talent bureau

WHAT CANADIAN EVENT ATTENDEES WANT IN 2027

Talent Bureau Annual Survey: We surveyed 250 Canadians who had attended a work-related event in the previous 12 months. Here is what their answers suggest for your next event or conference agenda.

What talk styles keep you the most engaged?

45%

45% said practical, how-to talks are the most engaging speaking style; 40% chose inspirational, story-driven talks.

Which session formats do you prefer?

50%

50% prefer interactive workshops, 36% keynotes, 42% Q&A or light polls.

How important is it to see diverse voices on stage?

76%

76% said seeing a diverse range of voices represented on stage across an event is very or somewhat important.

Where should event organizers spend first?

#1

"Keynote speaker" was the #1 choice when respondants were asked where a tight budget should be spent first to deliver most value.

Survey Category	Result	Short Insight
Most requested keynote topic	41%	AI and productivity
Top event satisfaction factors	33%	Schedule, length and pace
Most used assets after an event	45%	Follow-up Q&A
Most trusted signals before seeing a speaker	57%	Clear talk outline & learning outcomes

Planning your next event? Talent Bureau can help you find speakers whose topics, format and delivery fit your audience. **Contact a Talent Bureau agent.**

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