



Hiperactivo

El estudio de mercado 2024

THE
BEATLES

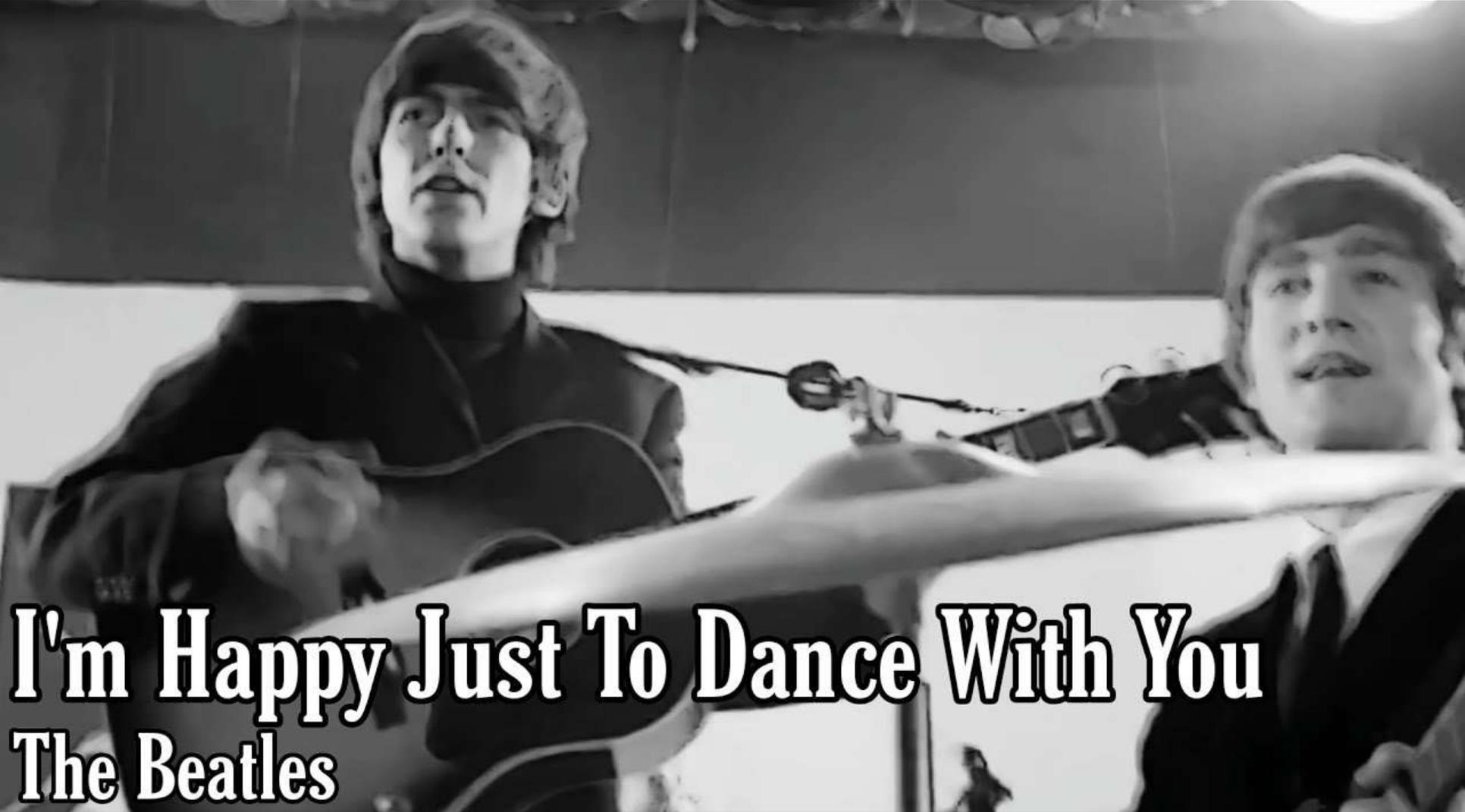
VS

THE
ROLLING
STONES





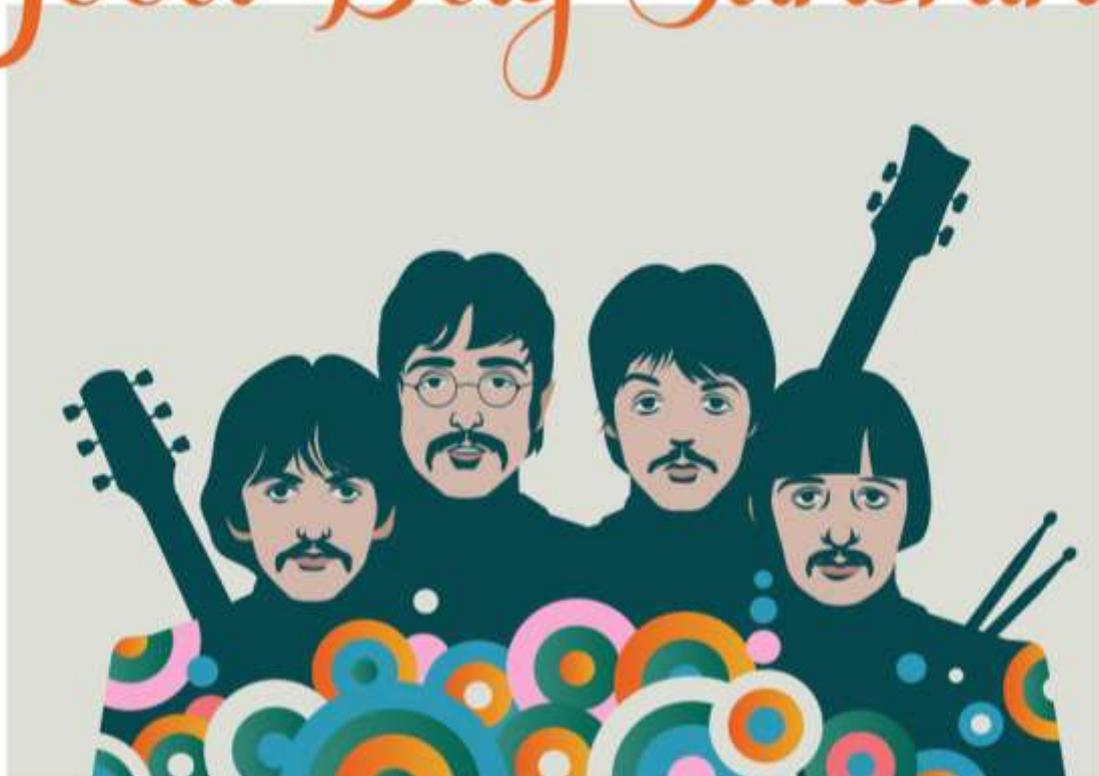
La economía



I'm Happy Just To Dance With You
The Beatles



Good Day Sunshine





Welcome to ISE 2023
We hope you enjoy your visit

Welcome to ISE 2023
We hope you enjoy your visit

Welcome

Welcome to ISE 2023
We hope you enjoy your visit

Welcome to ISE 2023
We hope you enjoy your visit

the world's leading AV and...

SMART HOME
EXHIBITION

Check out the...
Check out the...

Keep your
digital energy
powered
through security



Argentina

CUBA
UNICA

Chile

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www.visitchile.cl





MADRID 2023 **ESMO** congress

MADRID SPAIN
20-24 OCTOBER 2023



THE BEATLES

I NEED YOU

Te necesito

YOU LIKE ME TOO MUCH

IT'S ONLY A NORTHERN SONG

IT'S ALL TOO MUCH



73% marcas

*“herramienta de
marketing más
estratégica que antes”*

57% marcas

*“herramienta de
gestión del talento más
estratégica que antes”*



PARLOPHONE

Extracts from the album

HHR 136

BEATLES FOR SALE



NO REPLY

ROCK and ROLLMUSIC

THE BEATLES



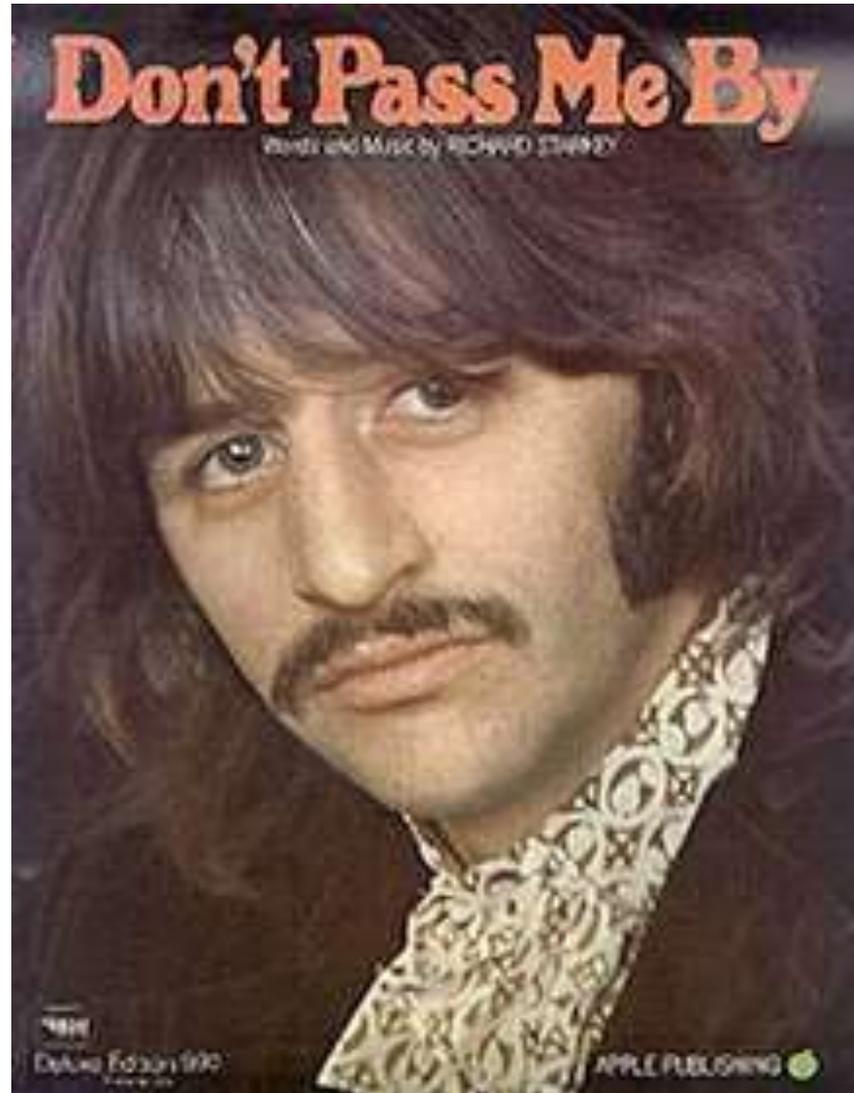
Laura

PERSON OF THE YEAR

Laura Pausani
PERSON OF THE YEAR

PERSON OF THE YEAR

Conectar con el territorio local



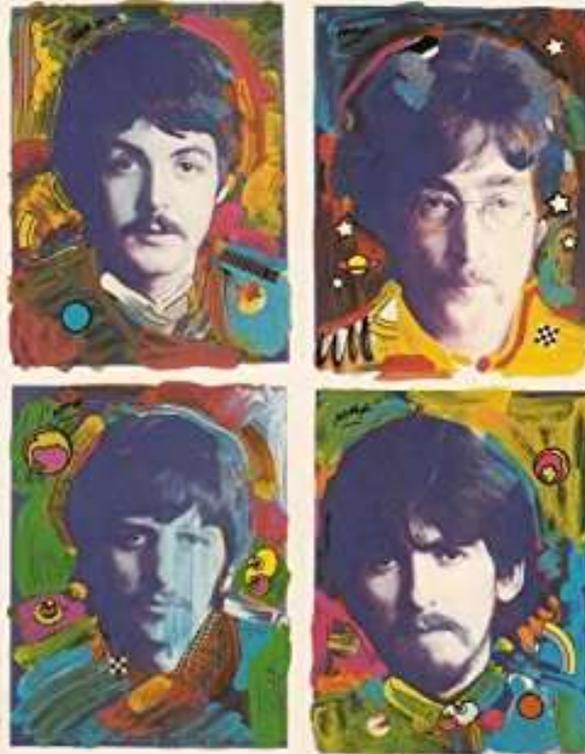
THE BEATLES

I DON'T WANT TO SPOIL THE PARTY



TOMORROW NEVER KNOWS

THIRTY YEARS OF BEATLES MUSIC
AND MEMORABILIA



GEOFFREY GIULIANO



Tres retos

¿Qué factores han dificultado mucho vuestra actividad en 2023?



Exceso de actividad, estrés y last minute



A RON HOWARD FILM
EIGHT DAYS A WEEK
THE TOURING YEARS
THE BAND YOU KNOW. THE STORY YOU DON'T.

THE
BEATLES

SEPTEMBER 2016



IMAGINE Apple Corps WHITE HORSE

El talento

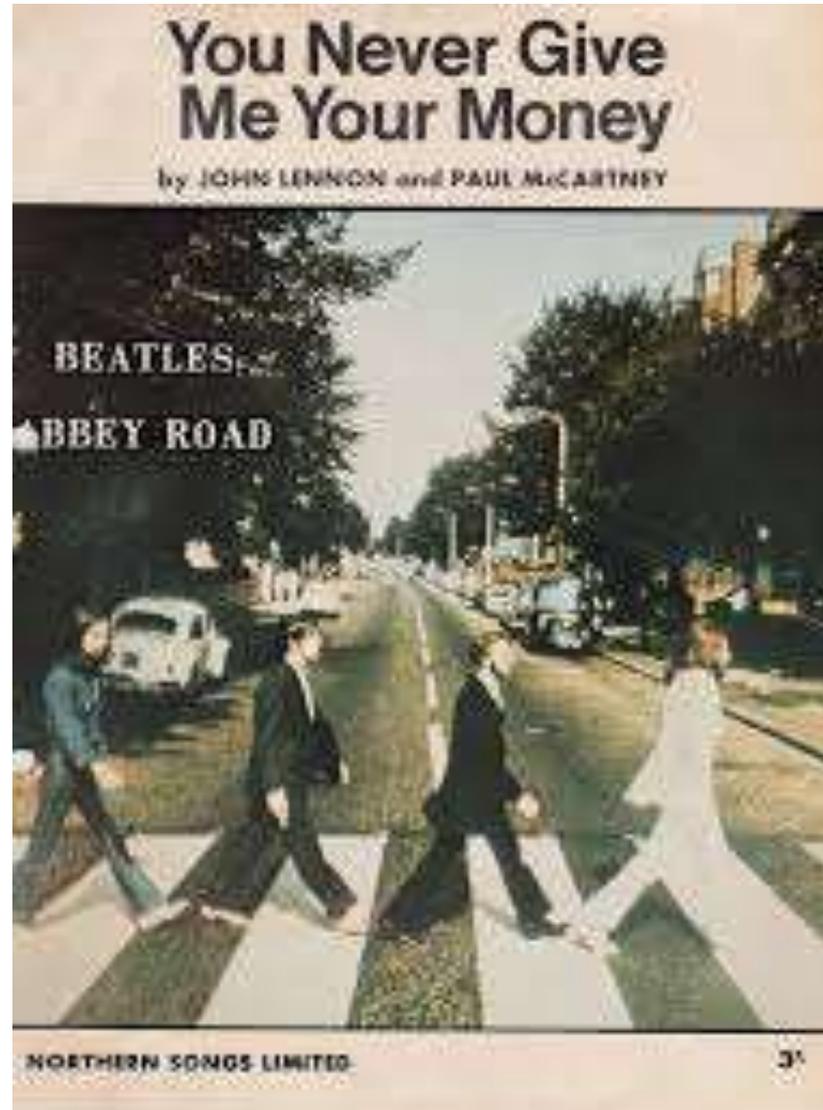
THE BEATLES

YOU'RE GONNA LOSE THAT GIRL





Inflación y presupuestos





THE
BEATLES

HER MAJESTY





HEALTHIER.

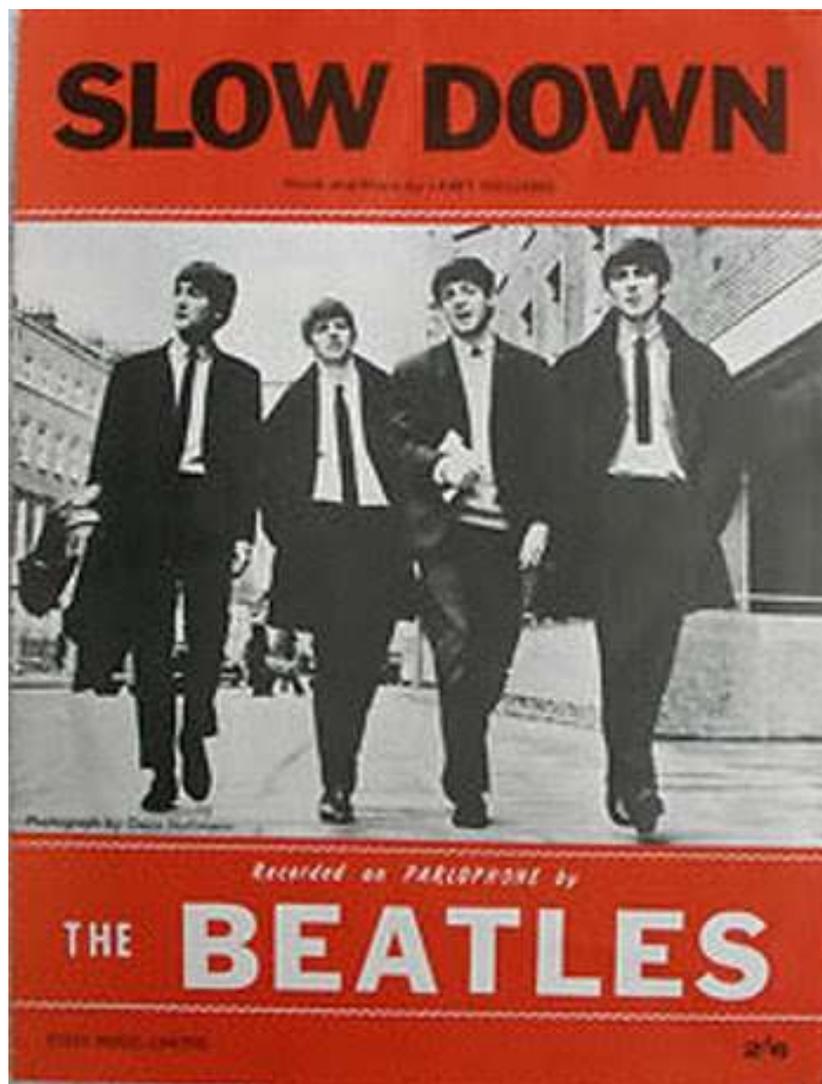
SKELLIE

60%

*“No hemos
trabajado bien”*

59%

*“Las agencias no
han trabajado
bien”*



59% agencias

*“consolidar, priorizar
rentabilidad a
facturación”*

53% marcas

*“haremos eventos
más selectivos”*

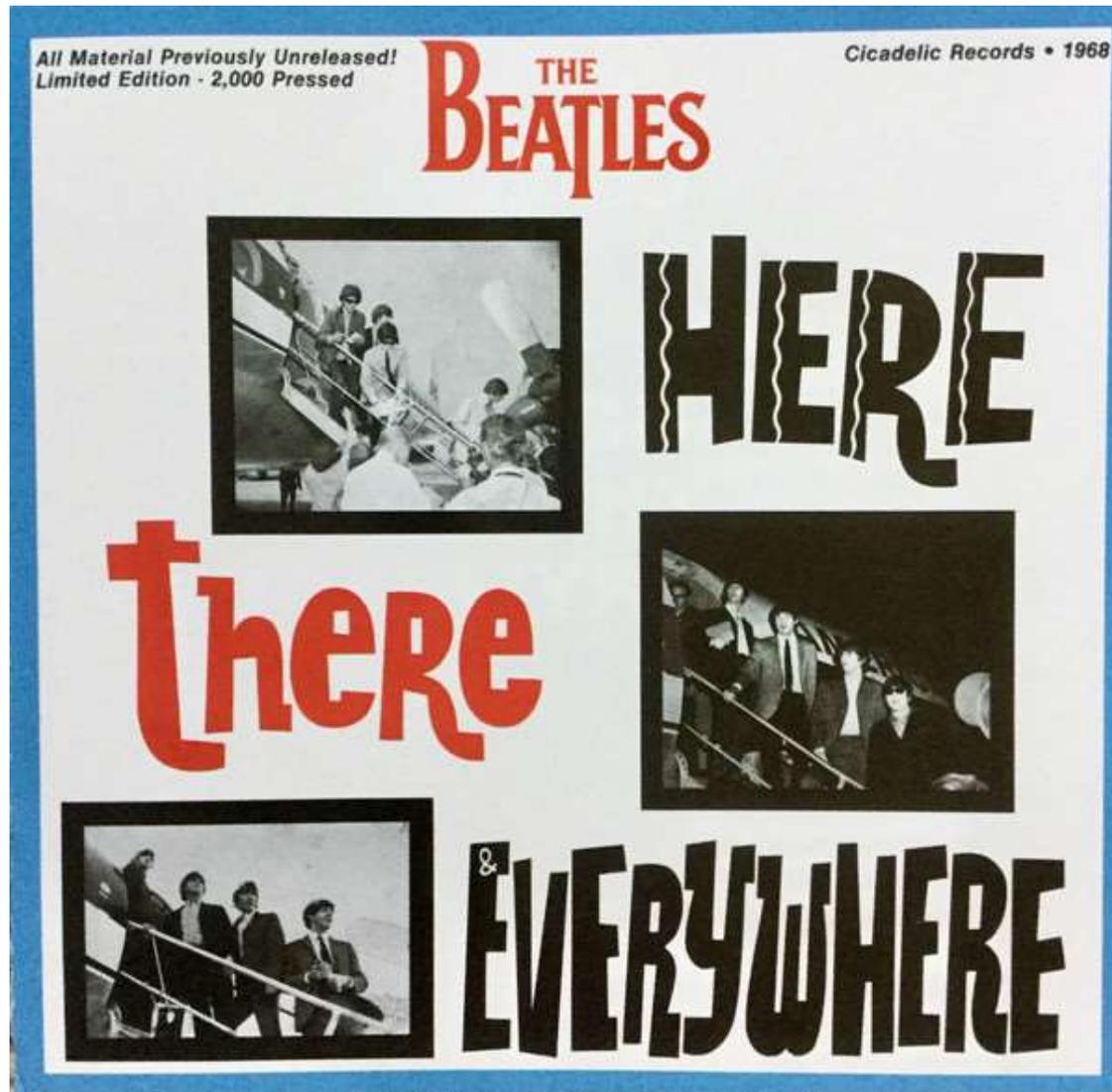


BACK
IN THE U.S.S.R.



Tipos de eventos y experiencias

Small meetings y road shows





AliExpress
11.11

AliExpress
11.11

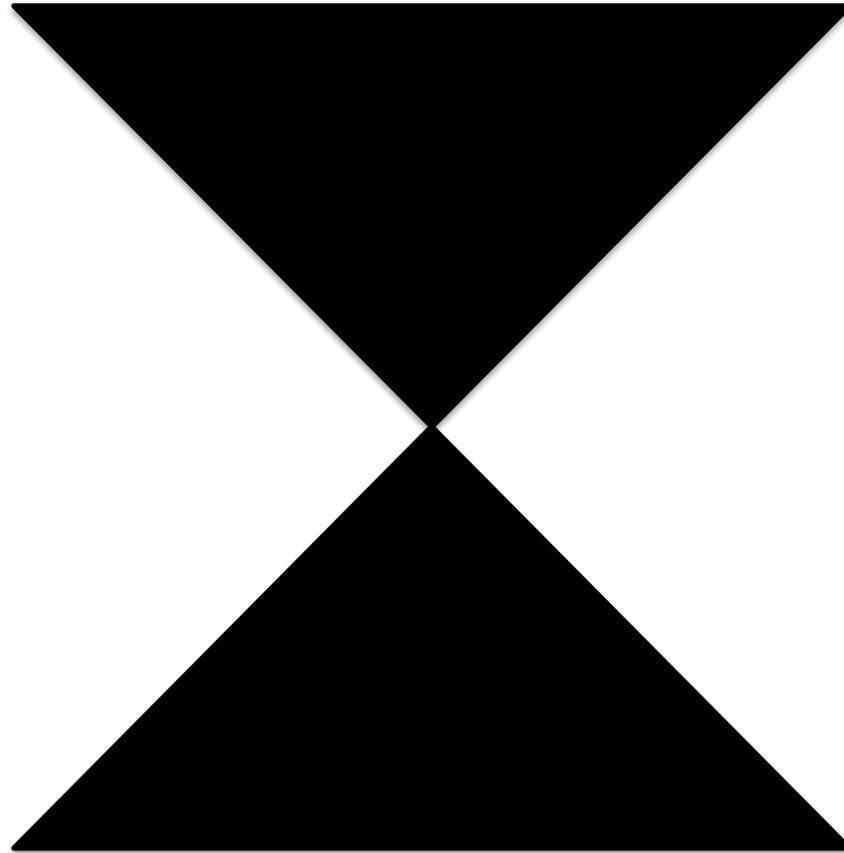
All rights reserved
THE INFINITE UNBOXING

AliExpress
11.11

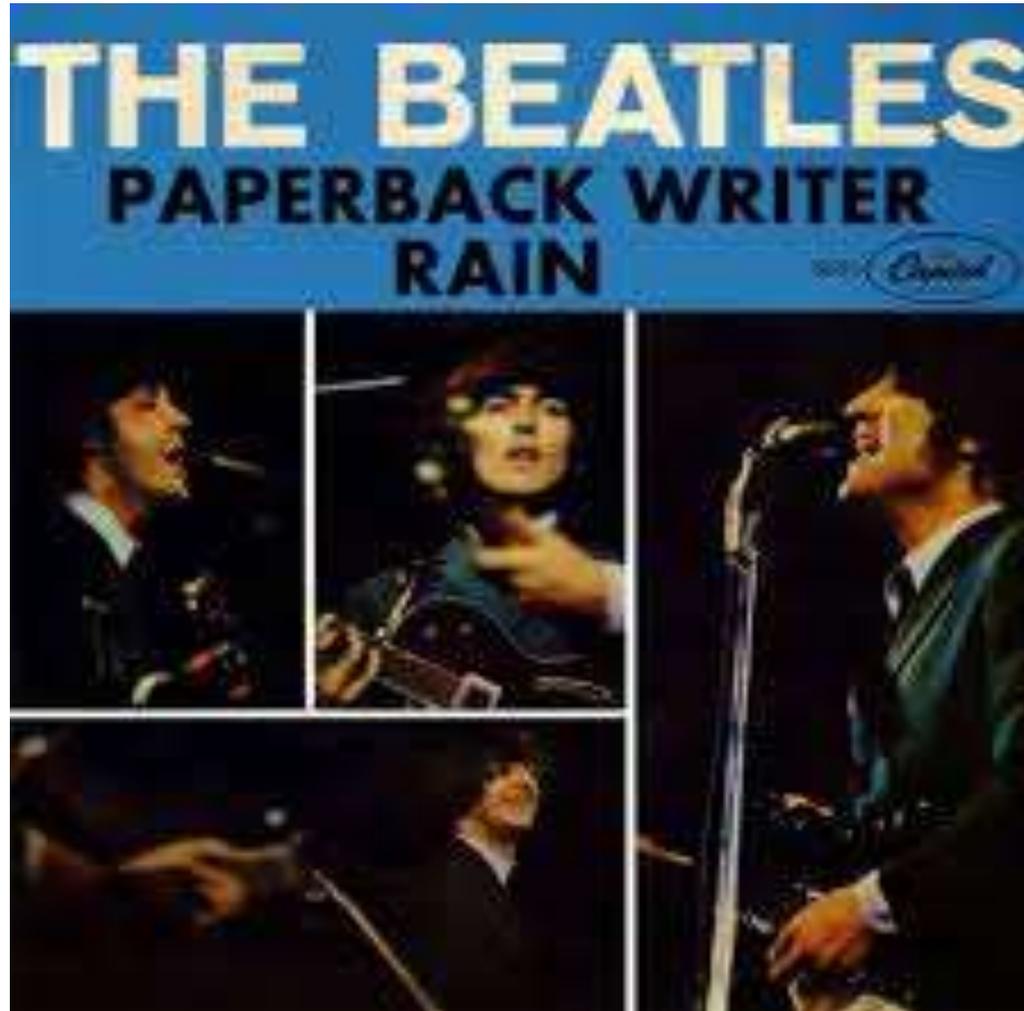
El gran meeting point triunfa también

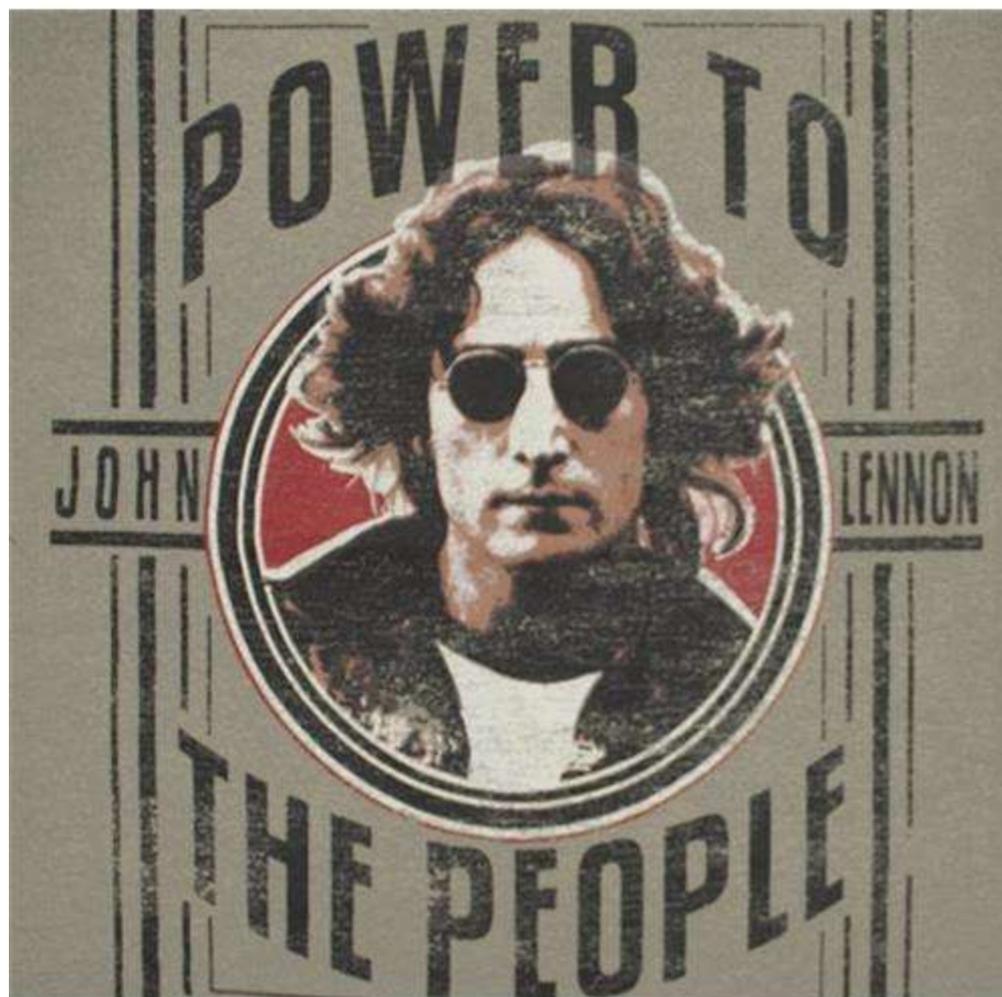


¿Se vacía la clase media?



Eventos generadores de contenido





BTA

ALVARO DE LA

NTT DATA

VICCO

ALVARO

NTT DATA

El evento interno para impactar



Toda una campaña interna



Goiko Games



Tendencias variadas

Franquicias y productos exportados a los eventos







La brand experience es
“franquicia”, una cita fija



Eventos para tribus



El propósito



La conexión con el tejido local



La sostenibilidad



Conclusión

AND IN THE
END, THE LOVE

YOU TAKE

IS EQUAL TO
THE LOVE

YOU MAKE

Gracias

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www.eventoplus.com