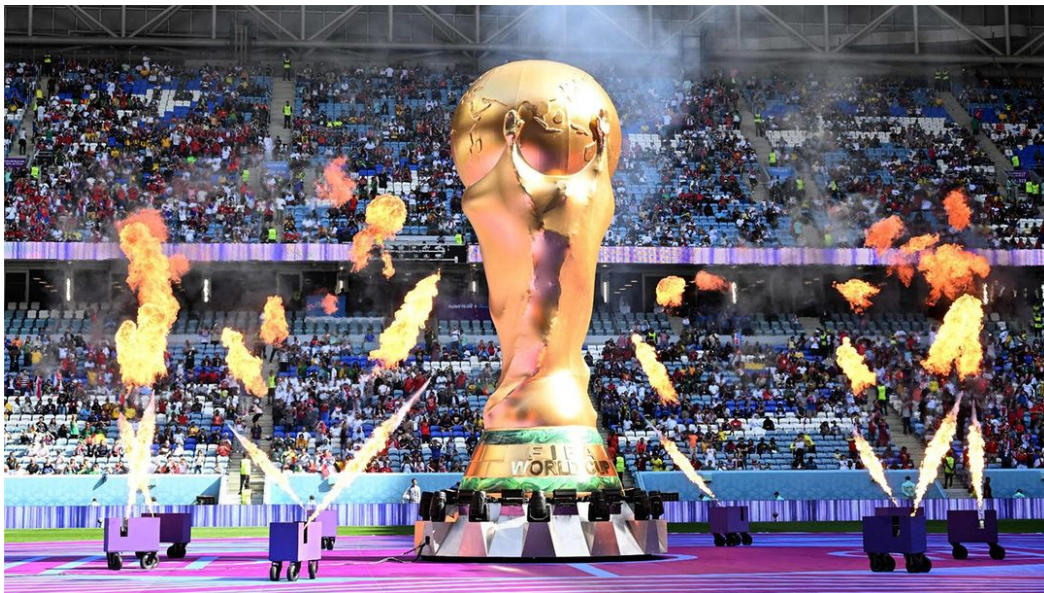


15 for '26

15 Events to Watch in 2026

A global list of gatherings that are pulling the future forward.



New year, new passport stamps, same experiential obsession.

If there's one thing we can all agree on, it's that standout events don't just happen. They set the tone for industries, influence human behavior, and quietly (or loudly) shape where our own clients want to go next.

After spotlighting [15 standout events in 2025](#), we're back with a fresh roster of gatherings for 2026. Some are obvious bellwethers—re:Invent, Dreamforce, CES, MWC, C2 Montreal, HubSpot INBOUND. Others are brand new. Some are reinventing themselves in ways

Consider this your curated itinerary for 2026.

Bags packed? Let's take off.

Events to Watch in 2026

1. Art Basel Qatar — February 5-7, Doha

Kicking things off in Doha.

[Art Basel's Middle East debut](#) is *the* cultural moment to watch in early 2026. Not only is Doha stepping into the [global spotlight](#) as a premier event destination, but the region's massive investment in museums, design, and creative infrastructure is about to pay off in a big way. This is a masterclass in destination transformation. Doha is showing how design, culture, and government investment can quickly elevate a city into a world-class events hub. Expect ripple effects in luxury hospitality, cross-cultural programming, and high-end immersive art experiences.



2. Modernism Week — February 12-22, Palm Springs

Next stop: Palm Springs.

From Qatar to another desert on the West Coast of the U.S. — this time for architecture lovers. [Modernism Week](#) remains one of the most joyful design-centric gatherings on the calendar, thanks to its open house tours, neighborhood activations, and community-led events that feel both retro and forward-looking.

Modernism Week is a poignant reminder that audiences crave experiences that feel hyper-local and authentic. Its success comes from honoring the *place* as the hero. Great inspiration for planners building city-wide programs, tours, and design-forward environments.



3. Canva Create — April 2026

Stay tuned for the location announcement.

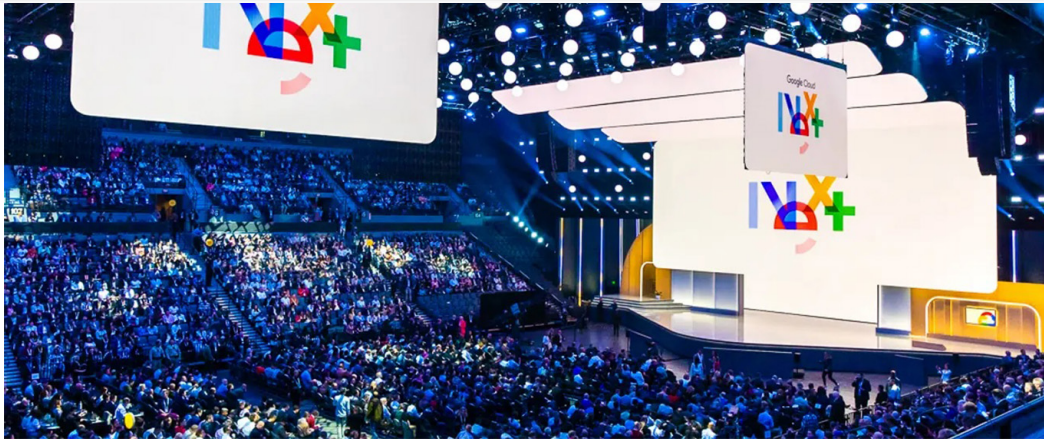
[Canva Create](#) has quickly become one of the most creative events of the year—bold, colorful, and ridiculously fun. The stage design alone is a full-body experience: huge immersive sets, punchy visuals, and that signature Canva playfulness taken to the next level. And with the company scaling at lightspeed, this is where they drop the new tools and workflows that end up shaping creative teams for the next 12 months. If your brand is also scaling fast, Canva Create is a must-watch. Their keynotes feel like parties, the entertainment is top-tier, and the sponsorship program is incredibly strong.



4. Google Cloud Next — April 22–24, Las Vegas

Touching down in Vegas.

[Google Cloud Next](#) continues to be a masterclass in translating complex technology into a clear, unified event experience. From intelligent stagecraft to the way they build attendee journeys, the whole environment feels uniquely Google—full of color, texture, and motion that gives their brand real dimensionality. This is one of the best references for B2B brands trying to scale large ideas without overwhelming attendees. Next consistently pulls in major press, earns industry awards, and demonstrates how to make a deeply technical story feel human, visual, and energizing.



5. POSSIBLE — April 27-29, Miami

Jetting down to Miami.

Only four years in, **POSSIBLE** has already secured a seat at the table with marketing's biggest players. It's buzzy, highly produced, and draws impressive speakers from across brands, agencies, entertainment, and tech. There's also a strong focus on wellness and mind-body programming—which makes the experience feel much more human than a typical marketing conference. POSSIBLE shows how to build VIP journeys that actually *feel* VIP. It's also a great pulse-check for what CMOs and marketing leaders are thinking about, which gives event professionals direct insight into future expectations for brand activations and partnerships.



6. Consensus — May 5-7, Miami

Miami, week two.

Having taken place in [Toronto](#) and Hong Kong, [Consensus](#) is making its U.S. debut in Miami in 2026. Consensus has earned its reputation as the premier crypto event. Hosted by CoinDesk, it succeeds because it isn't afraid to ask hard questions or put controversial voices on stage. Editorial integrity is a core part of the brand. Pair that with massive, hands-on experiential installations and you get an event that feels both intellectually rigorous and incredibly fun. This is a standout example of how to bridge global communities—especially when conversation topics are complex or divisive. The interactive builds are huge, ambitious, and deeply educational, offering great inspiration for any planner designing tactile learning moments.



7. Cannes Lions — June 19-23, Cannes

Next destination: Cannes.

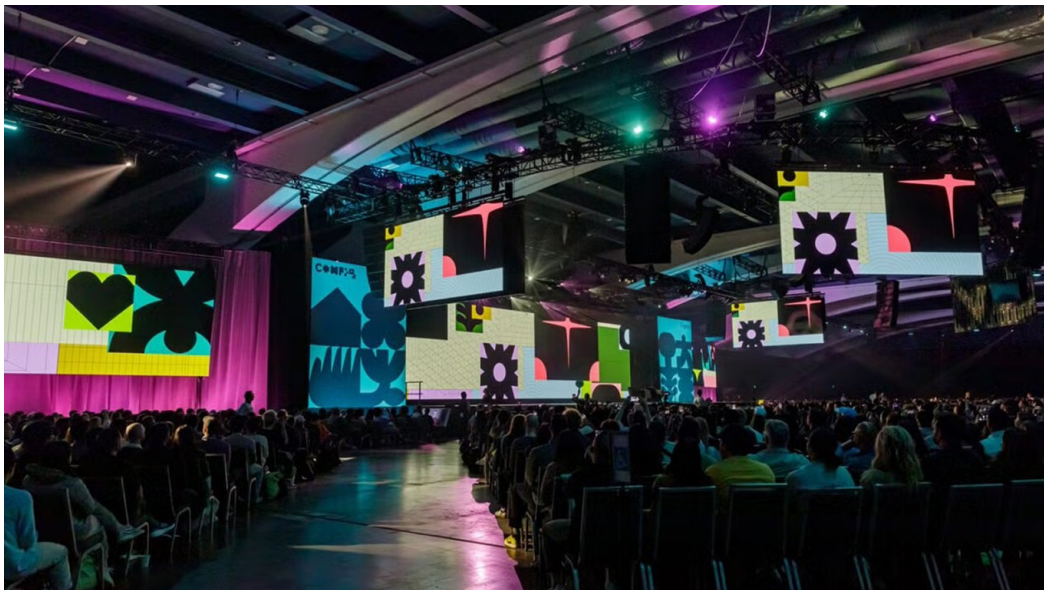
The global creative industry's annual reunion is a barometer for where brand storytelling is headed. Here, the world's leading brands show up with stunning, benchmark-setting activations that influence event trends for the year ahead. Alongside the spectacle, [Cannes Lions](#) invests in the future through scholarships and access programs that nurture emerging creative talent, making it a standout example of social-impact programming in global events.



San Francisco

Heading to San Fran.

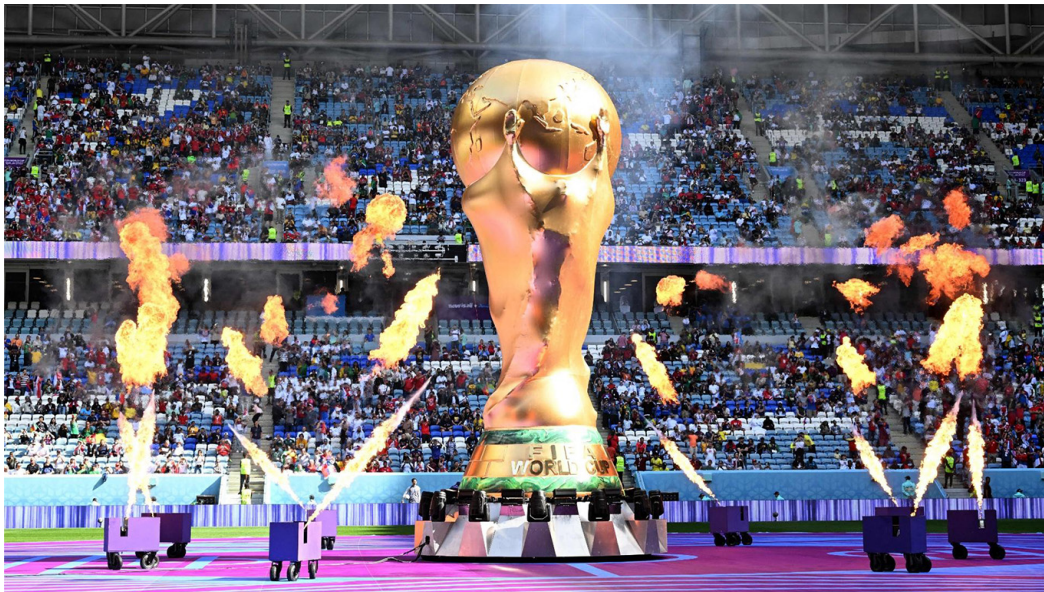
[Config](#) has become a cult favorite among designers and product thinkers—and for good reason. The content is delightfully unexpected (like the creators of *Severance* on designing dystopia or accessibility experts reimagining the computer mouse). Add in legendary brand activations and the beloved Config Commons networking space, and you get a conference people return to year after year. Config is a reminder that content doesn't have to be predictable. This is one of the best examples of how imaginative programming and thoughtful spatial design can build serious attendee loyalty. Also, their aggressive early-bird pricing is a trend to watch.



9. FIFA World Cup Final — July 19, New Jersey

The stop of the summer.

sporting moments of the decade is coming to MetLife Stadium—and the entire region will turn into the world's living room. Expect massive citywide fan zones, huge hospitality footprints, international cultural showcases, and multinational activations happening across the U.S., Canada, and Mexico. This is the gold standard for large-scale logistics, multi-country collaboration, and crowd-centric design. The playbooks from 2026 will influence global sporting and entertainment events for years to come.

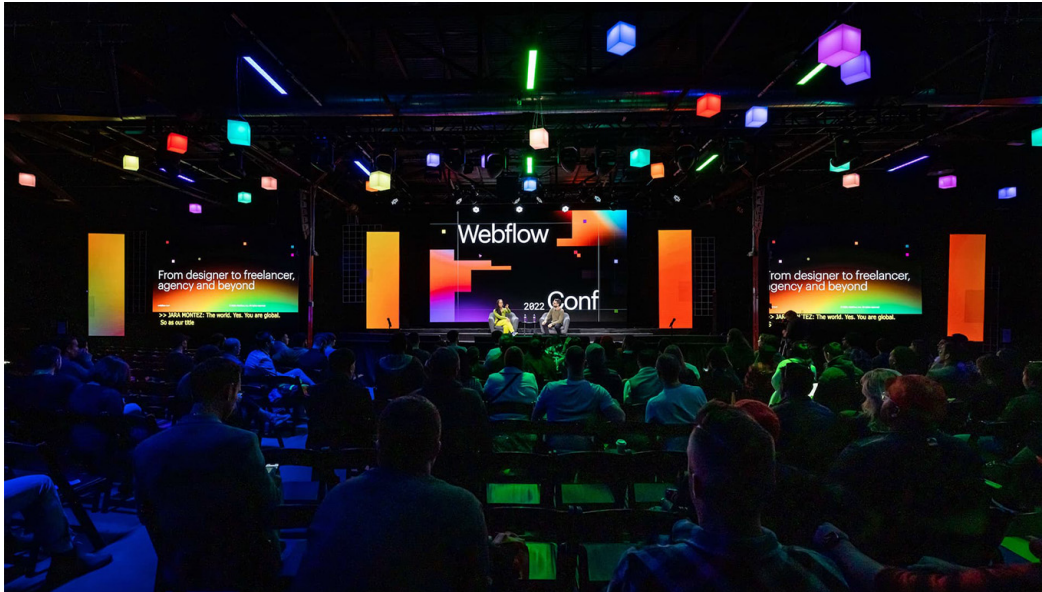


10. Webflow Conf — September 2026, NYC

Hopping up to the big apple.

[Webflow Conf](#) is a fascinating mix of exclusivity and radical accessibility. The in-person event in NYC is invite-only, but the digital version is free and available to creators everywhere. The programming is a potent blend of strategy, practical skills, customer stories, and community-led learning. If you're designing user

digital access can be both generous and brand-elevating. (Plus, Opus Agency uses Webflow as our CMS—so we're fans.)



11. NetApp INSIGHT — September 29 - October 1, Las Vegas

Back to Vegas, baby.

[NetApp Insight](#) is entering a new era with its partnership with the NFL and the San Francisco 49ers —spotlighting how the league uses NetApp's intelligent data infrastructure to power performance and operations. It's an innovative, modern take on how enterprise brands can weave storytelling and sponsorship into their event fabric. Insight is a top-tier [case study](#) in brand partnerships. If you're exploring how to bring high-profile collaborators into B2B programs in a way that feels natural—not forced—this is one to watch closely.



12. Tech Week — October 6-19, San Francisco, Los Angeles; May 26-June 7, New York, and Boston (NEW!)

Decentralized locations.

Four weeks, four cities, endless innovation. [Tech Week's](#) decentralized constellation of happenings—hackathons, meetups, panel events, investor gatherings, pop-ups, you name it—spread across entire cities. Decentralized event models are exploding in popularity. Tech Week is a great example of how to build community-led momentum rather than relying on a single venue footprint. Brands looking to plug into these weeks via sponsorship, thought leadership, or city activations should keep this format on their radar.



13. Singapore FinTech Festival — November 12-14, Singapore

Next stop: Singapore.

Celebrating its 10th anniversary, [Singapore FinTech Festival](#) has matured into one of APAC's most influential business events. Their "campus-style" layout—six halls, each with its own stages, lounges, themes, meetups, wellness zones, galleries, cafés, and F&B—is a masterclass in festivalizing a B2B experience. This is one of the best examples anywhere of how to turn a B2B conference into a cultural moment. The campus design, the energy of the crowd, and the multi-hall programming flow offer valuable inspiration for planners building large-scale, multi-track experiences.



14. FORM — October 9-12, Arcosanti

Into the desert.

Event pros keep asking what the “next SXSW or Burning Man” will be—well, it’s already here, and it happens in the Arizona desert. **FORM** is a waitlist-only, always-sells-out festival that blends architecture, ideas, tech, environment, wellness, culinary, music, and art into one intimate, no-VIP, fully immersive experience. Set in Arcosanti—an experimental community built on arcology principles—it shows how small-scale, intentional curation and boundary-blurring programming can create transformational impact. A masterclass in what intimate events can do.



15. Adobe MAX — November 10-12, Miami

One final stop in Miami.

The “Creativity Conference” always delivers, and as generative AI reshapes content creation, this year’s [Adobe MAX](#) will be especially important. MAX is a live lab for the future of creative work. From on-site studios that produce social assets in real-time to hands-on labs where attendees co-create with speakers, Adobe shows how to condense weeks of production into hours. For event pros, it’s a masterclass in rapid content, immersive activations, and sponsor-driven experiences that scale—proof that experience design and creative speed can go hand in hand.



Emerging Trends

1. Partnerships that tell stories.

Sponsors and collaborators aren't just logos—they're narrative tools. From NetApp Insight to Canva Create, experiences are weaving partners into the journey, making activations feel like part of the story.

2. Cities as co-creators.

Doha, Singapore, Arcosanti: destinations are now characters, not backdrops. The intentional use of environment, architecture, and local culture transforms events into fully realized worlds.

3. Scale meets intimacy.

Whether it's the spectacle of the World Cup or the curated intimacy of FORM, top events prove you can create awe and personal connection in parallel.

4. Experiences as innovation labs.

Events are no longer passive. Cannes, Config, and Adobe MAX are incubators for creativity, learning, and cultural experimentation.

discovery. Event planners are learning to think ecosystem-first, not venue-first.

Hall of Fame

Of course, we haven't forgotten [last year's Top 15](#). Still top of mind for us and our clients:

- [World Experience Summit](#)
- [C2 Montréal](#)
- [WSJ Future of Everything Festival](#)
- [Web Summit Vancouver](#)
- [SXSW London](#)
- [HubSpot INBOUND](#)
- [Fast Company Innovation Festival](#)
- [Bits & Pretzels](#)
- [Dreamforce](#)
- [Money 20/20](#)
- [WSJ Tech Live](#)
- [Slush](#)
- [Microsoft Ignite](#)
- [Art Basel Miami](#)

Big Idea

The future of events is all about impact.

Partnerships that tell stories. Cities that become characters. Decentralized programs that let audiences explore. And experiences that double as innovation labs.

The winning programs will be those that think like true ecosystems—neighborhood-based, culturally resonant, and layered with transportable playbooks so brands can replicate magic in new markets.

Want your event to be a destination people can't stop talking about? Let's craft a signature event that scales, a content engine that converts, and a hospitality stack that leaves attendees saying, "remember when..."

[You know where to find us.](#) Until next time, readers.

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