

## Industries to Target in 2008 for Event Business

In any given economy, there are those businesses that are thriving, even when others are not. Your marketing plan needs to reflect this, as you do not want to keep spending time and money targeting the companies that are scaling way back due to slumping revenues.

Also keep in mind, though, that the wedding industry is one of those "recession proof" industries that continue to thrive. So, that is number one the list! Other than weddings, look to the businesses that will profit in the next few years due to trends. Such as:

- 1. **Anything Green!** Green apparel, Green business services, solar energy product companies, green building companies, organic-based food companies.
- 2. **Seniors.** This age group is BOOMING and therefore so are senior services, senior products, financial services, travel, mobility products, fitness facilities targeting seniors..
- 3. **Health Services.** Being driven by the senior boom, look for biotech and health tech companies, healthcare staffing & recruitment companies, pharmaceuticals..
- 4. **Home Improvement.** With the housing market still in a slump in many parts of the country, more people are looking to renovate and improve upon what they've got. So, look for construction companies, landscapers (outdoor living areas/pools/spas/outdoor fireplaces & kitchens are HUGE), and again solar and energy efficient home products that increase the value of the home for when the sellers market returns..
- 5. **Tech Consulting & Web Apps** - Can we ever really keep up with the new products and services in this area? Any company in this field is a good target for years to come.