

Trends shaping the quarter ahead

AI with Purpose

Its ubiquity continued in the first quarter of the year, and while the trust trend no doubt remains, brands are increasingly using AI to elevate their tech cred – a bit like a badge of honour – when it might not be the best solution.

Additionally, the need to identify what is actually feasible in the real world when using AI has become far greater. It's brilliant for brainstorming sessions and visualising how a situation might play out, but rarely does it take factors like budget, timeline and audience into consideration, and this can impact progress.

Looking ahead, project-specific AI strategies will be key for effective event and content campaigns, and it's where a specialist agency can add a lot of value. Think hard hitting prompts, hyper-specific tools, pinpointing how it connects to objectives, and identifying where other solutions, like human intelligence, may be better aligned with project goals.

The Shoffice

An extension of our Hoffice trend, we're seeing more and more brands transform their corporate offices into cutting-edge studios – think state-of-the-art audio visual systems, dedicated greenscreen areas, and custom built podcast spaces.

The motivation behind this is twofold. Companies are investing more in employee incentives in a bid to lure them back to the office, and given the increasingly unpredictable world we live in, these studios allow organisations to jump on the news cycle.



Whether it's reassuring customers or sharing a brand message with the wider population – embedded studios allow them to respond at speed.

We see this trend gaining momentum, but it's important to note that an "all the gear and no idea" approach is never a good thing. Seeking out those with the right skills for the job will ensure brands communicate their news in considered and impactful ways.



AI excels at recognising patterns and making predictions, but people provide the context, intuition and ethics. The most powerful results happen when each does what it does best.

Gallup, Play the Long Game With Human-AI Collaboration



Hybrid on the rise



While we predicted offlining, or a shift away from tech, would be a major trend this year, we see it being embraced on more of a local level over the coming months, and this is due to the uncertain times we're currently facing on a macro level.

People undoubtedly still crave social media-free moments and face-to-face experiences, yet for global organisations in particular, virtual events may need to re-enter the equation.

The safety of staff is paramount, and with non-travel mandates on the rise, they provide companies with the opportunity to continue to both connect with their people and bring them together.

Uncertain times require swift responses, and right now it's about smart, thoughtful thinking, leaning on your partners, and shared perspectives. Moving forward event calendars are likely to feature face-to-face events for local and potentially regional audiences, and their global counterparts will shift online.

Storytelling takes a personal turn

Sharing stories has been around since the beginning of time, and we all, in one way or another, have a story to tell.

Powerful storytelling, though? That's more difficult to come by, and brands that get it right can expect benefits aplenty – engaged audiences, better awareness and advocacy, and enhanced trust to name a few.

Companies are increasingly recruiting for dedicated storytelling positions as a result, and we predict they'll go one step further, by not only hiring for roles with the term in job titles or descriptions, it will be an expectation that *all* employees are storytellers.

They will leverage it to elevate their personal brands, establish themselves as thought leaders, and gain that coveted consumer trust on a more relatable level, which will inevitably lead to organisational growth.

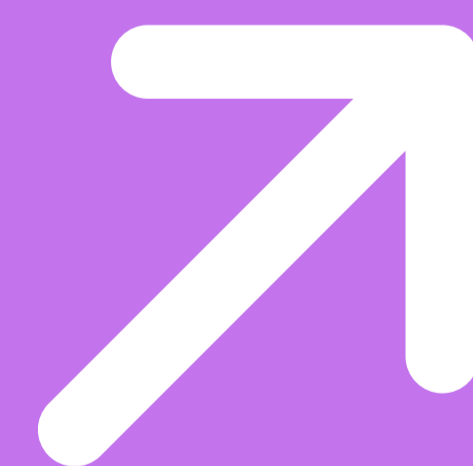
More than
100
events

had been cancelled in the Middle East by mid-March, reports micebook, highlighting the need to consider the hybrid event model until tensions ease.



The % of LinkedIn job postings that included the term "storyteller"

doubled



in the year ended Nov. 26 2025, says the WSJ

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