial recognition and image processing, you can curate a collection of your attendees' best moments, ensuring they leave with cherished memories.

Embracing the future, sustainably

And let's not forget the crucial role AI plays in sustainability. By analyzing attendee data and travel patterns, AI can help you choose event locations that minimize carbon footprints and reduce travel emissions. This not only aligns with the growing demand for eco-friendly events but also demonstrates your commitment to a greener future.

So, embrace the AI revolution in events with open arms.