

Future Meeting Space 2025: Demographic Change Meets AI and Automation

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Key Learnings & Takeaways

FUTURE MEETING SPACE – EMPOWERING BUSINESS EVENTS



Founded in 2015 by the GCB German Convention Bureau e.V. and the Fraunhofer Institute for Industrial Engineering IAO



Objective: To strengthen the role of business events as a driver of innovation and an essential tool for corporate communication



Trend research to anticipate developments in the event ecosystem



Derivation of conceptual, technological and spatial **requirements**



Recommendations for action for different stakeholder groups

INNOVATION NETWORK FUTURE MEETING SPACE - RESEARCH PARTNER 2025



Initiators



Research Partners 2025



Strategic Industry Partner

In cooperation with:



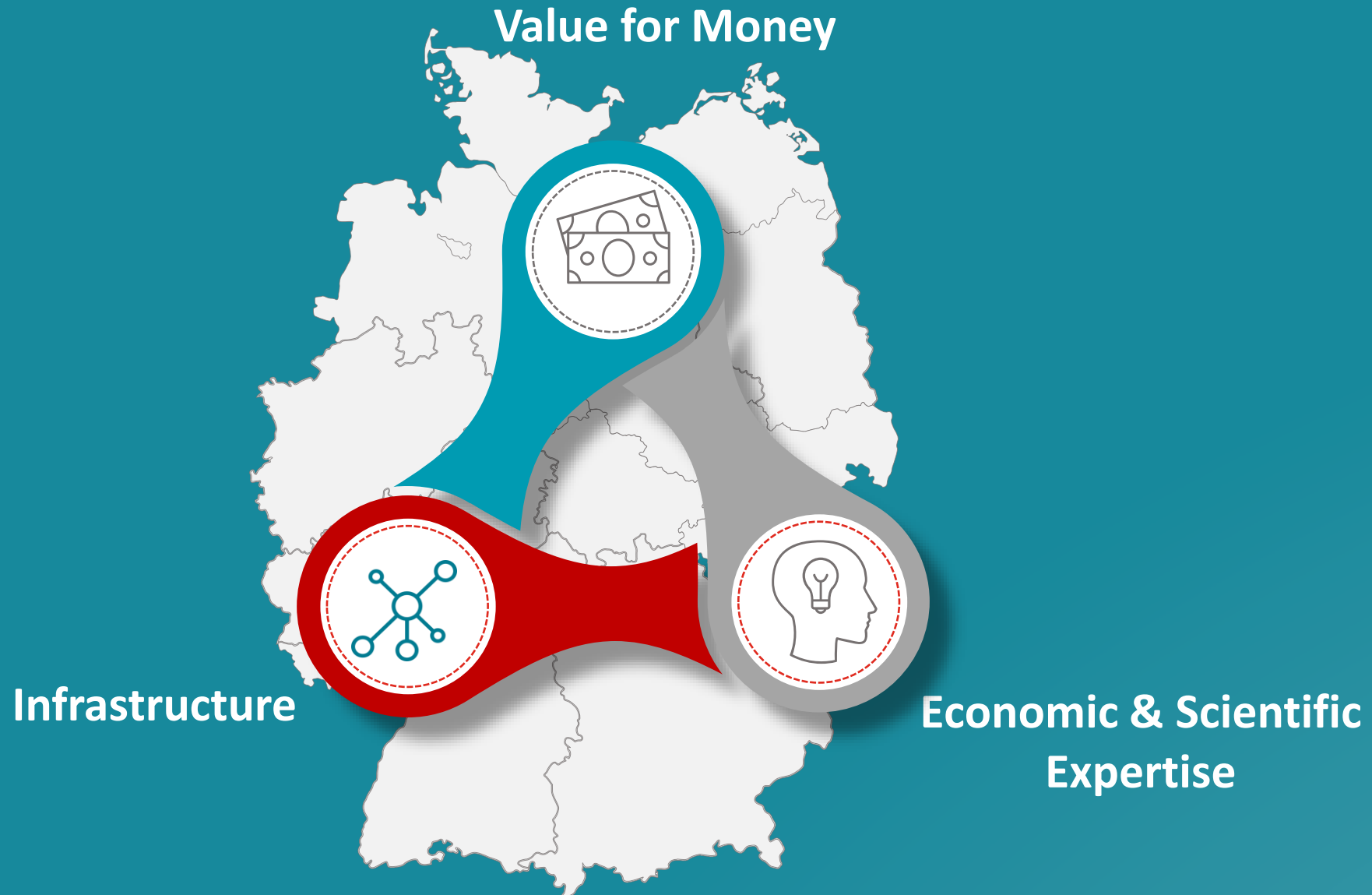
www.germany.travel



Setting the Scene

Key challenges and starting points

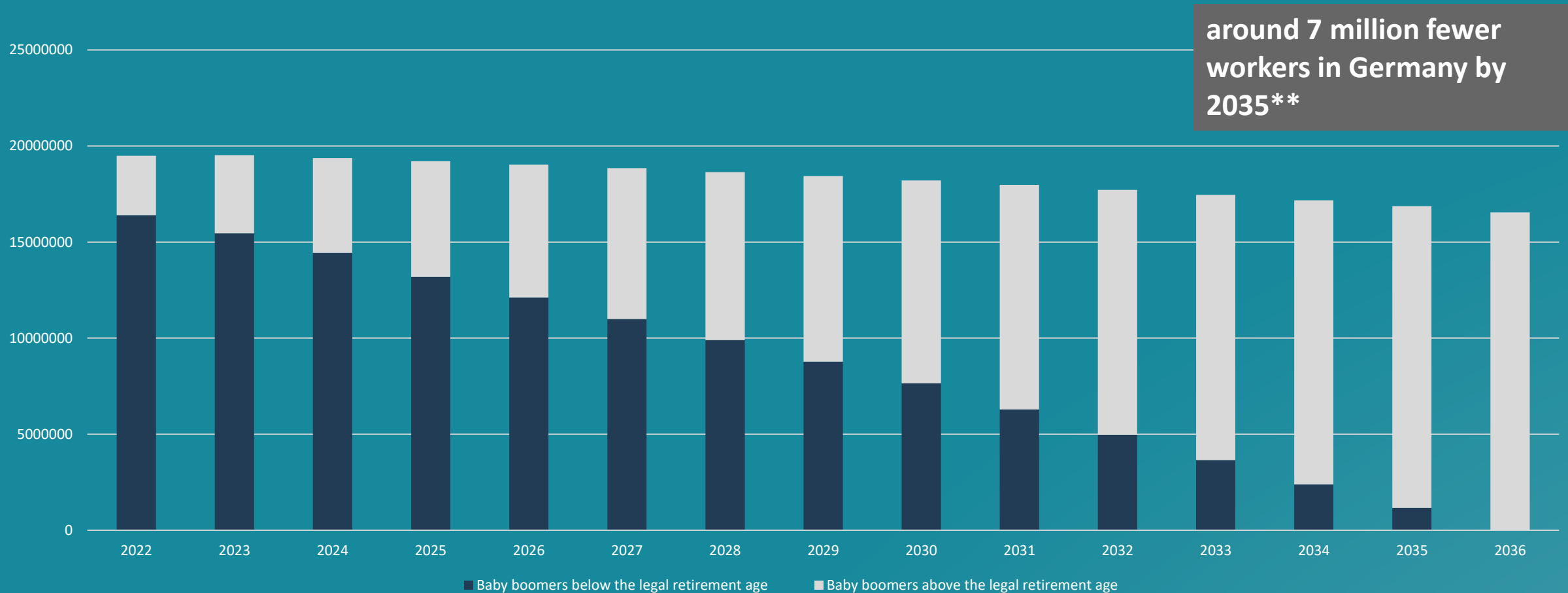
WHY GERMANY?



- 
- A person with short brown hair, wearing a grey suit jacket, is seen from behind, looking at a large, glowing teal map of Germany. The map is the central focus, showing the outline of the country. The background is a blurred event space with other people and lights.
- Every **10th** trip to an event worldwide leads to Germany
 - This puts Germany in **1st** place for event travel worldwide
 - 360 million participants in Germany
 - At around 2 million events
 - 1.13 million employees

NEARLY 20 MILLION WORKERS WILL REACH RETIREMENT AGE BY 2036*

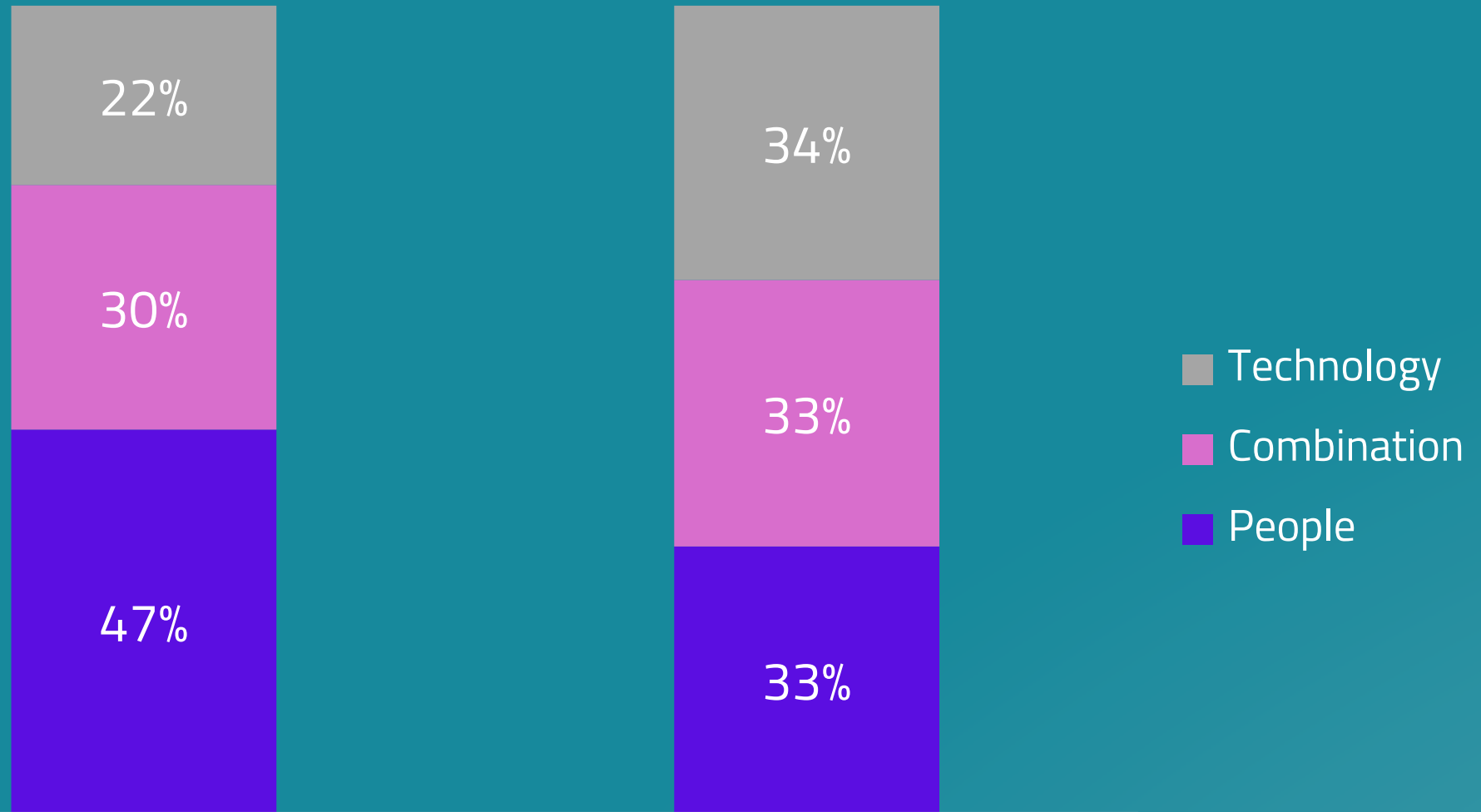
Baby boomers above/below the legal retirement age



around 7 million fewer workers in Germany by 2035**

*Cologne Institute for Economic Research

Division of work between man and machine

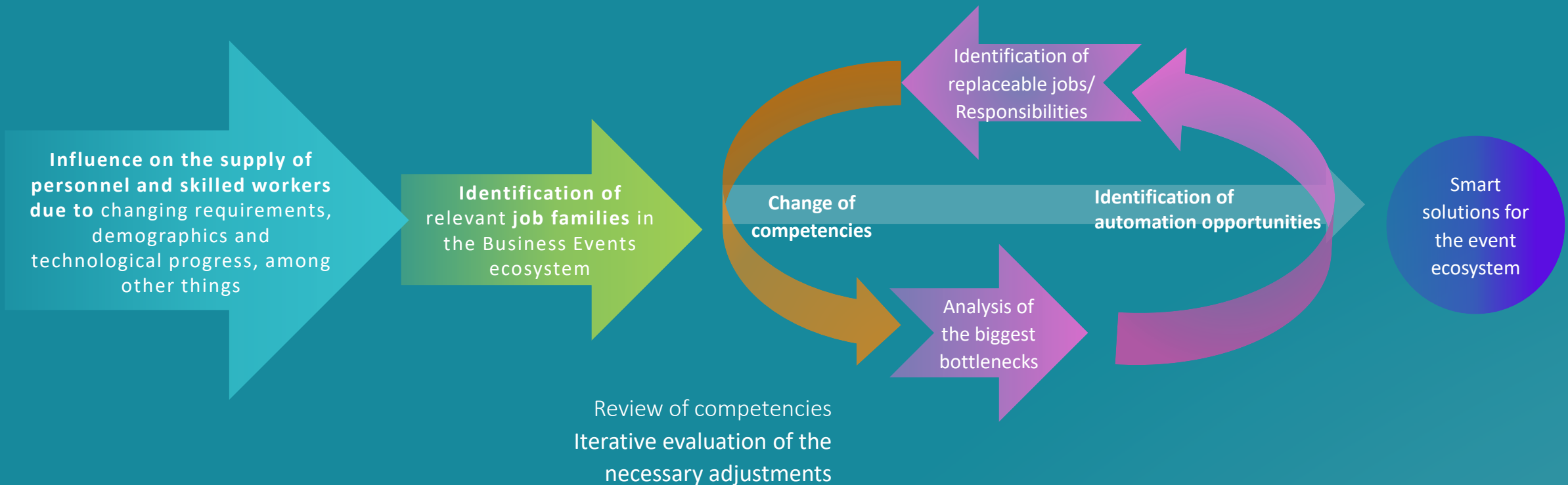


- Technology
- Combination
- People



Our Research Journey
The iterative Future Meeting
Space process

RESEARCH PROCEDURE IN THE ITERATIVE PROCESS





Job Families in the Business Events Ecosystem

A structured view of roles and
responsibilities

Sales, Community & Content



Events management & Doing



Service & Service providers



SPOTLIGHT ON 3 JOB FAMILIES THAT ARE MAKING CHANGE VISIBLE



**Project & Event
Managemt**



Service staff



**Concept and
Innovation
Management**

JOB FAMILY PROJECT AND EVENT MANAGEMENT



Events Management & Doing

Where Ideas Become Experiences: The Core of Project & Event Management

- Plans and steers events from concept to execution
- Manages budgets, timelines and overall project coordination
- Briefs and aligns all service providers involved
- Coordinates technical workflows and on-site operations
- Oversees participant management and communication
- Ensures smooth delivery and measures event success

Project /
Event
Management



PERSONNEL REQUIREMENTS: PRESENT AND FUTURE AT A GLANCE

Current demand:

- 56% say there is currently a **rather high** demand

Development in the next 5 years:

- 58% **rather unchanged**
- 25% **slightly increasing**



Project /
Event
Management

SKILLS REQUIREMENTS TODAY AND TOMORROW

REMAINS

- Stakeholder coordination

PARTIALLY CANCELLED

- Documentation & Setup



EXPANDING

- Budget management
- Quality control



Project &
Event
Management

NEW COMPETENCIES

- Working with AI planning platforms
- Data-informed Decision Making in PM
- Relationship-oriented project management (high-touch roles)

SKILLS REQUIREMENTS TODAY AND TOMORROW

REMAINS

- Guest communication
- Quality Control
- Team Coordination



PARTIALLY CANCELLED

- Serving & Serving
- Clearing / Cleaning
- Filling & Preparation



NEW COMPETENCIES

- Operating and monitoring service robots
- Human-robot interaction in guest contact
- Digital catering system control



Service staff



SKILLS REQUIREMENTS TODAY AND TOMORROW

REMAINS

- Storytelling & Dramaturgy
- Stakeholder-Kollaboration

EXPANDING

- Creative-conceptual thinking
- Target group and needs analysis
- Trend-Scanning
- Impact and profitability orientation

NEW COMPETENCIES

- Prompting & AI Creative Work
- XR-/Metaverse-Experience-Design
- Concept simulation & A/B testing in VR/AR

Concept & Innovation Management



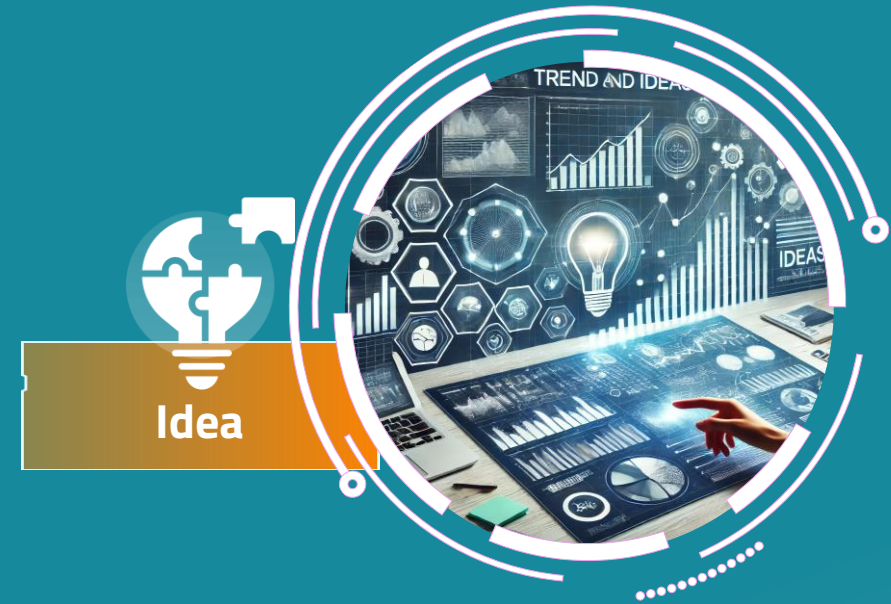


AI & Automation in Action

Use cases along the event lifecycle

AI AGENT FOR TREND BUNDLING

- AI-supported analysis tool for ongoing trends and event ideas
- Creation of weekly trend reports and consolidation twice per month and bundling into a strategic monthly report
- Time savings, promotion of creative impulses and the basis for a well-founded basis for decision-making for event planning, communication and strategic orientation.
- Goal: Early, data-based and automated identification and utilization of relevant topics



PLAYING THROUGH CONCEPT IDEAS WITH AI PERSONAS

- Preliminary simulation of event concepts
- Targeted review for target group impact, relevance and potential for success
- Idea analysis, identification of weaknesses and delivery of concrete optimization proposals to maximize impact and benefit
- Goal: Make data-driven decisions in the concept phase, better assess ROI, and maximize value





Future Potentials

Opportunities for smarter, more resilient event ecosystems

FUTURE SZENARIOS



Autonomous event ecosystems



Humanoid robots as service units

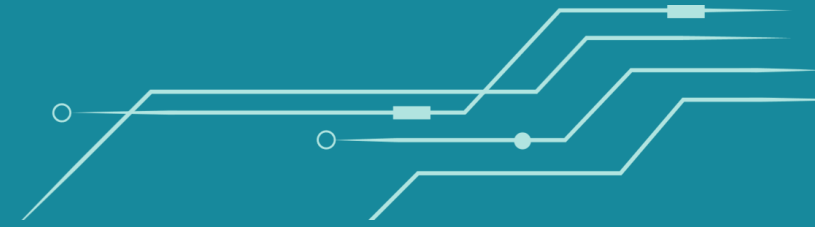


Holographic Telepresence

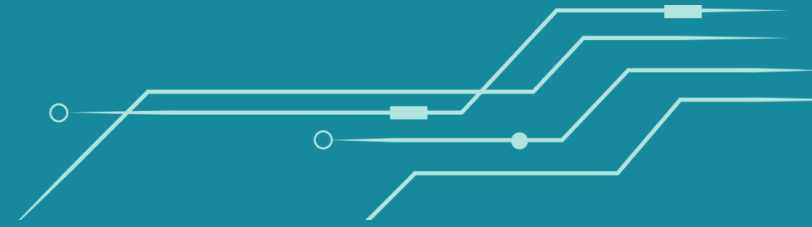


Upskilling co-pilots for event employees
("SkillShadows")

AUTONOMOUS EVENT ECOSYSTEMS



HUMANOID ROBOTS AS SERVICE UNITS



Interactive service: Humanoid robots move autonomously through conference rooms and interact with humans.



Feedback collection: They record moods and feedback via conversations and sensors.



Service functions: They bring microphones, distribute drinks, snacks and information material.



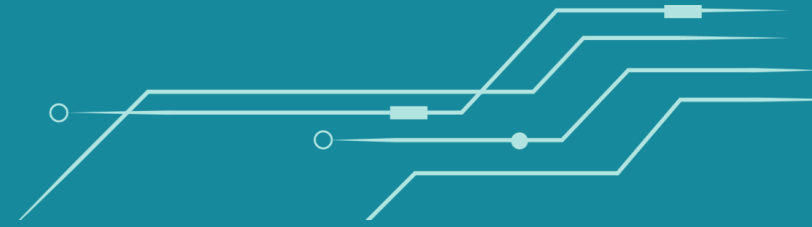
Versatility: Possible applications range from surveys to product demos to logistics support.



Learning assistants: Thanks to AI, they are developing into flexible helpers in event operations.



UPSKILLING CO-PILOTS FOR EVENT EMPLOYEES



Digital co-pilots: AR glasses or mobile devices support event employees with context-sensitive instructions.



Real-time help: Work steps are explained, errors are corrected and training modules are continuously integrated.



Personalization: Content adapts to employee skill level, language, and role.



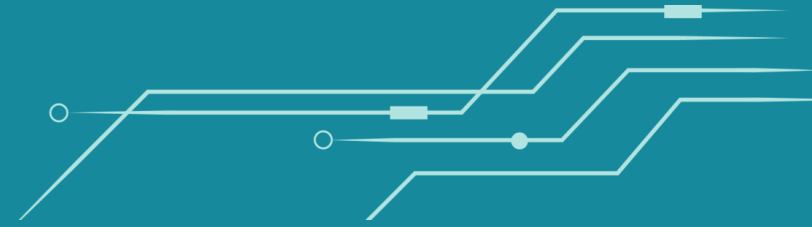
On-the-job learning: Upskilling takes place directly on the job instead of in separate training courses.



Continuous development: Employees continuously expand their skills in the work process.



HOLOGRAPHIC TELEPRESENCE



Realistic 3D presence without VR headsets

Live holographic projections bring speakers or participants onto the stage in lifelike form



Real-time interaction across any distance Participants can join from anywhere and actively contribute to presentations, discussions, and workshops.



Highly immersive event experience: Coordinated projection, lighting, and sound create a convincing sense of physical presence.



On-the-job learning: Upskilling takes place directly on the job instead of in separate training courses.



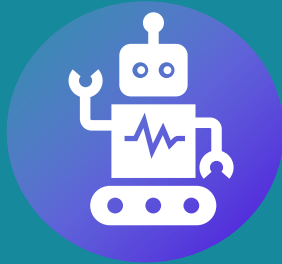
New modes of collaborative interaction: Blends physical and digital environments to enable more dynamic hybrid engagement



Key Learnings & Takeaways



WHERE AI IS CHANGING ACTIVITIES – WHERE HUMAN EXPERTISE REMAINS CENTRAL



Greatest potential for AI and automation in job families with a high proportion of routine

- e.g. host/hostesses, reception/registration, service staff, event logistics
- Shift in the focus of work: less manual execution, more monitoring, quality assurance, exception handling and personal interaction



Lowest automation potential in knowledge-, decision-making and concept-intensive job families

- e.g. IT system management, business development, concept development & innovation management)
- Technology complements instead of replaces: AI provides data and variants, but interpretation, strategy, creativity, ethical considerations and decisions remain core human competencies

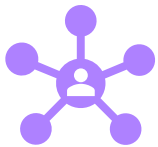
DERIVATIVES FOR A FUTURE-PROOF BUSINESS EVENT ECOSYSTEM



Embedding AI and data literacy as a basic skill



Realigning Roles: From "Performer" to Control and Supervisor Role



Using human strengths as added value in a targeted manner



Professionalizing the use of automation, robotics and sensor technology



Institutionalizing Job Redesign & Continuous Upskilling



Empower data-driven decisions throughout the event process

Ready to dive deeper?
Please opt in for our system and
we will send you this study as
soon as it is finalised.



Coming soon!

Fraunhofer IAO

Tilman Naujoks, Mara Zaccaria, Wolfgang Beinhauer, Stefan Rief

Demographic Change Meets AI and Automation

Requirements and Smart Solutions for the Ecosystem of Business Events

The "Future Meeting Space" Innovation Network

Co-Initiator:

Ed.: Katharina Hölzle, Oliver Riedel, Wilhelm Bauer, Stefan Rief, Matthias Schultze

GCB Meetings made in Germany

The book cover features a vibrant illustration of a diverse group of people in a futuristic meeting space. The scene includes a woman in a wheelchair, a man with a backpack, and others engaged in conversation. The background is filled with digital motifs like circuit boards, gears, and a large white archway. The overall color palette is dominated by teal, purple, and orange.

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