

# CSA Balloons Presents the Biggest Event Trends for 2018

*2018 has taken-off and so have new trends in the Event Planning Industry*

BOUCHERVILLE, QUEBEC, CANADA , January 31, 2018 /EINPresswire.com/ -- As the leading custom balloon printers in North-America, the folks at CSA Balloons know a thing or two about event planning. CSA Balloons has printed custom balloons for some of the most notable brands in the world. They have printed millions of balloons for companies attending the most prestigious and relevant trade shows and specialized conferences in the United States, Canada, and around the world.

Here is a look at what they think will be the biggest trends in event planning for 2018.



## Customize and Personalize as Much as You Can

We live in an era where “one size fits all” doesn’t work for anyone. Customizing event details will go a long way in creating that wow effect everyone is looking for. “Our clients contact us because we can

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Our clients are proud to display our balloons because they are 100% biodegradable and recyclable”

*CSA Balloons President,  
Csaba Laviolette*

customize any image or message on balloons. We have seen such a drastic increase in event-related orders, that we can definitely call it a trend!”, mentions CSA Balloons President, Csaba Laviolette.

## Squeeze Value Out of Every Detail

It’s simple, businesses want the most bang for their buck. With budget constraints and fierce competition, as an event planner, you will need to squeeze the value out of every detail.

To do so, CSA recommends finding more than one purpose for every element of your event. “Our [balloons provide a striking background](#) to any setting but are also great marketing tools. So many of our clients chose to print their logos on balloons that they then opt to distribute as promotional giveaways at the end of the event”.

## Engage, Engage, and Engage Some More

People want to be impressed. If they are, they will share their experience with others through social media and other means. Engaging event participants is therefore imperative. Guests at events want to feel like they are part of something bigger. Amaze them with a touch of originality and see the impact it will have on social media.

## Unique is the Only way to go on the Venue

This is perhaps one of the biggest trends of the year 2018. “Our clients are coming up with such original venues, it’s pretty incredible! We look forward to seeing what event planners will come up with in the upcoming months”.

### Sprinkle your Event with Local Flavor

Food, history, local art... Anything local will add a ton of value to your event. This trend stems from the fact that many event participants come from other cities or even countries. The local accents will therefore create a magical moment that will, hopefully stay with the participant for years to come. The idea is to create a wish you were here kind of atmosphere. The folks at CSA however warn us that overdoing this will result in event disaster. “You don’t want folk music and costumes to distract guests and take over your company’s brand. The first and main purpose is to [bring attention to your company](#) and/or message”.

### Continue to Foster Sustainable Events

We are glad to say that this trend from past years is still very much alive in 2018. Green initiatives should continue to be a main objective in event planning for 2018. “Our clients are proud to display our balloons because they are 100% biodegradable and recyclable”.

### About CSA Balloons:

For more than fifteen years, CSA Balloons has been a [leader in custom balloon printing](#). With offices in Canada and the USA, they supply personalized balloons to clients throughout North-America. Their dedicated staff will help any business, association, or party planner create the perfect custom balloons for any event. Renowned for their impeccable print quality, fast delivery, and outstanding customer service, they are the top-choice balloon printers for businesses big and small.

Csaba Laviolette  
CSA Balloons  
1-888-950-7878  
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Custom Balloon Decorations



CSA Balloons customers can now rely on CSA for all their balloon decoration needs.

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