

# European expansion for the HSMIAI Event Trend Barometer

Great corporate culture doesn't happen on its own accord and more and more companies use events to build their culture, and also more companies use events as part of their marketing strategy.

In Norway HSMIAI has for many years had the leading travel agencies as members, many of which with big event departments. Three years ago HSMIAI decided to get more involved in the event industry, initially by starting the HSMIAI Event Awards and last year the HSMIAI Event Trend Barometer – an annual barometer for the developments in the event market.

We are happy with the outcome, which is why now even HSMIAI Region Europe opened up for event agencies to become members, also reflected in the new HSMIAI mission statement.

In 2017 we will carry out the HSMIAI Trend Barometer in several countries, in close cooperation with local and international partners.

Also The HSMIAI Meeting & Event Exchange is a proven concept, already held in Norway for a couple of decades, with the next Meeting & Event Exchange taking place in the Norwegian National Opera and Ballet in Oslo on 25 January. This concept, too, will be brought to other European markets in cooperation with local partners.

For more details, please read:

[HSMIAI Region Europe and Norwegian Promotion Group enter extensive partnership](#)

**Have a great weekend!**



Warm regards,  
Ingunn Hofseth  
President & CEO  
HSMIAI Region Europe

***Top photograph: The HSMIAI Event Trend Barometer. Montage: HSMIAI.***