



Back to live events
Back to reality.

massive



Back to live (events), back to reality

What events are growing - and why

What's happening in the market?

What's driving those changes?

How to use this knowledge to raise more from your events?





MOTIV SPORTS



RUNNING
INDUSTRY
ALLIANCE



THRESHOLD /
MORE IS IN YOU™



FIND
A
RACE



LET'S
DO
THIS



LONDON
LANDMARKS
HALF MARATHON

race>nation

the great run
company



World's
Sports
Group

ChampionChip
IRELAND

OUREA
EVENTS

realbuzz

A.S.O. UK



TAURUS EVENTS

RUN
FOR CHARITY

GOOD RUNNING
EVENTS

SCIMITAR



Question



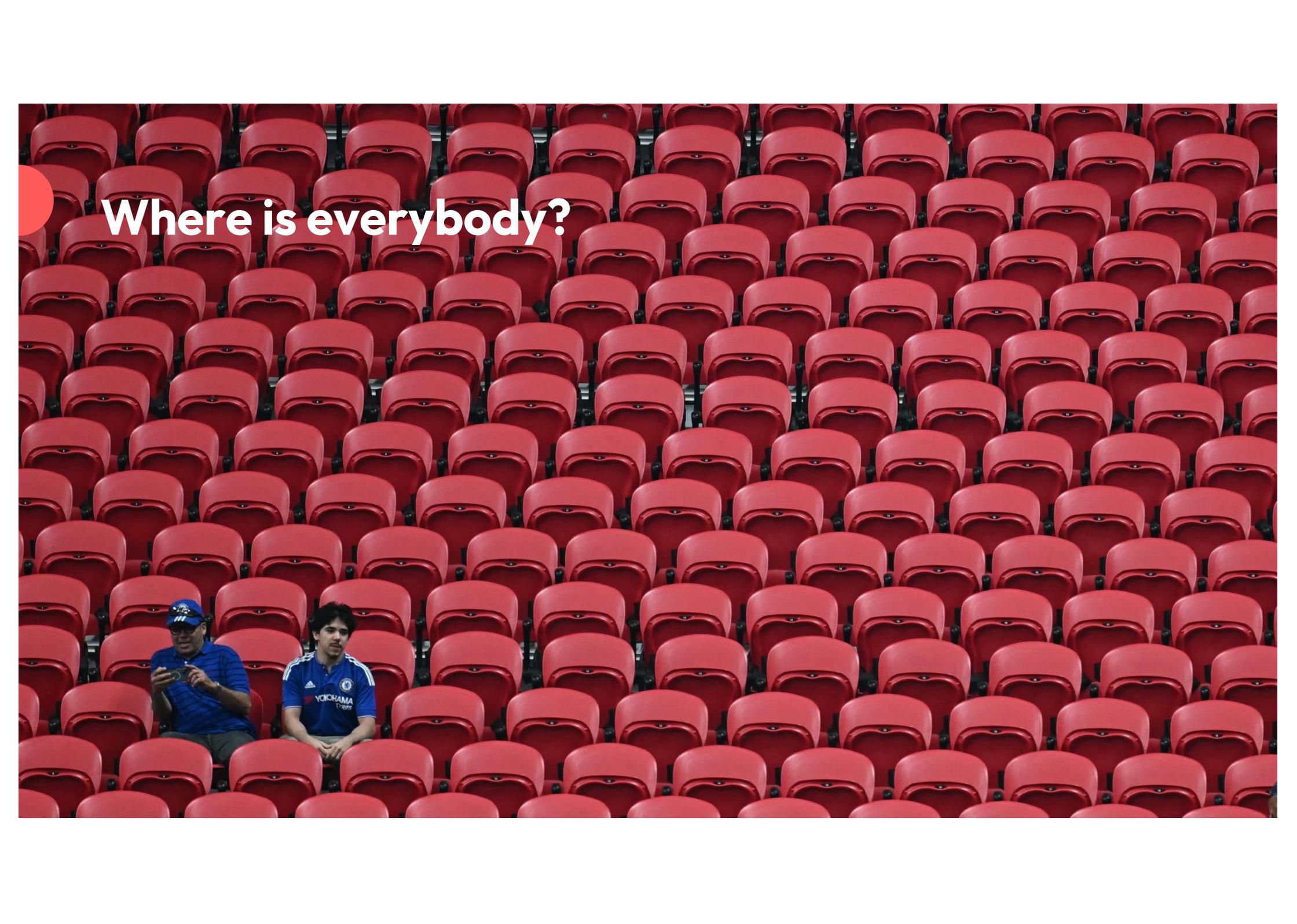
The C-word

**THIS WAY OUT
OF THE PANDEMIC**



**VACCINATE
THE WORLD**
#EndThePandemic

ONE

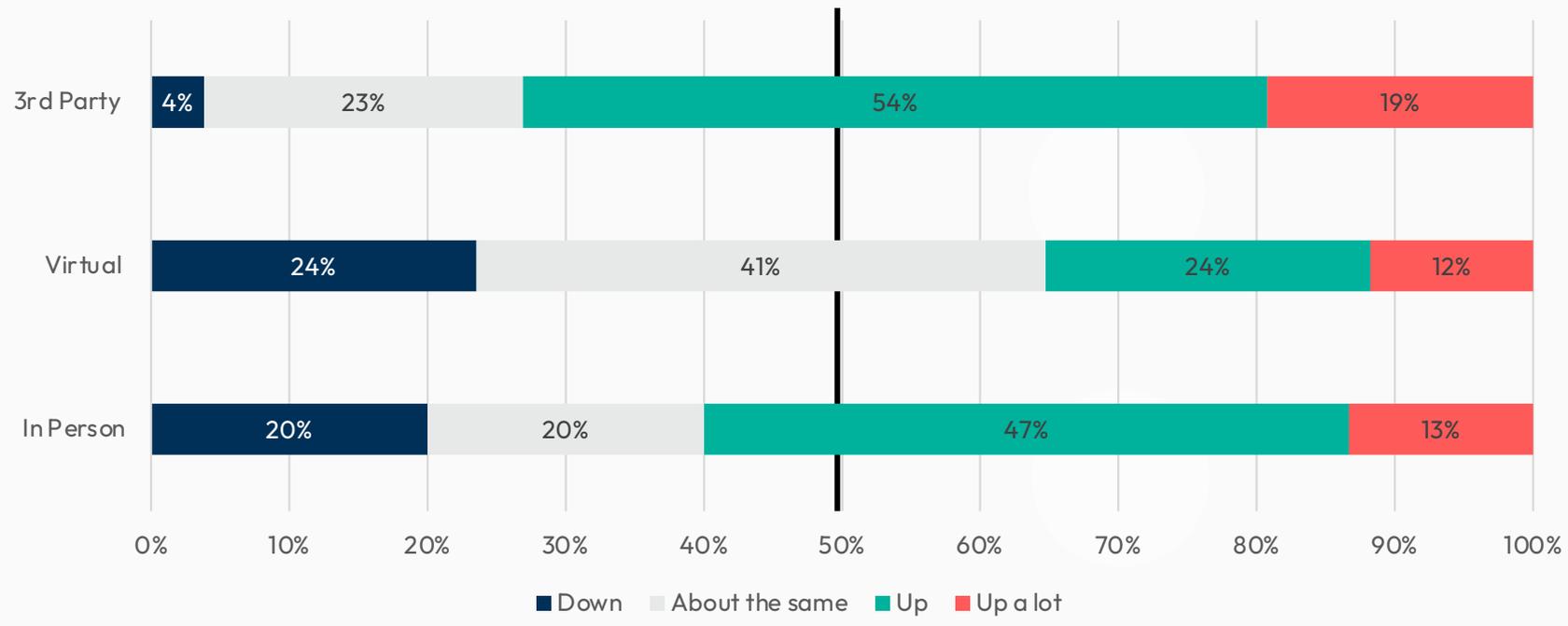
A large stadium filled with rows of red plastic seats. In the foreground, two people are sitting. The person on the left is wearing a blue cap and a blue polo shirt, looking at a smartphone. The person on the right is wearing a blue soccer jersey with 'YOKOHAMA' and 'Inter' visible, looking towards the camera. The rest of the stadium is empty.

Where is everybody?

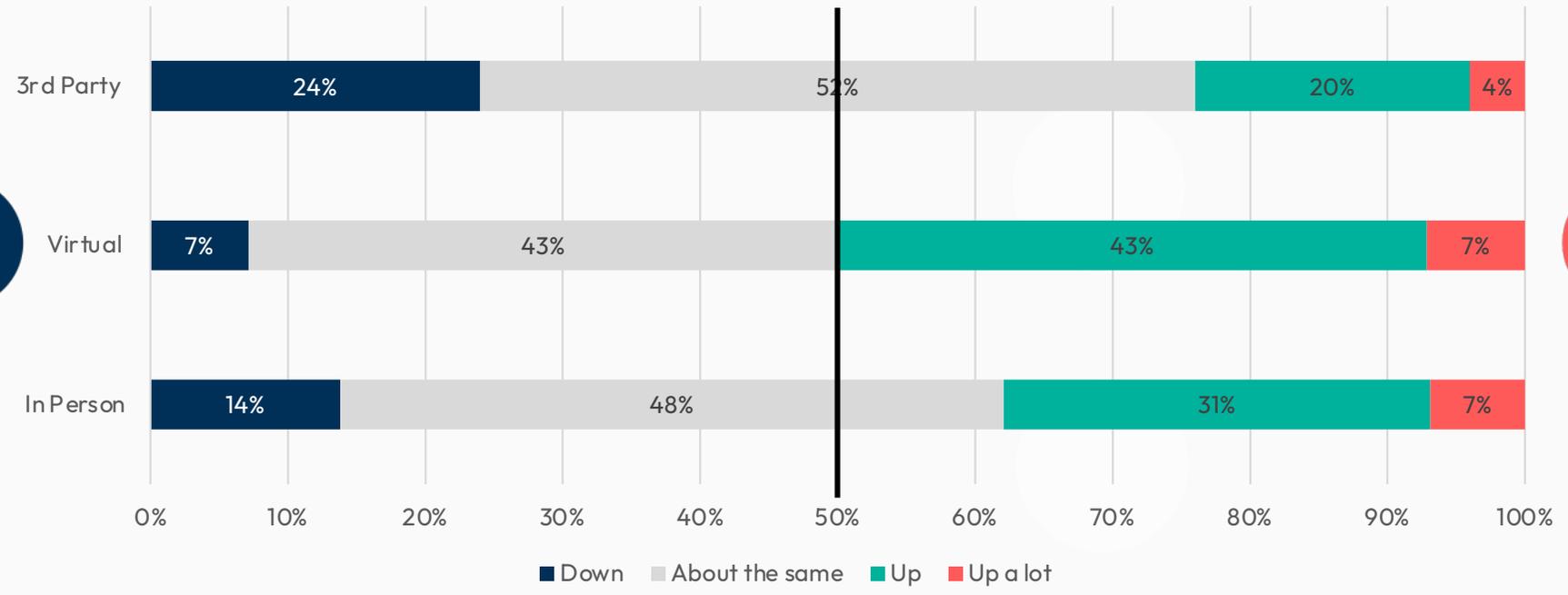
Here they come



2025 Event Participants



2025 Marketing Spend



2026

Thinking about 2026, compared to this year do you think you will..



■ take part in a LOT MORE events

■ take part in MORE events

■ take part in about the SAME number of events

■ take part in FEWER events next year

■ take part in a LOT FEWER events

Why?

Value of experiences



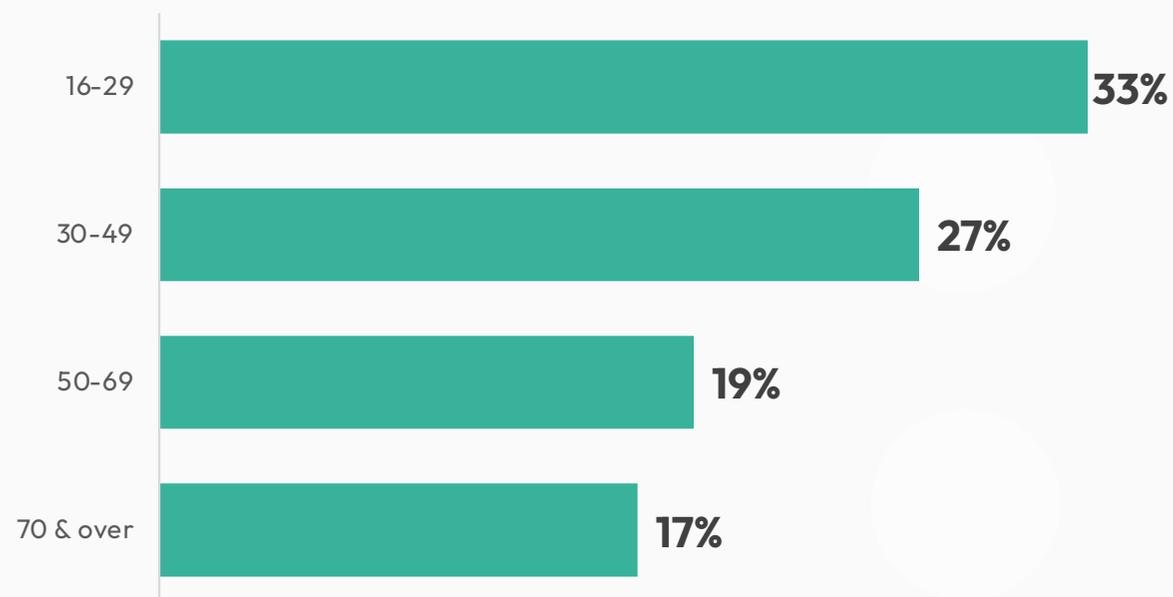
New audiences



Making connections



Proportion of each age group that felt lonely often, always or some of the time



Source: Office for National Statistics



Facebook



Instagram



YouTube



Pinterest



X



LinkedIn



Reddit



TikTok



Threads

So what?



Get involved



Make connections



Make it group friendly



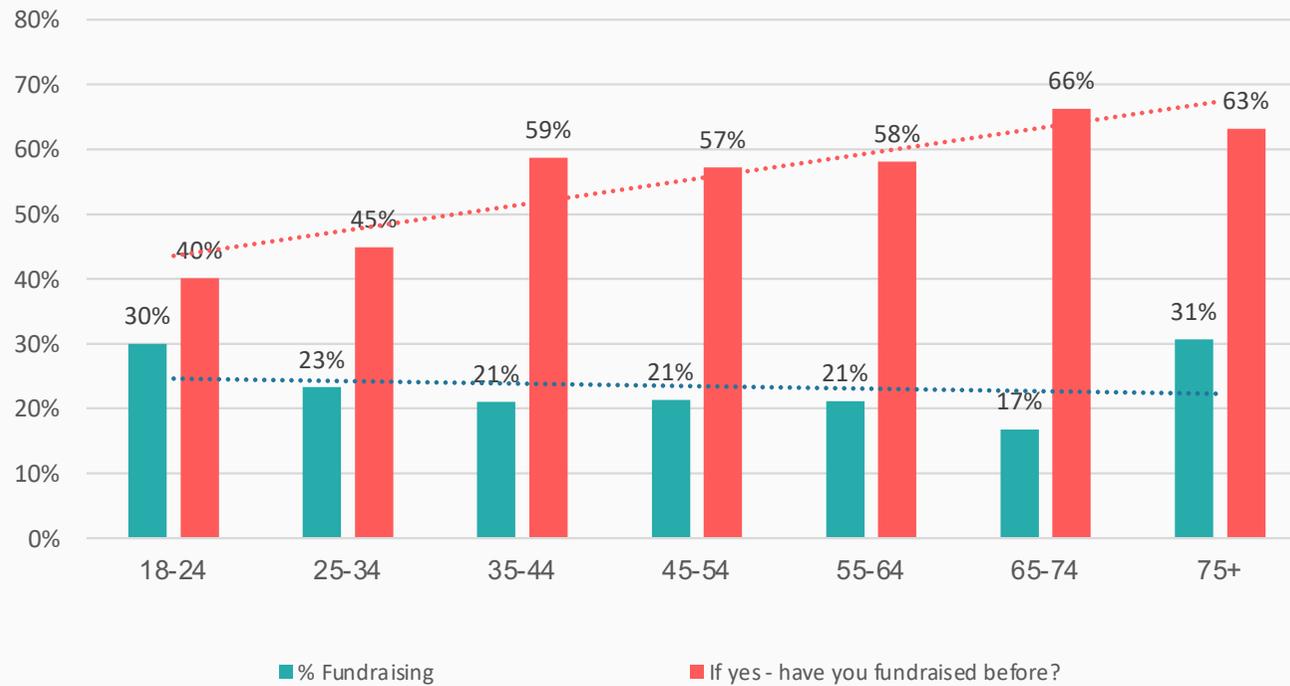
Be remark-able



Think longer term



Think longer term



It's never too late



Pulse Report



LinkedIn

