

7 top trends which should be used on the festivals in 2019!

Event industry continues the active transformation. In 2019, as it was forecasted, the contingency of technologies, entertainment sphere and social network will happen. Borders are blurred and the audience becomes more demanding and sophisticated and the growth of business competition makes us to adopt quickly to happening changes.

That is why we prepared for you 7 top trends which should be used on festival this year.

1. Ecological compatibility.

Today the company success depends on attitude to ecology. This is a big plus to the brand image. Made researched by Ford show that 45% of interview people expect well-defined positions about social aspects and 56% say that they avoid companies which do not carry about the society and environment. Responsibility is that thing which causes the trust.

2. Social orientation.

For example, always remember about disable people. Be ready to meet a disable person on your event. And believe us you ready to this will be seen by your guests.

3. Intense and thought over content of the event.

'Say no' to boring and standard events! Prepare the qualitative content for the program. The event filling should be original. Develop creative conceptions. Use maximum interactive events and master-classes. Only non-standard approach will bring success to your festival.



4. Personalization.

Focus on customer is one of the most important factor in 'fight for the client'. Make your audience to make a choice. You should not be obtrusive. Make several types of tickets and prices on them. One ticket can allow the owner to visit all locations, another ticket can allow to visit only several locations and so on. Such approach can provide the variability and will help overtake more potential clients.

5. Slow sales.

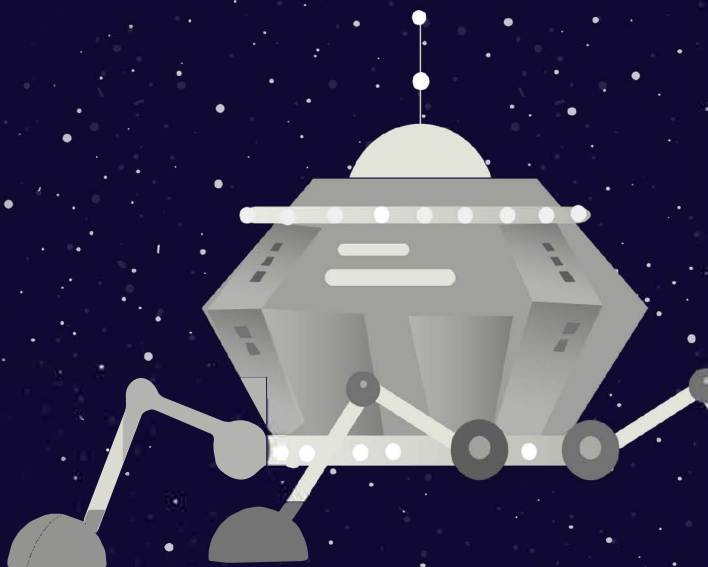
So, if earlier sold out was welcomed and promoted, now, in 2019 sales mechanism cardinally changed its course. Give your guests the possibility to buy 'accidentally left ticket' in the last day, but don't forget to care about comfort of all visitors. Think over carefully each step and you will see that clients' loyalty to you will increase.

6. Use modern technologies.

Several years ago you could hold event without them but now they are 'must have'. During 2018 the number of requests 'open immediately' increased on 300%. Nobody wants to waste their time. That is why simplify the task in information searching for clients. Connect chat-bots, create landings, use sending of QR codes which will simplify the tickets check during the vent, use the systems of electronic payments and so on.

7. Security.

Of course you should secure the locations but the word 'security' became more many-sided. For example, today it is necessary to carry about personal data protection. Cyber defense became an important aspect of event-industry in 2019. Carry about the security protocol of WI-Fi, secure data bases, use passwords for emails and so on.



As you see the cooperation with modern technologies is enhanced, so the responsibility grows. The care about society and environment should be the part of a modern company. Do you want to find more about festival planning in 2019? Follow us in social networks and watch the news. And if you plan to carry out a great huge event and you do not know how to start – Rockets team is ready to help you!

Fill the brief right now and our manager will contact you.



Fill the Brief