



Advantage magazine byline piece ... forward look at 2010

## **2010 – growing strong, going green and getting social**

**by Amanda Rogaly\***

Saving your business one year; saving the planet the next ... sounds like the events industry will be moving from one extreme to the other, but that's my reading of key trends for 2010.

Eventing will rebound from recession and optimise the World Cup opportunity. At the same time we'll go green, become Facebook-friendly and might get Afro-cheesy while we're at it.

We're in for a phenomenal year, but growth creates challenges. Keep your head clear and core clients close because an up-tempo year will favour those who keep up their standards while keeping up the pace.

So, here goes ... here are my 10 trends for 2010:

1. Going green ... environmental awareness will take off, influencing themes and driving energy- and cost-saving initiatives. We'll choose biodegradable materials and recyclable table centres. Eco-sensitivity will be in.
2. Afro overkill ... hosts will feel obliged to offer African experiences to foreign guests. Afro-chic could be out and Afro-cheesy in as we conform to visitor expectations.
3. Getting social ... eventing will embrace social media, using Facebook and Twitter to build excitement and gather feedback. Tweets can be sweet, but are sometimes sour. So deliver what you promise.
4. Spin-off lift-off ... the influx of visitors will create spin-off opportunities as event organisers are asked to create added-value packages that include tours and other extras. Be sure you don't lose focus.
5. All spaced out ... popular venues will book up rapidly. Creative events professionals will make imaginative use of alternative spaces, including art galleries, museums, warehouses, ships and open veld.

6. Pitching up for pay ... time pressures will rocket, making it uneconomic to spend time working on a new business pitch for no reward. Professionals will seek – and get – pitching fees.
7. Becoming interactive ... interactive media will be exploited to obtain input from guests who will choose their own gifts and vote on programmes, themes and entertainment.
8. Growth pains ... trading conditions will foster a wave of industry entrants. Established players must not let new business distract them from core clients.
9. Standard pressure ... it will be tempting to cut corners to pull in extra projects, but real professionals will maintain quality standards.
10. Doing deals ... recession may recede, but many businesses will remain cash-strapped. Trade exchange and barter will come into vogue as suppliers offset one service for another.

Oh, it's also going to be a lot of fun!

- **Amanda Rogaly is the owner of Kadoro Events & Communications, the successful event management and brand activations company.**

**About Kadoro Events and Communications:**

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues. Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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