

**EXCLUSIVE: 25 positive predictions for 2022 22**  
**Four shifts in the wedding industry over the last year 42**

# SPECIAL EVENTS

WINTER 2021

STATE  
*of the*  
INDUSTRY  
2022

2022 DESIGN  
TRENDS  
P. 37

2022 BUSINESS  
& ECONOMIC  
TRENDS  
P. 16



## EDITOR'S PAGE

# STATE OF THE INDUSTRY

I have spent the past 11 months of 2021 gathering anything and everything related to the recovery of our industry, so I could compile an incredible end of the year State of the Industry report for all of you. From the *New York Times* to the *Minneapolis Star Tribune*, to sessions presented at The Special Event to webinar notes and blog posts, I have a folder full of ideas and also way too many voice memos to wade through.

What it boils down to is that no one can better speak to the state of the industry than all of you. Not me. I'm perhaps what one might call, the "eagle flying over"—I look at everything and absorb a lot and can talk on many a catering and events topic because of it. But, I'm not in the day-to-day thick of it as you all are.

Consequently, for this issue—while I have provided an overview feature that touches on the many areas of concern for all of us, I'm leaving it to the experts to dive a bit deeper. Wherever you see a SOI2022 logo throughout this book, know that I am leaving that nugget of industry knowledge to someone who is living it on the job every day.

For example, turn to page 42 for founder and editor of *Love Inc.* magazine, Brittny Drye's, take on four shifts the wedding industry saw in 2021. Go to page 16 for Michelle Loretta of Be Sage Consulting and gear up for some business and economic trends we'll see in the coming year. Take a fun twirl through contributing writer, Sue Pelletier's incredible 25 Predictions for 2022, beginning on page 22. (This piece was such a gas to read last year that we asked her to take another stab at it for 2022 with a new set of experts. Who knows—it might become an annual feature!)

And then, of course, we have supplemented SOI2022 with some great, focused pieces that will help you continue to grow your business past the heights it saw in 2019.

2021 was certainly a roller coaster ride, wasn't it?

From all of us here at *Special Events* magazine and The Special Event Show, we wish you a beautiful holiday season and, even better: the best year ever in 2022.

Kathleen Stoehr  
Director of Community & Content Strategy

## OUR ADVISORY BOARD

- Mark Baltazar / Broadstreet  
New York
- Janice Blackmon / Janice Blackmon Events  
Atlanta
- Cindy Brewer, CMP, DMCP / LEO Events  
Memphis, Tenn.
- David Buckley, CSEP / Marbella Event Furniture and Decor Rental  
Pennsauken, N.J.
- Patrick Cuccaro / Affairs to Remember  
Atlanta
- Tracie Domino / Tracie Domino Events  
Tampa, Fla.
- Craig Erlich / George P. Johnson Co.  
Detroit
- Anne Finzer / CEO Corporate Event Organization  
Edmonton, Alberta
- Andrew Gerstel / Windows Catering Co.  
Alexandria, Va.
- David Granger, CSEP / Perot Museum of Nature and Science  
Dallas
- Karl Heitz, CSEP, DMCP / Prologis  
Denver
- L. Gene Huddleson / Detail + Design  
Indianapolis
- Aaron Kaufman, CSEP / Fifth Element Group  
Toronto
- Caroline Lett / University of Southern California  
Los Angeles
- La Randa Mayes / Supreme Court of the United States  
Washington
- Amil Mendez / Rayne Events  
Crofton, Md.
- Kathy Newby, CERP / Abbey Party Rents SF  
San Francisco
- Pam Patsavas, CSEP / Freeman Co.  
Chicago
- Jen Poyer, CSEP / Catalina Island Conservancy  
Long Beach, Calif.
- Rena Puebla / Coast Concierge Service  
Costa Mesa, Calif.
- Robin Selden / Marcia Selden Catering and Event Planning  
Stamford, Conn.
- Alison Silcoff / Alison Silcoff Events  
Montreal
- J. Wilbur Smith / Eventscapes  
Atlanta
- Debbie Wood / Debbie Wood and Associates  
Tyler, Texas