fever for Business

The U.S. Corporate Events Playbook

How to turn your next company event into an unforgettable experience.



AN EDITORIAL BRIEF BY FEVER FOR BUSINESS

FOR HR DIRECTORS, MARKETING LEADERS, GENERAL MANAGERS & EVENT AGENCIES

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01 — INTRODUCTION

Why your events need to work harder than ever

In 2026, corporate events in the US are no longer a marketing expense, they are a growth engine. They drive pipeline, accelerate deals, strengthen employer brands, and create high-impact brand moments. Companies are investing at scale. But expectations are rising even faster.

An event is no longer just an experience, It's expected to perform across marketing, sales, and brand at the same time. Yet the gap between investment and impact keeps growing.

Audiences are harder to engage. Attention is fragmented. And most events are still executed as one-offs, difficult to measure, impossible to scale.

As a result, billions in event spend fail to translate into real business outcomes.

This playbook is for leaders who want their events to do more and deliver measurable impact.



> **FEVER FOR BUSINESS NOTE**
>
> **The most expensive event is the one nobody remembers.**

02 — MARKET SNAPSHOT

North America corporate events landscape

Events have evolved into a strategic growth channel for North America companies.



Projected North America MICE market size by 2030.

+8.1%

North America business events market: 8.1% CAGR expected from 2025–2030.

$119B

North America MICE investment totaled $119B in 2025, reflecting strong corporate demand for in-person business events.

Source: Grand View Research - North America MICE, 2026 | Fever for Business internal data.

03 — GROWTH DRIVERS

What is driving this growth

01 The attention economy

Digital noise has made undivided, in-person attention the rarest commodity in business.

02 The employee disengagement imperative

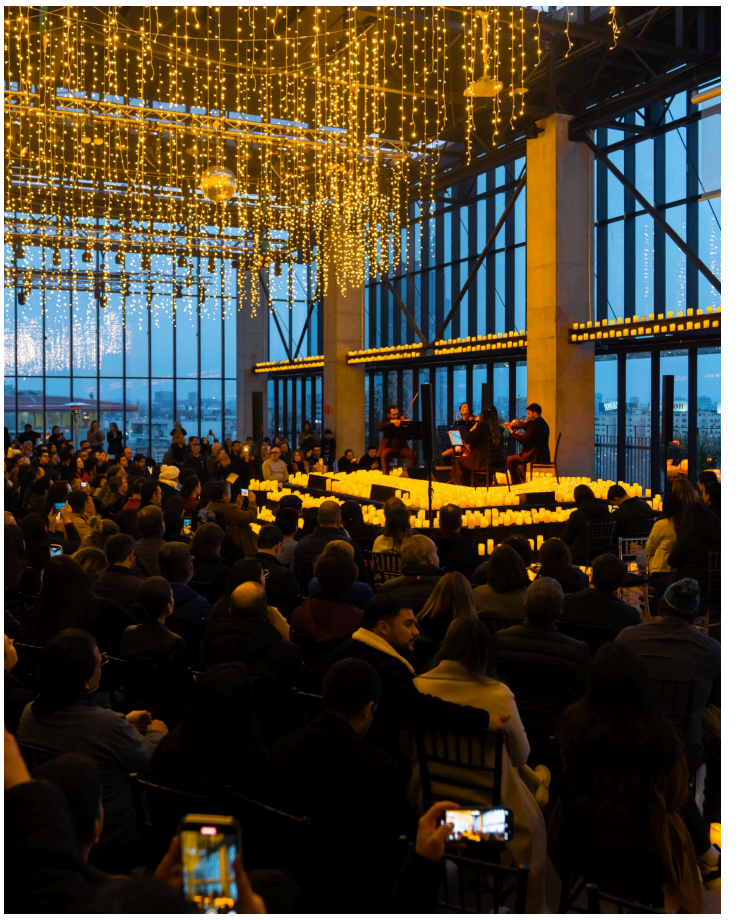
Just 31% of U.S. employees are actively engaged at work, a number that's been falling since 2020. Low engagement costs U.S. companies approximately $2 trillion in lost productivity every year.

03 The rise of experiential marketing

74% of Fortune 1000 marketers planned to increase event budgets in 2025 and on.

04 Expectations have been raised

Concert ticket prices reached an all-time average of $144 in 2025, this is a 45% higher than in 2019. The same premium-experience inflation dynamic now applies to corporate settings.



CALLOUT

"Everyone wants to create meaningful moments: when it works, it creates memories that last a lifetime, but most ideas never make it past the intention."

The four reasons most corporate events underdeliver

We help brands turn corporate events into memorable, high-impact experiences that engage audiences, elevate perception, and deliver measurable business value.

09

01 Money

Budgets are deployed on logistics, not experience design.
Production overshadows storytelling.

02 Attention

Programmes are built around speakers and slides, not around emotional peaks.

03 Scalability

Formats that worked for 50 people are forced onto 500 and the magic disappears.

04 Operations

Too many vendors, no single accountable partner, last-minute compromises on quality.





05 — MEMORABLE

"People don't remember what you said. They remember what they felt."

THE SCIENCE OF MEMORY

What makes an event truly memorable

01

Emotional Intensity

Memory is encoded by feeling, not information. Awe, joy and surprise are the raw material of recall.

02

The Peak–End Rule

Audiences remember an experience by its highest emotional moment and its final moment. Design both with intent.

03

Shared Experience

Collective emotion creates social glue. The story your team tells afterwards is the asset.

PRINCIPLE

Design for the story your guests will tell three months later, not the agenda on the night.

06 — MEET FEVER FOR BUSINESS

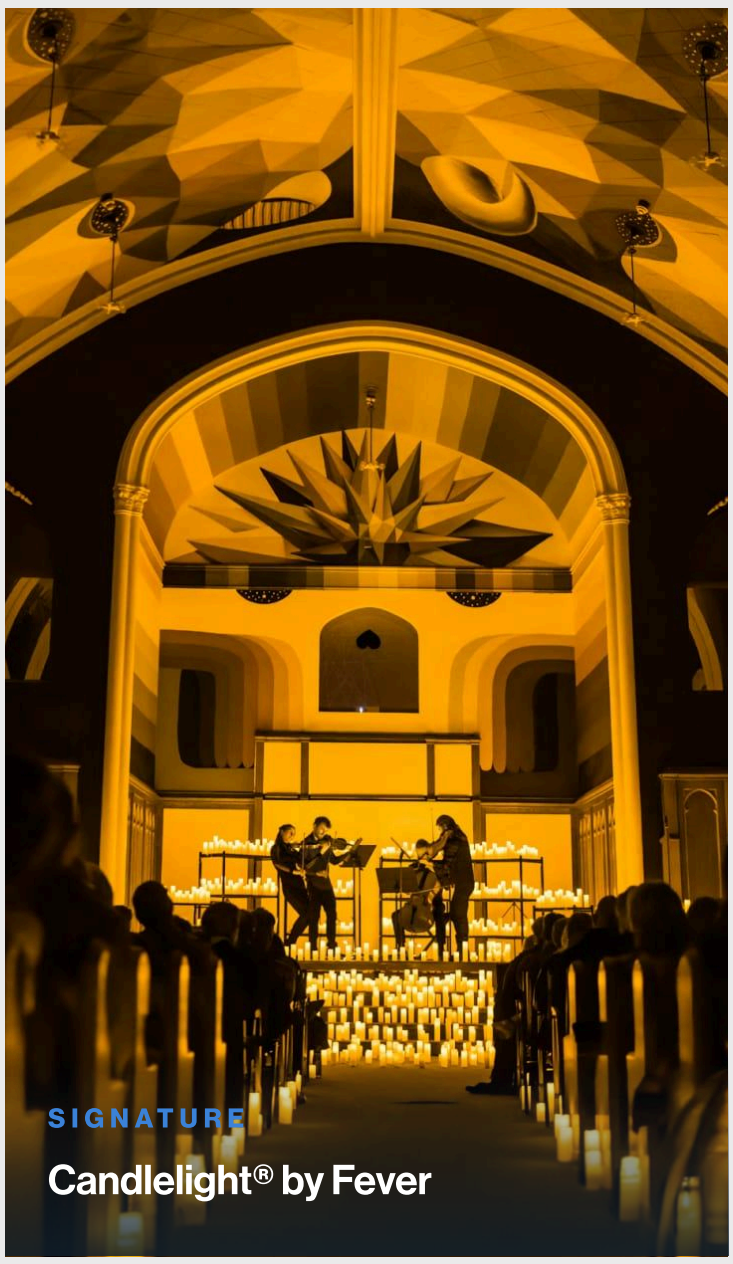
Live experiences as a service

We offer a portfolio of formats, curated for impact: a selection of experiences designed to help brands connect with their audiences in memorable ways.
From immersive activations to concerts, visual shows, and premium experiences, each format is crafted to drive impact, elevate brand perception, and create moments audiences remember.

500+
Cities globally

2K+
Corporate events organized

4.9/5
Rating



01

Discover

Explore relevant Fever formats based on your audience, location, budget, and event objective.

02

Choose

Compare options across experience type, capacity, level of exclusivity, timing, and guest profile.

03

Customise

Add the right layers: hospitality, branding or VIP moments.

04

Book

Move forward with one clear proposal and a simplified path to launch.

fever presents

Candlelight®

Thousands of flickering candles illuminating a stunning venue.
World-class musicians performing Vivaldi and Mozart to the best Tributes.
Fully bespoke programme, venue and branded touchpoints.

Request proposal →

Millions
OF ATTENDEES

100+
CITIES

2,000+
VENUES

4.9/5
RATING

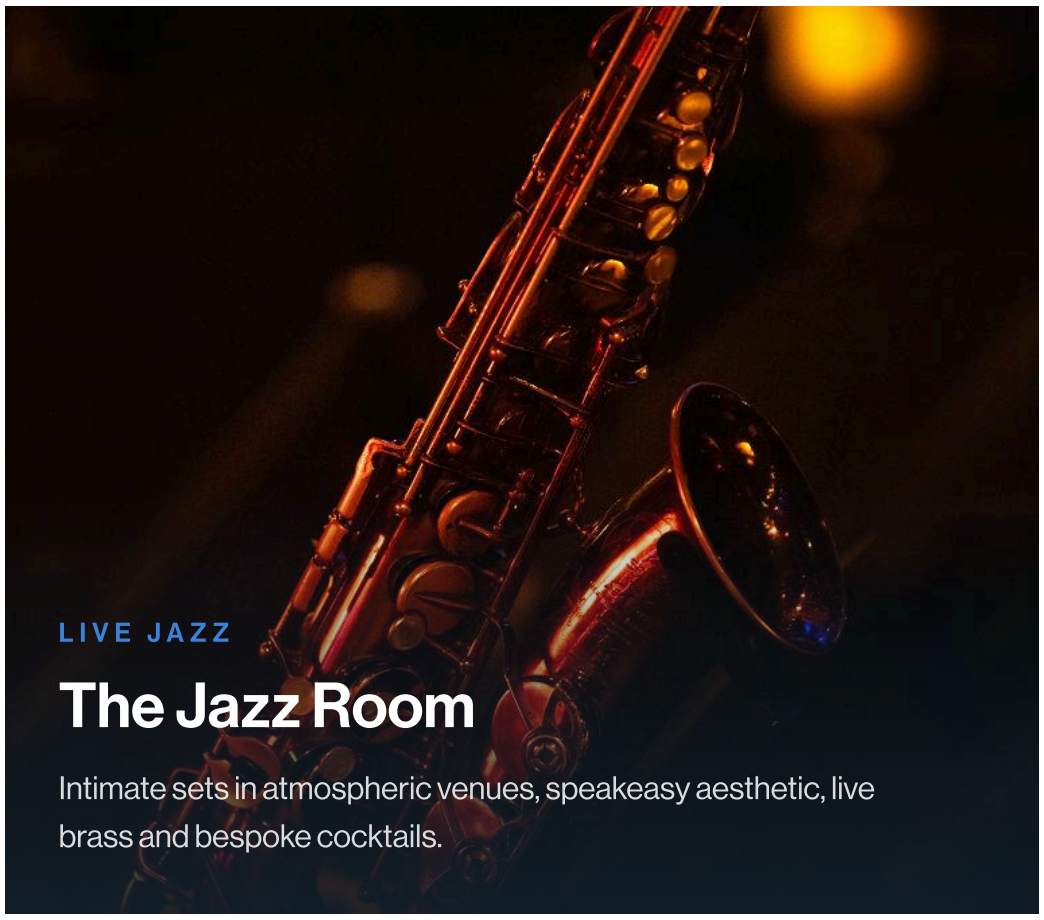
01
Bespoke programmes
Choose from our existing repertoire or create a custom-made experience.

02
Iconic venues
Cathedrals, museums, rooftops and historic halls worldwide.

03
Set-up and atmosphere
Thousands of candles for a magical ambiance.

08 — SIGNATURE EXPERIENCES

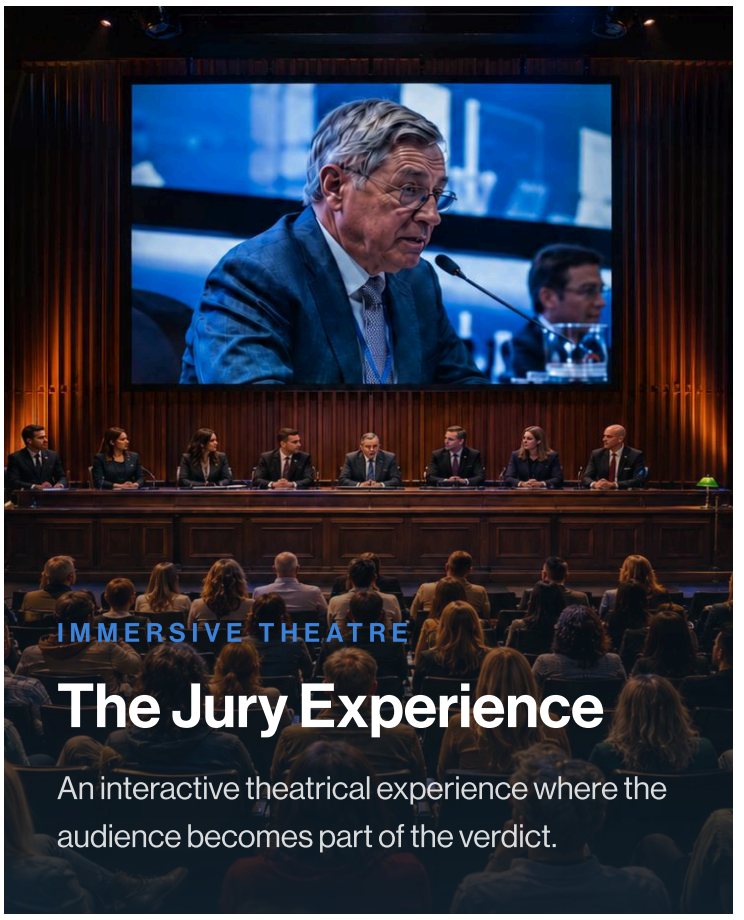
A portfolio of formats, curated for impact



LIVE JAZZ

The Jazz Room

Intimate sets in atmospheric venues, speakeasy aesthetic, live brass and bespoke cocktails.



IMMERSIVE THEATRE

The Jury Experience

An interactive theatrical experience where the audience becomes part of the verdict.



SKY SPECTACLE

DroneArt Show

Choreographed light shows over iconic city skylines, a modern fireworks moment.



LIVE JAZZ

The Jazz Room

A speakeasy reborn for one night, brass, bourbon and an audience leaning in.

ABOUT THE EXPERIENCE

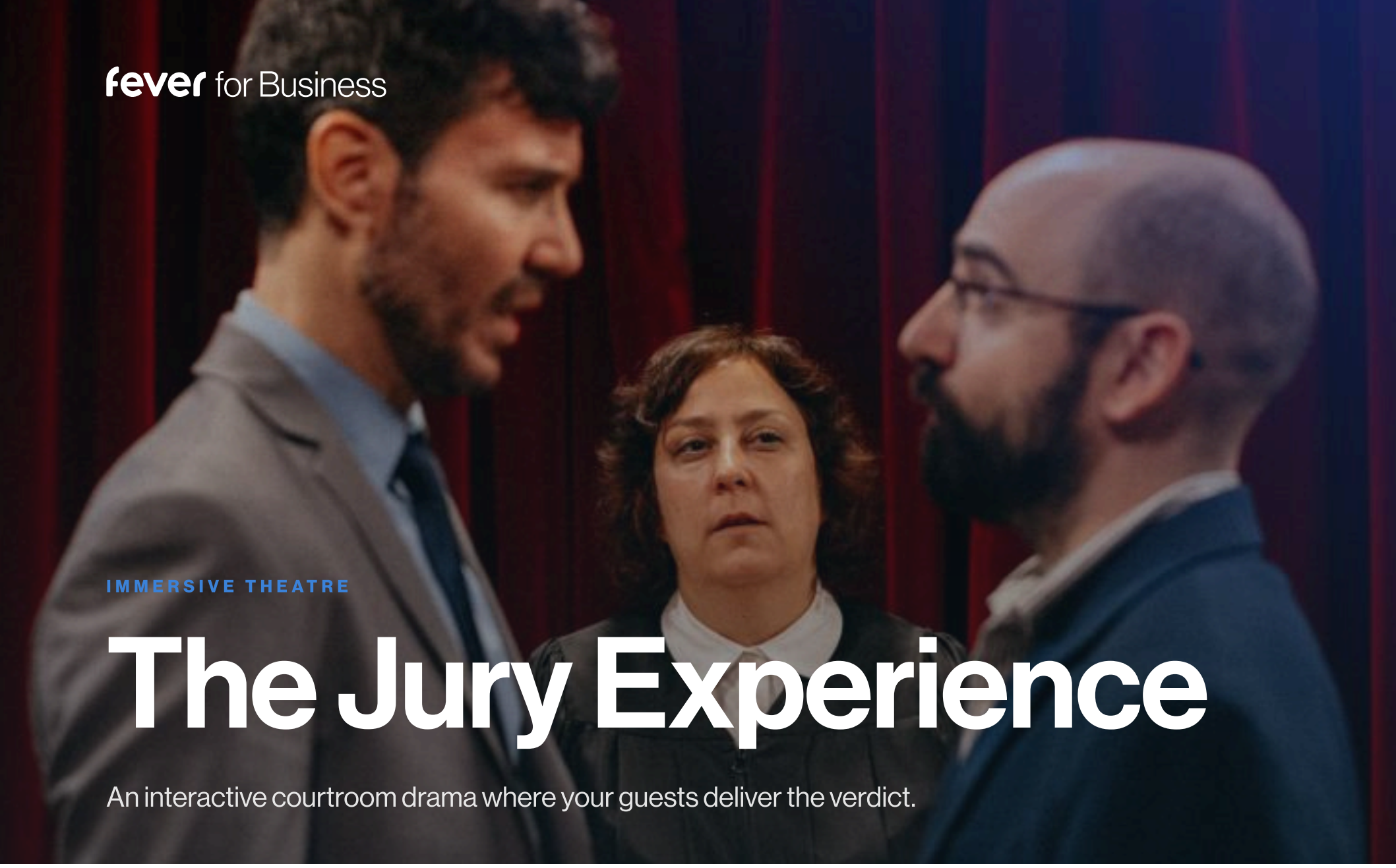
Intimate live jazz sets in atmospheric venues, designed to slow the room down. 5-7 musicians depending on production needs, including drums, guitar, trumpet, clarinet, bass, banjo, singer. Paired with cocktails and food options available in Fever venues and warm low-light staging.

- → Bespoke 60–90 min programme curated to your audience.
- → Vintage speakeasy aesthetic with candle tables, brass, leather banquettes.
- → Optional brand integrations: signature cocktail, custom vinyl, monogrammed coasters.
- → Ideal as a closing moment after a conference or VIP dinner.
- → Music repertoire: New Orleans, Soul, Blues & Sinatra programs available

KEY DETAILS

FORMAT	Seated / mingling
CAPACITY	60 – 250 guests
DURATION	60min +
LEAD TIME	6 weeks

Request proposal →



fever for Business

IMMERSIVE THEATRE

The Jury Experience

An interactive courtroom drama where your guests deliver the verdict.

ABOUT THE EXPERIENCE

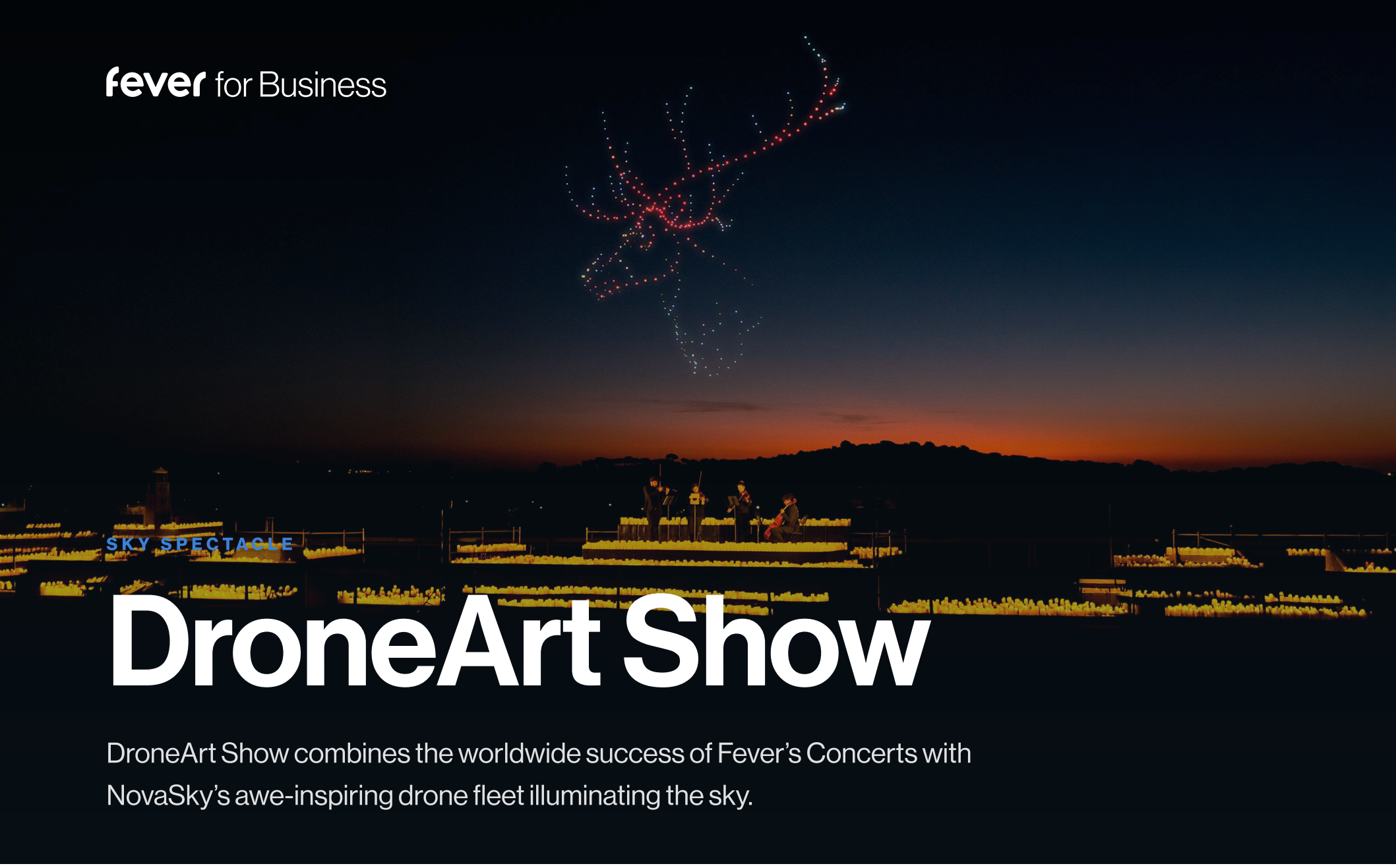
A live immersive experience that turns your audience into the jury. Professional actors, a custom case file and a verdict moment that will be talked about long after the lights come up.

- → Custom narrative tailored to your industry, brand or sales objective.
- → Cast of professional actors, original script and full set design.
- → A moment of audience deliberation built into a shared social experience.
- → Ideal for sales kick-offs, partner summits and brand activations.

KEY DETAILS

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Request proposal →



SKY SPECTACLE

DroneArt Show

DroneArt Show combines the worldwide success of Fever's Concerts with NovaSky's awe-inspiring drone fleet illuminating the sky.

ABOUT THE EXPERIENCE

1,000+ synchronized drones light up the night sky in a fully choreographed aerial performance, moving in perfect harmony with music.
Set in a stunning candlelight open-air venue, this immersive experience combines art, technology, and music to create a powerful wow moment for audiences.

- Custom add-ons include a Logo moment, or a Sky Story animated sequence.
- A talented string quartet brings iconic classical masterpieces to life in a candlelit outdoor setting.
- A striking fusion of music, light, and technology designed to surprise and captivate every audience.
- Ideal for sales kick-offs, partner summits and brand activations.

KEY DETAILS

FORMAT	Bespoke show
CAPACITY	25 – 1000+ guests
DURATION	60min
LEAD TIME	6 weeks

Request proposal →

09 — CASE STUDIES

Companies that got it right



HOTEL GUEST EXPERIENCES

Candelight Concert Series

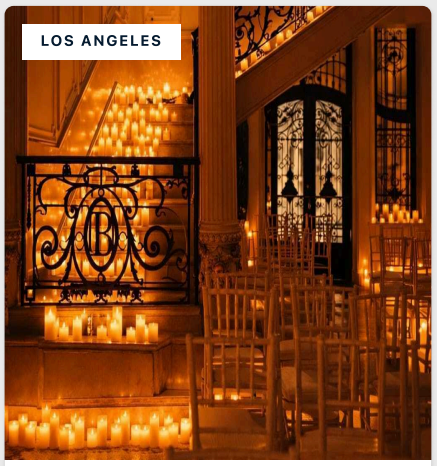
“A premium Candlelight-inspired experience that transformed QC Spa into a must-visit holiday destination blending wellness, ambiance, and exclusive private events.”



INSTITUTIONAL ANNIVERSARY

Gala Dinner

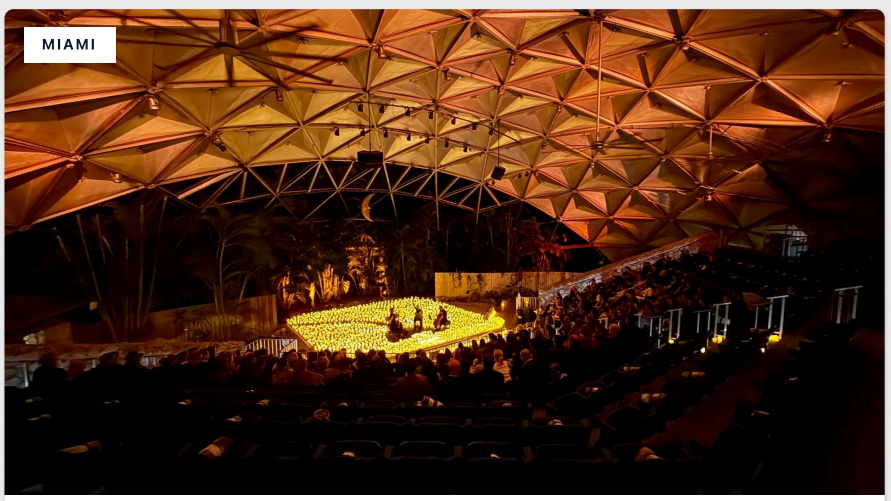
"A bespoke music performance to engage with a Non Profit key donors for their annual fundraising event."



BRAND EXPERIENCES

Candlelight Concert

“A multi-city Candlelight series for top creators that doubled engagement against benchmark.”



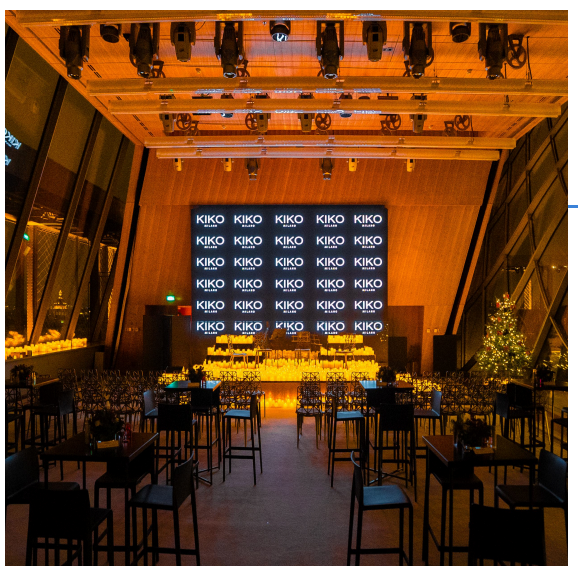
CULTURAL CELEBRATIONS

Candlelight Concert

“An exclusive premium experience designed to strengthen client relationships, elevate Banesco’s brand perception, and transform its annual event into a must-attend occasion.”

Your event success plan

01



Conceptualisation

- Define a single business objective
- Pick a format that creates an emotional peak
- Brief production from the audience back

02



Execution

- Single accountable partner from brief to bump-out
- Pre-production rehearsals for every key moment
- Backup plans for talent, weather and tech

03



Measurement

- Sentiment & NPS within 24 hours
- Behavioural follow-through at 30 / 60 / 90 days
- Content, PR and social value captured live



Speak with our U.S. private events team

We will design a bespoke proposal for your next event tailored to your audience, your objectives and your budget. No obligation.

Schedule your call →

UNITED STATES OFFICES

New York, Chicago, Los Angeles

END OF PLAYBOOK

Live Experiences as a Service

500+ CITIES • 2,000+ CORPORATE EVENTS • 4.9/5 RATING

business.feverup.com →

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