

# *Events* **for all gens**

What every generation expects  
from tomorrow's events



**Gielissen**  
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# Events are *changing*

Do you want to organize an event that works for everyone? Visitors are getting younger, more digital, and more selective. Experienced professionals want clarity and calm.

But every generation expects the same foundation: an event that runs smoothly, feels relevant, and is worth the trip. You're dealing with different generations. How do you keep them all satisfied?

This ***trend overview*** shows what visitors expect today and how you can shape an event that works for all generations.



# What's your *generation?*

A generation is a category of people who were born in the same period and share common characteristics.

In essence, new generations are innovators of a culture.



**Generation Z** (born 1997–2012)  
On-demand, flexible, transparent communication and Billie Eilish



**Millennials** (born 1981–1996)  
Confident, accustomed to competition and Beyoncé



**Generation X** (born 1965–1980)  
Down-to-earth, independent, results-oriented and Madonna



**Babyboomer** (born 1946–1964)  
Civil rights, feminist, peace movements and The Beatles



# 1. **Physical** is back, **digital** is the sidekick

The world is becoming increasingly digital. Still, visitors prefer to come to an event physically. What has changed is expectation.

Younger visitors want a seamless digital flow:

- ✔ Tickets in one click
- ✔ An app that works
- ✔ Helpful push notifications

Older generations seek peace and clear access. Your event is the main act, digital tools are the comfort layer that keeps everything running smoothly. Think of:

- ✔ An app
- ✔ A portal
- ✔ On-demand content
- ✔ A follow-up that completes the visit

It's not a luxury, but a service your audience takes for granted. Therefore: position your event as a physical meeting place with a digital shell around it.



## How Hyve gained control at Europe's largest Breakbulk event

At Breakbulk Europe, Hyve chose a partner as an operational extension. This freed up their team's time for content and growth. Exhibitors order everything via one portal. At the event itself, a team is ready for every question or change. This mix of digital clarity and strong support gave Hyve peace, overview, and a smooth event. Exactly what you need for an event of this size.



## 2. ***The visitor mix is changing***, but the basic need remains the same

The visitor mix is shifting rapidly. Gen Z and Millennials now make up a growing part of the workforce. On the event floor, this shows in interactive formats and communities.

While the older generation often views the visit through the lens of 'what's in it for the business', the younger generation is driven by 'what's in it for me'. Still, every generation wants to know why a visit is worthwhile. A winning event connects both: dynamism where possible, structure where necessary.

### ***Balancing buzz and calm***

You can clearly see this mix of generations at TwitchCon. Younger visitors seek energy, color, and interaction: cosplay, live demos, and meet & greets. At the same time, Twitch ensures quiet areas, clear routing, and an organized floor. This makes the event feel pleasant for every generation. From fans who want to experience everything to professionals who are looking for an overview and structure.



# Events for *Robin*

"I'm looking for an experience that inspires me and is worth sharing with my network."

Robin is Millennial.



# 3. Your event as an *experience platform*

Visitors expect more than stands and banners. Younger generations look for immersive experiences and interaction; older visitors want relevant information and real conversations.

A modern event merges both worlds: live demos, storytelling in the space, and sessions where content and experience reinforce each other.

## ***A 6-meter statement***

For TwitchCon, they truly wanted to give visitors the 'Twitch feeling'. For example: something worth sharing on your own social media channel. It became a physical world full of recognizable elements, such as the six-meter-wide grass wall. A playful translation of the online culture.

This creates an experience that resonates and is professional for partners and sponsors. And it's an eye-catcher that your visitors will want to share with the world online.



'Go touch grass' is a popular gaming expression meaning take a break from the console.



# Events for *Sidney*

“I want to be able  
to decide for myself  
which sessions I  
attend at an event.”

Sidney is Gen X.



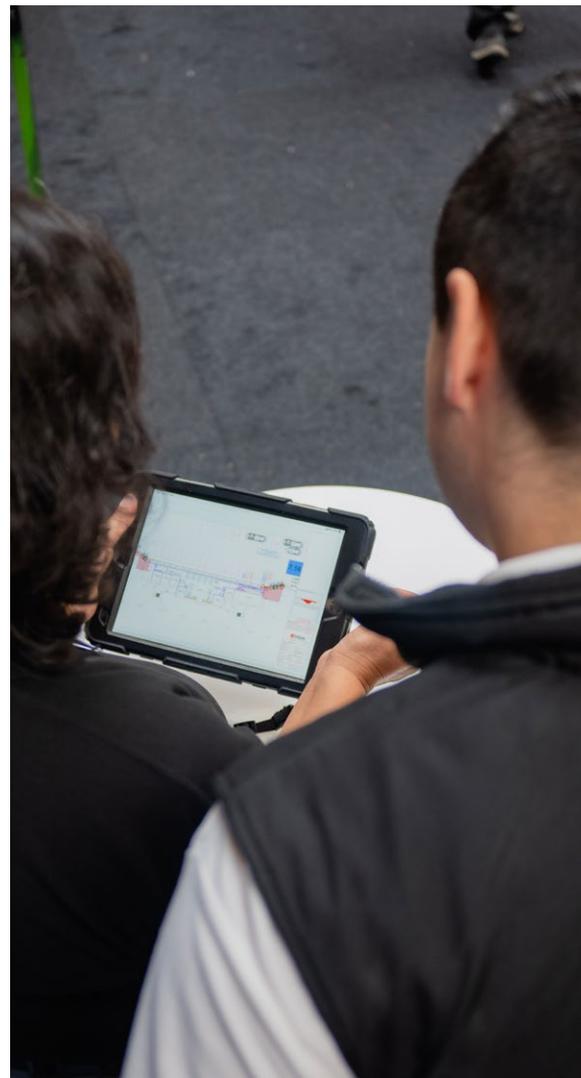
## 4. **Tech** as a silent engine

Technology doesn't change your event with big leaps, but with small, smart improvements that help visitors unnoticed. AI and data help visitors and exhibitors move effortlessly through the event.

Think of:

- ✓ Smart matchmaking: who should you really talk to?
- ✓ Personalized agendas based on interest
- ✓ Predicting where it will be busy
- ✓ Clear reports for exhibitors and sponsors

Technology is no longer an extra layer; it is the backbone. In international shows, organizers increasingly choose one central exhibitor portal for registration, orders, reports and communications. You remain an overview, even when teams are smaller and exhibitors require more service.



# Events for *Daphne*

"I like short and snackable moments. A two-hour keynote? Way too long!"

Daphne is Gen Z.



# 5. ***Sustainability*** is a non-negotiable ***requirement***

Sustainability is no longer a “nice to have” but a basic requirement. The urgency is driven by visitors, exhibitors, venues, and European regulations. Younger generations are paying close attention to material use and footprint, while large corporations face mandatory CSRD rules and Scope 3 reporting.

Organizers increasingly choose partners who integrate sustainability from day one. Tools like ***TRACE by Isla*** measure CO2 and monitor materials, while modular and reusable systems visibly reduce impact.

Sustainable choices now support both visitor expectations and regulatory pressure.



# Book a 30-minute *strategy call*

Events change fast, but one thing stays the same: every generation wants an event that runs smoothly, feels meaningful, and is well-organized. It always comes down to the same essentials – peace of mind behind the scenes, a strong experience on the floor, and a partner who ties it all together seamlessly.

Book a 30-minute strategy call with **Edenio** (Millennial) and explore what your next edition could look like.

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