

# MEETINGS. HEALTH

INDUSTRY &  
INNOVATIONS  
UPDATE

**Ami** Meetings.Health

PHARMA • BIOTECH • HEALTHCARE



Latest Tools in AI  
Top 10 Second-Tier Cities  
State of the US Hotel Industry

HCP Meal Caps  
How to Make Your Healthcare  
Meeting More Sustainable

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# The Latest in AI TOOLS FOR HEALTHCARE MEETINGS

**49% OF  
EVENT  
PLANNERS**  
are spending  
more time  
utilizing  
technology  
to review  
event space  
diagrams and  
specifications,  
Cvent, 2024

## 1 **GRIP**

Grip is the first AI-powered matchmaking app for event attendees. Grip will intelligently match attendees who should meet based on their profiles and make recommendations before, during, and after the event to help attendees make those connections.

## 2 **INTERPRENET**

Whether your healthcare meeting is online, hybrid, or in-person, Interpretet can translate live presentations in real-time ensuring your entire audience gets the maximum value out of your event, and make every session more inclusive.

## 3 **CVENT**

Cvent's new AI-driven venue search makes it easier to find the perfect place for your next event, and an AI writing assistant allows you to generate session descriptions, speaker bios, and survey questions in seconds.

## 4 **TASKADE**

Taskade's AI agenda generator enables you to build entire meeting agendas in moments, based on just a few key details. You can use this agenda in full, or edit it to better suit your needs, meaning you don't need to start from scratch when you're planning your next healthcare meeting.

## 5 **WONDER**

Wonder is a fantastic tool that can be used for everything from stage backdrops to event invitations to printed handouts, helping you give your event a consistent, eye-catching theme.

**Want to see how  
AMI leverages AI  
for meetings?  
Check out our blog  
to explore how we're  
getting creative with  
AI for events.**





# SECOND-TIER CITIES FOR YOUR 2025 HEALTHCARE EVENTS

*Need help choosing a second-tier city for your 2025 healthcare events?*

*We'd love to help – get in touch with AMI today and we'll create a personalized list of venue recommendations for your budget.*

- 1 Fort Lauderdale, FL**  
Fort Lauderdale is known for its coastal vibes, year-round sunshine, and its great accessibility.  
*Venues: Diplomat Beach Resort and the Broward County Convention Center.*
- 2 Tampa/St Pete, FL**  
Tampa Bay thrives as a medical hub with cutting-edge research, year-round sunshine, and Gulf breezes—perfect for your next meeting.  
*Venues: Hilton Tampa Downtown, Tampa Marriott Water Street*
- 3 Reno, NV**  
Away from the bright lights (and high prices) of Las Vegas, you'll find Reno in close proximity to Lake Tahoe.  
*Venues: Reno-Sparks Convention Center and The National Bowling Stadium*
- 4 Portland, OR**  
Portland is awash with quirky charm, and its eco credentials make it a particularly good choice for sustainable events.  
*Venues: Oregon Convention Center and Sentinel Hotel*
- 5 Charlotte, NC**  
For east coast events outside NYC or Washington DC, look no further than Charlotte, with its excellent transport links.  
*Venues: Charlotte Convention Center and Hilton Charlotte Uptown.*
- 6 San Antonio, TX**  
San Antonio's thriving food scene means you can guarantee great event catering – even on an HCP meal cap budget.  
*Venues: Henry B. González Convention Center or Pearl Stable*
- 7 Salt Lake City, UT**  
A growing tech scene and close proximity to fun outdoor pursuits gives healthcare event organizers plenty of options for inspiring activities.  
*Venues: Salt Palace Convention Center and The Grand America Hotel.*
- 8 Minneapolis, MN**  
Minneapolis is an underrated city for Midwest events, at a much lower cost than Chicago.  
*Venues: Minneapolis Convention Center and the Walker Art Center*
- 9 Columbus, OH**  
Ohio's state capital is much more affordable than Cleveland, and its transport links make it a convenient choice for attendees across the US.  
*Venues: Greater Columbus Convention Center and Hilton Columbus Downtown*
- 10 Indianapolis, IN**  
Take advantage of the well-connected, central location.  
*Venues: Indiana Convention Center and Lucas Oil Stadium*



# MOST Popular EVENT DESTINATIONS IN 2024



*Each year, we see certain trends emerge around the most popular event destinations. In 2024, the top destinations we sourced for events were:*

## Domestic

- 1 Chicago, IL
- 2 Dallas, TX
- 3 Orlando, FL
- 4 San Diego, CA
- 5 Nashville, TN

## International

- 1 Rio de Janeiro, Brazil
- 2 Amsterdam, Netherlands
- 3 Tokyo, Japan
- 4 Madrid, Spain
- 5 Athens, Greece





# Exploring Catering Trends

## ON AN HCP MEAL CAP BUDGET

TOP TIP



Buffets are still popular as a cost-effective way to keep catering costs down for healthcare events. Our event experts recommend reducing the number of buffet items on offer to reduce costs further – think a small, curated selection with healthy local items, not a large buffet with dozens of options.

HCP meal caps apply to everyone at your events, from patients to internal employees, helping you ensure that your catering spend is modest and reasonable.

But tight spending restrictions on your catering doesn't mean you have to stick to a boring menu – even with soaring US food prices set to climb even higher in 2025. Many organizations slightly increased their meal caps in 2024 for domestic US meetings, but further increases aren't expected this year.

There are lots of ways to get creative with your hospitality without breaking the budget, meaning that even 2025's biggest catering trends are in reach for your upcoming healthcare events.



### Focus on wellness with non-alcoholic beverages

Attendees at healthcare events aren't expecting an open bar, but that doesn't mean they just want to stick to water or the usual soft drinks. 2025 is likely to see more of a focus on tasty non-alcoholic beverages, such as agua frescas, mocktails, iced teas, and lemonades. These are much more cost-effective than alcoholic options.



### Boxed meals

Pre-packaged meals are the biggest trend in healthcare event catering right now, as they're a great way to keep catering costs down, and are particularly useful when you're catering for multiple different dietary requirements and allergies, as everyone knows exactly what they're getting. Balanced boxed meals can include sandwiches, wraps, salads, fruit, granola bars, and other healthy snacks.



### Sustainable catering

The sustainability theme will cut through every aspect of events in 2025, and food is no different. Attendees will want to see locally sourced ingredients, sustainable seafood, more plant-based options, and organic food on their event menus, much of which will be very budget friendly for healthcare events, and fits into healthy diets. Water fountains for attendees' reusable bottles will help them stay healthy while traveling, while also keeping your offering sustainable.



### Food trucks

As the street food trend continues to rise, more and more venues will accommodate food trucks to provide fun, locally sourced catering. You can agree the meal options ahead of time, ensuring you can stay on budget, and the caterer will almost always be local, helping you support local businesses. Popular options include tacos, barbecue, salads, wraps, or poke bowls, so consider tailoring your food truck to your destination.





# 2024-25 HOTEL INDUSTRY INSIGHTS

## OCCUPANCY RATES

<b>2024</b>	<b>2025</b> (projected)
<b>62.8%</b>	<b>63.2%</b>

While occupancy rates have stagnated at 62.8% in 2024, they're projected to rise slightly to 63.2% in 2025. However, popular cities like New York (91% occupancy) leave little room for negotiation, while second-tier cities like St. Louis (61.7%) and Minneapolis (63.1%) offer better opportunities.

## AVERAGE DAILY RATES (ADR)

<b>2024</b>	<b>2025</b> (projected)
<b>\$178 → \$184</b>	<b>\$187</b>

Business-focused hotels have seen ADR increase by 3.4% in 2024, with further growth expected in 2025. Meeting costs, including catering and audiovisual, also jumped by 4.3%, from \$162 per attendee in 2024 to \$169 in 2025.

**At AMI, we keep a close eye on occupancy rates for hotels across the US, as this has a big impact on availability, costs, and any potential room for negotiation.**

## INSIGHTS FOR NEGOTIATIONS

### Upscale Hotels:

High demand; limited negotiation.

### Mid-range Hotels:

Likely to negotiate to avoid vacancies.

### Second-tier Cities:

Better bargaining power than first-tier cities.

Leverage lower demand in mid-range hotels and second-tier cities like St. Louis and Minneapolis for more favorable rates. Upscale hotels, driven by business travel, will remain less flexible.



***If you have your heart set on a specific, popular venue, be as flexible as possible. Considering dates outside peak season will significantly increase your chance of securing the venue you want, and the prices will be much more competitive.***



# Fast Facts: 2025 EVENTS

82%

OF EVENT PLANNERS ARE FEELING POSITIVE ABOUT THE INDUSTRY.

74%

OF EVENT PROFESSIONALS EXPECT VENUE COSTS TO INCREASE IN 2025.

35%

OF EVENT PROFESSIONALS BELIEVE COST-SAVING MEASURES ARE A PROMINENT FACTOR FOR EVENT PLANNING IN 2025.

Special event venues are on the rise, with some of the most popular being:

37%  
RESTAURANTS

26%  
ART GALLERIES

25%  
THEATERS

24%  
VINEYARDS

21%  
CRUISE SHIPS

Top factors contributing to the success of an event include:

31%  
ATTENDANCE

28%  
ATTENDEE  
ENGAGEMENT

28%  
ROI





# 10 WAYS TO MAKE HEALTHCARE MEETINGS MORE SUSTAINABLE

The drive toward more sustainable events is showing no signs of slowing down. Anyone involved in planning a healthcare event in 2025 should prioritize making greener decisions.

If you're getting ready for your 2025 event season, here are 10 ways to ensure your meetings are as environmentally friendly and socially conscious as possible.

## #1 Choose eco-friendly venues

Choosing greener venues (such as those using renewable energy, minimizing unnecessary power usage, and actively engaging in waste reduction) will play a big role in delivering more sustainable healthcare events.

## #2 Organize sustainable catering

Locally sourced produce and more plant-based options will help you boost the sustainability of your event. Ask in advance for dietary requirements to minimize food waste.

## #3 Reduce waste

Encourage attendees to bring reusable water bottles and coffee cups to minimize single-use products, and keep printed paper resources to a minimum. Consider donating excess supplies, such as pens, notebooks, and binders, to programs such as Free 2 Teach or Kids In Need Foundation.

## #4 Opt for sustainable transportation

Instead of flying or driving, encourage attendees to take public transportation. Make it easier for them by choosing a venue close to a public transport hub, such as a subway or bus station.

## #5 Offer virtual attendance

Virtual events are almost always more sustainable than in-person events, as they remove travel requirements and the need for printed materials.

## #6 Design sustainable decor

Where possible, reuse existing decor (such as pull-up banners or signage). When designing new materials, consider not including specific dates or event names to ensure they can easily be reused across multiple events.

## #7 Preserve energy

Small actions like turning off lights when rooms aren't in use can make a big difference. Politely remind attendees to preserve energy wherever possible.

## #8 Promote sustainable practices

Ensure that all attendees know how they can do their bit to act sustainably at your event. That could mean offering reusable cups and water bottles, pointing out the location of recycling points, or using QR codes to access digital versions of resources.

## #9 Offer eco-friendly swag

Many healthcare events are moving away from offering swag, but if you want to, choose genuinely useful, eco-friendly options, rather than throwaway plastic items.

## #10 Offset your carbon emissions

Signing up to a carbon offsetting program allows you to compensate for the emissions generated by your event, with initiatives such as reforestation or renewable energy projects.

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Sustainability is one of AMI's four key pillars. With this in mind, we have recently embarked on our EcoVadis sustainability journey, which will help us benchmark, measure, and improve our ESG practices across environmental impact, labor and human rights, ethics, and sustainable procurement.

**If you're looking to plan more sustainable healthcare events in 2025, we'd love to help!**



# WHY YOU SHOULD HOST YOUR OWN HEALTHCARE EVENT ALONGSIDE A CONFERENCE OR EXPO

TOP TIP

Aside from where you host your healthcare events, when you host them is the second-biggest consideration. Obviously you don't want to be competing with long holiday weekends or travel disruptions, but otherwise, when is the best time to host an event?

A tip we often give our healthcare clients is to attach their own events onto large healthcare and pharma conferences. These happen all year round, both across the US and globally, meaning there are plenty of opportunities to tack on your own event.

## If you want to take advantage of an existing conference for your own event, consider these top tips for a smooth, seamless meeting:

### 1. Choose a venue close to the conference hall

Attendees will appreciate the convenience of a venue close to an event they're already attending.

### 2. Check out the speaker list for inspiration

You may be able to source guest speakers from the conference speaker list. They will already be in town, so may be more likely to agree.

### 3. Think strategically about marketing opportunities

Try marketing your event to the people attending the conference, whether this is through digital ads to drum up registrations, or physical advertising close to the conference hall for on-the-day marketing.

### 4. Take advantage of bulk discounts

If you're already attending the main conference or expo, consider ordering printed materials (such as brochures) and swag in bulk, so it can be used across both events.

### 5. Tie discussions and presentations into the main conference

Strike while the iron is hot by capturing the key themes from the conference to keep the discussions alive.

### 6. Choose your timings carefully

The day before or after a conference can work well, or host a breakfast or evening event to ensure conference attendees can make your meeting.

**AMI offers a popular dine-around service for healthcare expos. If you'd like to host your own breakfast or dinner event alongside an upcoming conference, we'd love to help!**





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