

INSIGHT

# FUTURE/POTENTIAL

EXPERIENCE REIMAGINED

Creating Powerful  
Human Experiences

rapiergroup

# FUTURE/POTENTIAL

EXPERIENCE REIMAGINED

## 01

**REALITY:  
ONE TRUTH.  
ONE CONSTANT.**

“DOES HUMAN EXPERIENCE MATTER IN OUR BRAVE NEW TECHNOLOGICAL WORLD?”

## 02

**SUSTAINABILITY:  
SURVIVING.  
GROWING.  
EVOLVING.**

“DOES THE LARGE GLOBAL EVENT HAVE A LONG TERM FUTURE?”

## 03

**TECHNOLOGY:  
WHERE PHYSICAL  
MEETS VIRTUAL.**

“WILL TECH MAKE IN-PERSON EVENTS LESS PERSONAL?”

## 04

**SOCIETY:  
LIVE EVENTS IN A  
SHIFTING WORLD.**

“HOW SHOULD WE RESPOND TO NON-STOP CHANGE AT SOCIETAL LEVEL?”

# 01

**REALITY:  
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“DOES HUMAN EXPERIENCE  
MATTER IN OUR BRAVE NEW  
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# WELCOME TO CONTINUOUS CHANGE

As exponential innovation dazzles the world, we've all been forced to acknowledge one truth: if we are not prepared for continuous change, we'll be left behind by it.

Technology for technology's sake won't make a lasting impression in the decade to come. To succeed, it needs a powerful purpose. Google Glass sank without trace once consumers realised they had no practical need for it. Indeed, some were scared by it. So if technology doesn't enhance life or business, it won't earn its place in the world of the 2020s and 30s.

**“TECHNOLOGY IS IMPORTANT BECAUSE IT CREATES THE FUTURE.”**  
MC HAMMER



*if we are not prepared for continuous change, we'll be left behind by it.*



# ENHANCING HUMAN EXPERIENCE

Tech innovation will have a major role to play in our ever more interactive future. Yet our primary focus will be on how it can complement and enhance the human experience - not change or replace it - as technology subtly augments the everyday.

Imagining our near future, we believe that the 2030s won't look all that different from 2023, but will certainly feel different as we engineer technical solutions that begin to solve today's emerging problems.



*we need to create authentic new experiences that maximise the senses.*



# PEOPLE: PARAMOUNT

We inhabit a planet defined by escalating change – environmental, cultural, technological and societal. Future possibility and potential is as unknowable as it is infinite.

The world of live events is fast evolving, in line with the global pace of change. Yet there will always be one constant: no matter the course of events - and no matter the shape of innovation - people are, and will always be, paramount.



*future possibility  
and potential is  
as unknowable as  
it is infinite.*



# THE RETURN OF EXPERIENCE

When we experience something that feels familiar, we create fewer memories, which is one of the ways we judge the passage of time. Experience the new, and the abundance of memories makes time appear to stretch.

As we transform after the pandemic, it's time to look ahead. It's time to create authentic and innovative experiences that maximise the senses, enhance engagement, and enable networking to create new and lasting memories.

*experience the new,  
and the abundance of  
memories makes time  
appear to stretch.*





# 02 SUSTAINABILITY: SURVIVING. GROWING. EVOLVING.

“DOES THE LARGE  
GLOBAL EVENT HAVE A  
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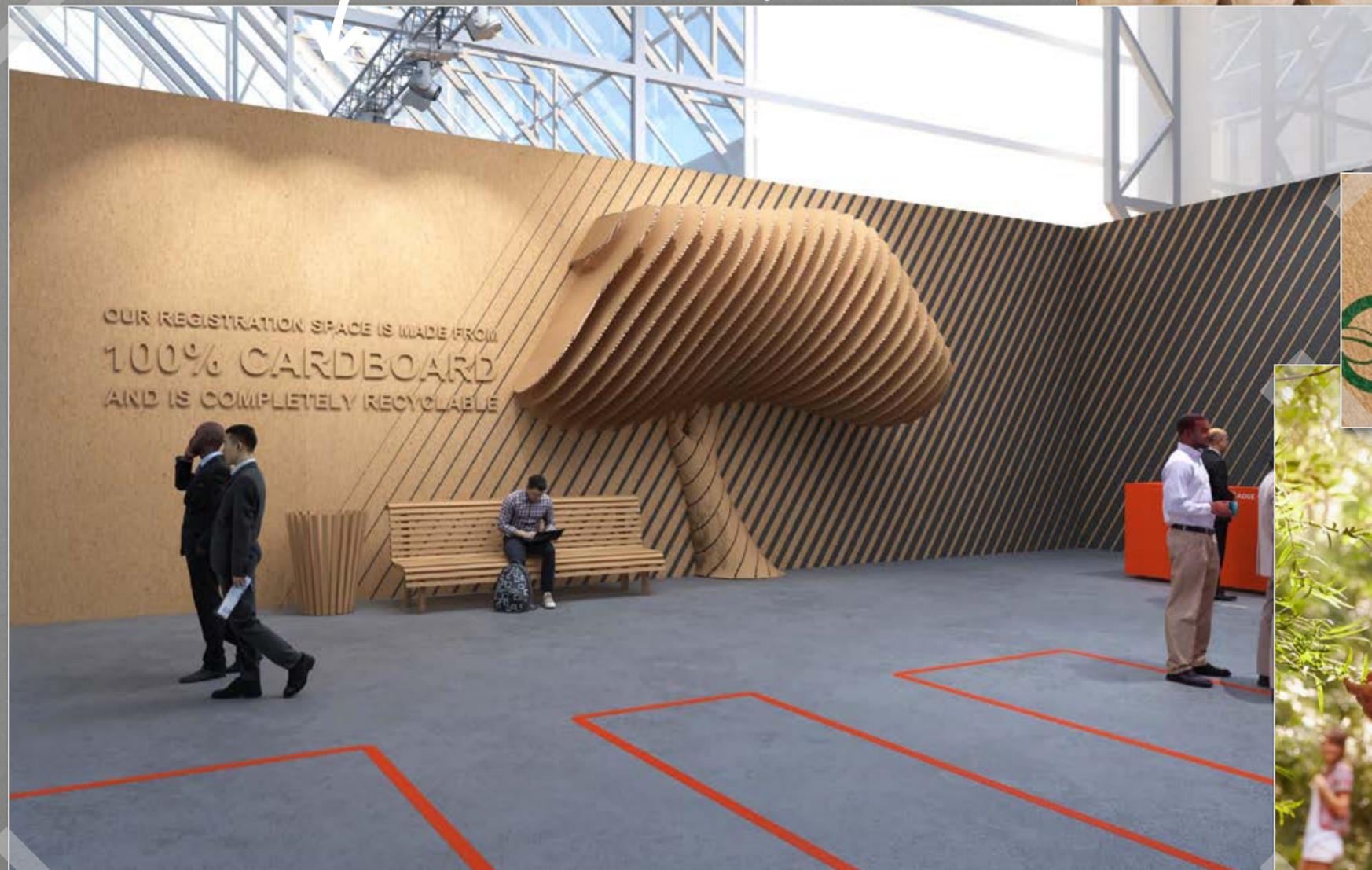


# BRILLIANT DESIGN. SUSTAINABLE EVENTS.

For years we have been promoting sustainability in live events and exhibitions. Now it is time for meaningful action – making sustainability as important as our event content, displays and venues.

To survive, grow and evolve, we must make radical improvements at every event touchpoint. We believe this can be enabled through the inspirational quality of brilliant design. Clever design has the power to demonstrate authentic leadership and change mindsets. And the potential for positive and permanent change is enormous.

*100% Recyclable*



*Responsible*

# LEADING THE CHANGE

At Rapiergroup, we are leading the change across our sector. By 2033 we will have completely reinvented corporate events and will be an industry leader.

## NET ZERO

Committed to decarbonising our entire event and experience journey.

## GLOBAL, LOCAL, PHYSICAL

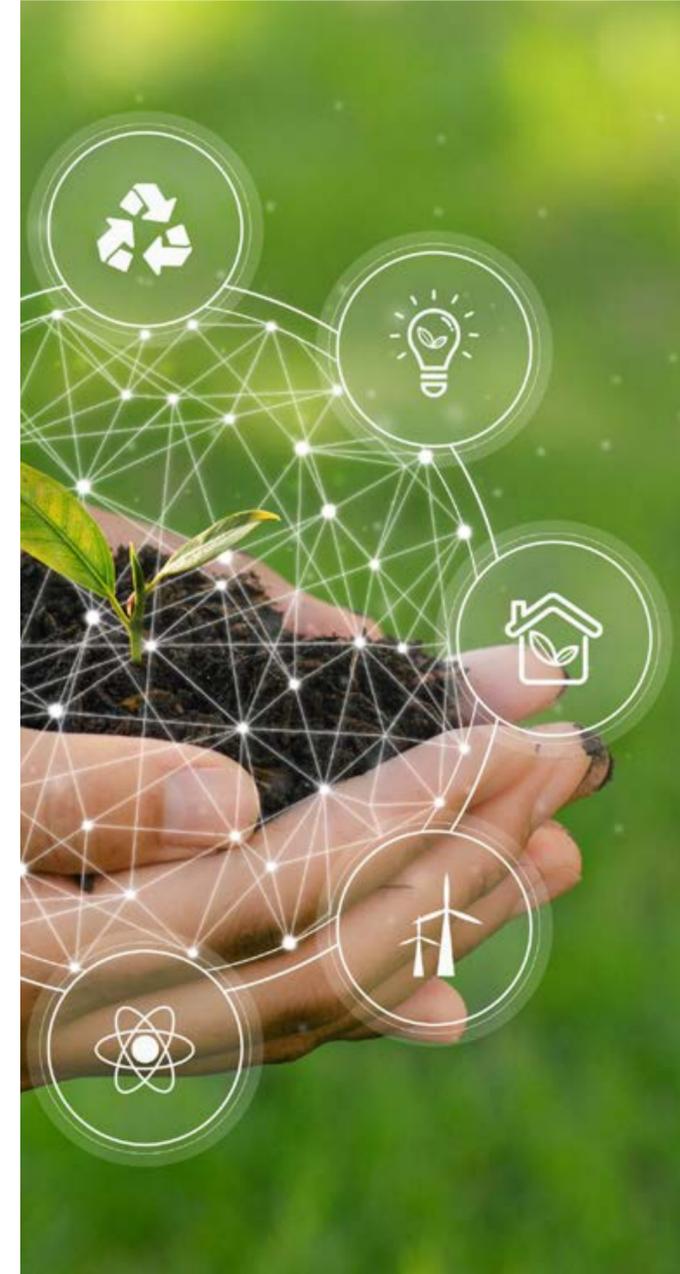
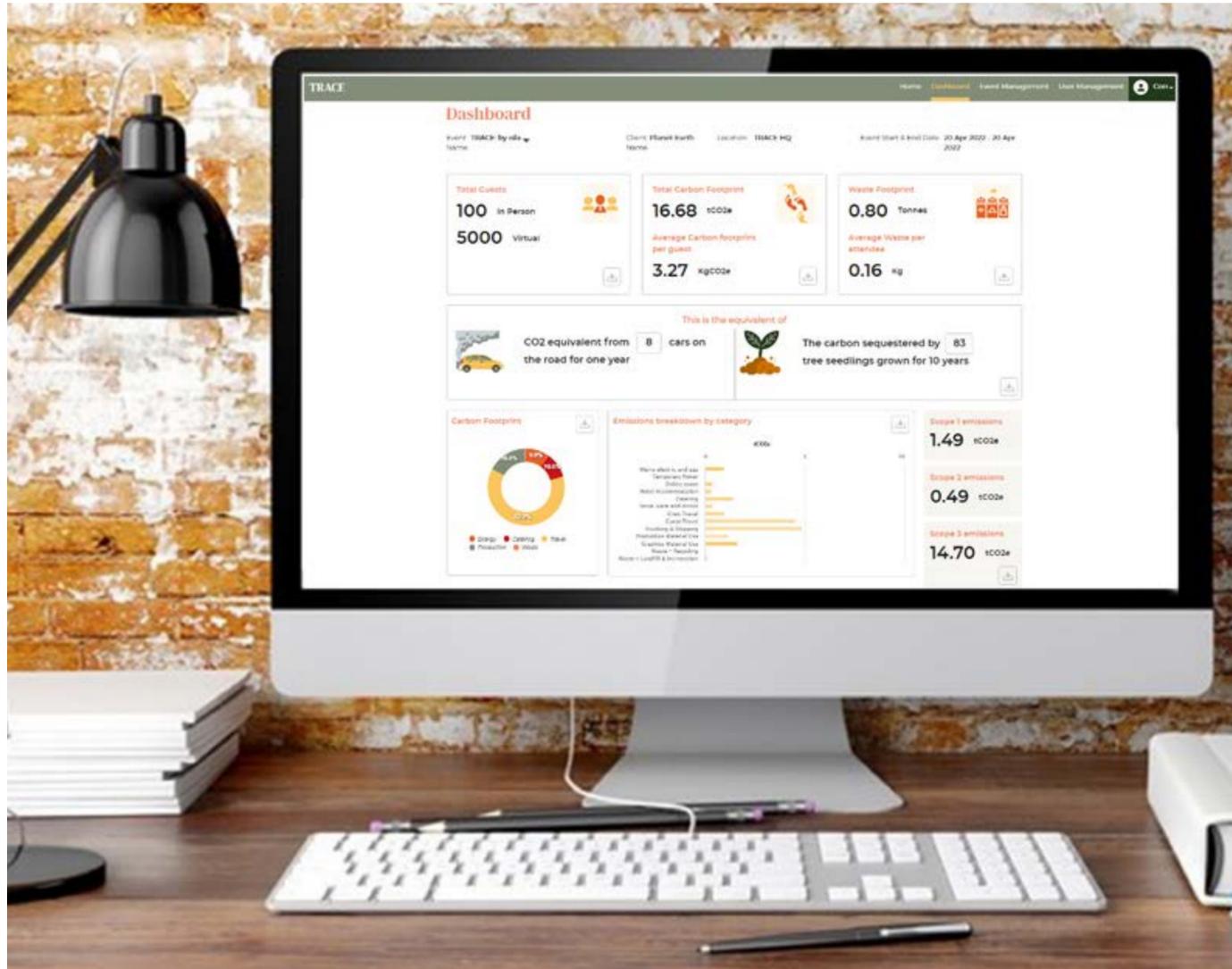
Driven by the evolving demand for experiences worldwide.

## FIT FOR FUTURE GENERATIONS

Transforming and reinventing a more sustainable experience industry for tomorrow.

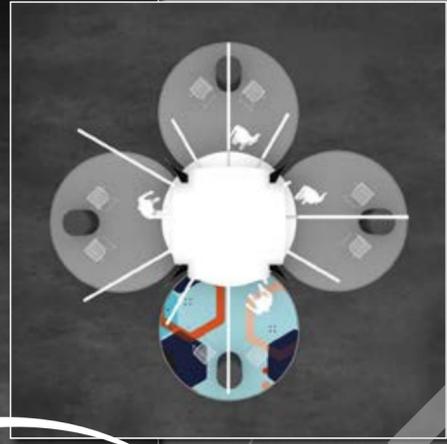
“THE FUTURE STARTED YESTERDAY AND WE’RE ALREADY LATE.”

JOHN LEGEND

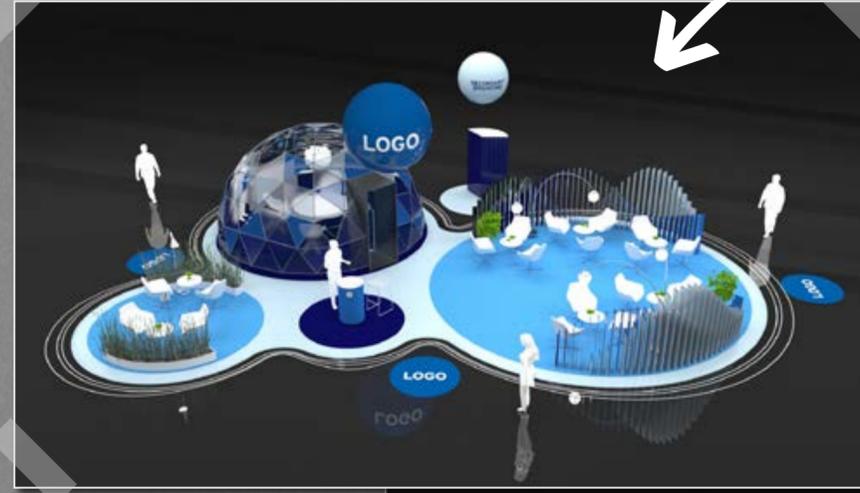


# SUSTAINABLE FUTURES

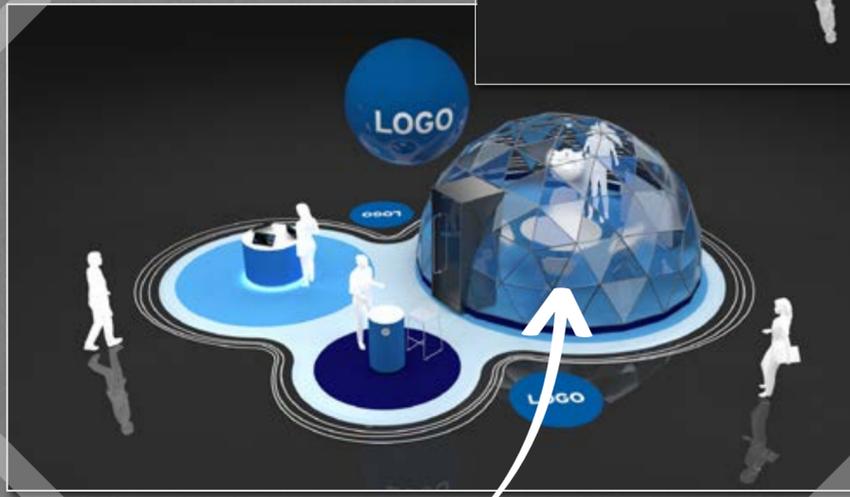
## Meeting Villages



*Recyclable Graphics*



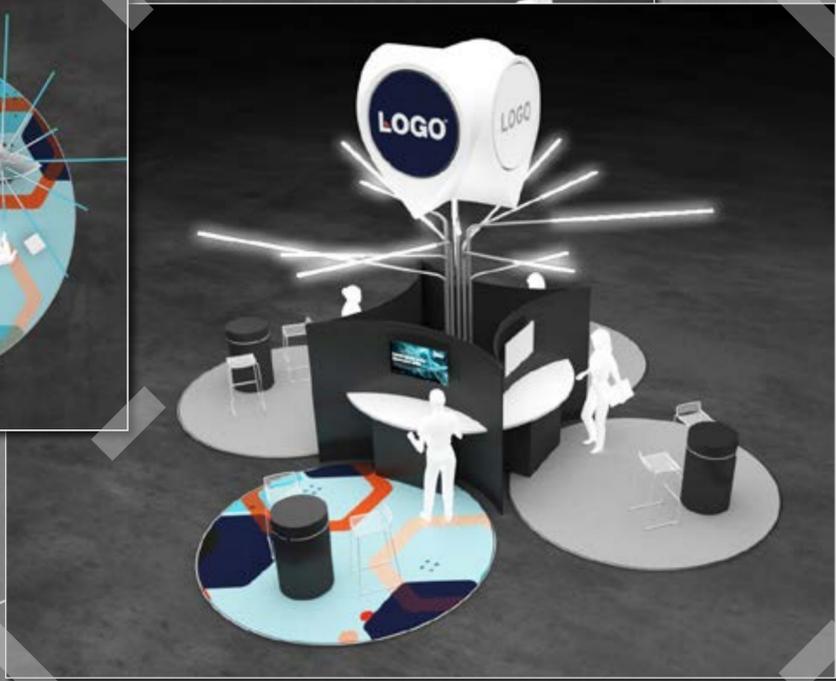
*Configurations*



*Personalise*

## Exhibition Villages

*Modular*



# CHARTING OUR PROGRESS

Technologies, processes and methodologies that measure sustainability are constantly evolving. And we know they're not perfect. To us, they mark the start – not the end point – so we need to keep an open mind, aim to do the right thing, and learn as we go.

As a sector, we're at the bottom of a curve of change – and change takes time. Valuable lessons will only be learned by setting goals and taking steps in the here-and-now, to bring about more effective change in the future. It's time to get on board.



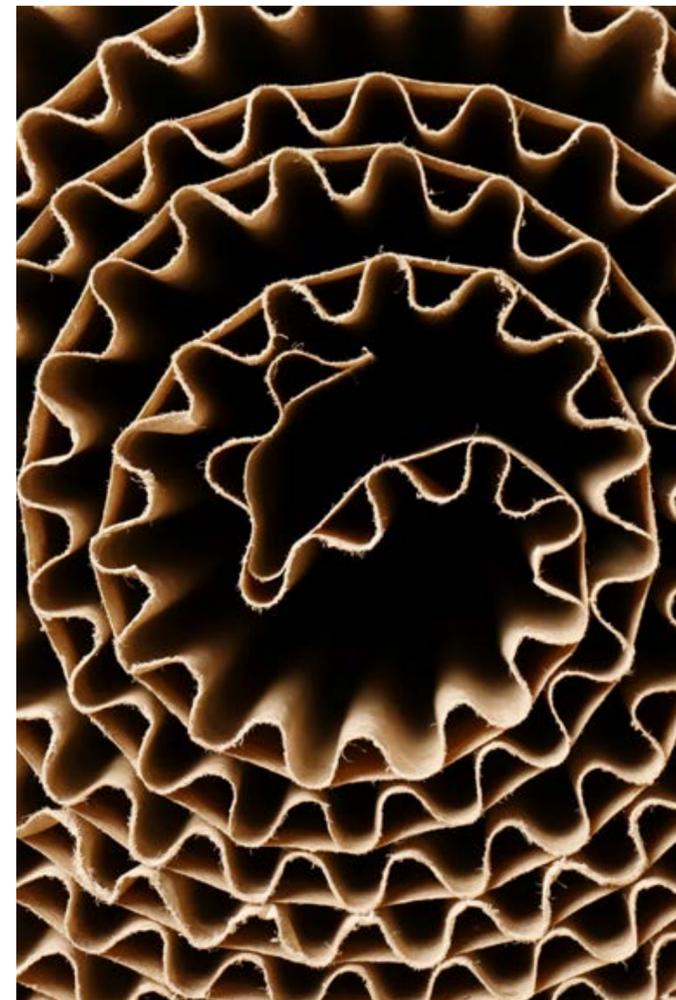
# KEEPING IT PERSONAL

As sustainability becomes a key driver in the future of large-scale exhibitions, free build may become a thing of the past. But standardisation doesn't mean less personalisation.

The Meeting Village concept has flexibility and customisation at its heart, where exhibitors can use an interactive tool enabling them to design and visualise their presence. We can also calculate and share the sustainability impact of exhibitors' design and build decisions before they confirm their attendance.



*in the future of large-scale exhibitions, free build may become a thing of the past.*





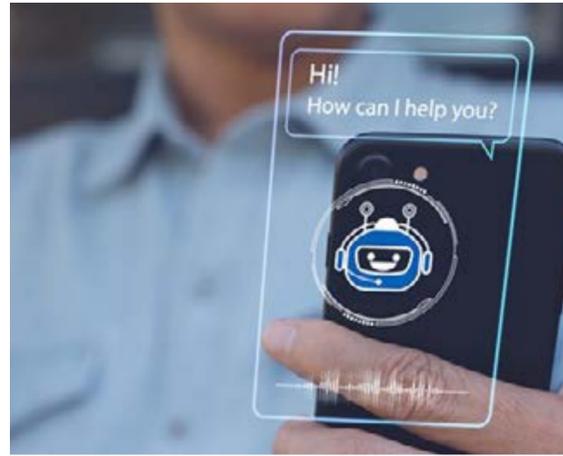
**03**  
**TECHNOLOGY:**  
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“WILL TECH MAKE  
IN-PERSON EVENTS  
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# ENHANCING EXPERIENCE

Over the next decade, as the tech in our everyday lives permeates the event sector, our focus should be on enhancing visitor and guest experience. At events, chatbots with Artificial Intelligence (AI), voice recognition, facial gesture recognition and Augmented Reality (AR), will enhance information sharing and access to support, and streamline logistical tasks.

We also expect to see greater use of innovations already at work in environments such as airports, as technology becomes more affordable and venues invest in refurbishment. Automated security checks with facial recognition, linked to delegate management systems, will enable financial and sustainability savings.



# VIRTUAL PARTICIPATION

Not all technology is new. As events become increasingly hybridised, new applications of existing innovations are coming to the fore.

A proven approach to blending the worlds of in-person and virtual attendance can be achieved by combining self-driving robots with video conferencing tech to create a dynamic virtual presence. This enables in-person attendees to share their exhibition or networking experience, and environment, with virtual delegates.

**Six Microphones**  
Beamforming

**Self-Driving Sensors**  
Depth + Ultrasonic + IMU

**Amplified Speaker**  
Be heard

**Charging Dock**  
Always on

**Pan-Tilt-Zoom**  
Two 13 MP Cameras

**Silicone Trim**  
5 Colours

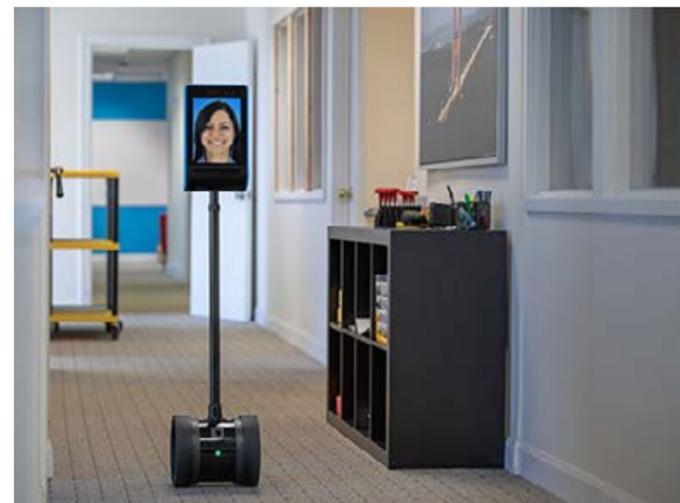
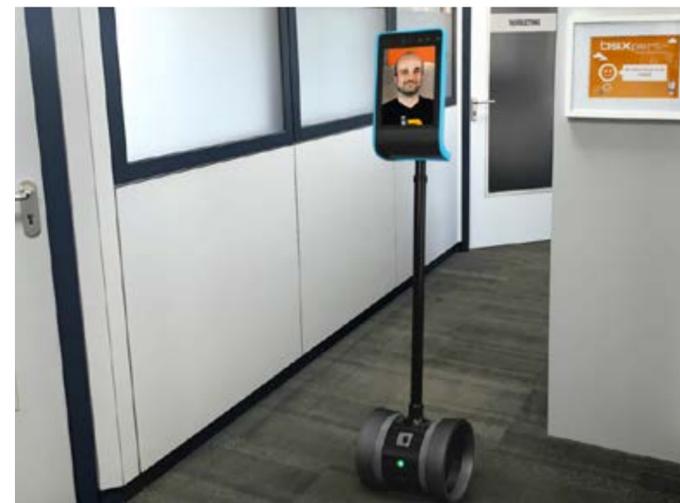
**4hr Battery**  
Recharges in 2

**Lateral Stability Control**  
Smooth ride

**Self-Balancing**  
Magical

**Dual Kickstands**  
Park anywhere

“THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT TODAY.”  
MALCOLM X



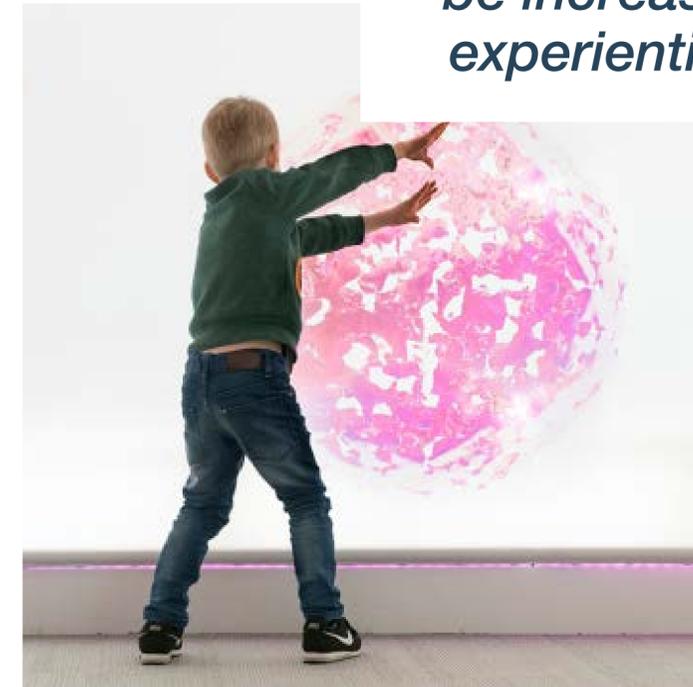
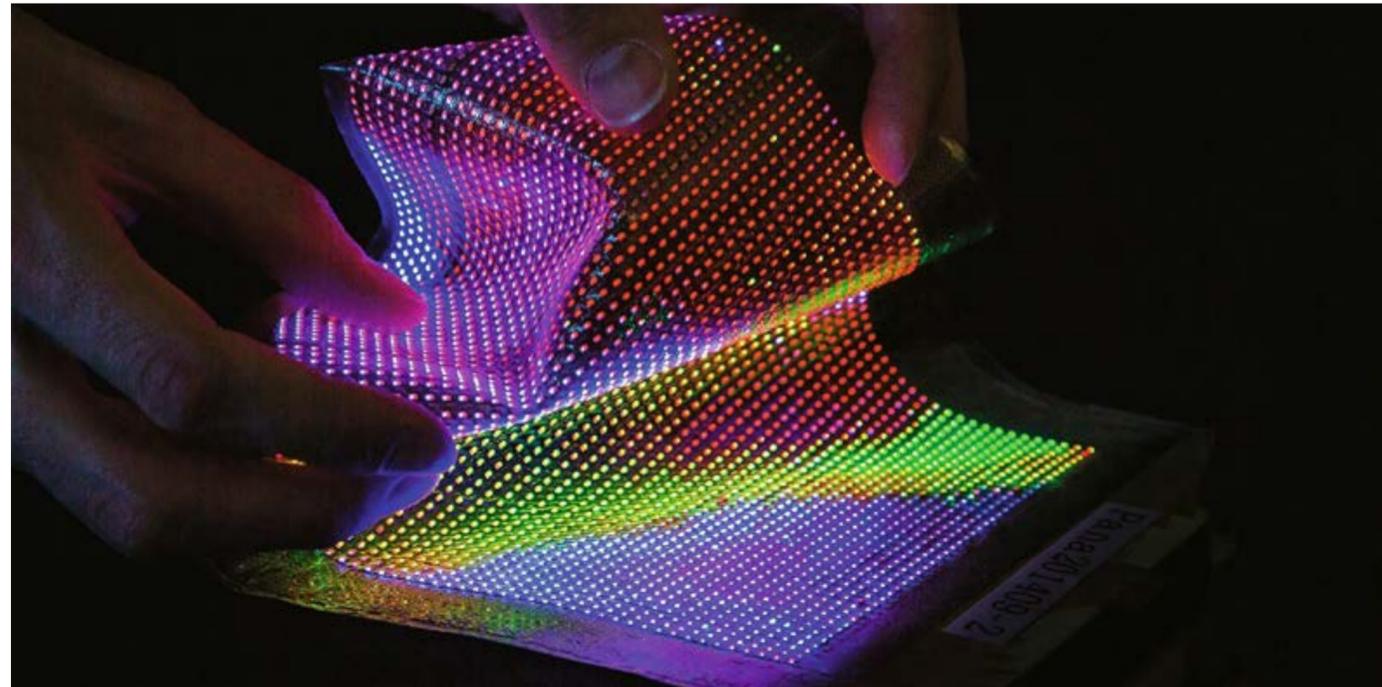
# PIONEERING FABRICS

Why are so many content surfaces at exhibition stands simply 'digital wallpaper'? Multi-touch fabrics invite and sustain true interaction with your key product or brand, using experiential activity to improve messaging recall.

We know that built environments with solid walling create structure and offer branding opportunities. But we can go further. Large-scale immersive environments can be created using the technology of the near future, such as LED fabric.



*messaging recall will be increased via the experiential activity.*



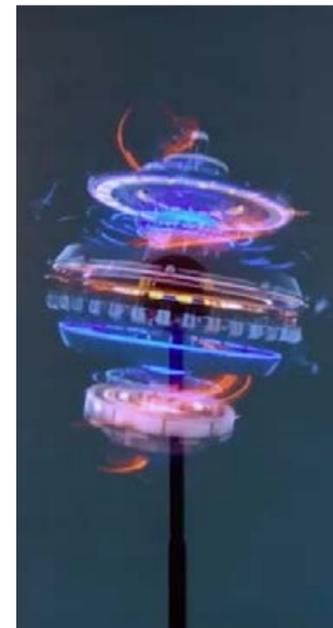
# HOLOGRAMS: BEYOND THE HEADSET

Holograms are here and now. But the tech currently has its limitations – as anyone who’s seen a virtual presenter will know. Looking ahead, however, the technology has limitless applications.

Think beyond virtual presenters to content, product, and even full environments in holographic form – all of which can become a shared experience rather than a solitary one via AR on individual headsets. This sustainable innovation could have huge impact when we combine holographic environments with voice, facial, and gesture recognition technology.



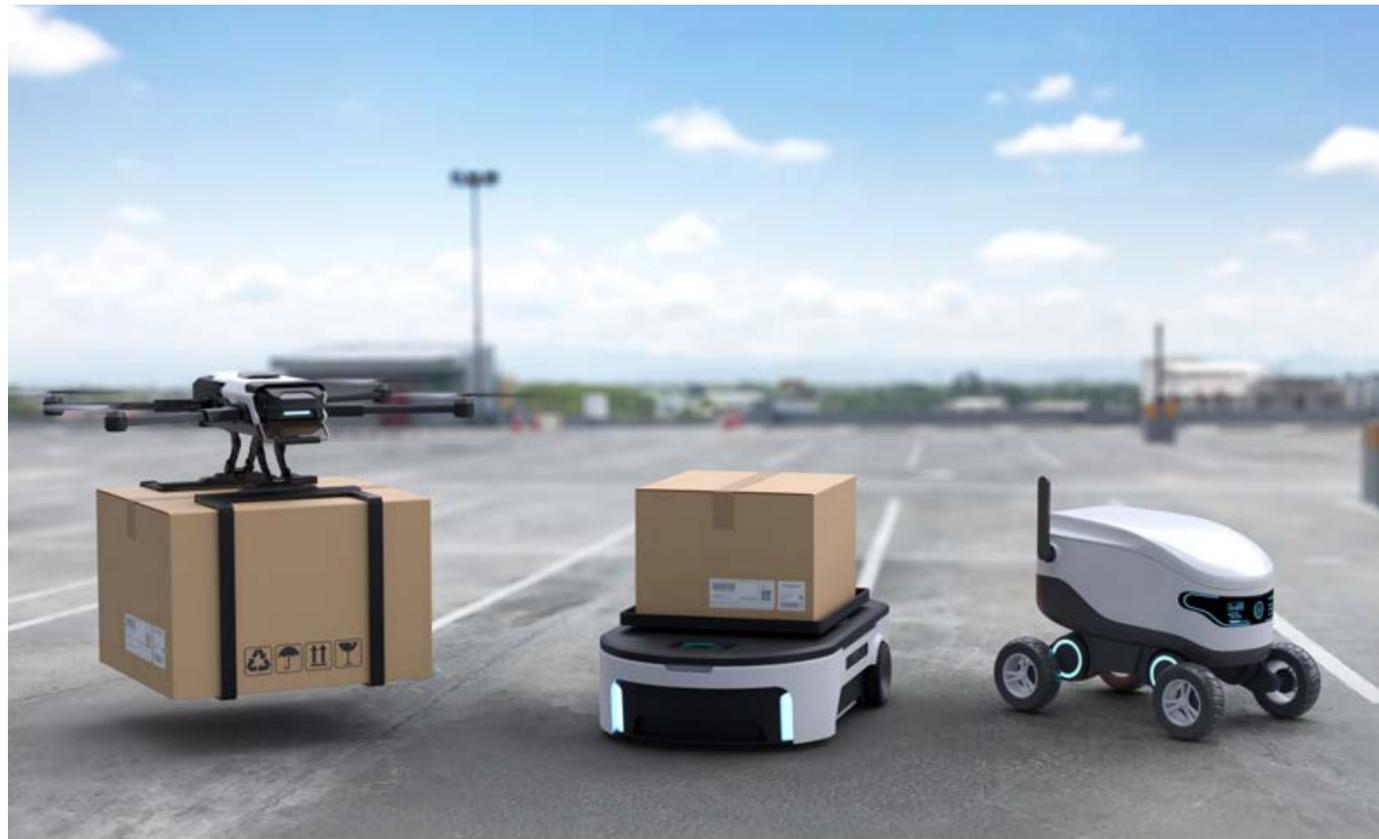
*holographic form,  
that can be a shared  
experience rather than  
resorting to headsets.*



# ROBOTICS GOES MAINSTREAM

Tomorrow's world of live events will be a human one – with essential robotic backup. Start by asking yourself how many staff are required worldwide to support the logistics and implementation of complex exhibitions and events...

A single show might involve over 100 people managing everything from service desks to AV equipment, catering, floral, and beyond. Many of these activities could involve networked, AI-enhanced robotic support during build-up, live, and de-rig.



**“THE FUTURE IS OURS TO WIN. BUT TO GET THERE WE CAN'T JUST STAND STILL.”**  
BARACK OBAMA

# METaverse... MEGA OPPORTUNITY

How will the Metaverse shape our future? There are 400 million active Metaverse users already, with predictions that one in every four people will use it for at least an hour a day by 2026. So, as the physical and virtual realms blend at pace, we will need to align the in-person and digital versions of ourselves.

The question of how live events, corporates and communities will use this new space is only beginning to take shape. To bring the vision to life, we already know that the Metaverse will be co-created in collaboration with a whole world of brands.



**“OUR IMAGINATION IS THE ONLY LIMIT TO WHAT WE CAN HOPE TO HAVE IN THE FUTURE.”**

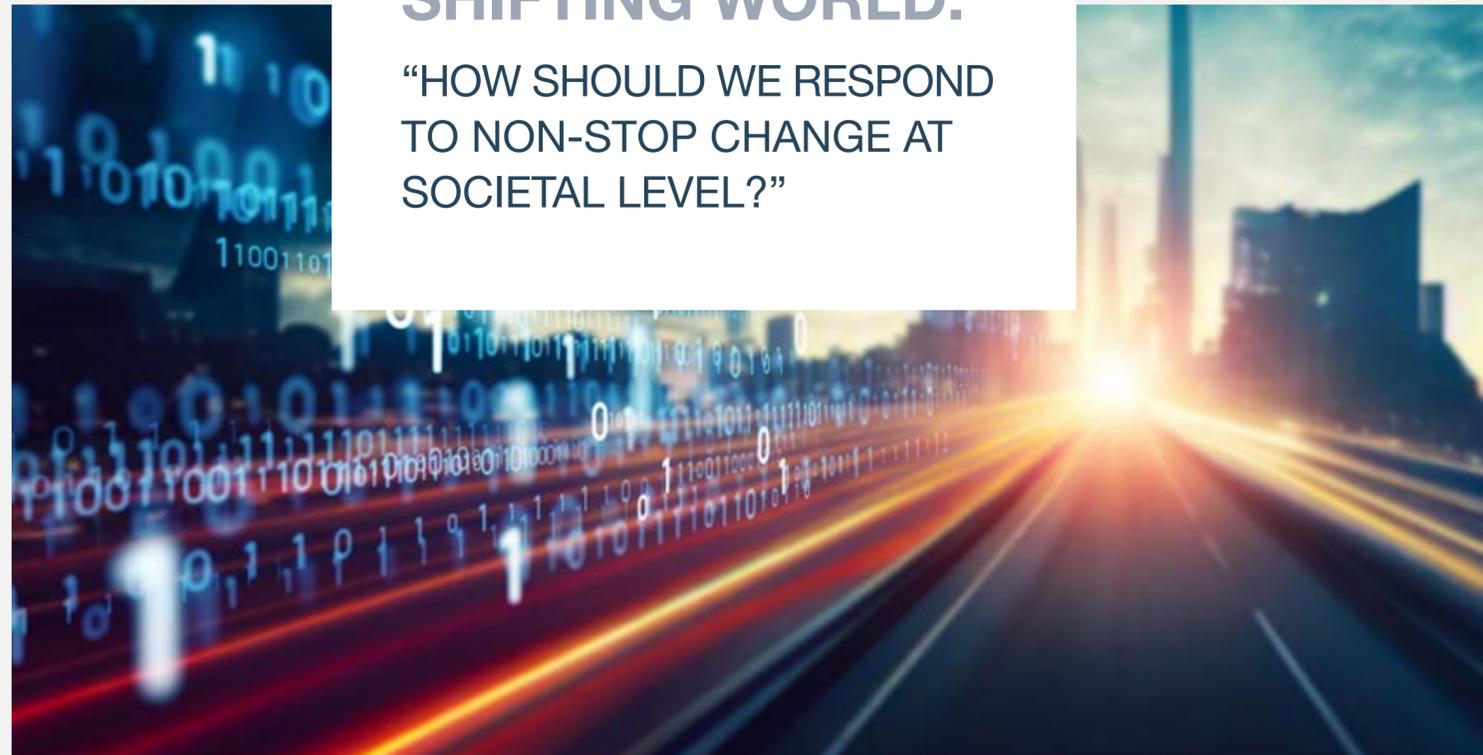
CHARLES F. KETTERING



# 04

**SOCIETY:  
LIVE EVENTS IN A  
SHIFTING WORLD.**

“HOW SHOULD WE RESPOND  
TO NON-STOP CHANGE AT  
SOCIETAL LEVEL?”



# GLOBAL. REGIONAL. LOCAL. PERSONAL.

In a disrupted future, the world will be driven by new geopolitical powers, corporations, and technologies. And the accepted way of living life and of doing business will be fully sustainable.

To connect with future audiences in emerging locations, events will need to be more agile - adapting and evolving to enable fresh levels of relevance. Tomorrow's audiences will want to feel that brands are coming to them and engaging with them on their terms.

Trust, engagement and commitment with future audiences will be built through authenticity first and foremost.



# PUTTING VISITORS CENTRE STAGE

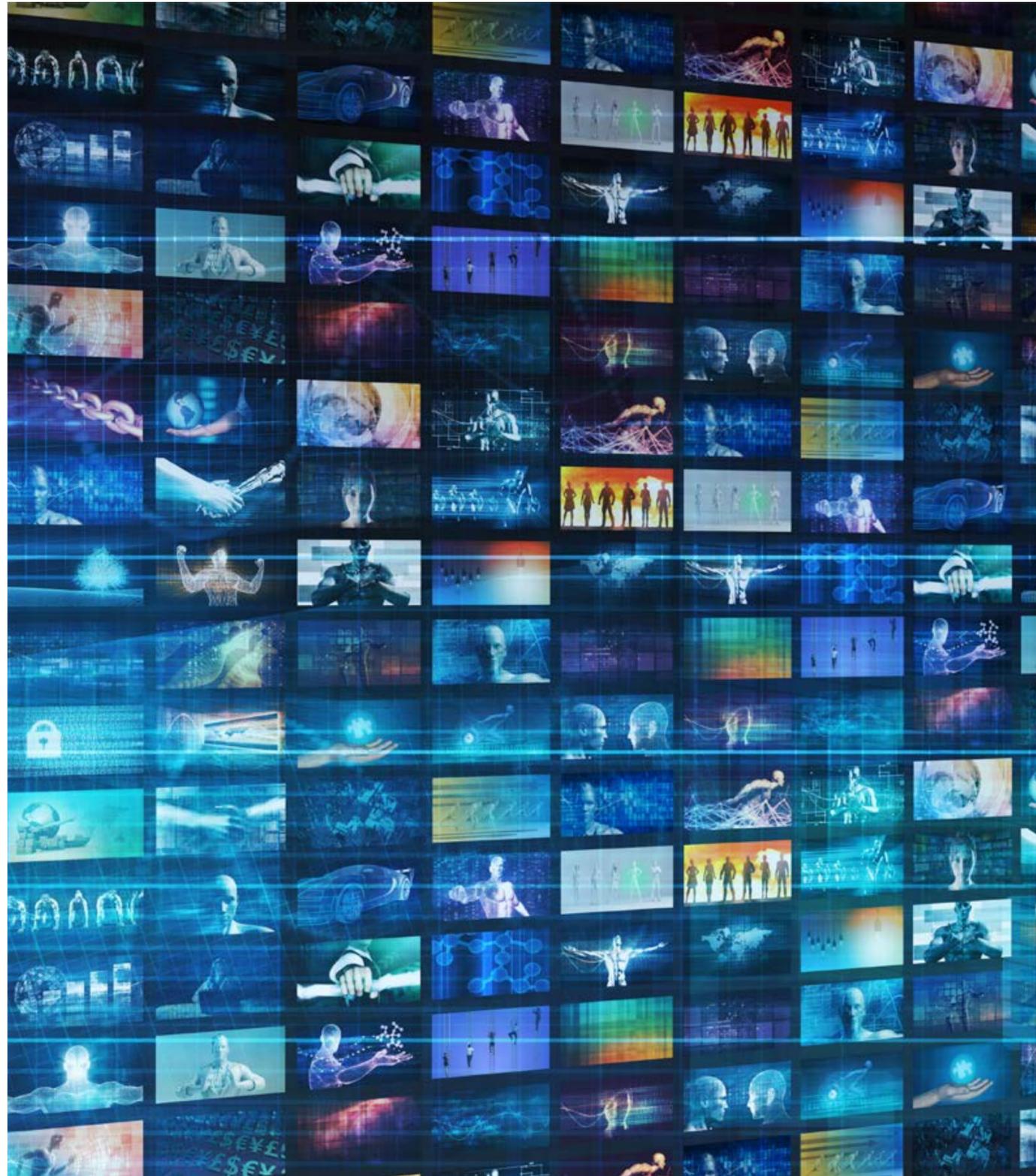
Changes in demographics and attitudes will create the need for more authentic forms of event activation, with content that reaches deep into new communities.

Using hybrid event technology, global events can connect with new audiences on their terms by going to their locations, then creating and broadcasting regionalised as well as global content, some of it generated by delegates themselves.

To encourage engagement, we recommend providing new talent in your industry with a promotional platform that hosts and champions their content.

**“THE FUTURE IS NOT SOMETHING WE ENTER. THE FUTURE IS SOMETHING WE CREATE.”**

LEONARD I. SWEET



# A PLACE FOR EVERYONE

We all have our unique superpowers – and this is also true for your audience. By applying the power of big data, we can identify key attendees and groups via audience segmentation. Then, by creating personas and understanding the motivations and experience of each, we can enhance authenticity, inclusion, and respect.

In the same way, by identifying niche stakeholder groups, we can use microtargeting to deliver smaller and more personal live event experiences that meet very specific needs. Imagine hosting small stand-alone events, or opportunities for people with similar interests to come together to create mini communities during larger events.



# FUTURE/NOW

Possibility begins right now. At Rapiergroup, we are planning for a near future in which technology, social change, big data and sustainability will all have a significant impact on live events. And we are harnessing the shifts that will enable you to respond - with ideas, innovations and opportunities you can put into immediate effect.

Today and tomorrow, our passion and purpose is to create powerful human experiences that connect people and brands.

We invite you to join us on the journey.



*we will have to continue to align our in-person and digital versions of our self.*



**“ I NEVER THINK OF THE FUTURE, IT COMES SOON ENOUGH.”**

ALBERT EINSTEIN



# Creating Powerful Human Experiences

Talk to us

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