

# *Predicting the Future*

HOW TO NAVIGATE THE  
ECONOMY'S UPS & DOWNS

*Michelle Loretta*



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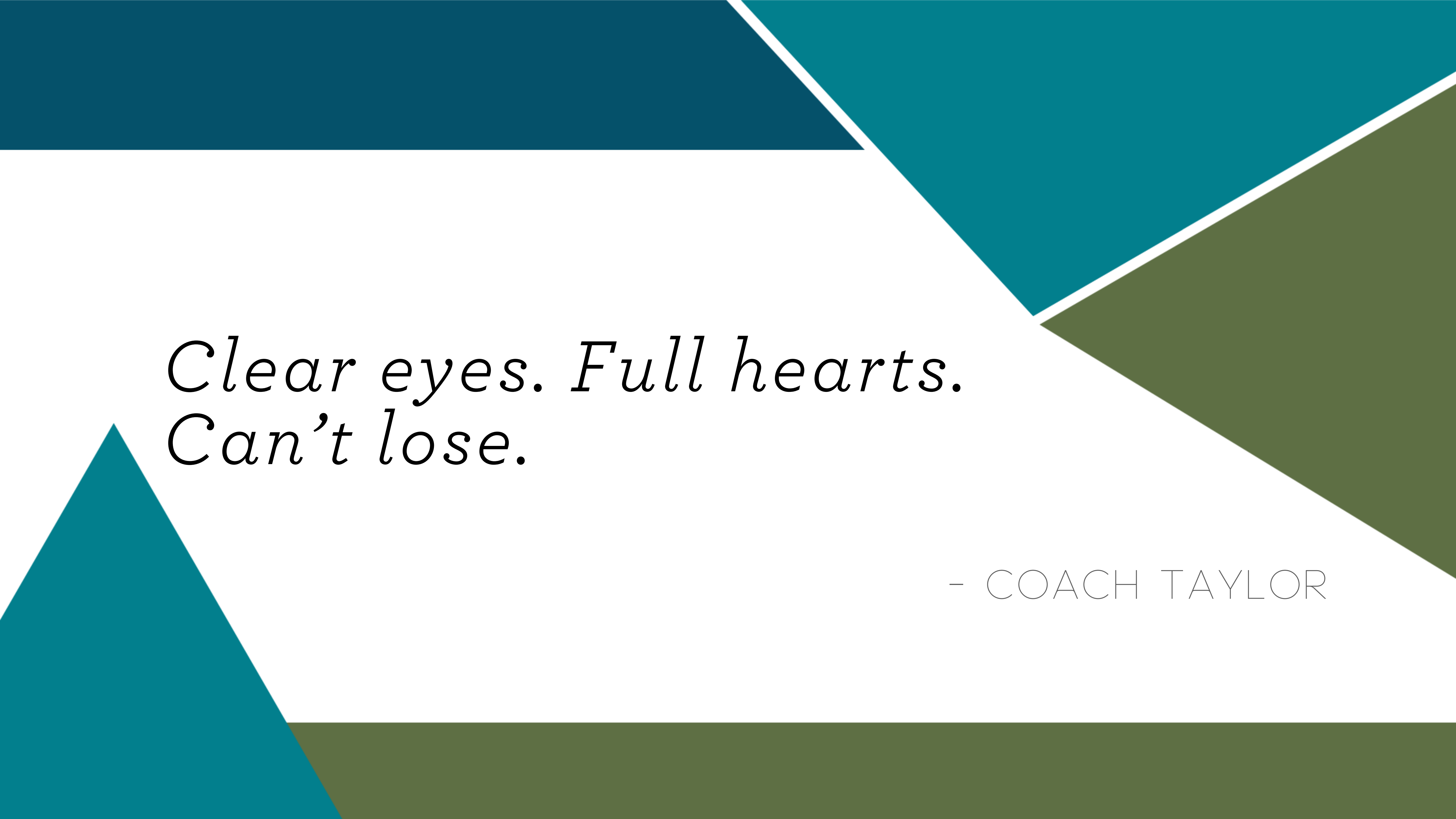


TRENDIZISST



# *Learning Objectives*

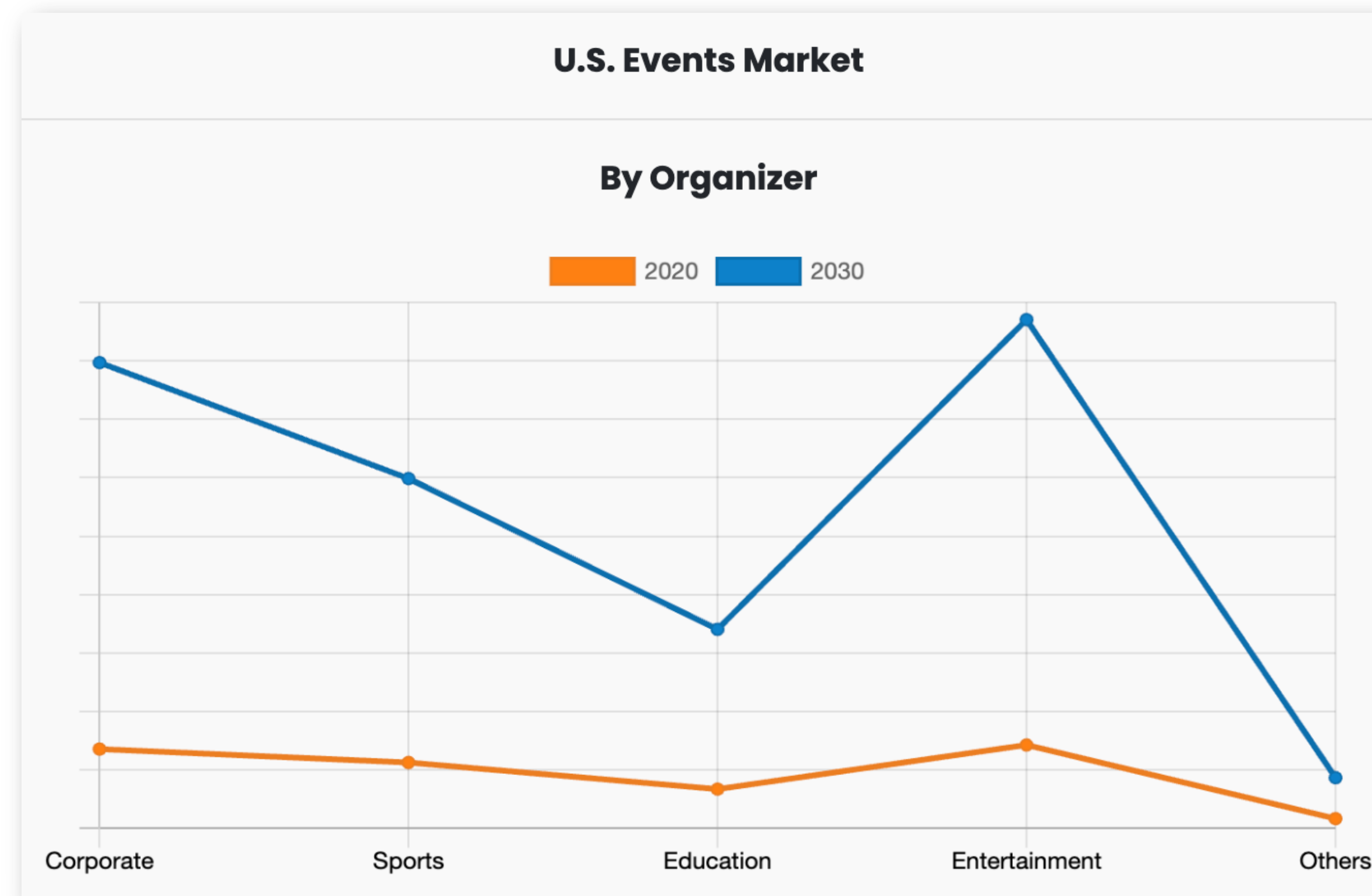
- STATE OF THE INDUSTRY
- ECONOMIC INDICATORS THAT HELP GAUGE CONSUMER CONFIDENCE
- PREPARE FOR A RECESSION



*Clear eyes. Full hearts.  
Can't lose.*

- COACH TAYLOR

# STATE OF THE INDUSTRY: ECONOMIC TRENDS BY SEGMENT



- Largest growth ops in Corporate & Entertainment

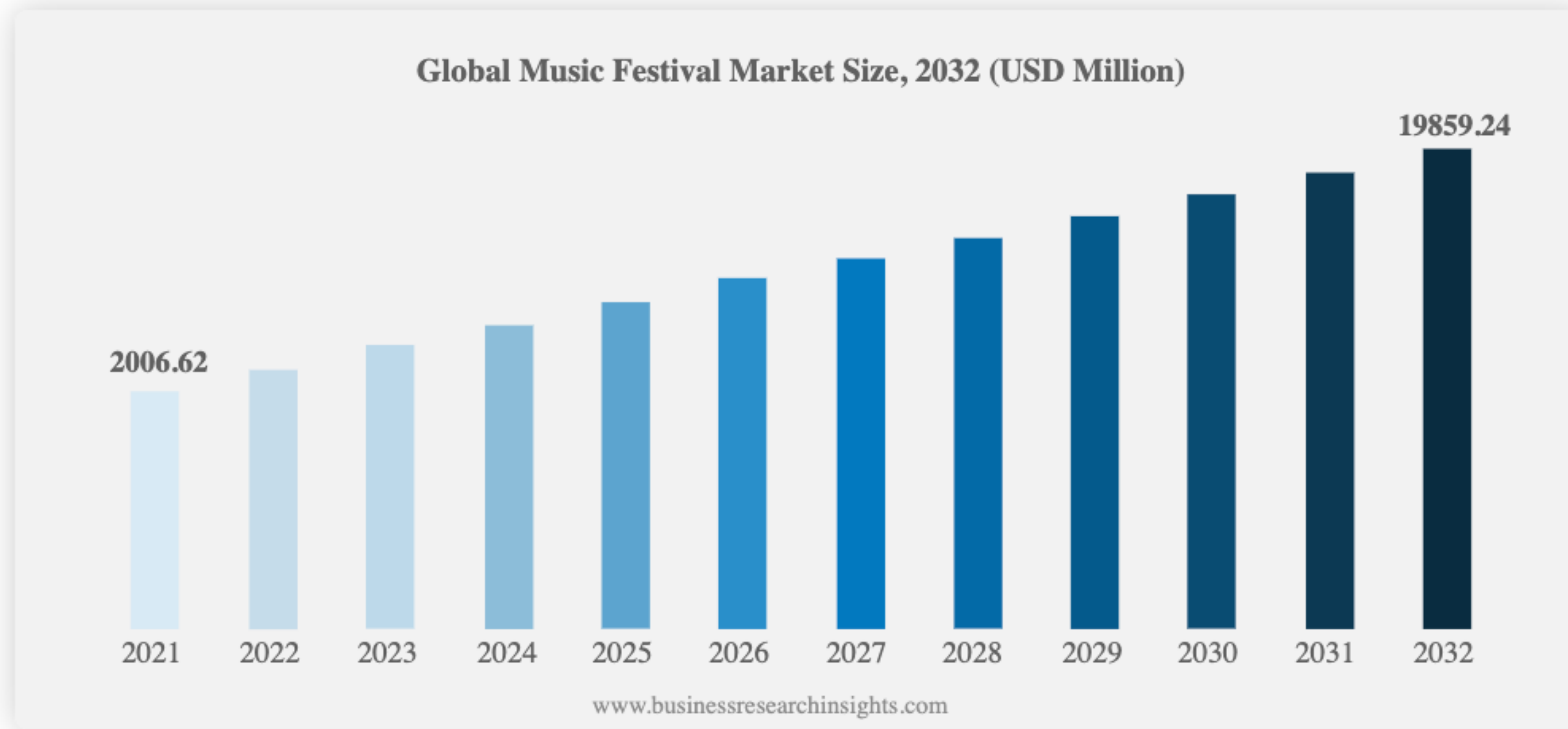
# STATE OF THE INDUSTRY: CORPORATE, CONFERENCES, MEETINGS

## Global Events Market Growth Trend



- 10% annual growth trend
- Conferences/Seminars represent ~55%

# STATE OF THE INDUSTRY: FESTIVALS & ENTERTAINMENT



- 23% annual growth trend
- Pop is the majority, with Rock, then Hip Hop & EDM

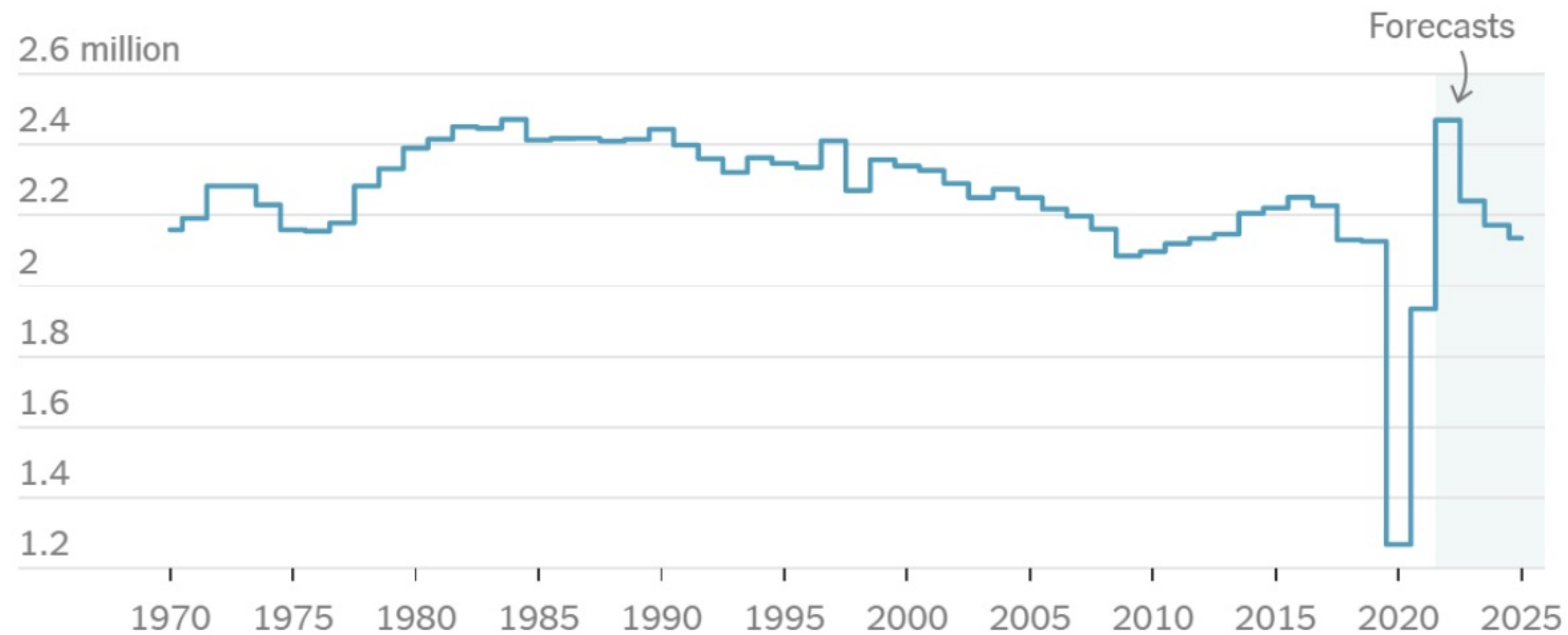
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# STATE OF THE INDUSTRY: WEDDINGS

**Weddings in the United States by Year**



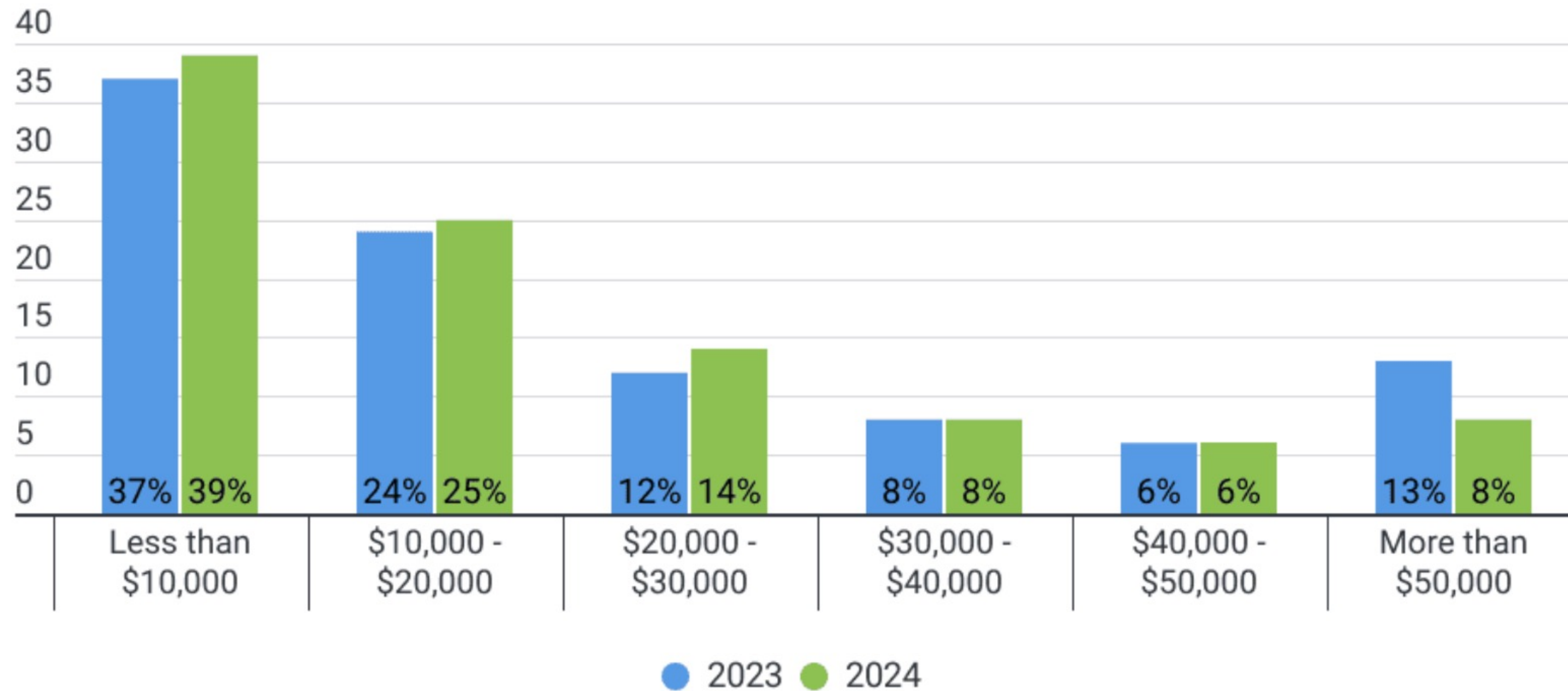
Source: The Wedding Report • By The New York Times

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# STATE OF THE INDUSTRY: WEDDINGS

**How much do you plan to spend on your wedding taking place in the next 6 to 12 months?**



2023: 1,547 responses from 02/23/2023 - 06/15/2023  
2024: 546 responses from 04/06/2024 - 04/09/2024  
Excluding 'Does not apply'  
Percentages may not sum to 100 due to rounding.  
Weighted by U.S. Census 18+  
© CivicScience 2024

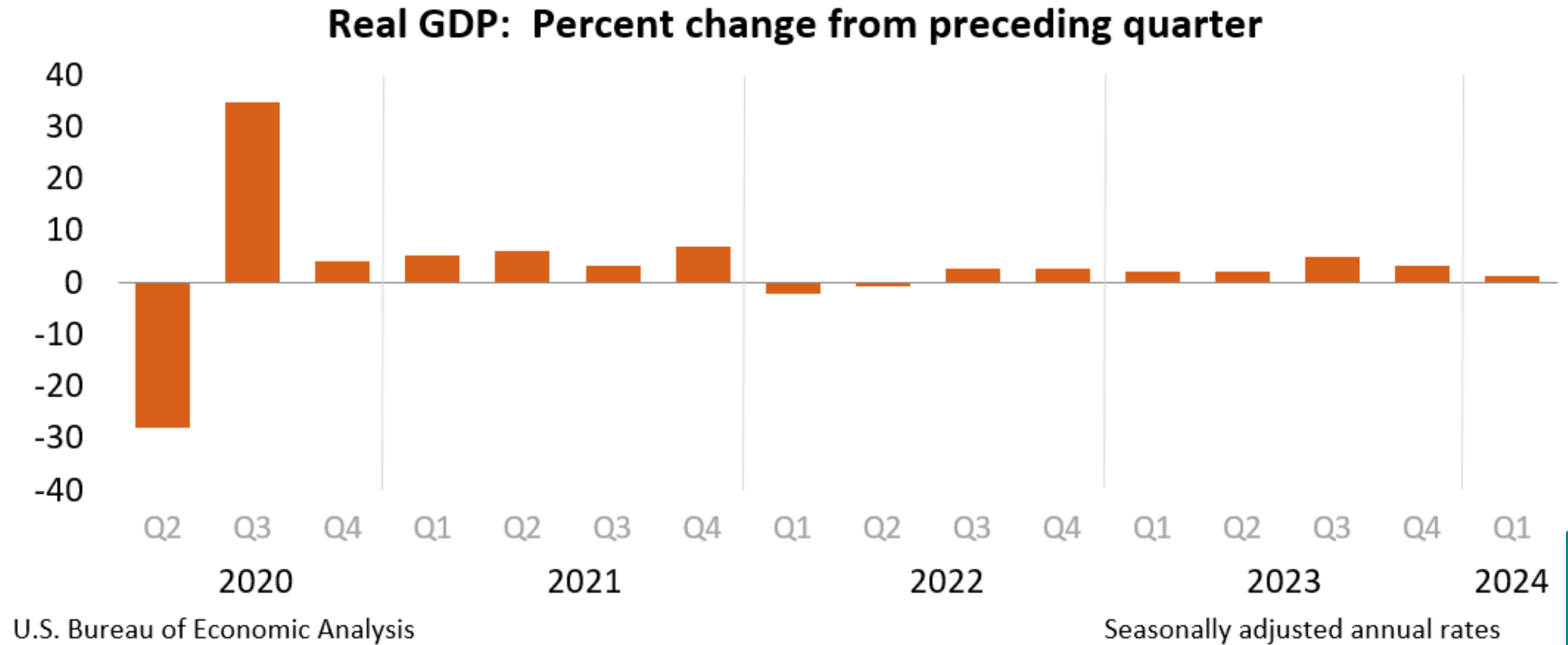


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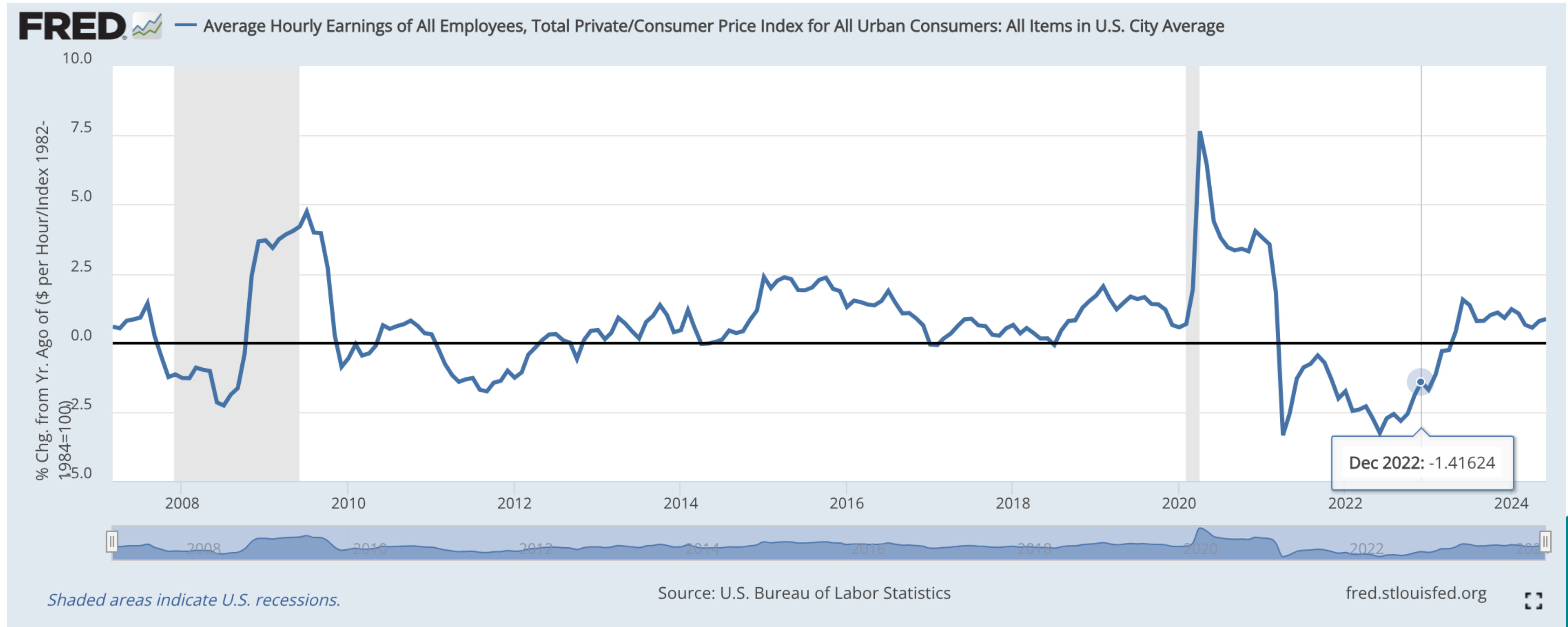


# STATE OF THE US ECONOMY



- GDP increased at an annual rate of 1.3% in Q1 2024
- GDP increased 3.4% in Q4 2023

# STATE OF THE US ECONOMY



- In last 12 months have seen increase in wages
- Dips in 2021-2022 may point to uncertainty felt in 2023



# LOOK FOR PATTERNS

## ECONOMIC INDICATORS TO WATCH

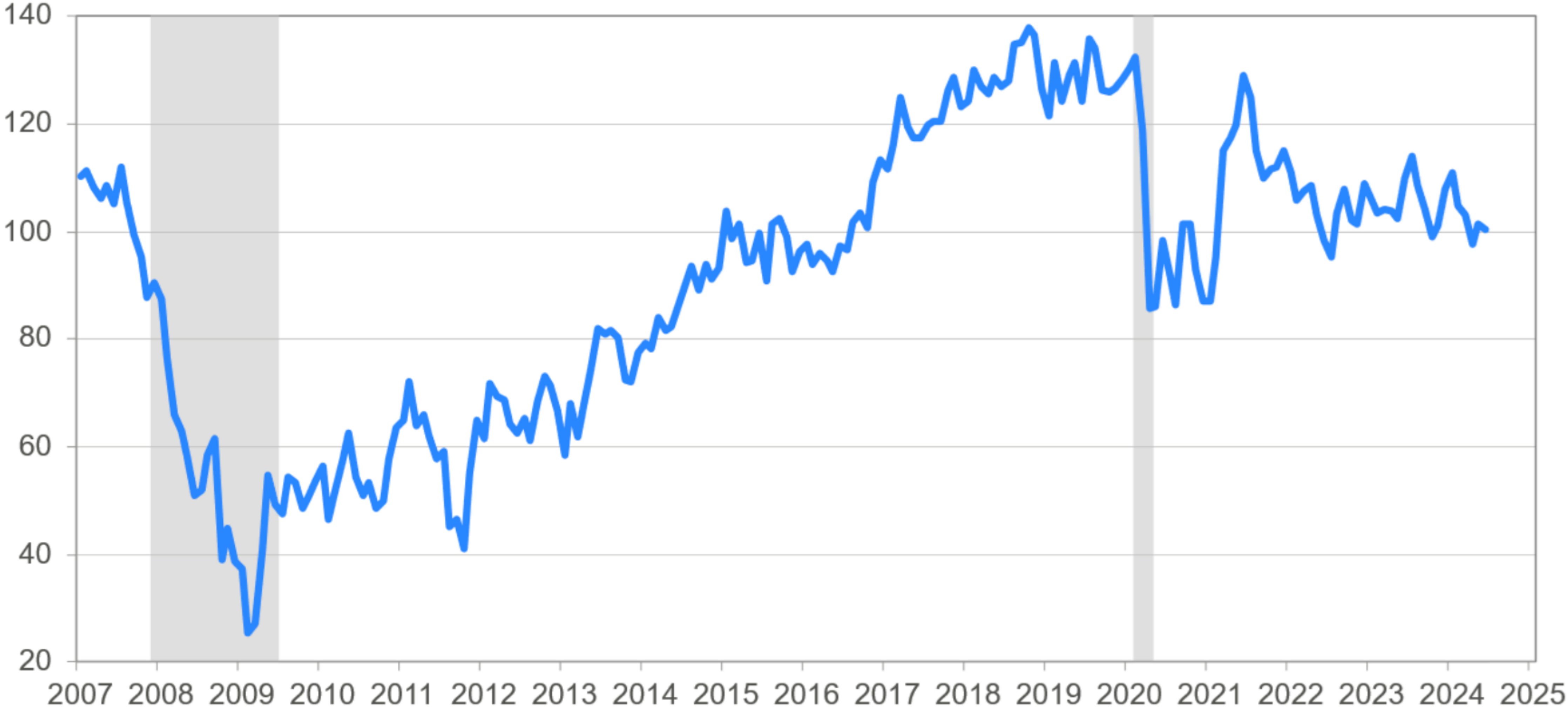
- Consumer Confidence

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# Consumer Confidence Index®

Index, 1985 = 100





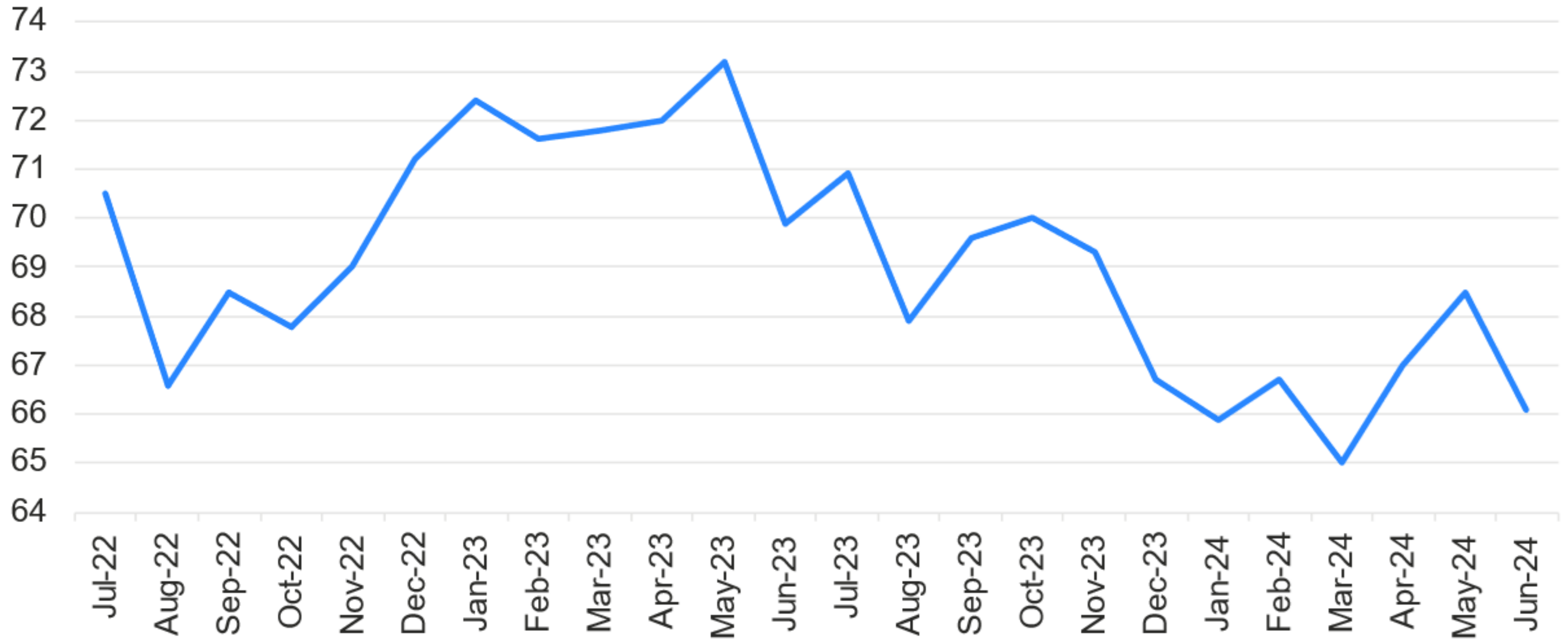
# Present Situation and Expectations Index

Index, 1985 = 100



\*Shaded areas represent periods of recession.  
Sources: The Conference Board; NBER  
© 2024 The Conference Board. All rights reserved.

## Perceived likelihood of a US recession over the next 12 months *"Somewhat + Very Likely" (Percent)*



Source: The Conference Board, Consumer Confidence Survey®



# LOOK FOR PATTERNS

## ECONOMIC INDICATORS TO WATCH

- Consumer Confidence
- Retail Buying Trends

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## One-third of consumers cut spending in Q2: report

Inflation concerns continue to weigh on shoppers, with 84% saying it has affected how they spend their money, according to a report from Jungle Scout.

Published July 12, 2024

 **NBC NEWS**

WATCH LIVE



## Forget a new bathroom, just fix the faucet: Consumers take a break from big home renovations

Lowe's and Home Depot say shoppers are pulling back after a fix-up frenzy during the pandemic, opting for cheaper DIY projects.

## Consumers splurge on cosmetics online despite inflation: report

While shoppers are trading down in categories like electronics and apparel, they're continuing to buy luxury goods like fragrances and lipsticks, Adobe Analytics found.

Published June 27, 2024

## New study finds a significant relationship between partisan politics and consumer sentiments

 **FORTUNE**

**FINANCE · INFLATION**

## U.S. shoppers can't shake inflation gloom as consumer sentiment slumps for third straight month

## Customers want rewards and exclusive perks from loyalty programs, survey finds

Shoppers want the ability to earn rewards points towards discounts, bonuses or exclusive merchandise, according to Snappy.

Published July 9, 2024



# Black Friday = Winter Buying Confidence

## Winners and losers of Black Friday 2022

With inflation looming, consumers waited until the shopping event to get deals on categories like electronics and sought out financing options such as buy now, pay later.

Published Nov. 26, 2022

‘Pent-up demand’ for store shopping

### Winner: Buy now, pay later ... sort of

Thanksgiving and Black Friday may have been great days to be a buy now, pay later service provider. Given the economic pressures many shoppers face right now, BNPL payment options offered a way for consumers to still get the goods they wanted.

## Cyber Monday breaks record

Adobe Analytics reported today that Cyber Monday set an online spending record of \$11.3 billion, up 5.8% over last year’s Cyber Monday. During the peak hour of Cyber Monday spending, between 8 p.m. and 9 p.m. Pacific, shoppers spent \$12.8 million online every minute.

RETAIL

# Black Friday Bigger Than Expected, Retail Group Reports

Joan Verdon Senior Contributor @

Follow

Nov 29, 2022, 12:35pm EST

# LOOK FOR PATTERNS





## ECONOMIC INDICATORS TO WATCH

- Consumer Confidence
- Retail Buying Trends
- Corporate Trends (Marketing Budgets)

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   Menu 



## Why events marketing spend is booming when other channels are sluggish

   
BUSINESS TRAVEL NEWS  
EUROPE

## Event budgets on the rise for European planners

## Restaurant companies are beefing up their marketing budgets

The industry is responding to more discerning consumers and scrambling for top-of-mind awareness.

 **MARKETING DIVE** 

DIVE BRIEF

## CMOs enter 'era of less' as budgets plunge below pre-pandemic levels

Generative AI shows promise in helping solve some of the strained C-suite position's productivity woes, Gartner said.

# LOOK FOR PATTERNS

## ECONOMIC INDICATORS TO WATCH

- Consumer Confidence
- Retail Buying Trends
- Election Impact
- Unemployment Rates

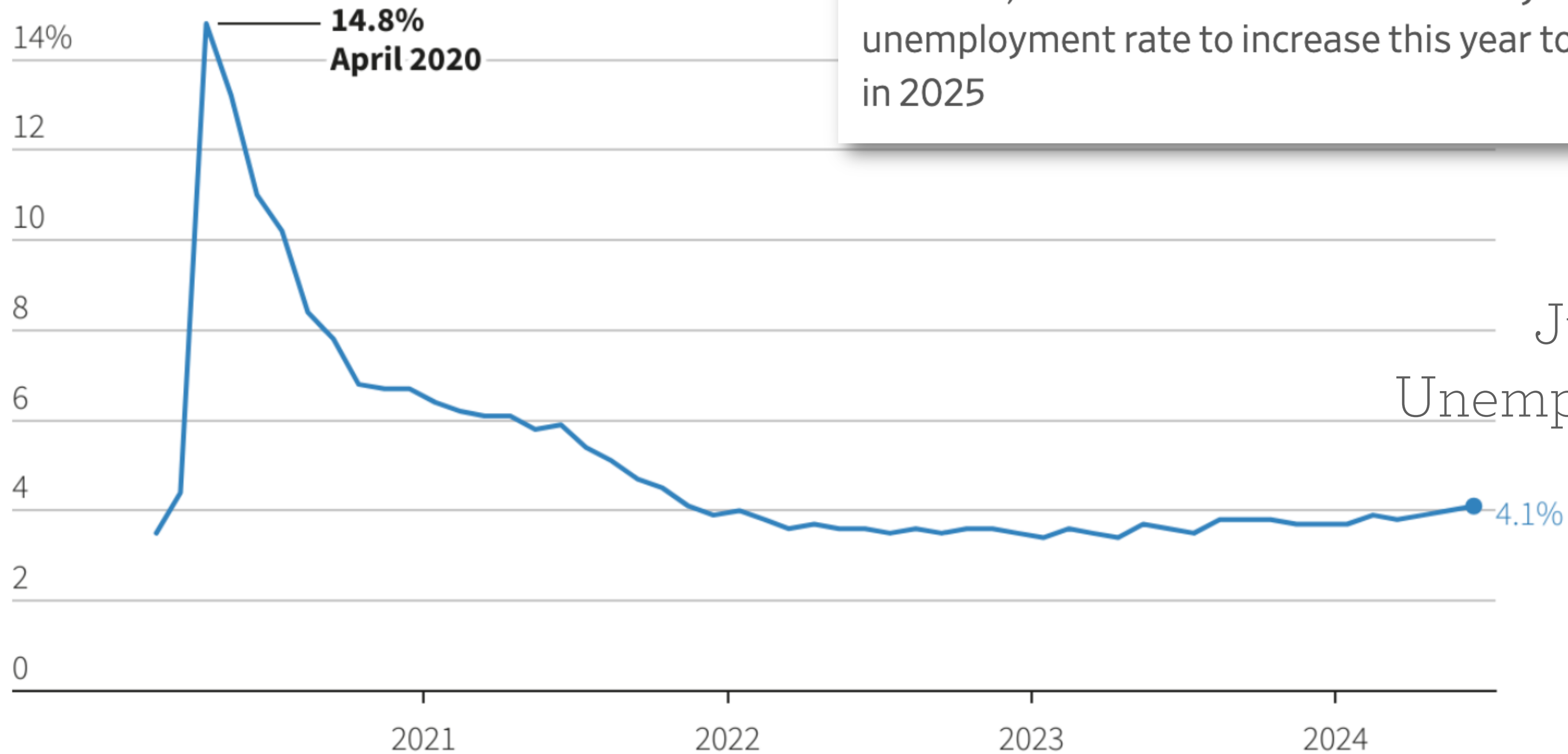
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## US unemployment rate

The joblessness rate ticked up to 4.1% in June 2024



## Eurozone Unemployment Hits Record Low

In March, the ECB's economists said they expected the unemployment rate to increase this year to 6.7%, before edging down in 2025

June 2024 U.S.  
Unemployment Rate: 4.1%

# Colorado Unemployment Rate: 3.8% in April 2024

Unemployment rate

**3.8%**

Updated May 2024

Total unemployed people

**124K**

Updated May 2024

Unemployment insurance claims

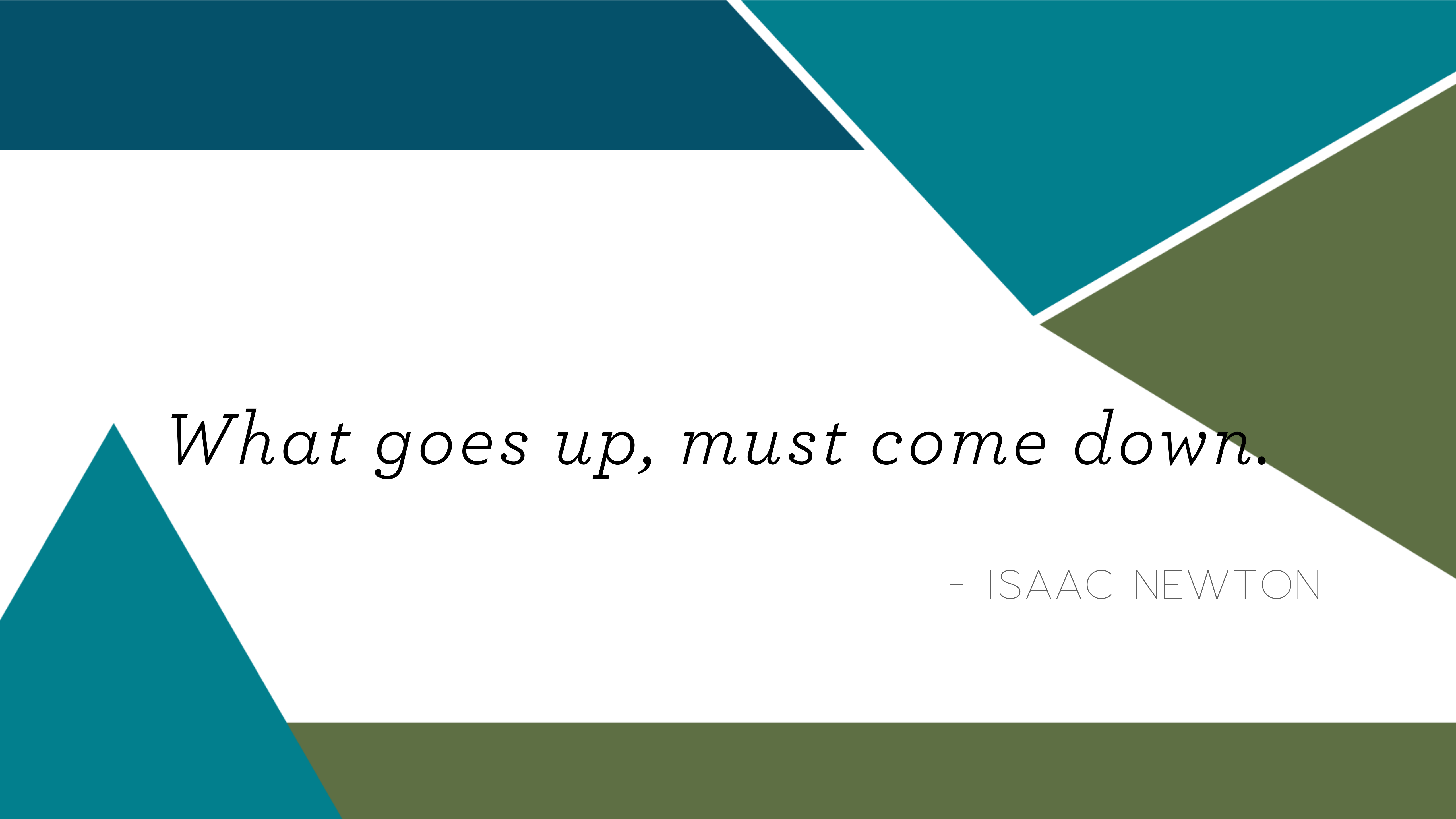
**29K**

Updated Jul 6, 2024

Unemployment rate | Total unemployed people | Unemployment insurance claims



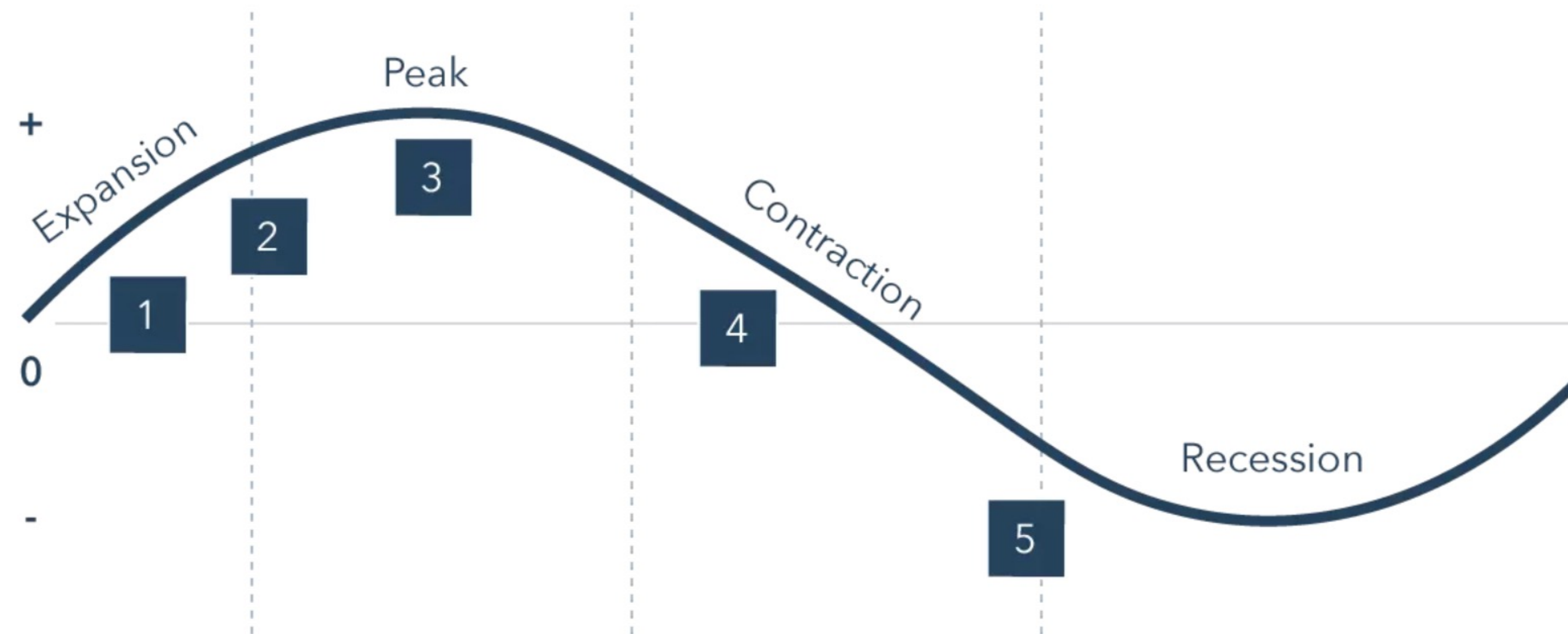




*What goes up, must come down.*

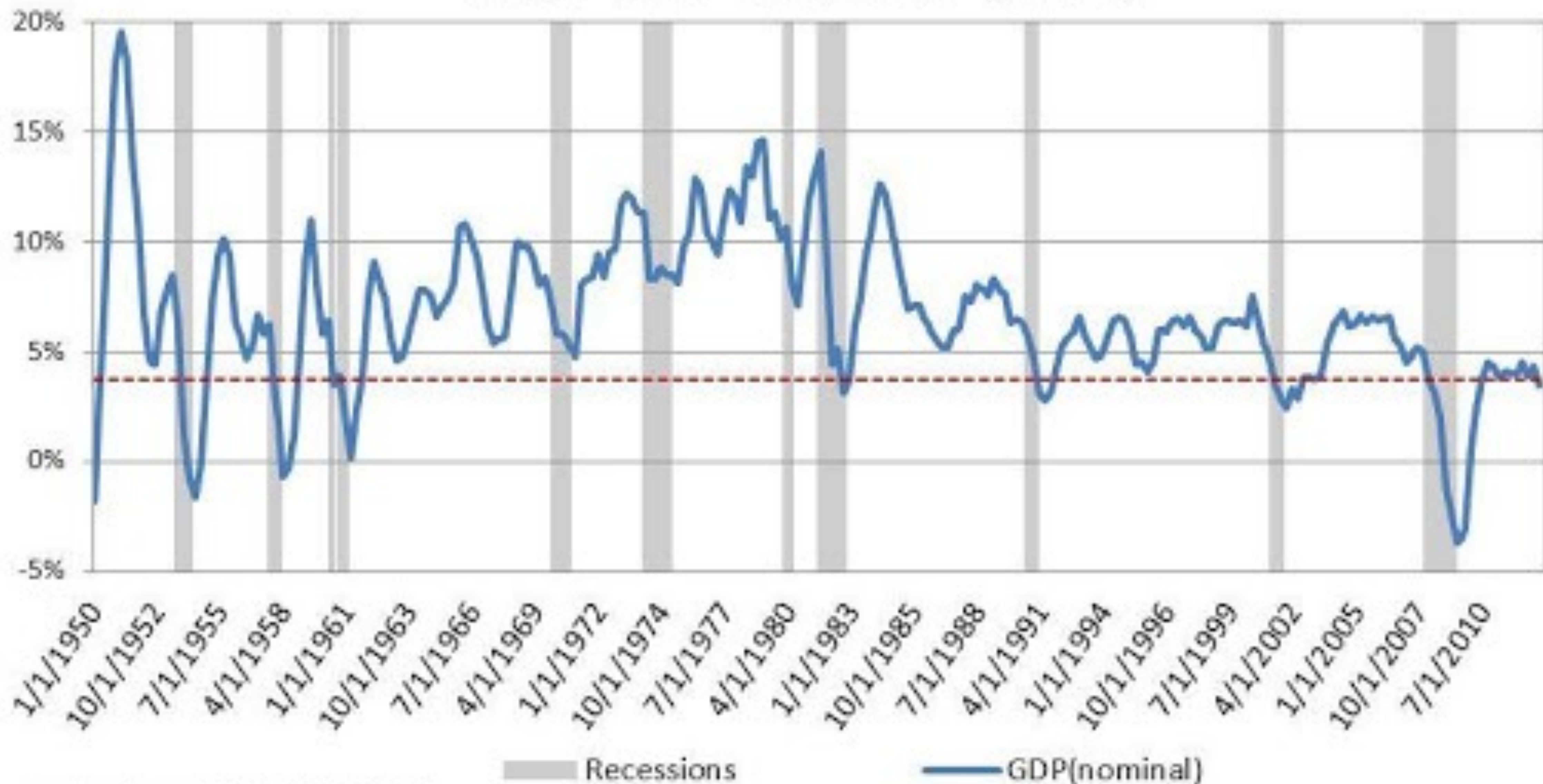
- ISAAC NEWTON

# WHAT IS A RECESSION?



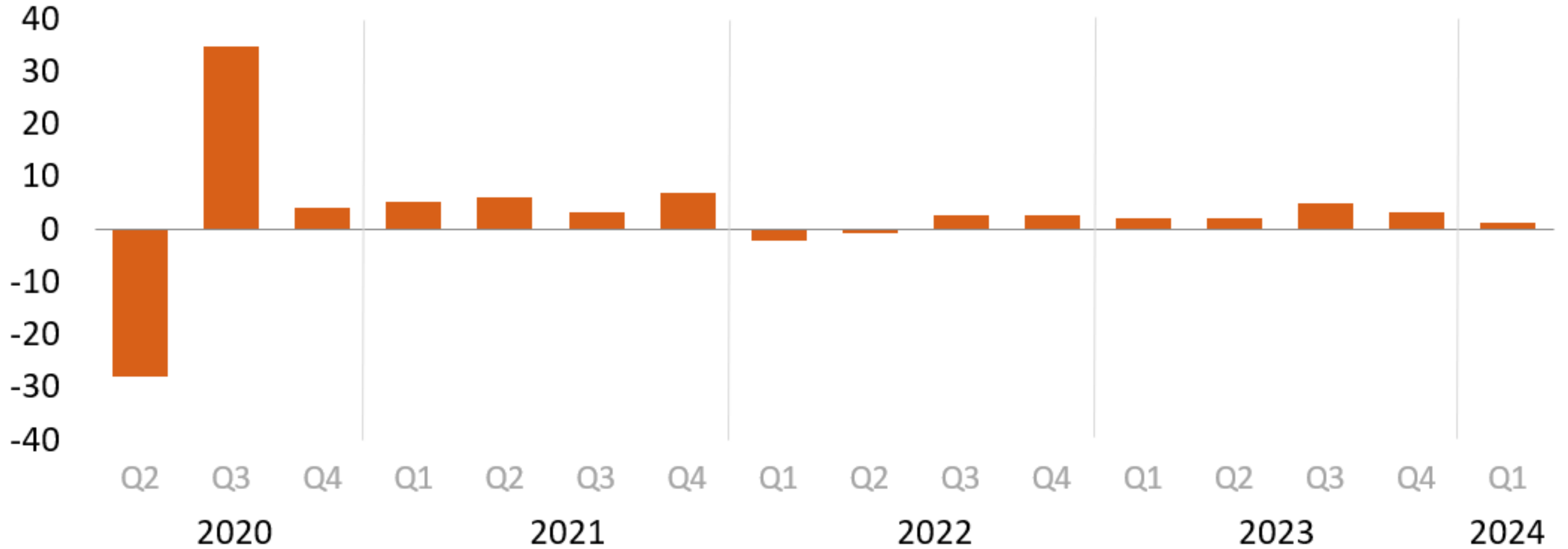


# U.S. GDP Growth (Y-o-Y %)



source: Recession (NBER); GDP (BEA)

# Real GDP: Percent change from preceding quarter



U.S. Bureau of Economic Analysis

Seasonally adjusted annual rates



# RECESSION: IMPACT ON BUYING PEOPLE STILL THROW EVENTS IN DOWNTIMES

- Not as dire as a complete shut down

# RECESSION: IMPACT ON BUYING

## PEOPLE STILL THROW EVENTS IN DOWNTIMES

- Not as dire as a complete shut down
- Priorities do shift

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# RECESSION: IMPACT ON BUYING

## PEOPLE STILL THROW EVENTS IN DOWNTIMES

- Not as dire as a complete shut down
- Priorities do shift
- Attendee counts decrease → biggest impact to revenue

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# RECESSION: IMPACT ON BUYING

## PEOPLE STILL THROW EVENTS IN DOWNTIMES

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- For Wedding & Social:  
Luxury is most resilient; Middle to high market is most impacted
- For Corporate: depends on the industry

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# RECESSION: IMPACT ON BUYING

## PEOPLE STILL THROW EVENTS IN DOWNTIMES

- Not as dire as a complete shut down
- Priorities do shift
- Attendee counts decrease → biggest impact to revenue
- For Wedding & Social:  
Luxury is most resilient; Middle to high market is most impacted
- For Corporate: depends on the industry
- Changes in trends & client choices

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ECONOMIC IMPACT 2008-2010

PHOTO: JUSTIN & MARY ARANT VIA STYLE ME UP



The background features abstract geometric shapes in teal and olive green. A dark teal horizontal bar is at the top left. A lighter teal shape is at the top right. An olive green shape is at the bottom right. A teal triangle is at the bottom left. An olive green horizontal bar is at the bottom. The text is centered in the white space.

*Plan for the future!*

# 2024: WHAT YOU MAY SEE

## SLOWER BOOKINGS

- ‘Normal times’
- Slower purchase commitments
- Desire to spread out payments
- Couples are burned out of ‘the wedding boom’
- People bracing themselves for elections
- Industries expanding / Industries contracting

BUT - this doesn't mean people STOP buying!

And - not all events are created equal!

# SEEING THE FUTURE NO CRYSTAL BALLS NEEDED

- Practice looking for patterns:
  - Watch retail trends
  - Confirm any gut feelings with data: CCI, UR & your numbers!
- Get your team in order: employees with benefits
- Create systems ahead of communication shifts
- Sharpen your creativity; Beat the robots with intellect



*Expect the Best,  
Prepare for the Worst*

# SAVE 10-20% OF YOUR REVENUE

	JAN-DEC 2023
INCOME	\$500,000
- COST OF GOODS SOLD	\$100,000
GROSS PROFIT	\$400,000
- EXPENSES	\$200,000
NET INCOME	\$200,000

$$\begin{array}{r} \$500,000 \\ \times 20\% \\ \hline \$100,000 \end{array}$$

savings goal!

# INVEST IN RELATIONSHIPS

- You're going to need LOTS of friendors
- Get back to networking VERY actively
- Join organizations
- Volunteer in orgs and take on leadership
- Start your 'power partner' plan

You can't wait until business is slow to begin.  
You need to begin NOW.



# REVIEW YOUR SERVICES

- Review your services & pricing for 2023 AND 2024
- Consider: what entry level service *could*\* you add?
- Consider: peeling the onion (breaking out add-ons)\*
- Consider: your 'buy-in' fee (minimum, design fees, etc.)
  
- This doesn't mean you'll do this now.  
But, you have the luxury of time to think about how to position services if/when things slow down.

# REVIEW YOUR SALES PROCESS

- Do potential clients have a quick immediate win?
- Are you tracking inquiries?
- What is your follow-up process?
- Does your consultation give insight into your process?

# CONTINUE THE CONVERSATION

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## YOUR OPINION MATTERS

Please complete the evaluation:



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