

EIC 2027 Futures Landscape Study

SPONSORSHIP OPPORTUNITIES

The Events Industry Council (EIC), in partnership with Ipsos, is developing the 2027 Futures Landscape Study, the next evolution of its global research examining the forces shaping the future of the business events industry.

Building on the success of the 2025 Futures Landscape Study, which has been viewed more than 11,400 times by users in 60+ countries, the new research will explore how the industry's most consequential issues are evolving and identify emerging forces, risks and opportunities that will influence business events, organisations and professionals in the years ahead.

Working with Ipsos, a global leader in market research and public opinion, EIC will combine perspectives from across the business events ecosystem with broader societal, economic and behavioural insights to help industry leaders better understand and prepare for change.

Rather than predicting a single future, the Futures Landscape Study uses strategic foresight to help organisations anticipate disruption, strengthen resilience and make more informed decisions. The 2027 Study will provide practical intelligence to support strategic planning, innovation, workforce readiness and long-term growth.

The report will be released in April 2027 in conjunction with Global Meetings Industry Day (GMID), providing a global platform to introduce the findings and engage the business events community in a forward-looking conversation about the future of the sector.

EIC invites industry leaders and advocates to partner in funding this important research and the related programming surrounding its release. Sponsors will gain visibility across EIC's global network, early access to findings and opportunities to participate in the conversations helping shape the industry's future.

Questions: Contact sponsorships@eventscouncil.org

EIC 2027 Futures Landscape Study

SPONSORSHIP OPPORTUNITIES

Futures Visionary Sponsor
$30,000 USD • Limited to 2 sponsors

Position: The highest level of partnership, reserved for organisations committed to helping shape the future of the global business events industry. Futures Visionary Sponsors will be recognised as leading collaborators in advancing EIC's research, strategic foresight and industry dialogue surrounding the 2027 Futures Landscape Study.

Benefits include:

- **Lead recognition** as a Futures Visionary Sponsor on study, launch, GMID and media materials
- **Primary logo placement** in the published report, digital content and promotional collateral
- **Speaking opportunity** as part of Global Meetings Industry Day 2027 programming
- **Priority participation** in post-release programming, including industry panels, webinars and briefings
- **Option to co-host or co-present** one post-launch webinar or industry conversation with EIC
- **Executive thought-leadership** contribution within related Futures Landscape content
- **Recognition** at the EIC Global Awards as a Futures Visionary Sponsor
- **Private strategic briefing** with EIC leadership and Ipsos on key findings and implications
- **Early access to study data**, insights and headline findings prior to public release
- **Opportunity to engage** in select stakeholder discussions or research sessions during development of the study
- **Extensive recognition** across EIC media, social and digital channels
- **Prominent recognition** throughout the ongoing Futures Landscape Series
- **Invitation to a private** pre-release sponsor briefing for up to five team members



"Our industry is navigating extraordinary change. The Futures Landscape Study gives us an opportunity to look beyond what is happening today, anticipate what may be coming next and work together to shape a more resilient, relevant and future-ready global business events industry."

Amy Calvert
President and CEO
Events Industry Council

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SPONSORSHIP OPPORTUNITIES

Futures Leadership Sponsor • $15,000 USD • Limited to 3

Position: For organisations demonstrating leadership in helping the global business events industry anticipate change, build resilience and prepare for emerging opportunities.

Benefits include:

- **Prominent logo placement** in the 2027 Futures Landscape Study, website and related GMID 2027 materials
- **Acknowledgement** during the study launch and Global Meetings Industry Day programming
- **Priority consideration** for participation in post-release panels, webinars or industry conversations
- **Executive perspective** for consideration in EIC Futures Landscape communications
- **Recognition** at the EIC Global Awards
- **Advance access** to the executive summary, headline findings and key insights
- **Recognition** in study-related EIC media, social and digital communications
- **Ongoing inclusion** within the Futures Landscape Series
- **Invitation** to the private pre-release sponsor briefing for up to five team members

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Futures Supporter • $5,000 USD

Position: For organisations that believe in the importance of strategic foresight and want to help ensure the business events industry has the insights needed to understand and navigate change.

Benefits include:

- **Logo recognition** in the 2027 Futures Landscape Study
- **Recognition** on the EIC website and related sponsor materials
- **Acknowledgement** in Global Meetings Industry Day 2027 study-launch communications
- **Advance preview** of headline findings prior to public release
- **Recognition** in selected EIC media and social communications
- **Inclusion** within selected Futures Landscape Series communications
- **Invitation** to the pre-release sponsor briefing for up to five team members

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A CONNECTED RESEARCH AND CONTENT PLATFORM

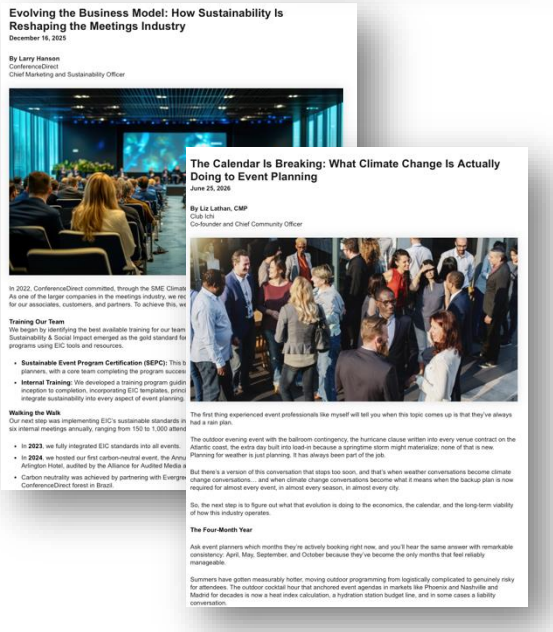
The Futures Landscape Study is part of EIC's broader research platform, complementing the Global Economic Significance of Business Events Study and Quarterly Global Events Barometer.

Together, these resources provide a more complete view of the industry:

- the Economic Significance Study measures its global scale and impact;
- the Barometer tracks current performance and business conditions;
- and the Futures Landscape Study looks ahead at the forces, risks and opportunities that could shape what comes next.



The research continues beyond publication through EIC's monthly Futures Landscape content series, featuring perspectives, case studies and practical insights from Members, Corporate Members and Strategic Partners, CMPs and Volunteer Leaders across the global business events community.



For sponsors, this creates value beyond the April 2027 launch through a year-round platform for research, thought leadership and engagement—helping the industry understand its impact, track change, anticipate emerging opportunities and translate insight into action.

Together, EIC's research provides the evidence to demonstrate where the industry stands today—and the foresight to help shape where it goes next.

EIC Research Visibility at-a-Glance

25,000+ annual research views
280,000 annual website visits | 900,000 page views
100,000+ LinkedIn followers | 550,000+ impressions
92.2 Earned Media Reach annually
Global network of 500,000 professionals | 70,000 organisations

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