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## How event design is transforming

With a Special Edition, the **Event Design Yearbook 2021 / 2022** takes a look at the latest developments in the industry. How are interaction, participation, creation and technologies changing in the design of events and which solutions put this into perfect practice? Besides 40 international highlights, experts share their thoughts on the future, such as Dr. Torsten Fremer from Klubhaus in an interview with author Katharina Stein.

Read an excerpt:

*At digital events, participants can basically be incorporated well. But is it really that easy?*

We have realised digital participation for large groups with thousands of participants as well as live conferences in private small groups. My advice: the right mix of anonymous and therefore hierarchy-free debates and the switch to a face-to-face small group with a subsequent summarising of

the topic. The bases are a methodical know-how and the curiosity of the customers.

Apart from an intelligent meeting design, relevant themes for the participants must also be identified. In the end one can notice immediately if it is only an "alibi participation".

We have currently also had excellent experiences with gamification. This area seems to me to be a decisive future opportunity for digital interaction. It is challenging that specific data privacy rights often get in the way that have to be solved. However, this is constantly improving, as understanding for this is generally increasing.

*As an event organiser, you do not know what people are actually doing at home during digital events. What is your experience of this missing feedback?*

Thanks to the high interaction frequency of our event design and the many possibilities for digital participation, this was rarely a problem for us. But the question is justified: especially for event organisers and speakers, it is highly important to feel the reaction of the public. We therefore design digital events as far as possible so that there is no streaming for more than 15 to 20 consecutive minutes without the participants being able to contribute actively to what is happening.

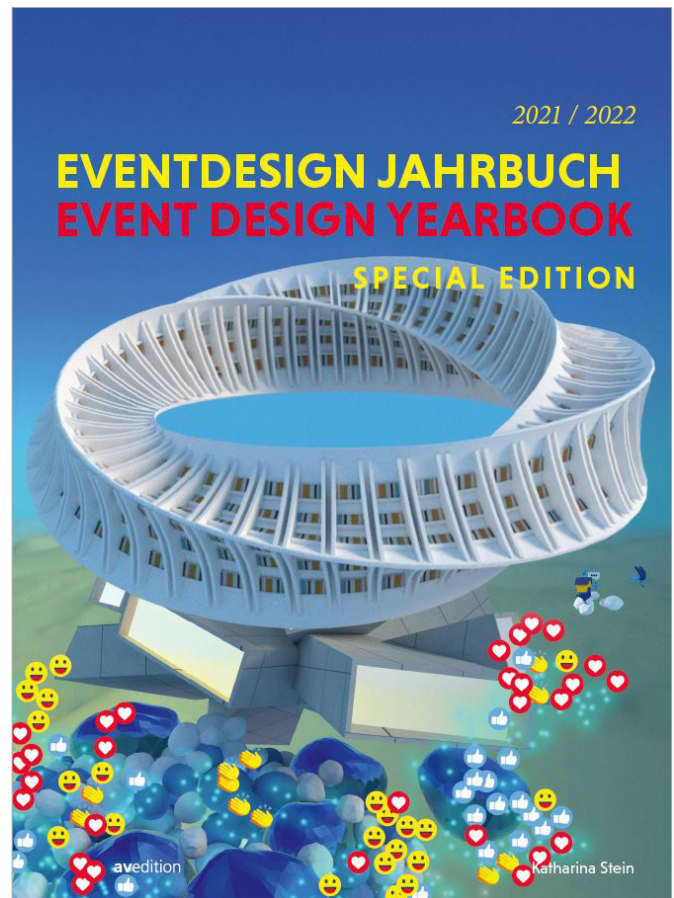
Apart from interaction and inclusion, it is also about relevance! If the content is interesting and important, everyone will stick with it.

*What will stay in your mind in particular regarding 2020/21?*

What was insightful was the process in which we gradually realised what new possibilities emerge if we are not just focused on what is not possible at the moment. It is a laboratory situation that has brought about many innovations. It is now possible to enter into contact with many colleagues in a less complicated, closer and more personal manner.

And nevertheless we of course wish this time would pass. And so the most important realisation of this past year is that simply nothing can replace personal get-togethers.

Katharina Stein in an interview with Dr. Torsten Fremer, Managing Shareholder at Klubhaus



## Event Design Yearbook 2021 / 2022 Special Edition

Katharina Stein

German / English  
208 pages  
Approx. 250 photos  
Softcover with flaps  
9 × 12.2 in  
EAN 9783899863512

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