



Global Venue Experts Forum

10-11 Sep 2026 | Beijing, China

Demand. Investment. Growth.
Leadership Decisions for the Next Generation of Venues

Hosted by



Demand. Investment. Growth. **Leadership decisions for the next generation of venues**

Programme themes and leadership questions

Opening Perspective

What role can venues play in supporting economic, industry and city development?

As governments continue to invest in venue infrastructure, expectations are evolving. Venues are increasingly expected to contribute not only to visitor expenditure and event activity, but also to industry development, innovation, talent attraction, international engagement, and city competitiveness.

This opening session explores how governments and venue leaders can work together to ensure venues remain relevant contributors to future economic and industry priorities.

What you will gain:

- Understanding of how governments view the future role of venues
- Insights into emerging economic and industry priorities
- Perspectives on how venues contribute beyond event delivery

Global Perspective

Beyond buildings: Why venues matter more than ever

The role of venues is changing.

Around the world, governments, investors, industry leaders, and event organisers are increasingly asking what value venues create beyond hosting events. As industries evolve and competition intensifies, venues are being challenged to demonstrate their contribution to knowledge exchange, industry development, talent attraction, innovation, destination competitiveness, and international collaboration.

Drawing on global trends and insights from the international association community, this session explores why venues remain critical platforms for bringing people, industries, ideas, and opportunities together—and why their relevance may be greater today than ever before.



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What you will gain:

- A global perspective on the evolving role of venues
- Insights into the trends shaping future venue development
- Understanding of how venues contribute to economic, professional, and societal outcomes
- Context for the strategic discussions that will follow throughout the Forum

Demand Creation

Beyond attraction: where does demand really come from?

Many venue strategies focus on attracting existing events. Yet some of the fastest-growing events have created entirely new markets, communities, and ecosystems.

This session explores how future demand is generated, how new event communities emerge, and what venue leaders can learn from entrepreneurs and event owners who have successfully built demand rather than simply competed for it.

What you will gain:

- Understanding how new event ecosystems are created
- Lessons from emerging industries and fast-growing events
- Ideas for identifying future demand opportunities

China Outlook

China's next chapter: what will drive the next wave of venue demand?

China remains one of the world's most significant venue and event markets. Yet the industries, sectors, and communities driving future growth continue to evolve.

This session examines China's economic priorities, emerging industries, changing customer expectations, and opportunities for domestic and international engagement.

What you will gain:

- A clearer understanding of China's evolving event market
- Insight into future growth sectors and demand drivers
- Perspectives on opportunities for venue development and investment

Leadership



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What every venue leader needs to know about trust, relationships and long-term success

Successful venues are built on more than infrastructure. They are built on relationships, credibility, partnerships, and long-term thinking.

This executive conversation explores the leadership lessons required to navigate complex stakeholder environments involving governments, shareholders, organisers, investors, and customers.

What you will gain:

- Practical leadership insights from experienced industry leaders
- Strategies for building trust with stakeholders
- Approaches to long-term partnership development

Future Demand & Competitiveness

Where will the next opportunities come from?

The forces shaping venue demand are changing. Sustainability requirements, demographic shifts, industry transformation, technology, and destination competitiveness are all influencing where future opportunities may emerge.

This session explores the trends likely to shape the next generation of venue demand.

What you will gain:

- Understanding of emerging market opportunities
- Insight into changing customer and industry priorities
- Perspectives on long-term competitiveness

How do leading venue groups continue winning international business?

Competition for international business is intensifying. As organisers gain more choice and customer expectations continue to evolve, venue leaders must think beyond facilities and location to remain competitive.

Drawing on experience from one of the world's leading venue portfolios, this session explores how successful venue groups attract international congresses, exhibitions, corporate events, and entertainment, while strengthening their position in an increasingly competitive global market.



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What you will gain:

- Insights into what influences venue selection and customer decision-making
- Practical lessons on strengthening competitiveness in a global market
- Perspectives on partnerships, positioning, and strategies that drive long-term growth

Are venues ready for the next generation of event audiences?

The next generation of event participants has different expectations, behaviours, and motivations.

As experience, community, authenticity, and engagement become increasingly important, venues must rethink how they create value for future audiences.

What you will gain:

- Understanding of changing audience expectations
- Insights into youth and future market trends
- Ideas for adapting venue experiences

Customer Expectations

From supplier to strategic partner: what organisers really value

Venue selection decisions are influenced by far more than space and facilities.

This session examines how organisers evaluate venues, build long-term partnerships, manage risk, and define value.

What you will gain:

- A deeper understanding of organiser priorities
- Insights into relationship building and trust
- Practical ideas for strengthening customer value

Investment and Ownership

Beyond economic impact: how venues continue to earn investment

Governments, owners, and investors are increasingly seeking evidence of long-term value.

This session explores how venue leaders can demonstrate broader contributions to economic development, industry growth, community outcomes, and destination competitiveness.



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What you will gain:

- New approaches to demonstrating venue value
- Strategies for building support among stakeholders
- Insights into future investment expectations

What makes a venue worth investing in?

What factors influence investment decisions? How do owners evaluate risk, opportunity, and long-term returns?

This session provides the investor and owner perspective on venue development and future investment priorities.

What you will gain:

- Understanding investor decision-making
- Insights into future investment trends
- Perspectives on creating long-term value

Future Business Models

What will successful venues look like in 2035?

As business models evolve and customer expectations continue to change, venue leaders must prepare for a different future.

This session explores the partnerships, capabilities, commercial strategies, and leadership decisions likely to define successful venues over the next decade.

What you will gain:

- Perspectives on future venue business models
- Insights into emerging revenue opportunities
- Ideas for long-term growth and competitiveness

When the event ends: creating value every day of the year

Today's venues can no longer rely solely on event days.

This session explores how venues are generating value through community engagement, entertainment, activation, partnerships, and new commercial approaches.



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What you will gain:

- Practical ideas for increasing utilisation
- Strategies for diversifying revenue streams
- Approaches to strengthening venue relevance

Community Value and Relevance

What makes a venue indispensable?

The most successful venues become essential assets to their cities, industries, and communities.

This closing session explores how venues create long-term value beyond the events they host and why relevance may become one of the industry's most important measures of success.

What you will gain:

- Understanding of long-term venue relevance
- Insights into community and destination value
- Ideas for strengthening stakeholder support

More speakers and programme updates will be announced in the coming weeks...