

## 57 Predictions for 2010: Event Pros on Budgets, Social Media, Catering, Decor Trends, and More

In preparation for the new year, we asked event professionals to do some thinking about what the coming months hold for the event industry, and to send their predictions in Twitter-friendly 140-character bites. Many agreed on certain points: Budgets will come back, but slowly; social media will continue to influence how events are planned and marketed. Here's a selection of their comments:



### On Budgets

"Budgets will ease a bit. High-end clientele will look for impeccable taste in decor."

—*Bill Heffernan, creative director, Heffernan Morgan Designs, Chicago*

### On Social Responsibility

"Centerpieces will be eco-friendly and something you can use later. Example: a tree, which you can plant or donate post-event."

—*Miranda Wulfin, exhibit and marketing consultant, Nimlok Chicago*

"The local and sustainable food movement has now fully blossomed and is the direction for all dialed-in caterers to be engaging!"

—*Peter Carruthers, president, Presidential Gourmet Fine Catering, Toronto*

"Eco-conscious businesses will be more involved in post-event waste management; looking for composting capabilities."

—*Michael Baker, owner, Bakers' Best Catering, Boston*

"Quiet parties are over—people are celebrating, but in an environmentally conscious way."

—*Mindy Weiss, event planner, Mindy Weiss Party Consultants, Los Angeles*

"Green is not a trend, but standard operating procedure—not an option, but a responsibility."

—*Eric Tetuan, chief operations officer, Production Glue L.L.C., New York*