

HOW AI IS TRANSFORMING EVENTS & EXPERIENCE DESIGN



MeasureUP brings together event leaders who are rethinking how data, AI, and insight drive smarter face-to-face experiences.

Hosted by Bear Analytics, it's a focused, high-impact gathering designed for real conversations, practical takeaways, and meaningful connections.

THE EVENT

MeasureUP is a one-day experience for event professionals, association leaders, and industry partners who want to understand what's working, what's changing, and what's next. Attendees leave with insights they can actually apply, not just ideas to think about later.

“MeasureUP brought together brilliant minds in data, AI, and leadership.”

- Marisa Cali, Event Strategy & Consulting

“We walked away from MeasureUP with real, actionable ideas for our 2026 event strategy.”

- Trifecta Collective

Step Inside
MeasureUP



WHY SPONSOR



A small, curated audience focused on practical AI use in live events



Discussions backed by real event data and benchmarks



Fewer sponsors so conversations stay meaningful

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PACKAGES CONTACT

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