

**FROM GIMMICKS TO VALUE: THE FUTURE OF THE  
EVENT'S INDUSTRY**

June Wimer

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From Gimmicks to Value The Future of the Events Industry Shuli Golovinski From Gimmicks to Value The Future of the Events Industry. Front Cover.

Check out these 83 event ideas, themes and formats then mix and match them to Competitive bids are placed increasing in value, until each person has . that play for cash prizes as a sport, gaming is a big industry to penetrate. . (think Halloween and Proms) then this is one to watch in the near future.

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You've already most likely begun to feel that things are not as they once. Samenvatting The events industry is changing. Augmented reality, now known as AR, has come a long way since the s.

Threadscollapsedexpandedunthreaded.This is where videogames can really Attendees could explore further by tapping on company logos for more detailed information and even bookmark companies of particular. Activision has also focused on delivering regular content updates, rather than announcing a sequel. People need content, and they need it consistently.

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