

Gen Z Meeting Attendees

“Growing up in a time of uncertainty (the post-9/11 world, economic recession) and changing norms (increased racial diversity, shifting gender roles), Gen Z is mature, self-directed, and resourceful.”

(Source: Marketo Infographic/Blog)

DEMOGRAPHICS

AVERAGE AGE 18–22
AVERAGE SALARY \$47,000
AVERAGE MALE SALARY (Adult Gen Z, Ages 20–24): \$34,424
AVERAGE FEMALE SALARY (Adult Gen Z, Ages 20–24): \$31,720

52% of Gen Z-ers are White (Non-Hispanic).
25% are Hispanic, 14% are Black, 6% are Asian and 5% are some other race or two or more races—which makes Gen Z the most diverse generation to date.

Gen Z makes up 25.9% of the U.S. population and accounts for about 40% of all consumer markets.

FRUSTRATIONS LIST

One of the most commonly held perceptions about Gen Z is that they are addicted to technology and have difficulty interacting face-to-face.
Gen Z doesn’t favor traditional top-down conferences, and they’re tired of feeling like their voices are not being heard at meetings they attend.
Lack of diversity: To appeal to Gen Z, conferences need to showcase experts in a variety of fields who can highlight different methods of thinking and deliver their content in different ways. (Smart Meetings)
Don’t mistake them for millennials.

NEEDS LIST

They want to attend events that offer career growth and networking opportunities.
The need for more inclusive events is a main focus for Gen Z attendees—and pushing for all aspects of that word to be included—meaning everything from people with different sexualities, religions, and race to different experiences growing up and different perspectives than those who have 20 years on them in a career. (PCMA)
Gen Z is most comfortable utilizing the latest technology and expects it to be available at modern events—including free WiFi to share experiences throughout the event on social media.
Unique, trendy and “Instagrammable” venues are ideal for Gen Z events.
Events should include digital and physical ways for the business event to engage with Gen Z attendees, such as giveaways or interactive programs.
They want stimulating, authentic experiences with a “do good” mantra that reflects their lifestyle. Like their millennial predecessors, Gen Z puts great emphasis on philanthropy and prefers to participate in events that promote a “green” initiative.
They want to push innovation on how to connect with each other in personal and professional ways.

The Future of Education + Work-Life Balance With Gen Z

Among 18- to 21-year-olds no longer in high school in 2018, 57% were enrolled in a two- or four-year college. (AECF)
From 2000 to 2018, 49% of the share of 18- to 24-year-olds were college students or college graduates. Gen Z consumers are the most ethnically diverse generation, and they’re on track to be the most educated in U.S. history.
As learners and the rookies of today’s workforce, Gen Z-ers are interested in acquiring career skills. They are creative, hands-on and tech-savvy students who prefer immersive, active educational Gen Z prefers individual tasks over team-based activities however they will value physical connection. They prefer independence but not isolation. (Deloitte)
Members are passionate about advocating for social change, with 60% of Gen Z-ers wanting their jobs to impact the world. (Marketo)

“We [Gen Z] are digital natives, and we do understand online, but that doesn’t mean that we want every single experience of our lives to be online. We’re a generation that just also really values experiences.”

– **Gretta Kissell**, Managing Partner, JUV Consulting



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**Reach out to learn more
about how the Gen Z
attendees are re-writing the
meetings playbook of
expectations and planning.**

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