**Open questions with answers**

**2 Trends and Developments: Consumers’ Pursuit of Happiness**

**Question 1**

Write an argumentation based on one of the following statements about ‘trends and developments: consumers’’ pursuit of happiness’. Use at least five reliable sources to support your argumentation. Obviously, you include source references in accordance with the APA standards.

* The popularity of events will only increase in the coming years because the economy is developing in the direction of a ‘happiness economy’ or ‘transformation economy’.
* Events are more than just live encounters.
* The experience concept is subject to devaluation, which means that the events sector will have to look for new concepts.
* Sustainability is an important trend that will have major consequences for the events sector.

***Answer to question 1***

Make sure that the argumentation zooms in on events.

**Question 2**

Choose an organisation (city, company or foundation) and conduct a scenario study that results in four future scenario alternatives in the area of events. In this process, use the seven steps of scenario research. The result is a coordinate system based on two dominant trends. This will produce four different scenario alternatives.

***Answer to question 2***

This is a major assignment that requires strategic understanding. Make sure that the student go through the seven steps as set out in section 2.4 of the book. The resulting future scenarios have to be based on two main trends and developments. By means of this, the students will be able to create a coordinate system. Each quadrant describes a possible scenario.