

**Interview with Jennie Barkselius,  
Account Manager Eventyr AB  
May 2020**

Eventyr AB is Sweden's leading Event Bureau with the ambition to grow. At the beginning of 2020, they joined forces with Tapaus Group Finland and are now looking for exciting partners and new acquisitions in other Nordic countries. The strategy for growth is simple, it is important to find more strong legs to stand on and build the relevance of the companies offer in the future. A future we know can change quickly.

- Many of our industry colleagues and companies are suffering hard now during the crisis of the Corona pandemic and many will not make it till the end. However, we look forward to the future and with several strong legs to stand on, we predict that the future looks good for Eventyr.

Before the pandemic, we had good digital solutions in so-called Semi Digital meetings. Where physical meetings and activities were mixed with digital tools. In recent years we have recruited talents within Communication, Profiling, Design and Brand Experience. Now that our travel business has completely stopped, we have many customer assignments in the other areas, which means that we can continue to work, maintain our customer relationships and also find new exciting assignments. *Jennie Barkselius*

Most of Eventyr's customer assignments have been rebooked and not cancelled. Through a good dialogue with suppliers around the world that have offered good flexibility, Eventyr has been able to offer many customers to re-book and postpone at no extra cost. The premise is then that the event will take place within a year. Now they can look forward to a strong 2021.

- We do not see specific patterns in different industries, but there are individual dialogues and solutions with each customer. *Jennie Barkselius*

Is the physical meeting dead in a post-corona era?

-No, absolutely not! We have many exciting solutions and concepts for the future, when we get to meet again. Concepts where we combine digital communication and physical meetings. With our experience in the back, we dare to say that it will be fantastic and good. Using the digital tools correctly allows you to maximize the experience of the human meeting and the things that affect you when you meet. The physical meeting is needed when our customers strive to achieve change, moving forward or fortify cultures and create loyalty. *Jennie Barkselius*

## How do you see Norway as a destination for your customers' events and meetings?

- Everything that is close and can be reached via other transport than air travel is incredibly relevant right now. Not only from a post-corona perspective but also our customers' desire to meet more sustainably. Train is desirable but also bus, as it is so flexible. All destinations that are reached with half a day's journey from the customers' home town are of interest to us.

Eventyr has had several events in Norway in 2019 and expects an increase in the coming years.

The event industry in Sweden has experienced a boom with strong growth in recent years. In 2018, the event and sponsorship category had sales of close to SEK 15 billion in Sweden, a growth of 7.5%. The development is driven by, among other things, a labour market with a high rate of change, where the companies want to invest more money to retain and attract talent.

(source; Sponsorship & Events Sweden (SES))

Eventyr has doubled its sales over the past 4 years and now has a turnover of about SEK 150 million. How the year 2020 will be is not yet known but a major slowdown and many bankruptcies in the industry are expected.

This is how Sofie Franzen, CEO of Eventyr, expresses herself about the future after Corona:

- *How will we sum up the year 2020 when we look back in 20 years? How will our industry be affected? Will we be able to say that it was a period that made a crucial difference to our business? I do not know what conclusions we will draw when we are past this. But what I can see now, when we are in the middle of the crisis, is that we have been incredibly quick to act again this time. We teamed up directly with our suppliers and built a studio where we now carry out several projects every week. We have much less to do, but invest in offering staff training during the time they are not working. We believe that the industry will have changed a bit when we get out of here. To remain relevant then, we need to sharpen ourselves in several different areas. And that work with ourselves, we are doing right now.*

<https://eventeffect.se/det-ar-i-tuffa-tider-vi-utvecklas/>