



# M.I.C.E. 2026

The Trends  
That Matter

# Trends shaping 2026

As we do every year, the ONE Event Team sat down to reflect on the past season, what worked, what surprised us, and what clients were really asking for. We shared stories from our projects, compared notes with partners, and noticed patterns that kept coming up repeatedly.



These are the trends we see shaping M.I.C.E. in 2026, and they're already influencing how we design events that feel meaningful, humane, and memorable.

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 1. Back to reality: the “return” of personal connections

As more of our work and personal lives move into automated and digital spaces, **people are looking for real, in-person experiences again.** Face-to-face conversations, live moments, hands-on workshops, shared meals, and being fully present in a new destination matter more than ever.

**Events are becoming a way to step away from the screens and routines, offering space to slow down, reconnect, and genuinely enjoy being together.** When this happens at a unique location, the impact is even stronger, turning meetings into moments people will always remember.



### ONE Event solution:

We design experiences that bring people back into the moment, through interactive activities, carefully chosen locations, and programs that inspire real conversations and new escapades. **By offering distinct destinations in Europe, South America, Asia, and North Africa with engaging, hands-on elements, we help events feel refreshing, humane, and genuinely enjoyable.**

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 2. Invisible logistics, thoughtful details

Today's guests don't notice the logistics unless something goes wrong, and that's exactly the point. **Expert teams move like clockwork in the background, ready to solve last-minute changes, unexpected challenges, or shifting priorities without disrupting the flow.**

As logistics grow more complex, small yet intentional details play a greater role, such as **personalized welcome moments, brand-aligned décor, interactive elements, and unexpected touches that leave guests impressed.**



### ONE Event solution:

We have reliable and flexible operational structures in place that guarantee that everything runs quietly and smoothly in the background. This gives us the power to overcome challenges easily and the freedom to **focus on details and personal touches that elevate the experience, so guests remember how the event felt, not how it was managed.**

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

### 3. Strategic, ROI-driven events

Events are no longer just calendar fillers, they're strategic business tools. Clients now expect clear objectives, measurable outcomes, and agendas aligned with marketing, sales, or internal learning goals. Success is defined by business impact, relationships built, and knowledge gained, not just attendance numbers.

The impact is measurable: **73% of companies are increasing investment in corporate events to strengthen employee loyalty and engagement**, highlighting the growing role of M.I.C.E. experiences in culture and retention. At the same time, well-designed events can deliver an **average ROI of up to 4:1**, proving their power to drive real business value.



#### ONE Event solution:

We work with clients from the start to define clear goals and KPIs. **Every item on the agenda, session, and networking moment is purposefully designed to deliver measurable results and meaningful, long-term business impact.**

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 4. Storytelling through space

Traditional conference halls rarely impress anymore. Today, venues are chosen not just for how they look, but for the stories they tell.

What creates a “wow” moment differs from client to client, from clean, minimalist spaces and raw industrial venues to panoramic seaside locations, rustic countryside settings, or centuries-old castles rich in history. **Preferences are shaped by geography, audience, and purpose.**

**With creative planning, the venue itself becomes part of the narrative.** Its character and history can guide everything from décor and entertainment to the overall atmosphere, creating a cohesive and immersive experience where every detail feels intentional.



### **ONE Event solution:**

We select venues with character and purpose, then bring their stories to life through **thoughtful design and creative decor, turning each space into a meaningful part of the event experience.**

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 5. Faster decisions, higher expectations

Booking cycles are shorter, but expectations are higher. Clients want flexibility, modular setups, hybrid-ready technology, and clear planning for risk and contingency. **Every proposal is reviewed carefully to guarantee that it meets objectives, stays within budget, and delivers an authentic experience.**



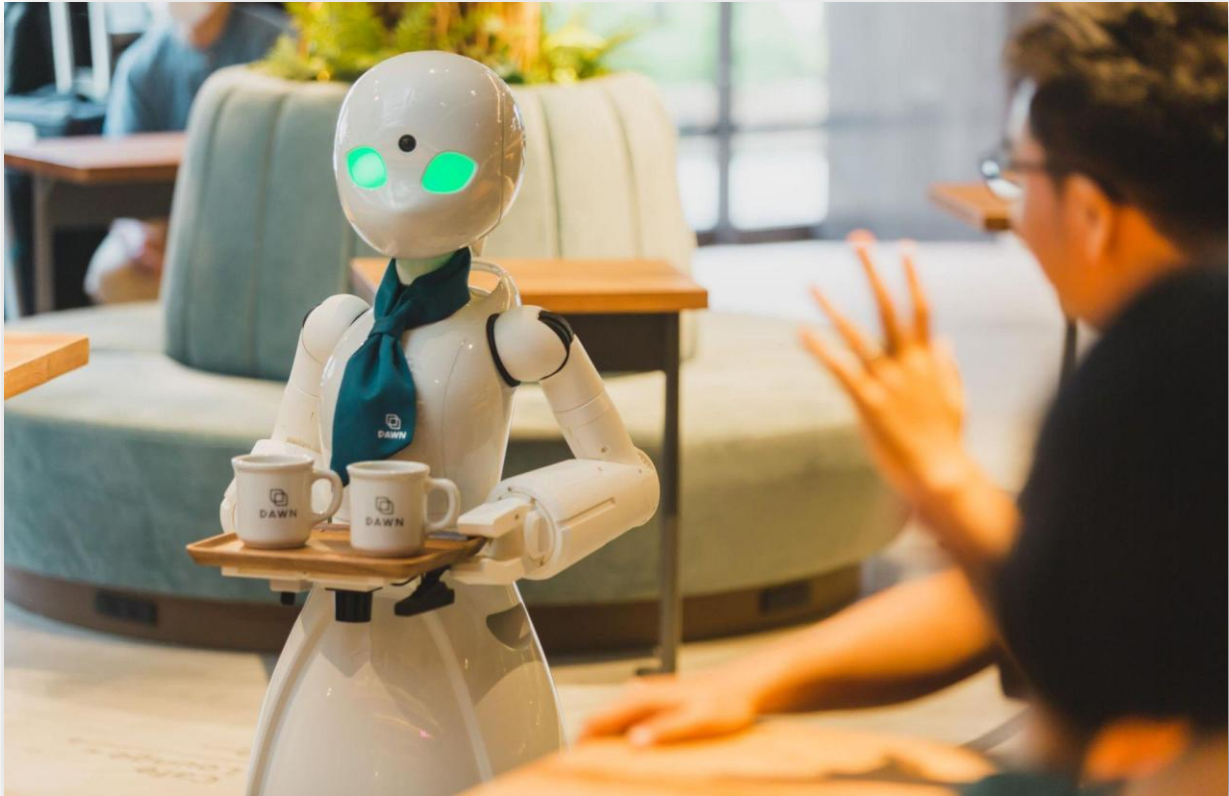
### **ONE Event solution:**

We provide clear options and flexible layouts so clients can make decisions quickly and confidently. **Our focus is on providing both efficiency and quality, so no compromise is needed.**

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 6. Practical technology integration

Technology is expected to improve the attendee experience, make communication easier, and support event flow. **Tools for session management, live interaction, and post-event reporting are standard.** Clients increasingly expect smooth tech execution, intuitive digital elements, and real-time support that enrich the guest experience.



### **ONE Event solution:**

We integrate technology thoughtfully to boost engagement, simplify operations, and make events feel effortless. Every tool is chosen to support the people at the event, not overshadow them.

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 7. Looking beyond the big cities

Beyond major metropolitan hubs, secondary and emerging destinations are gaining attention across the global M.I.C.E. landscape. **Planners tend to move away from a one-city only approach and are drawn to destinations that offer strong local flair, authenticity** and immersive experiences while meeting international standards for meetings and incentives.

This trend is visible across many of our destinations. **Taking Italy as an example**, while major hubs such as **Rome and Milan** remain key pillars of the M.I.C.E. market, there is growing interest in **smaller and alternative destinations** including **Verona, Bari, Lecce, and Catania**. These locations stand out for their cultural character, sustainability focus, and ability to deliver distinctive, experience-led programs.



### ONE Event Solution

When hosting events in smaller destinations, we focus on making every moment feel unique and meaningful. **We rely on our local expertise to enhance logistics and design experiences that truly resonate with our attendees.** Every decision we make is about supporting the people at the event and letting the character of the location shine.

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 8. Tailored experiences for every attendee

Generic events are no longer enough. Today, organizers segment audiences by role, interest, age, and motivation to create experiences that feel personal and relevant.

The impact is clear: **personalized sessions and curated networking can increase engagement by up to 60%**, making attendees more satisfied and likely to take action.



### ONE Event solution:

We map attendee personas and **design customized agendas, networking, and micro-experiences so every participant feels seen, valued, and connected** - turning attendance into meaningful engagement.

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## 9. Social impact that creates meaning

M.I.C.E. programs are increasingly designed to include partnerships with NGOs and local social projects. Companies are looking for opportunities to combine business objectives with experiences that make a positive impact on the communities they visit.



### **ONE Event solution:**

We integrate meaningful social activities into programs in a way that feels seamless and authentic. **Every initiative is planned to create real impact while giving participants a memorable and purposeful experience.**

Read more about our initiative in Colombia: <https://one-event.net/2024/11/06/supporting-communities-the-efforts-of-one-event-colombia/>

**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco

## Why this matters in 2026

In 2026, events are no longer just a checkbox, they're a chance to pause, connect, and create moments that matter. Attendees want experiences that feel personal and alive, while clients expect real impact behind every detail.

ONE Event is here for you to design memorable events that unite people through experiences, elevate brands, and achieve clear business outcomes through purposeful design and flawless execution.



**EUROPE:** Austria, Belgium, Cyprus, Czechia, Denmark, Finland, Germany, Greece, Hungary, Italy, The Netherlands, Norway, Poland, Portugal, Spain, Sweden, Turkiye  
**AMERICA:** Argentina, Brazil, Chile, Colombia, Peru, Uruguay  
**ASIA:** China, Singapore, Thailand  
**AFRICA:** Morocco