LTG STRATEGY

ATTENDEE ENGAGEMENT TRENDS for 2026

designing event experiences that actually connect

Thanks for downloading this cheat sheet!

This resource is provided as a follow-up to your event experience and is intended for your personal and professional use.

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Thank you for respecting the work that went into this.

~Luke Goetting, LTG Strategy

With great anticipation
comes great responsibility.

Deliver...and they'll remember.

— Luke Goetting

~~2026~~

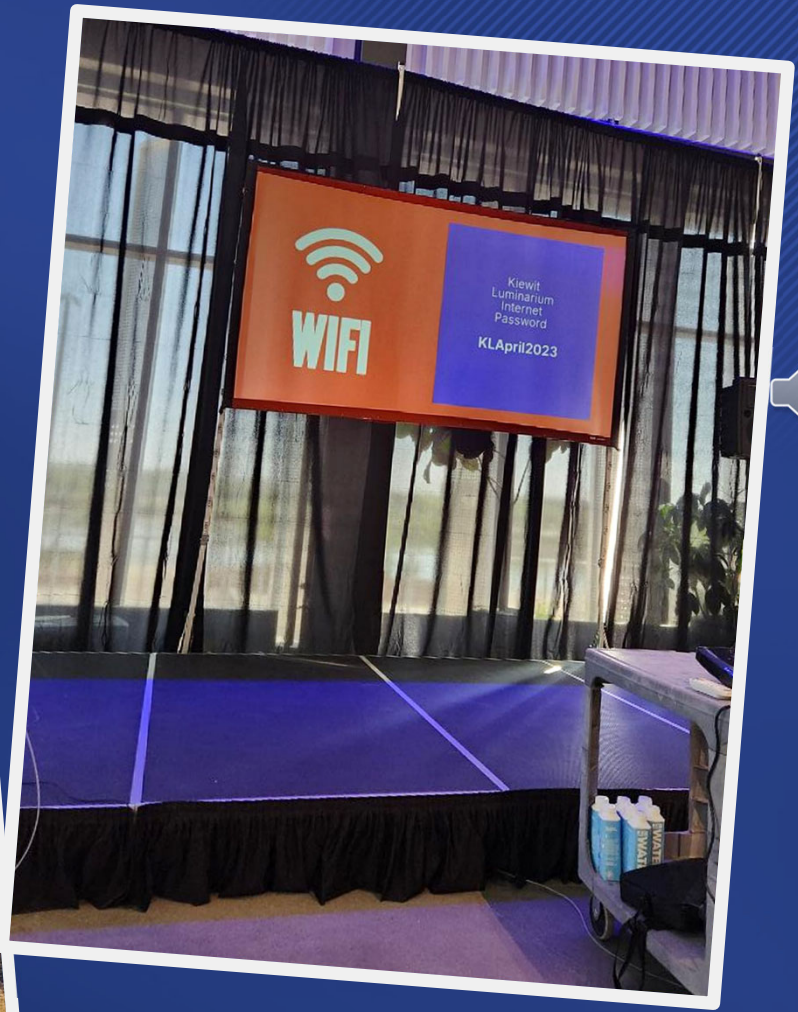
2025 Honorable Mentions!

⚡

speaker dinner

⚡

wifi signage



non-digital placards

⚡

food trucks

no lunch speaker

event
fun facts

⚡

extra credit

⚡ recognition

boomer

{62-80}

X

{46-61}

millennial

{30-45}

Z

{14-29}

silent gen

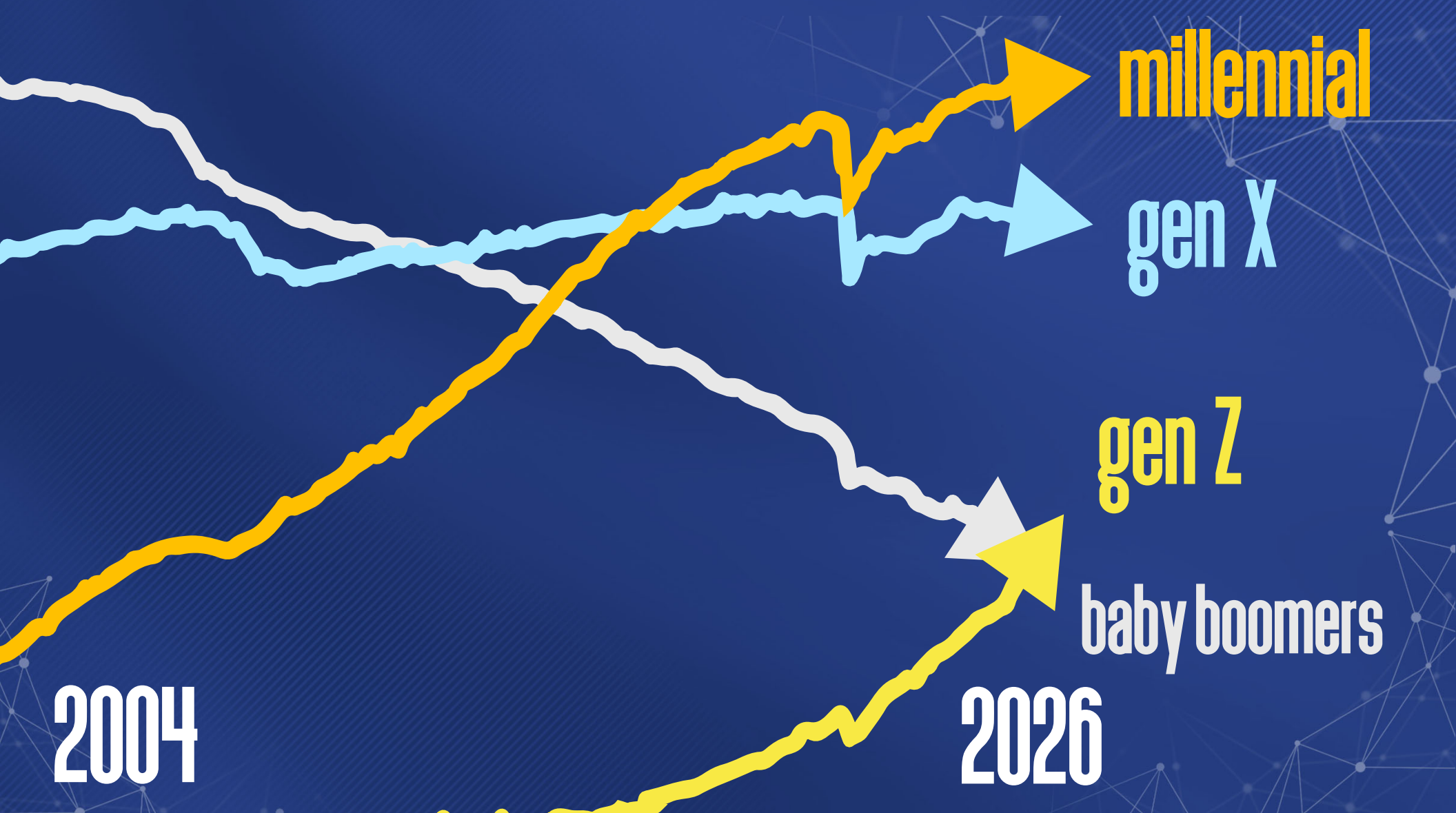
{ 81-98 }

gen alpha

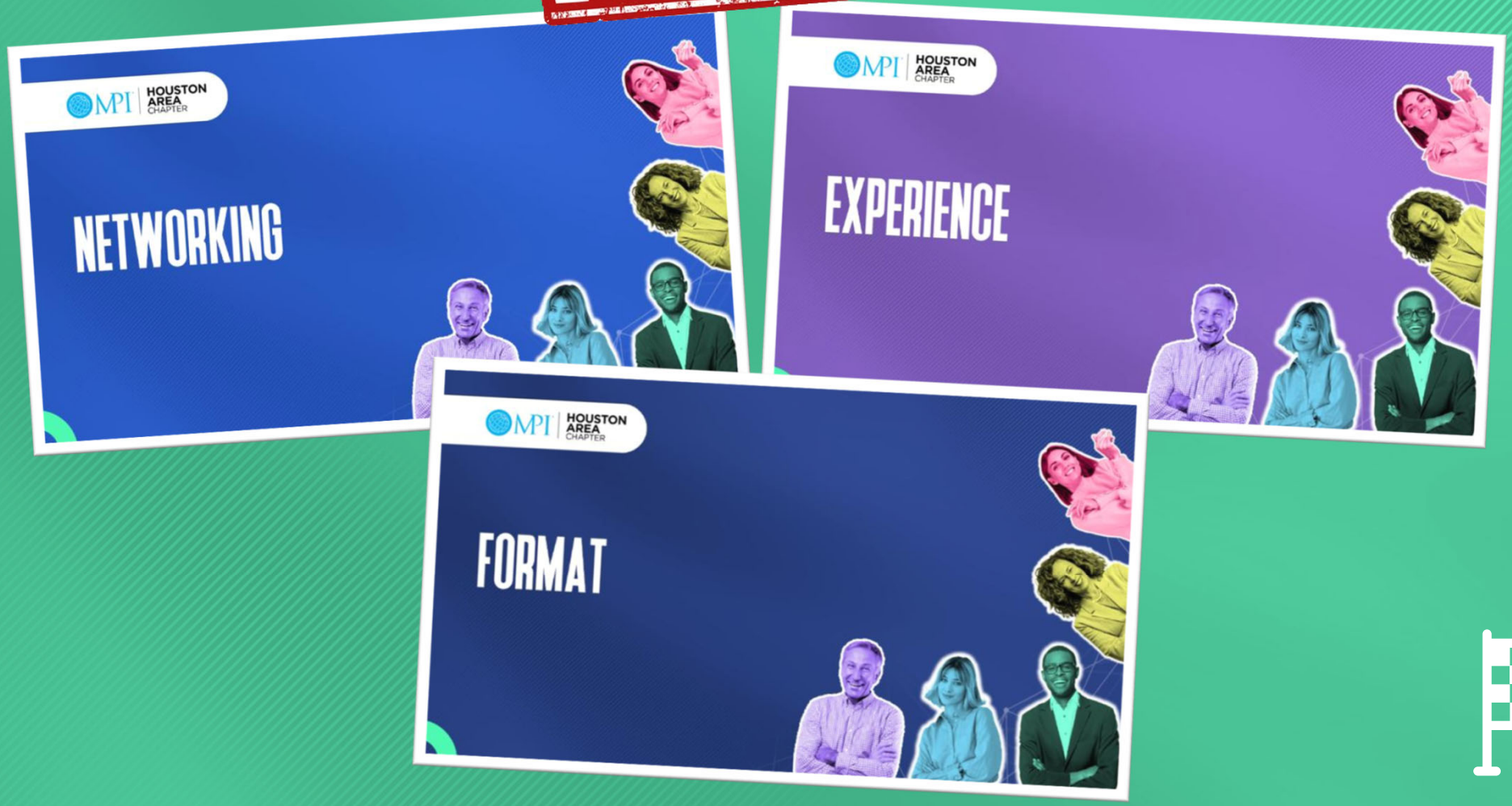
{ 2-13 }

gen beta

{ 0-1 }


millennial
gen X
gen Z
baby boomers
2004
2026

PREVIEW


MPI HOUSTON AREA CHAPTER
NETWORKING
MPI HOUSTON AREA CHAPTER
EXPERIENCE
MPI HOUSTON AREA CHAPTER
FORMAT

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NETWORKING

If you had asked me three years ago if content mattered more than networking, I would have said content for sure.

I think that we're seeing a big shift to more of our attendees wanting networking.

— Katherine Tooley

VP of Global Events at HubSpot

ratio

return on relationships

teams

ratio

× overcrowded

× over-sponsored

return on relationships

× only HH

× only organic

teams

- team suite
- private workshops
- local experiences
  - bat or BBQ tour – don't mix!

AI matchmaking

Brella

swapcard

grip

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EXPERIENCE

You're not just competing for their time,
you're competing for their presence. So earn it.

Give them something to do, not just absorb.
Create moments that only happen here.
And send them home with a story worth telling.

— Luke Goetting

share-
worthy

unique

participation

@nurseblake

102K views!

share-worthy

- build along the way
- influencer leadership
- collaborations

APPROVED

MISHRM
MICHIGAN COUNCIL OF SHRM
I ♥ HR

GREETINGS FROM
PHOTO EXPERIENCE BY BOOTHEASY.COM
INTERNATIONAL
AUSTIN CHAPTER
INSPIRE

HR
FLORIDA
47TH ANNUAL
CONFERENCE & EXPO
BROUGHT TO YOU BY
SHRM Florida

unique

- memory muscle
- structured + incentivized
- sponsor + speaker integration

MARRIOTT

Marriott Knoxville Downtown

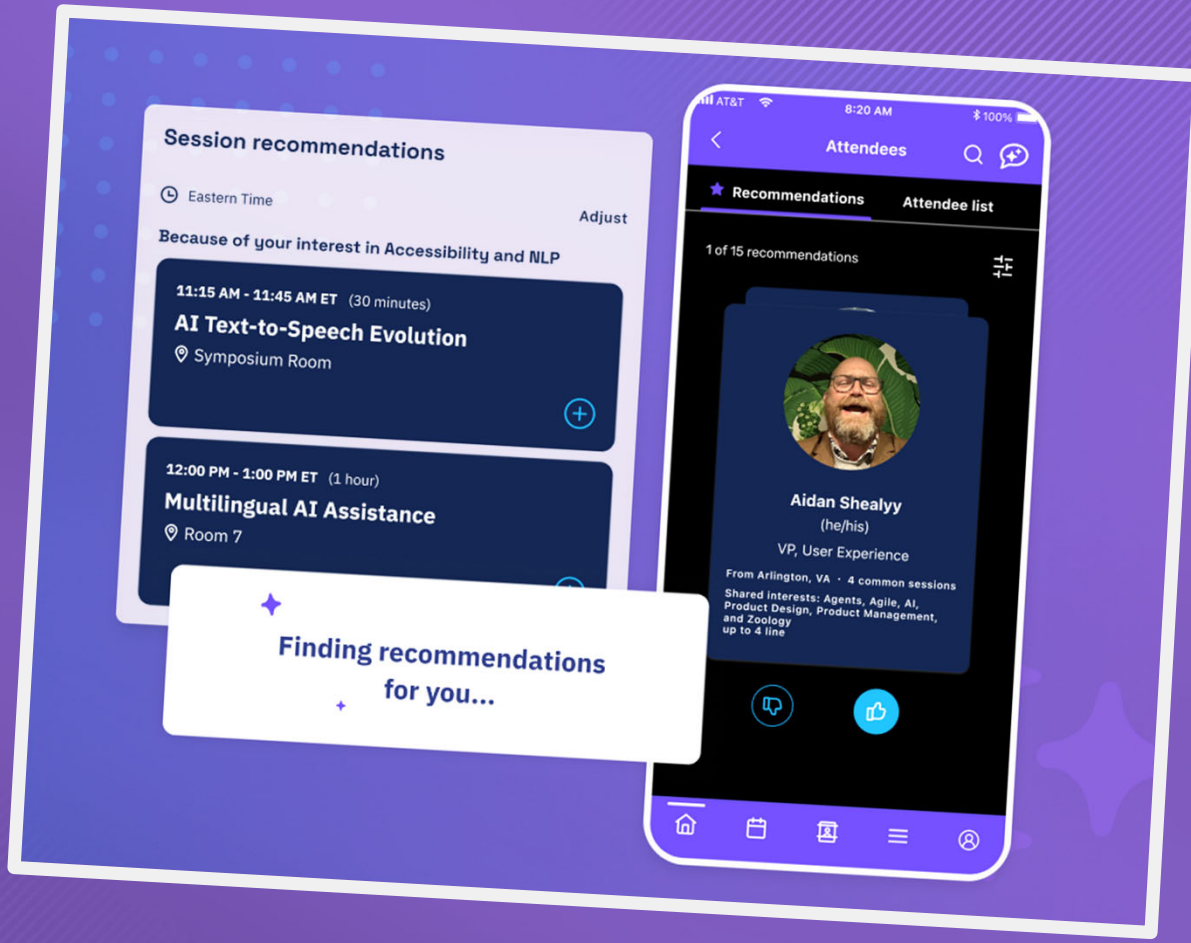
unique

- wellness
- sleep, food, sunlight, movement, & built-in recharge time

participation

- immersive + hands-on
- active vs passive
- choose your path

AI recommendations



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FORMAT

Content is infinite. Community is rare.

The value now is a room where everyone cares about the same thing - experts who've been there, peers in the trenches, and space to really connect.

— Luke Goetting

smaller + localized

events

programming

smaller +
localized

Project Management Institute

programming

- 20-40 min
- quick-hitting
- micro-form (PechaKucha)

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Luke Talks!

- ✓ Management
- ✓ Leadership
- ✓ Conferences

Luke Talks!

- From Gen X to Gen AI: Bridging Your Workforce Across Time, Tech & TikTok
- You're 51% There – Let's Make It Real

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LukeGoetting.com

L@LukeGoetting.com

THANK YOU!