



Four trends for 2026

Offlining

Brought on by peoples' desire to switch off and beat the burnout, as well as growing feelings of loneliness, it's a trend where using a smartphone is likened to the horse and cart because it's that old fashioned, and social currency is all about either minimising or not having social media at all.

For marketers this means creating environments where their audiences can come together face-to-face, but not only that. Networking needs to be meaningful, and tech for tech's sake needs to be minimal.

The Hoffice

In a bid to evoke more positive feelings around office working, we envisage employers will be exploring creative ways to bring elements of the home in.

We're talking plush sofas, foliage aplenty, floor to ceiling glass windows and configurable workspaces people can make their own.

This means designing welcoming and personalised event environments is a must in 2026.



Psychologist Jerome Bruner famously stated people are 22 times more likely to remember facts when they are told as part of a story.



Trust

AI evolved from more of an abstract concept to full-blown application in 2025, and with it came concerns around trust.

We see people craving authenticity more than ever as a result. They want the real and relatable, not the airbrushed and computer generated, which is where events really shine.

Now don't get us wrong, AI can be used to support event and content planning tasks, but the tangible human element must be there to achieve real cut through.

Story-Led Content

We've all been privy to viral content over the years, but is it really, truly effective?

Ultimately the tactic is more about the fleeting and one-off. The content tends to be quickly forgotten because there's less of a strategy and story behind the message.

In an always on distracted world, long-term messages executed consistently and compellingly across the globe are what stick. We therefore predict an increased focus on memorable stories with meaning, rather than those one-off, "quick fix" stunts.

The insights to SUPPORT



Three in four people would be more willing to trust an AI system when assurance mechanisms are in place, and 71% expect AI to be regulated.

– KPMG: Trust in Artificial Intelligence study



4.8
trillion



The number the **UN Trade and Development (UNCTAD)** predicts the global AI market will grow to by 2033, proof the tech will continue to rise, potentially alongside concerns around trust.



The percentage of employers who now require that their teams work from the office a minimum number of days per week or month, according to CIPD's **Flexible and hybrid working practices in 2025 report**. A sign the hoffice trend is on the rise.



Travellers limit time on digital devices while on holiday more than they used to, according to the **2025 Hilton Trends Report**, a figure that shows us offlining is becoming the new normal.