

## ***Sensory Influences in Event Management: Experiences and Challenges of Estonian Companies***

Estonian companies are increasingly recognizing the sensory atmosphere as a key factor in successful events, but a lack of knowledge and evidence is hindering the wider adoption of well-considered solutions.

### **Event Management is Becoming More Multifaceted**

A recent survey involving Estonian companies of various sizes reveals that event management is becoming increasingly multifaceted. While previously the focus was often only on technical arrangements, now more attention is being paid to the overall experience of the event – from lighting and sound to scents, colors, and the aesthetics of the space.

The most frequently organized events include workshops, training sessions, conferences, and seminars, but team-building events, concerts, award galas, and product launches also play a significant role. Budgets vary from smaller events (under €1,000) to large events exceeding €10,000.

### **Sensory Influences – An Important but Underutilized Resource**

The survey reveals that most companies consider the sensory atmosphere – visual aesthetics, sound quality, ambiance, physical comfort, and catering – to be very important for the success of the event. However, the conscious and systematic use of these elements is still in its infancy. Often, less than 10% of the event budget is spent on sensory solutions, and their impact is rarely or never assessed.

Only a few companies assess the impact of sensory influences on participant satisfaction or event memorability, mostly through participant surveys or feedback. Most respondents do not collect such information or lack a methodology for it.

### **Major Obstacles: Lack of Knowledge and High Costs**

Companies cite the main obstacles as:

- Lack of clear evidence regarding the impact of sensory solutions;
- Practical challenges (space limitations, technical requirements);
- High costs;
- Lack of knowledge or skills.

However, they are open to new solutions and want more information and practical guidance on how to increase the impact of events through sensory influences.

### **Why is This Topic Important to the Media?**

- **Changing Work and Event Culture:** Event management is becoming increasingly experiential, which affects both employee satisfaction and corporate reputation.
- **Innovation and Competitive Advantage:** The conscious use of sensory influences can be an important competitive advantage for companies, helping to create more memorable and effective events.
- **Evidence-Based Approach and Development Opportunities:** Studies show that

the skillful use of sensory influences can increase event impact and participant satisfaction by up to 60-70%. Estonian companies expect more evidence-based information and practical examples.

- **Call to Awareness and Cooperation:** The development of the field requires cooperation between entrepreneurs, service providers, and researchers to gather more data and share best practices.

## **Summary**

The role of sensory influences in event management is on the rise in Estonia, but its potential is still largely untapped. The media can help raise awareness, highlight success stories, and draw attention to the need for practical guidance and evidence-based information.

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