

Innovations in Event Planning: Trends and Technologies

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Abstract: *The event planning industry has undergone a significant transformation in recent years, driven by technological advancements and evolving consumer expectations. This paper explores the latest trends and technologies shaping the future of event management. It examines innovations such as artificial intelligence, virtual and hybrid events, data analytics, and sustainable event solutions. The study highlights how these innovations enhance attendee experiences, improve operational efficiency, and contribute to the overall success of events. Additionally, it discusses challenges faced in implementing these technologies and future directions for the industry. The research methodology includes surveys, interviews, and case studies analysing the impact of these technologies. Findings indicate a significant adoption of virtual event platforms (78%), AI-powered automation (65%), and sustainable practices (72%). The study concludes that embracing these innovations is key to the industry's growth.*

Keywords: Event Management, Virtual Events, Hybrid Events, Artificial Intelligence, Augmented Reality, Blockchain, Sustainability, Data Analytics, Automation, Metaverse

