

TB ANNUAL SURVEY 2025

Audiences want meaningful, interactive, and efficient experiences that connect people and ideas — not just programs.

Each year, Talent Bureau surveys professionals across Canada to understand how audiences are engaging with events, speakers, and learning experiences. These insights provide valuable guidance for associations looking to strengthen attendance, satisfaction, and long-term member engagement. **Here are the key findings...**

Make Your Minutes Matter

1



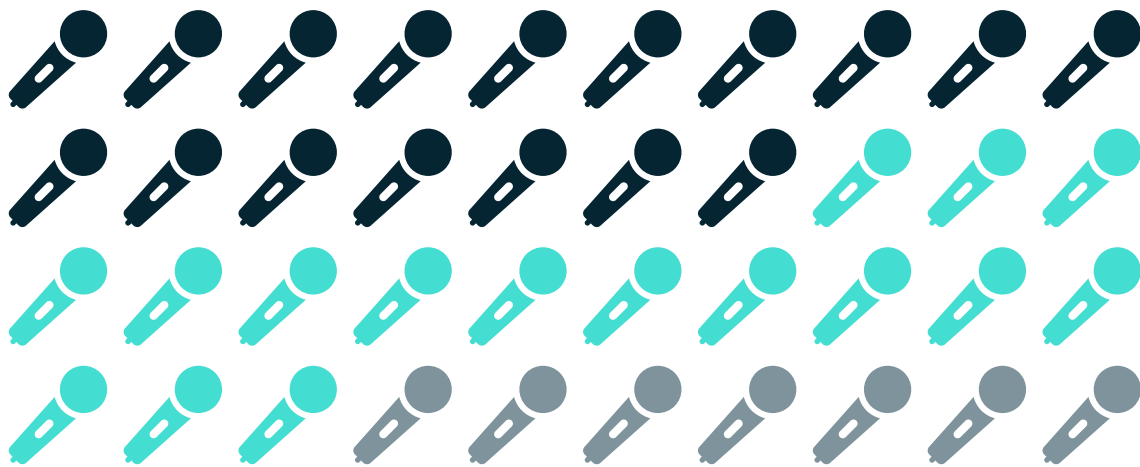
72%

Nearly three-quarters (72%) of respondents prefer more concise keynotes between 20-40 minutes long. Make your minutes count on stage!

Interactive Formats Are Winning

2

- 44% Prefer workshops.
 - 40% Prefer panels.
 - 26% Fireside-style conversations.
- Engagement beats formality.



AI, Mental Health, and Leadership Dominate Agendas

3

- Audiences want more talks on:
- 44% AI and productivity.
 - 36% Mental health.
 - 32% Leadership and culture.



These topics align with the challenges organizations face today.

Representation and Relevance Matter

4



Audiences want to see themselves reflected in the stories being told.

Audiences Value Outcomes Over Hype

5

57%

57% trust clear learning outcomes and case studies when deciding to attend a session — more than flashy bios or media presence.