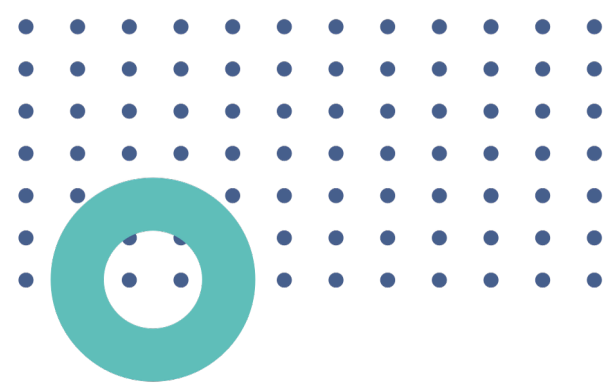




# 2025 Global Events Calendar

*Compiled by Explori*





## Introduction

As the event industry continues to evolve, keeping up with essential conferences, exhibitions, awards, and summits around the world has never been more important. At Explori, we know how critical it is to stay connected, and we're here to help you stay at the forefront of this dynamic industry.

Our 2025 Global Event Calendar is your ultimate guide to the year's most significant gatherings. Whether you're looking to plan ahead, build new partnerships, or stay on top of industry trends, this resource ensures you'll never miss an opportunity to connect, grow, and succeed.

## What's Inside?

This comprehensive guide highlights key events across the globe, empowering you to:

- Plan your year strategically with must-attend conferences and summits.
- Expand your network by connecting with industry leaders and peers.
- Stay informed with the latest updates shaping the future of events.

Whether you're an experienced professional or new to the field, there's something here for everyone—helping you make smarter decisions and seize opportunities that drive measurable success.

| Month    | Event Title   | Event Type            | Event Dates    | Event Location                                  |
|----------|---|-----------------------|----------------|---|
| January  | <u>PCMA Convening Leaders</u>                             | Conference            | January 12-15  | Houston, TX - George R. Brown Convention Center |
|          | <u>Association Leaders Symposium 2025</u>                 | Conference            | January 27-28  | Online  |
|          | <u>micebook EXPO</u>                                      | Exhibition            | January 27-28  | Convене Sancroft, St Pauls, London              |
| February | <u>AV News Awards</u>                                     | Awards                | February 4     | ISE Fira Barcelona                              |
|          | <u>London Summer Event Show</u>                           | Exhibition            | February 4-5   | Freemason's Hall, London                        |
|          | <u>UFI Global CEO Summit</u>                              | Summit                | February 5-7   | Principe de Savoia, Milan, Italy                |
|          | <u>AEO Forums (Marketing &amp; Operations) and awards</u> | Conference and awards | February 7     | Business Design Centre, London                  |
|          | <u>EventIT</u>  | Exhibition            | February 4-5   | Edinburgh, Scotland                             |
|          | <u>AIME</u>   | Exhibition            | February 10-12 | Melbourne, Australia                            |

| Month | Event Title                             | Event Type | Event Dates        | Event Location   |
|-------|---|------------|--------------------|--|
|       | <u>Connect NYC 2025</u>                 | Exhibition | February 19-21     | New York Marriott Marquis,<br>New York City, NY          |
|       | <u>B2B Marketing Exchange</u>           | Conference | February 24-26     | Scottsdale, AZ   |
|       | <u>International Confex</u>             | Exhibition | February 26-27     | ExCeL London   |
|       | <u>The PA Show</u>                      | Exhibition | February 26-27     | ExCel London   |
|       | <u>Event Production Show</u>            | Exhibition | February 26-27     | ExCel London   |
| March | <u>Connect Midwest 2025</u>             | Conference | March 5            | Joe's Live - Rosemont, IL                                |
|       | <u>UFI Asia-Pacific Conference</u>      | Conference | March 7-8          | Macau, China   |
|       | <u>Exhibitor Live</u>                   | Exhibition | March 16-20        | Henry B. Gonzalez Convention<br>Center – San Antonio, TX |
|       | <u>Social Media Marketing<br/>World</u> | Exhibition | March 30 - April 1 | San Diego, CA  |

| Month | Event Title                          | Event Type | Event Dates        | Event Location              |
|-------|--------------------------------------|------------|--------------------|-----------------------------|
|       | <u>SXSW</u>                          | Conference | March 7-15         | Austin, TX                  |
|       | <u>IT &amp; CM</u>                   | Conference | March 24-26        | Shanghai, China             |
|       | <u>MPI Pharma Forum</u>              | Forum      | March 23-26        | Boston, MA                  |
|       | <u>SISO CEO Summit</u>               | Summit     | March 31 - April 3 | Austin, TX                  |
| April | <u>The BNC Show</u>                  | Conference | April 1            | Central Hall, Westminster   |
|       | <u>Experiential Marketing Summit</u> | Summit     | April 14-16        | MGM Grand, Las Vegas        |
|       | <u>Connect Spring Marketplace</u>    | Exhibition | April 22-24        | Wynn and Encore Las Vegas   |
|       | <u>UFI MEA Conference</u>            | Conference | April 28-30        | Cairo, Egypt                |
|       | <u>Campaign Experience Awards</u>    | Awards     | April 17           | The Royal Lancaster, London |

| Month | Event Title   | Event Type | Event Dates | Event Location            |
|-------|---|------------|-------------|---------------------------|
|       | <u><a href="#">Ticketing Business Forum</a></u>     | Conference | April 28-30 | Manchester                |
| May   | <u><a href="#">IAEE Womens Leadership Forum</a></u> | Conference | 1-2 May     | MGM National Harbor, MD   |
|       | <u><a href="#">OMR Expo</a></u>                     | Exhibition | May 6-7     | Hamburg Exhibition Centre |
|       | <u><a href="#">PLASA Focus</a></u>                  | Exhibition | May 13-14   | Leeds                     |
|       | <u><a href="#">Event Tech Forum</a></u>             | Exhibition | May 19      | Canary Wharf, London      |
|       | <u><a href="#">IMEX Frankfurt</a></u>               | Trade Show | May 19-22   | Frankfurt, Germany        |
| June  | <u><a href="#">PMCA EduCon</a></u>                  | Conference | June 1-4    | Louisville, KY            |
|       | <u><a href="#">UFI European Conference</a></u>      | Conference | June 3-7    | Thessaloniki, Greece      |
|       | <u><a href="#">Global Exhibition Day</a></u>        | Exhibition | June 4      | Online                    |

| Month | Event Title                                   | Event Type            | Event Dates      | Event Location            |
|-------|---|-----------------------|------------------|---------------------------|
|       | <u>Cvent Connect</u>                          | Exhibition            | June 9-12        | San Antonio, TX           |
|       | <u>MESE Exhibition and Awards</u>             | Exhibition and Awards | June 17-18       | Madinat Jumeirah, Dubai   |
|       | <u>MPI World Education</u>                    | Conference            | June 18-20       | St. Louis                 |
|       | <u>The Meetings Show/Business Travel Show</u> | Exhibition            | June 25-26       | ExCel London              |
|       | <u>Conference and Event Awards</u>            | Conference and Awards | June 27          | Evolution, London         |
| July  | <u>Associations World Congress</u>            | Conference            | June 29 - July 1 | Hamburg, Germany          |
|       | B2B Ignite                                    | Exhibition            | July 2           | London                    |
|       | <u>ICE Awards</u>                             | Awards                | July 10          | London                    |
|       | ELX Annual Congress                           | Conference            | July 14-16       | Intercontinental, Chicago |

| Month     | Event Title                              | Event Type | Event Dates     | Event Location                          |
|-----------|--|------------|-----------------|---|
|           | <u>CEMA Summit</u>                       | Exhibition | July 27-29      | Austin, Texas                           |
| August    | <u>ASAE Annual Meeting</u>               | Conference | August 10-13    | Cleveland, OH                           |
|           | <u>Canadian Meetings and Events Expo</u> | Exhibition | August 12-13    | Canada                                  |
|           | <u>SISO Leadership Conference</u>        | Conference | August 19-21    | Indiana Convention Center, Indianapolis |
|           | <u>Connect Marketplace</u>               | Exhibition | August 25-27    | Miami, Florida                          |
| September | <u>Inbound 2025</u>                      | Exhibition | September 3     | San Francisco                           |
|           | <u>PLASA Show</u>                        | Exhibition | September 7-9   | Olympia London                          |
|           | <u>DMEXCO EXPO</u>                       | Exhibition | September 17-18 | Cologne, Germany                        |
|           | Content Marketing World                  | Exhibition | September 15-17 | San Diego                               |



| Month    | Event Title                    | Event Type | Event Dates    | Event Location                                       |
|----------|--------------------------------|------------|----------------|--|
| October  | <u>IMEX America</u>            | Trade Show | October 7-9    | Las Vegas  |
|          | <u>Event Organisers Summit</u> | Summit     | October 13-14  | Radisson Hotel & Conference Centre, London, Heathrow |
| November | <u>ICCA World</u>              | Conference | November 9-12  | Porto, Portugal                                      |
|          | <u>Web Summit</u>              | Summit     | November 10-13 | Lisbon   |
|          | Event Tech Live                | Exhibition | November 12-13 | ExCel London   |
|          | <u>IBTM World</u>              | Exhibition | November 18-20 | Barcelona  |
|          | <u>UFI Global Congress</u>     | Exhibition | November 18-22 | Hong Kong  |
| December | <u>Connect DC</u>              | Exhibition | December 1-3   | Washington   |
|          | Expo Expo 2025                 | Exhibition | December 9-11  | Houston, Texas                                       |

# PROVE THE BUSINESS VALUE OF YOUR EVENTS

As an event professional, you know that events have the power to make a significant impact on any business or organization. However, justifying your event strategy to the senior management is another ball game. Events aren't a game of chance; they are a strategic move, an important investment. And like any good investor, you want a valuable return on your investment. For decades, businesses have channeled considerable funds and resources into events and exhibitions without concrete mechanisms to measure the resulting impact or success. At Explori, it's a challenge we're solving every day. Our platforms let you quantify the success of your event participation. With its detailed analytics and in-depth insights, our platforms help you understand the success of your event strategies, benchmark it against other industry events and, more importantly, prove its business value to your senior management. This paves the way for data-driven decisions and budget allocations in the future, aligning your event strategy more closely with the organization's broader goals. Curious to see how Explori can revolutionize your event ROI calculations? Visit our website at [explori.com](http://explori.com) or book a quick demo. **Start the journey towards quantifying your event success.**

## NEED MORE RESOURCES?

Check out relevant reports and guides for event professionals at [www.explori.com/resources-reports](http://www.explori.com/resources-reports)