

Ludic & SmartLab Report

The Future of AV Production & Virtual Meeting Services (2024)



Executive Summary

The landscape of Audio-Visual (AV) Production and Virtual Meeting Services is undergoing rapid transformation, especially in corporate communications and healthcare-related events such as clinical studies and scientific exchanges.

Commissioned by Ludic and SmartLab, this report explores the top five global trends shaping these industries, providing insights into both technological advancements and service delivery innovations. We analyze regional variations, industry best practices, and key takeaways for event professionals looking to stay ahead.

Top 5 Trends Shaping AV & Virtual Meeting Services

1. Hybrid Events as the New Standard

Key Insight

Hybrid events—seamlessly blending in-person and virtual participation—are now the dominant format for corporate and healthcare meetings, maximizing reach and engagement.

Key Data

- 88.1% of organizations hosted virtual events in 2023, with 28.4% hosting over 10.
- More than 75% of meetings in 2024 will incorporate in-person elements, but hybrid remains essential.
- Regional insights: Hybrid adoption is highest in APAC (~29% of events) compared to North America (~18–20%).

Why It Matters

- Extends audience accessibility and inclusivity.
- Ensures continuity amid travel restrictions or disruptions.
- Increases attendee engagement through digital integration.



Top 5 Trends Shaping AV & Virtual Meeting Services

2. Immersive Technologies (AR/VR) Elevate Engagement

Key Insight

Augmented Reality (AR) and Virtual Reality (VR) are redefining event engagement by offering interactive, immersive experiences.

Key Data

- The AR market is projected to reach \$10.9 billion in 2024.
- 40% of event planners plan to incorporate VR or virtual environments.
- Popular applications: 3D product demonstrations, virtual exhibition booths, and immersive networking spaces.

Regional Variations

- Strong VR adoption in North America & APAC.
- Europe sees slower uptake, mainly due to cost considerations and infrastructure development.



Top 5 Trends Shaping AV & Virtual Meeting Services

3. AI-Driven Events & Data-Driven Personalization

Key Insight

Artificial Intelligence (AI) is revolutionizing event planning, optimizing logistics, and delivering hyper-personalized attendee experiences.

Key Data

- AI-powered event platforms streamline scheduling, networking, and content recommendations.
- 67% of event planners report that AI-powered matchmaking enhances attendee engagement.
- Regional insights: APAC leads AI adoption (57% of events), while Europe lags at 34%.

AI in Action

- Content Personalization: AI suggests sessions and connections tailored to attendee preferences.
- Predictive Analytics: Event organizers use AI-driven insights to optimize future event strategies.
- Virtual Assistants & Chatbots: AI-powered support enhances attendee experience and efficiency.



Top 5 Trends Shaping AV & Virtual Meeting Services

4. High-Quality AV Production & Interactive Content

Key Insight

Event production is shifting toward broadcast-quality standards, integrating multi-camera setups, advanced lighting, and interactive digital elements to enhance engagement.

Key Data

- 93% of attendees believe AV production quality is a key factor in virtual event success.
- Live Q&A, polls, and gamification significantly improve participation and retention.
- Projection mapping, LED video walls, and multi-camera live streaming are now industry standards.

Real-World Impact

- Corporate town halls now mirror TV-style broadcasts.
- Healthcare events offer HD surgical streams with expert commentary.
- Creative AV design elevates engagement in both physical and virtual settings.



Top 5 Trends Shaping AV & Virtual Meeting Services

5. Accessibility, Inclusivity & Sustainability as Core Priorities

Key Insight

Organizations are prioritizing accessible, inclusive, and environmentally sustainable event practices, aligning with corporate responsibility goals.

Key Data

- 83% of venues have food waste reduction initiatives; 88% eliminated single-use plastics.
- Live captioning, real-time translation, and screen reader compatibility are becoming industry standards.
- Carbon footprint tracking tools help organizations measure and reduce event emissions.

Key Takeaways

- Sustainability and inclusivity enhance brand reputation.
- Virtual and hybrid options reduce environmental impact.
- Compliance with GDPR, HIPAA, and other data protection laws is critical for corporate and healthcare events.



Conclusion & Next Steps

The future of AV Production & Virtual Meeting Services is shaped by

- Hybrid-first event strategies that maximize reach.
- AI-powered tools for automation and personalization.
- Immersive experiences (AR/VR) to boost attendee engagement.
- Broadcast-quality AV production that enhances virtual and hybrid events.
- Commitment to accessibility, inclusivity, and sustainability in event design.

As Ludic and SmartLab continue to lead in experience management, we recommend organizations

- Invest in hybrid-ready event infrastructure.
- Leverage AI for smarter audience engagement.
- Enhance AV production to meet broadcast-quality standards.
- Adopt AR/VR for innovative, immersive experiences.
- Prioritize sustainability and inclusivity in event planning.

For tailored solutions and deeper engagement insights, contact Ludic and SmartLab today.



LUDIC

We have been a leader in designing and delivering programs for Fortune 500 companies for over 20 years.

We enable organizations to transform by keeping people at the heart of change, learning and engagement programs.

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