

### THE STATE OF THE EVENT INDUSTRY SURVEY 2021 - SECOND QUARTER

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#### https://www.eventmanagerblog.com/state-of-the-event-industry-update/

Please refer all pertinent questions to the publisher.



### Introduction

We asked our community about their professional situation through a survey carried out in May/ June. We received 401 responses from event professionals, with 92 percent of those identifying as event planners, event managers, marketers, event strategists, or event technologists; and 8 percent identifying as suppliers. This report offers a graphical summary of the data collected.

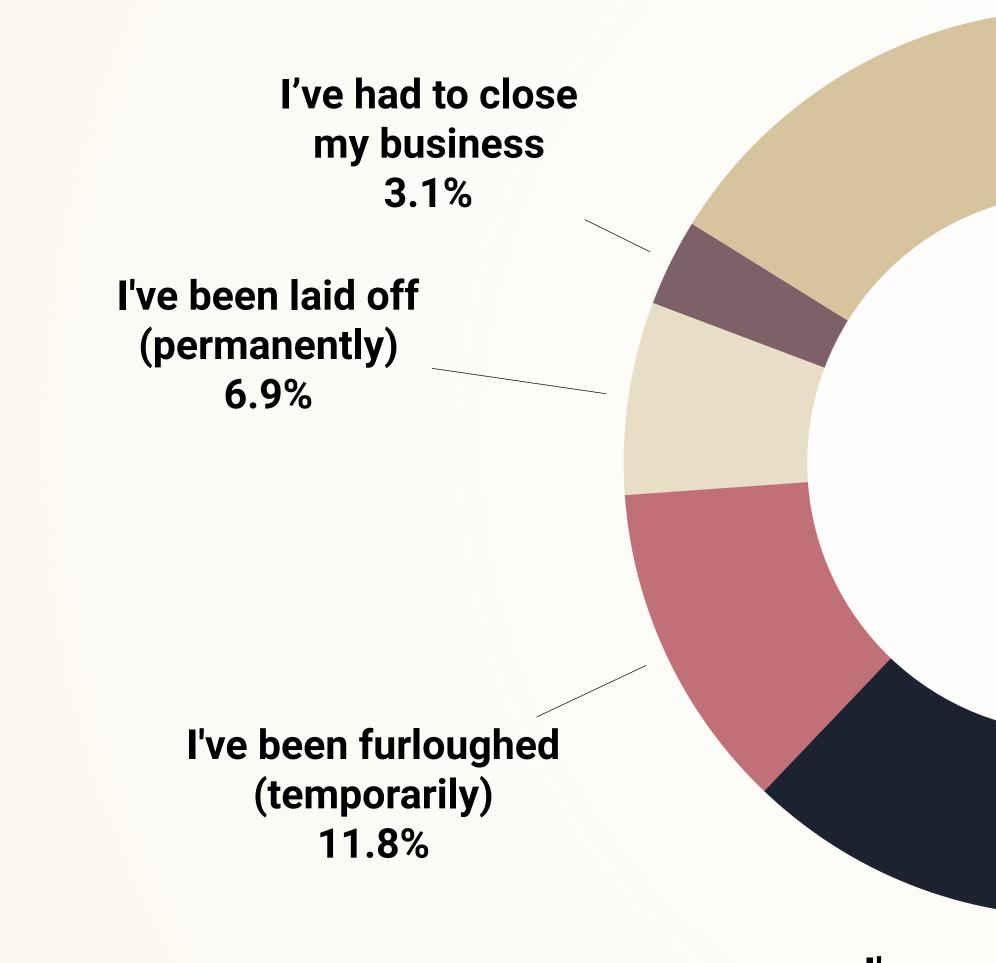
We believe event professionals must have access to data that illustrates what is currently happening in the broader event industry. Therefore, we openly share our data so that all event professionals can use it to make informed decisions.

If you have not done so already, please consider answering our latest survey here:

https://www.smartsurvey.co.uk/s/T0C8BC/



## Personal Impact Impact Impact HOW HAVE YOU PERSONALLY BEEN IMPACTED BY THE PANDEMIC?





#### I've experienced a loss of income

47.2%

I've experienced no negative impact 31.0%

**Company Impact** HOW HAS YOUR COMPANY BEEN NEGATIVELY IMPACTED BY THE PANDEMIC?

Loss of business but company operational 68.3%



Loss of business resulting in company closure 5.5%

> **Business has not** been negatively impacted 13.6%

**Business has been** positively impacted 12.6%

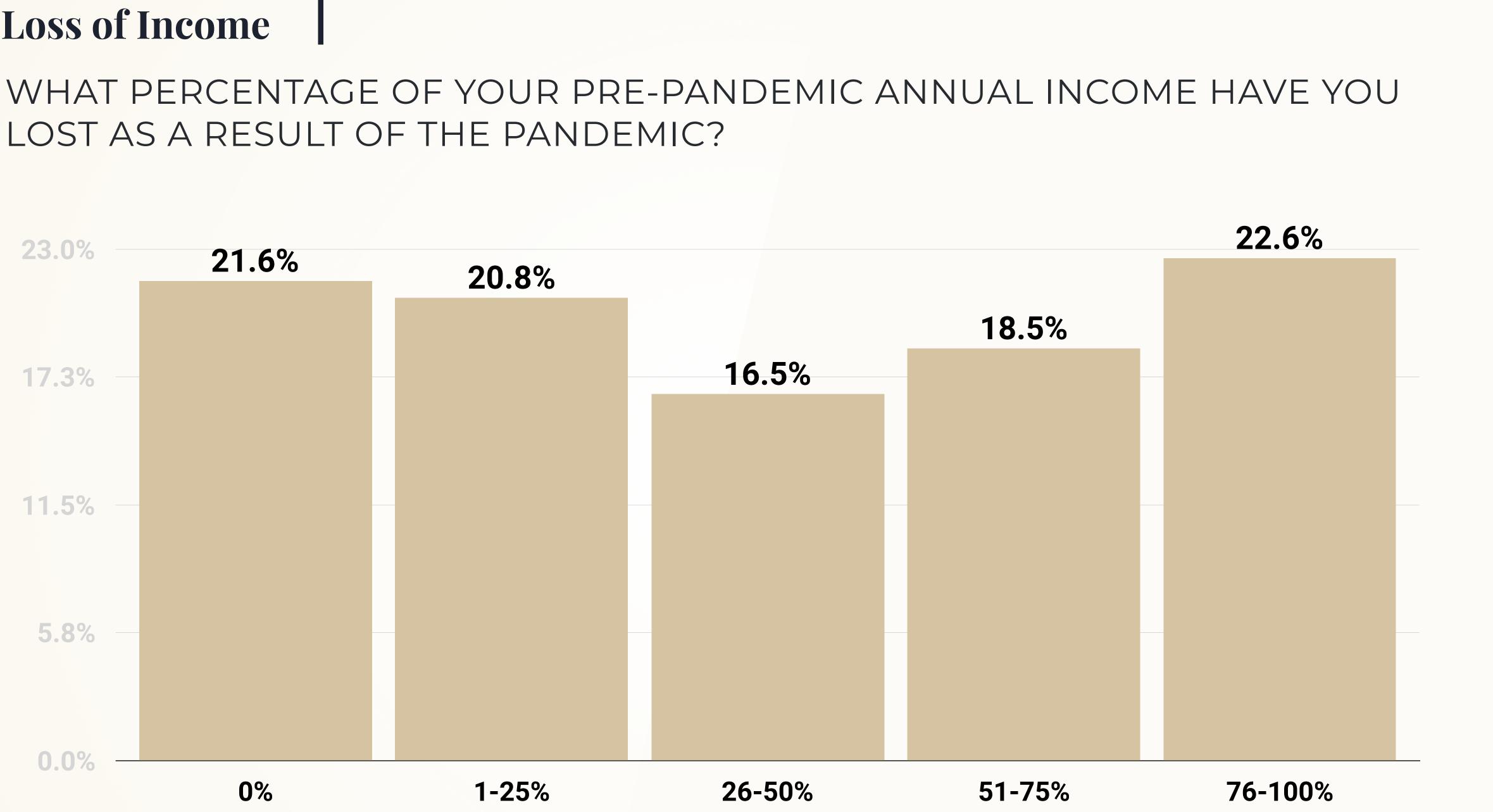
### **Loss of Income**

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### LOST AS A RESULT OF THE PANDEMIC?



# Live Events ABLE TO HOST ANY LIVE EVENTS SINCE SINCE THE FIRST RESTRICTIONS WERE INTRODUCED IN YOUR REGION?

No\_\_\_\_\_ 71.5%



Yes 28.5%

### **In-Person Events in Last 6 Months?** HAVE YOU BEEN ABLE TO HOST LIVE, IN-PERSON EVENTS IN THE LAST SIX MONTHS?

#### No\_ 71.4%



Yes 28.6%

# Government Support AVE YOU BEEN ABLE TO BENEFIT FROM ANY GOVERNMENT SUPPORT DURING THE PANDEMIC?

#### No 49.4%

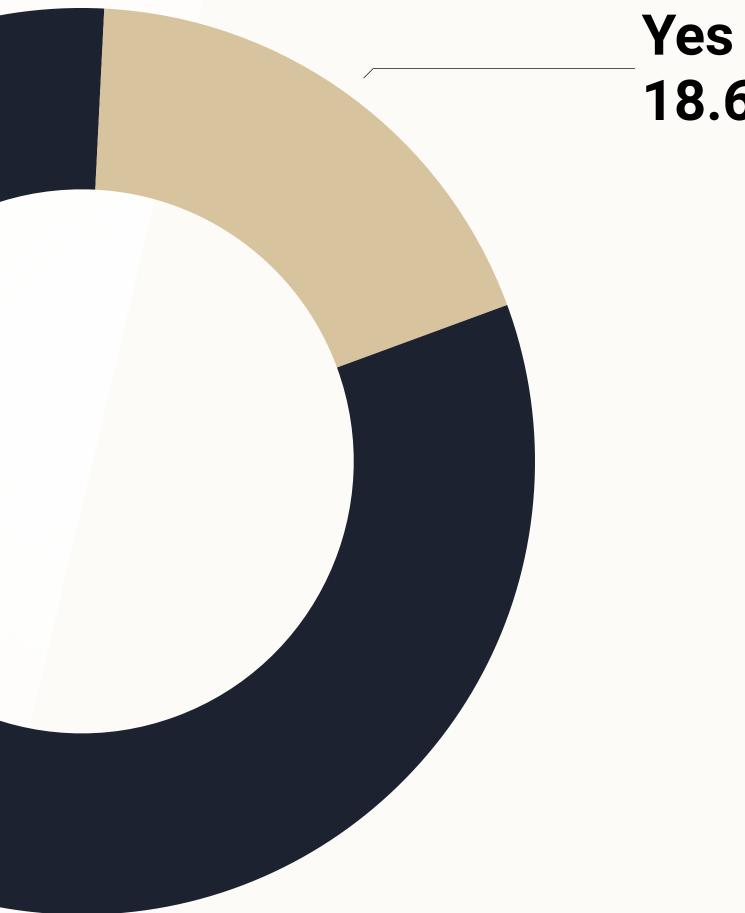




### **Current Government Support** ARE YOU CURRENTLY RECEIVING GOVERNMENT SUPPORT?







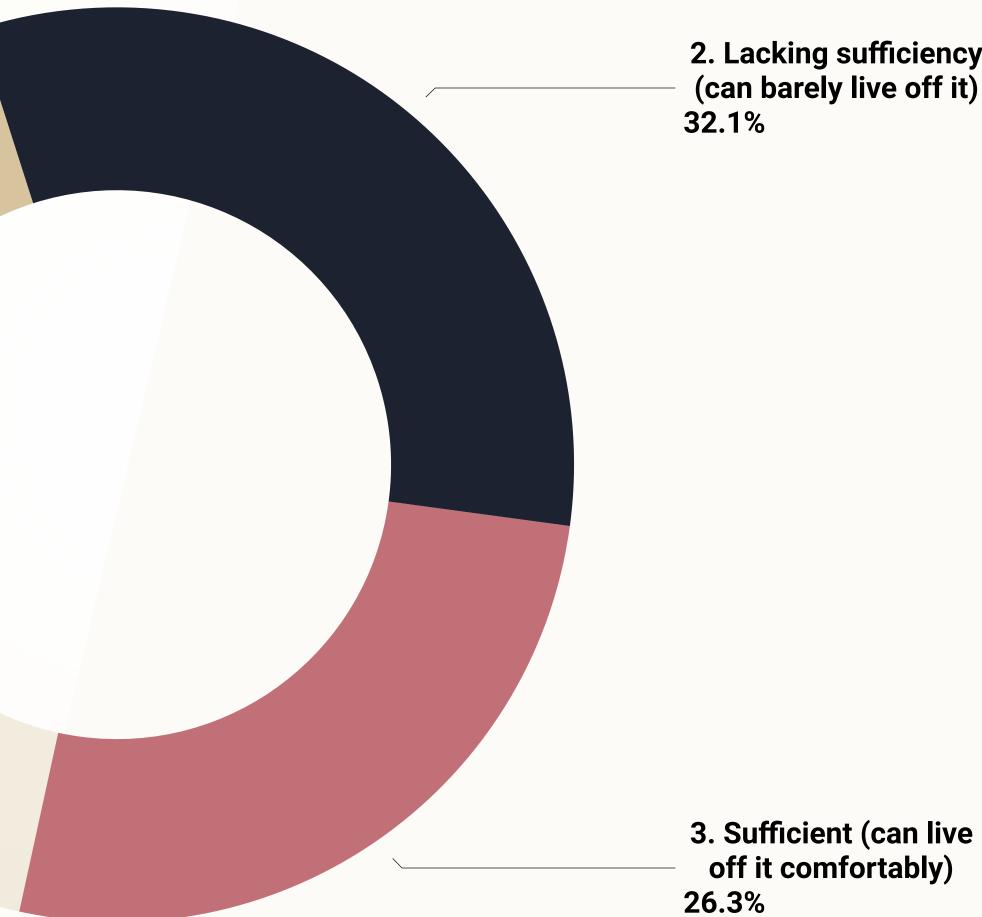
18.6%

### **Sufficient Government Support** IF YOU HAVE RECEIVED FINANCIAL ASSISTANCE FROM THE GOVERNMENT, HOW SUFFICIENT WAS IT ON A SCALE OF 1 TO 5?

1. Totally insufficient (cannot live off it) 28.3%

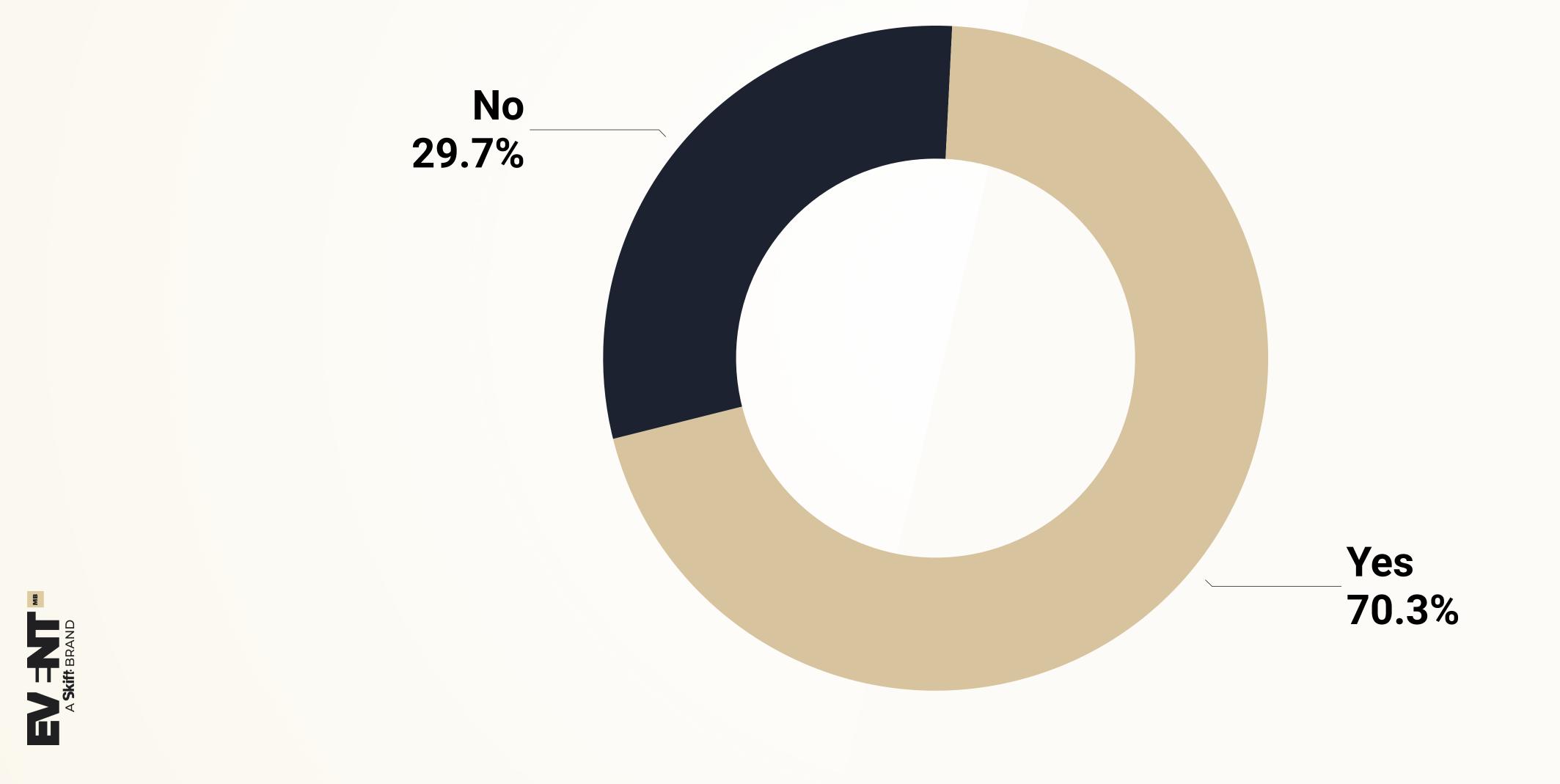
5. More than sufficient (can maintain my business at pre-Covid operations) 6.3%

4. Very sufficient (can sustain my business at reduced operations/staff)

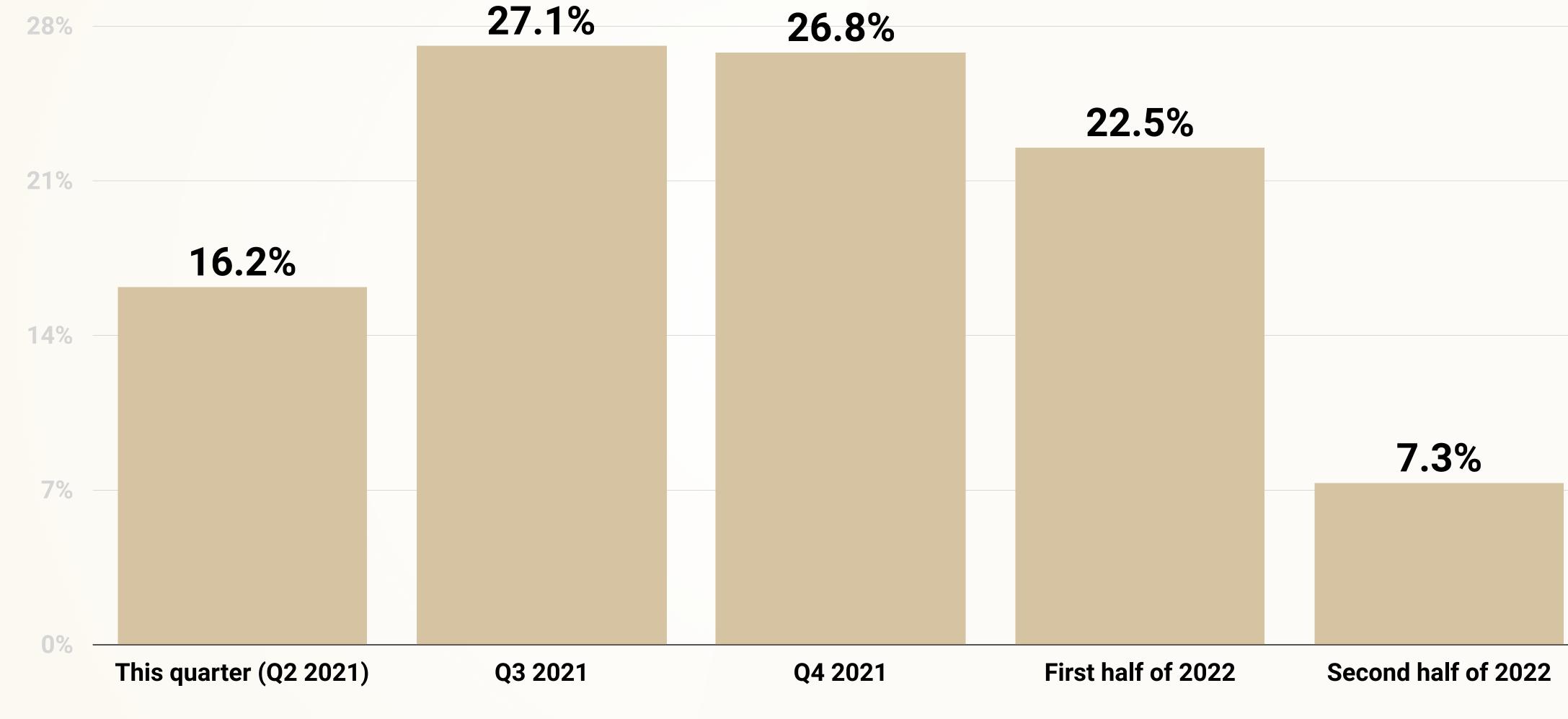


2. Lacking sufficiency (can barely live off it)

### Current In-Person Events ARE YOU CURRENTLY PLANNING IN-PERSON EVENTS (WITH OR WITHOUT A VIRTUAL COMPONENT)?



## **Recovery Expectation** WHEN DO YOU EXPECT TO BE ABLE TO HOST IN-PERSON EVENTS AGAIN?





# **Recovery Obstacle** WHAT IS THE BIGGEST OBSTACLE FOR RESUMING EVENTS?

**Concern about the safety of attendees and stakeholders** 

Expense of safety and social distancing infrastructure/tools/materials

**Physical distancing logistics** 

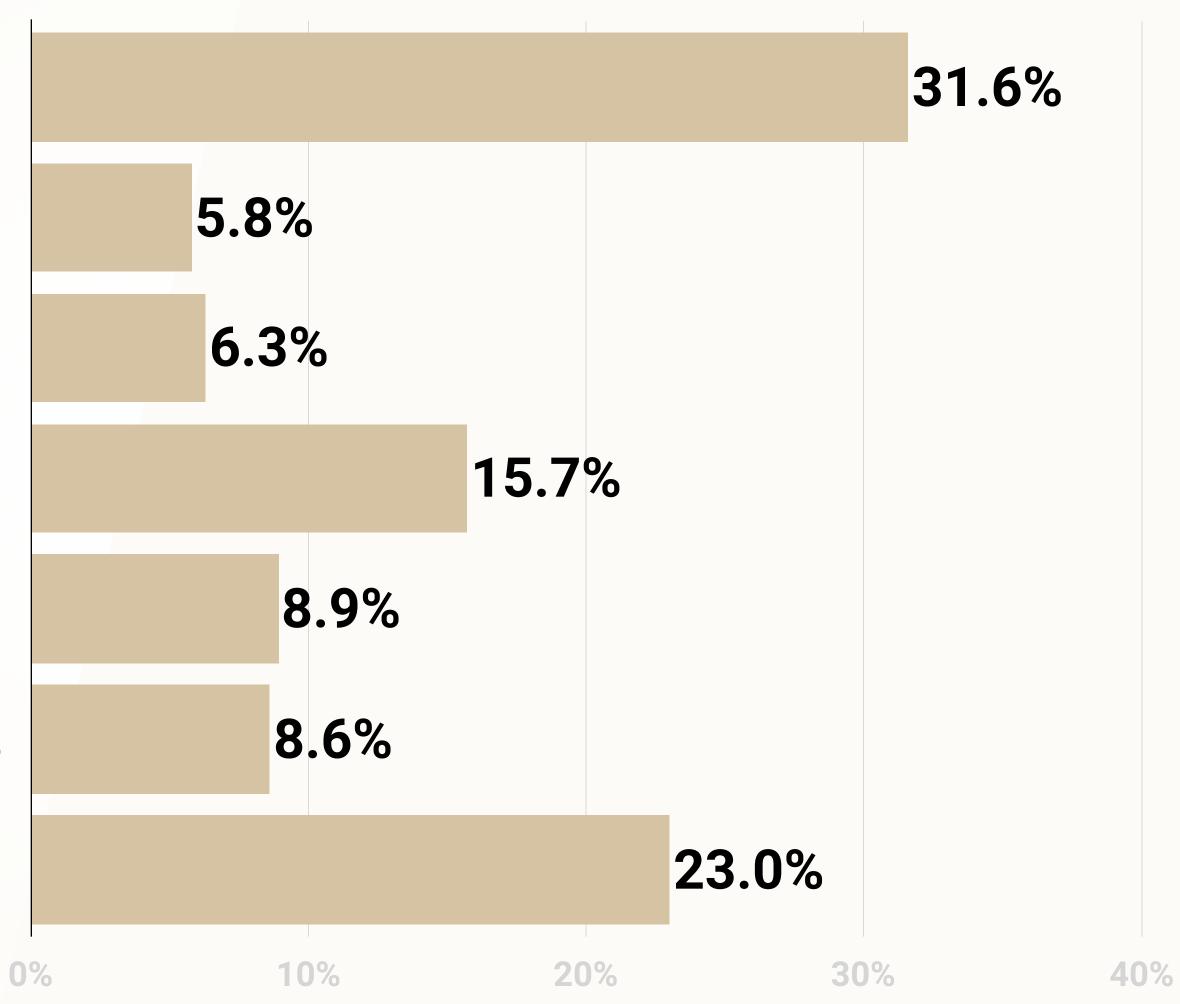
**Travel limitations** 

The lack of financial viability at lower venue capacity

Lack of budget

Lockdowns and related restrictions on group sizes





### **Recovery Factor** WHICH OF THE FOLLOWING WOULD MAKE YOU FEEL CONFIDENT IN PLANNING LIVE PHYSICAL EVENTS?

A widely accessible Covid-19 vaccine

**Effective Covid-19 therapy/treatment** 

**Effective real-time viral testing** 

A Covid passport program

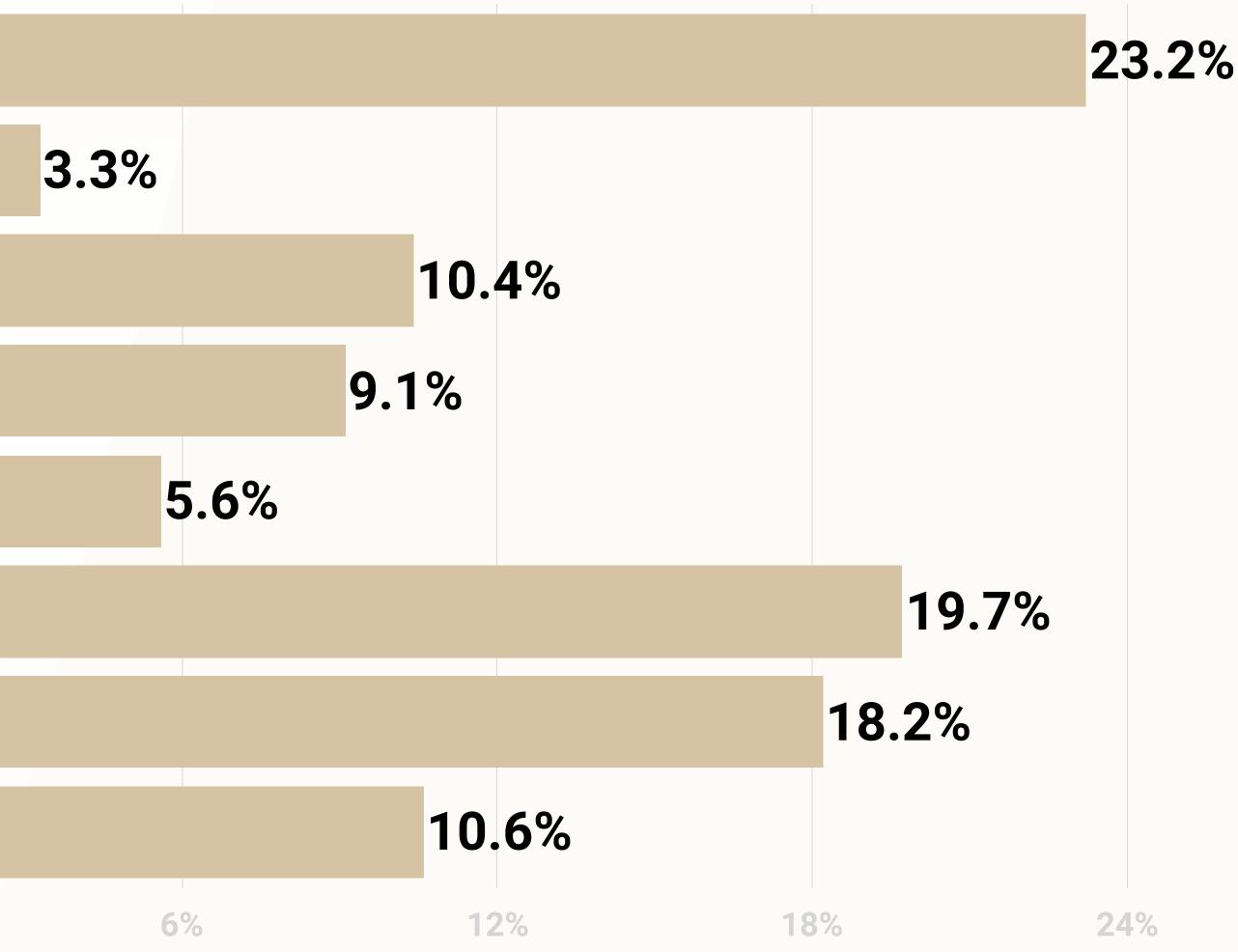
Declining new infections rate in the host city

No travel/quarantine restrictions

**Government permission** 

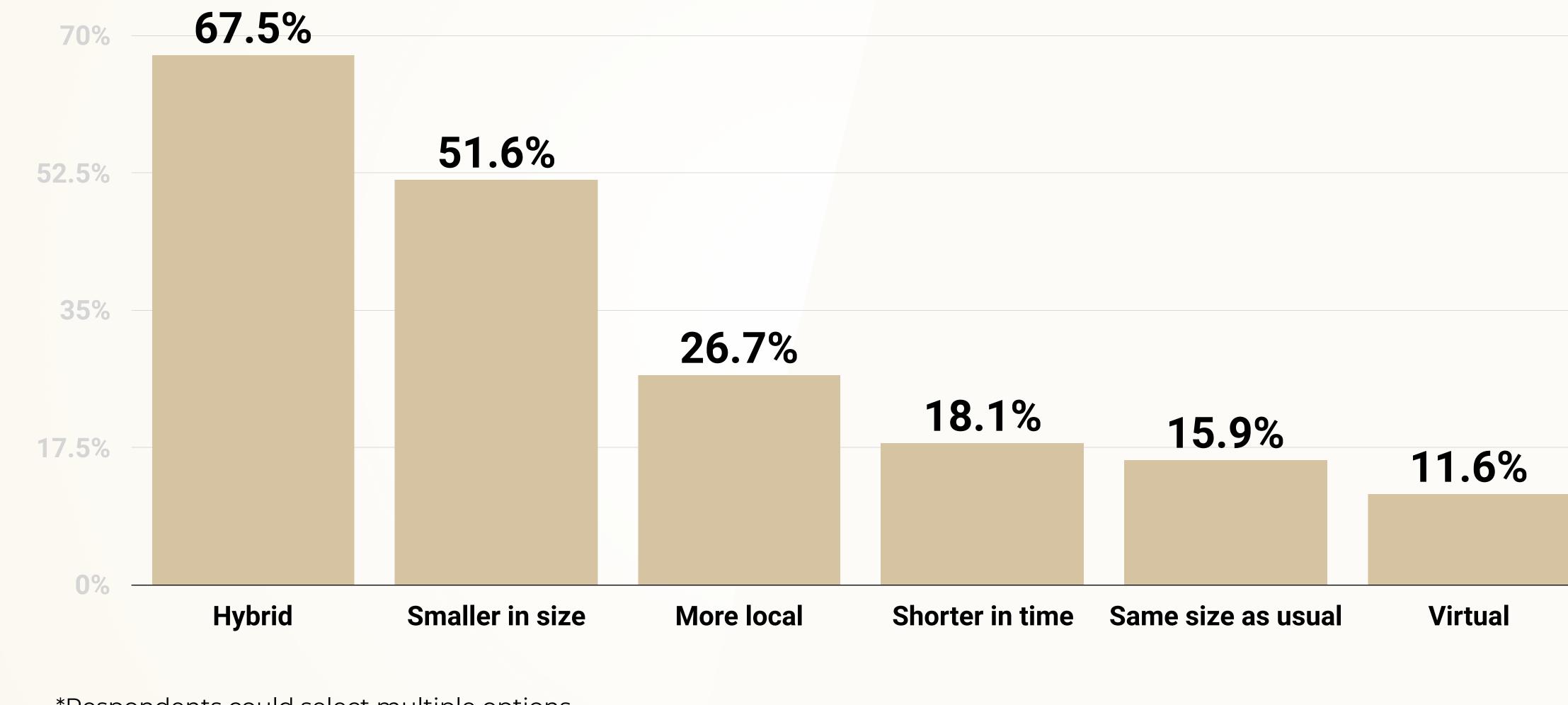
I am already confident in planning live events







## What Will Events Look Like? ONCE YOU DO GO BACK TO BUSINESS, WILL YOUR EVENT BE\*:





\*Respondents could select multiple options

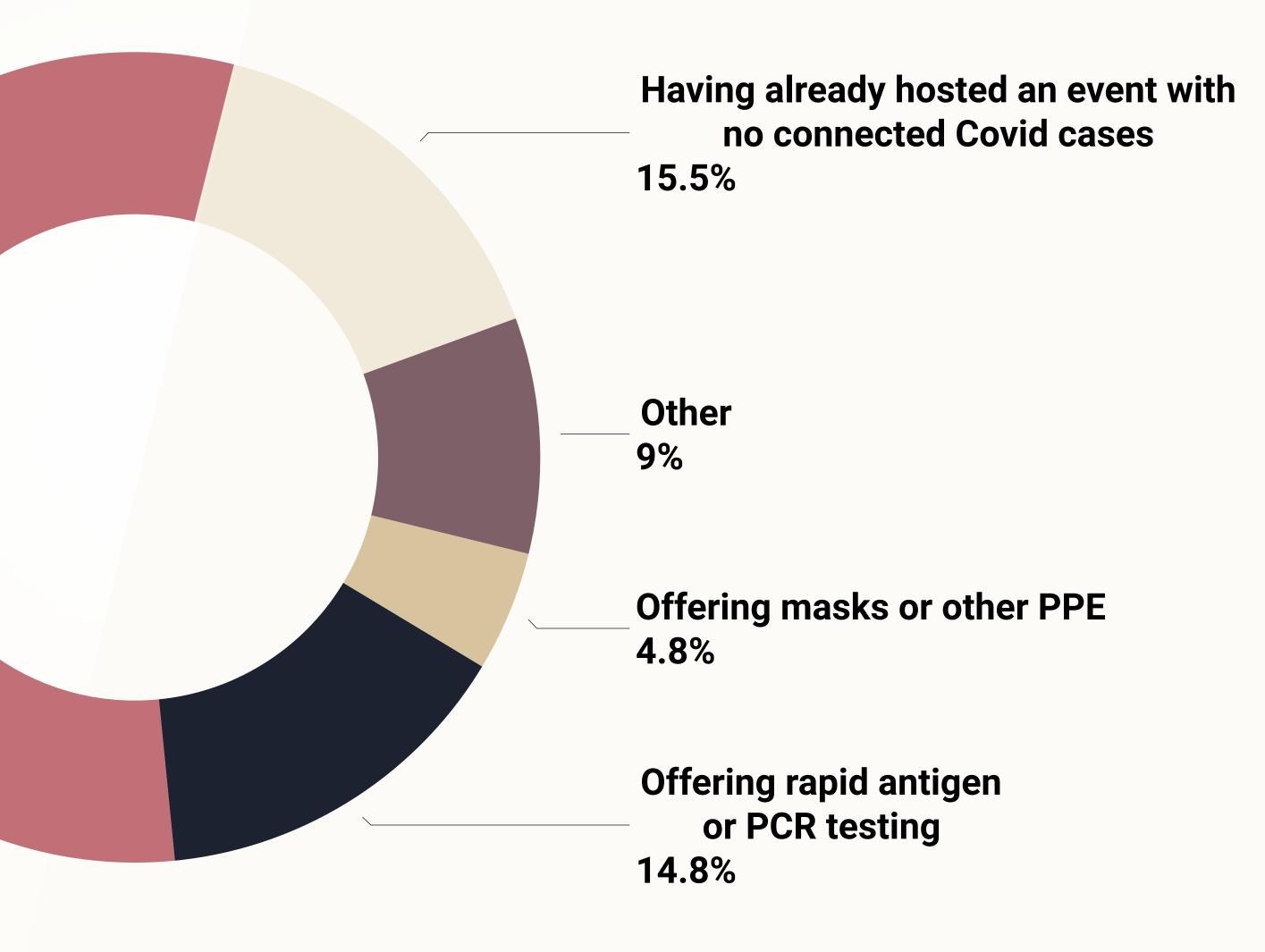
### **Venue Selection**

WHAT IS YOUR TOP CRITERION W NEXT EVENT?

A statement of commitment to follow local health guidelines -55.5%

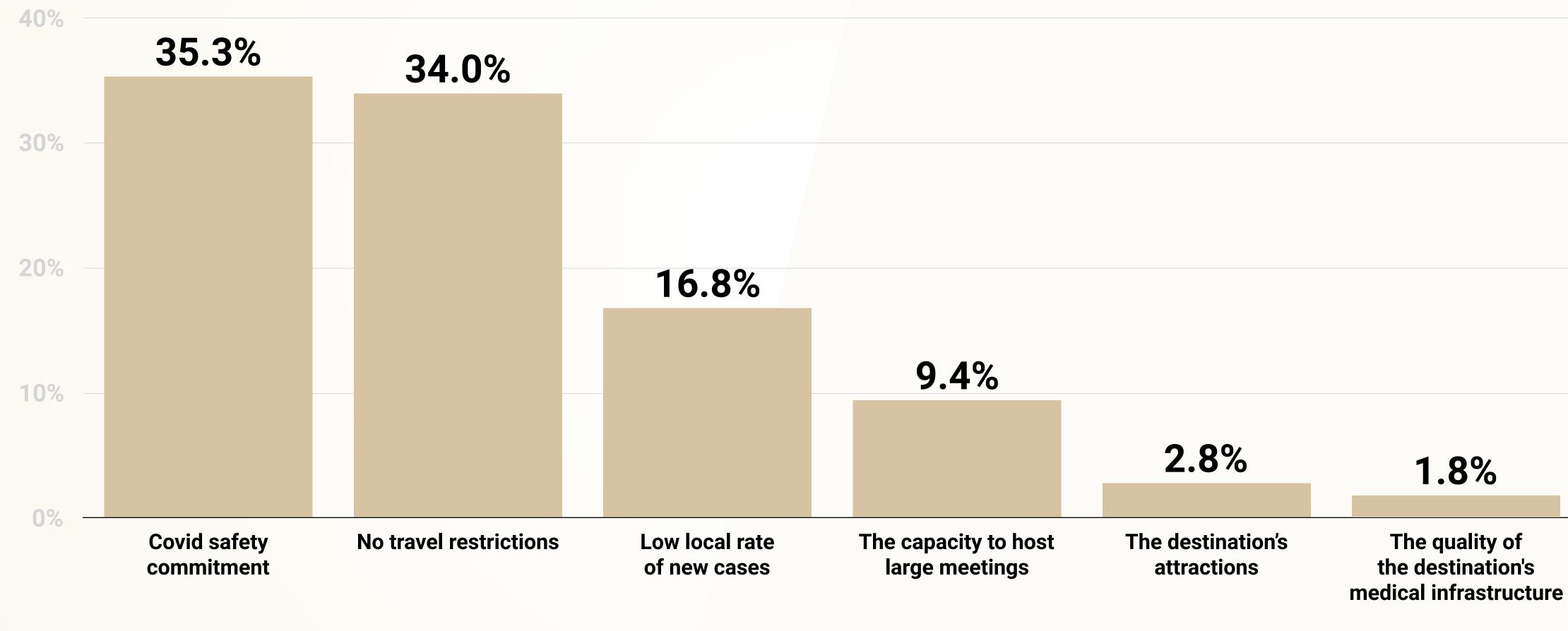


### WHAT IS YOUR TOP CRITERION WHEN CHOOSING THE VENUE FOR YOUR



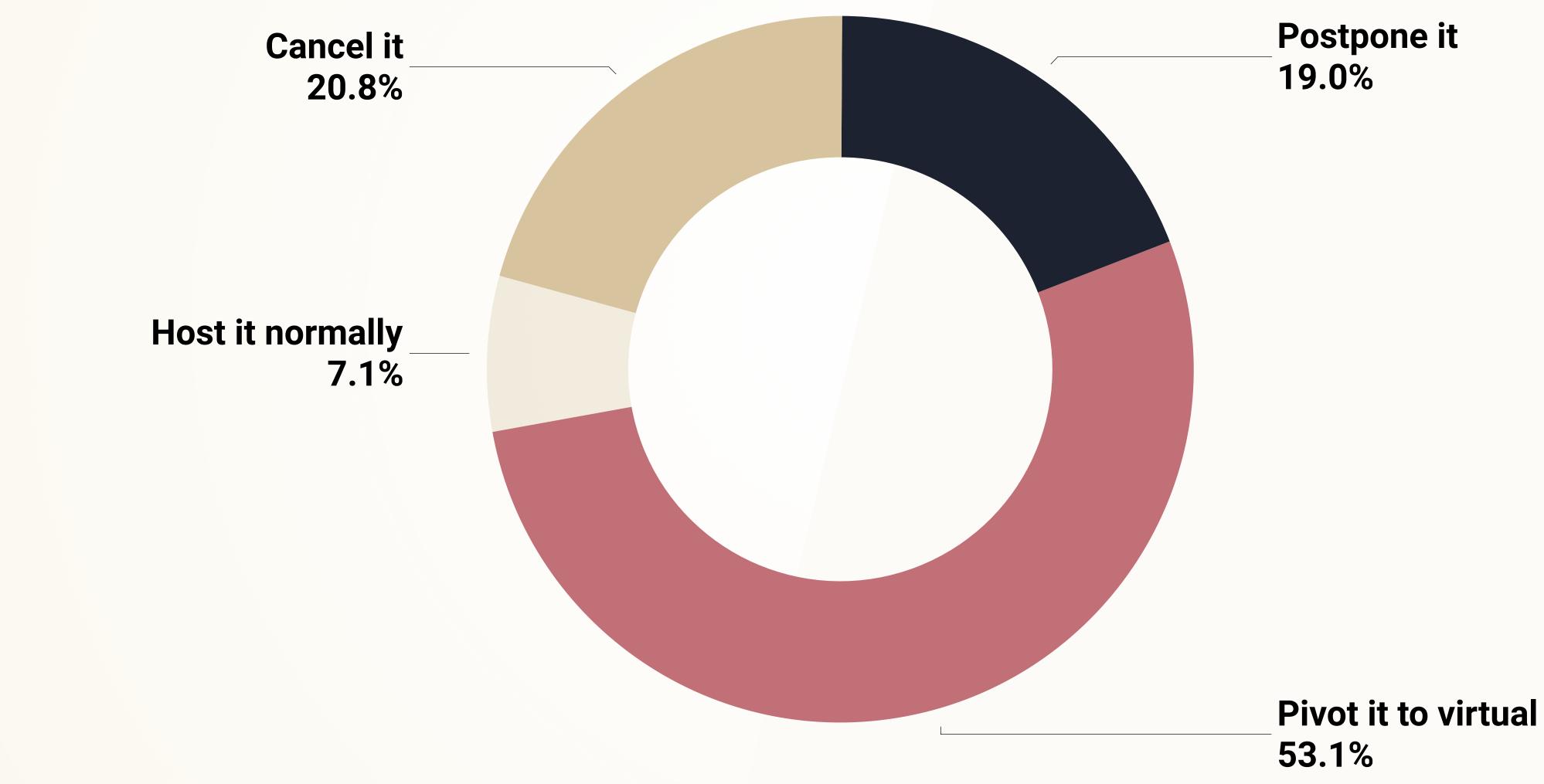
### **Destination Selection**

### WHAT WOULD MAKE YOU FEEL MOST CONFIDENT IN CHOOSING A DESTINATION FOR YOUR NEXT EVENT?





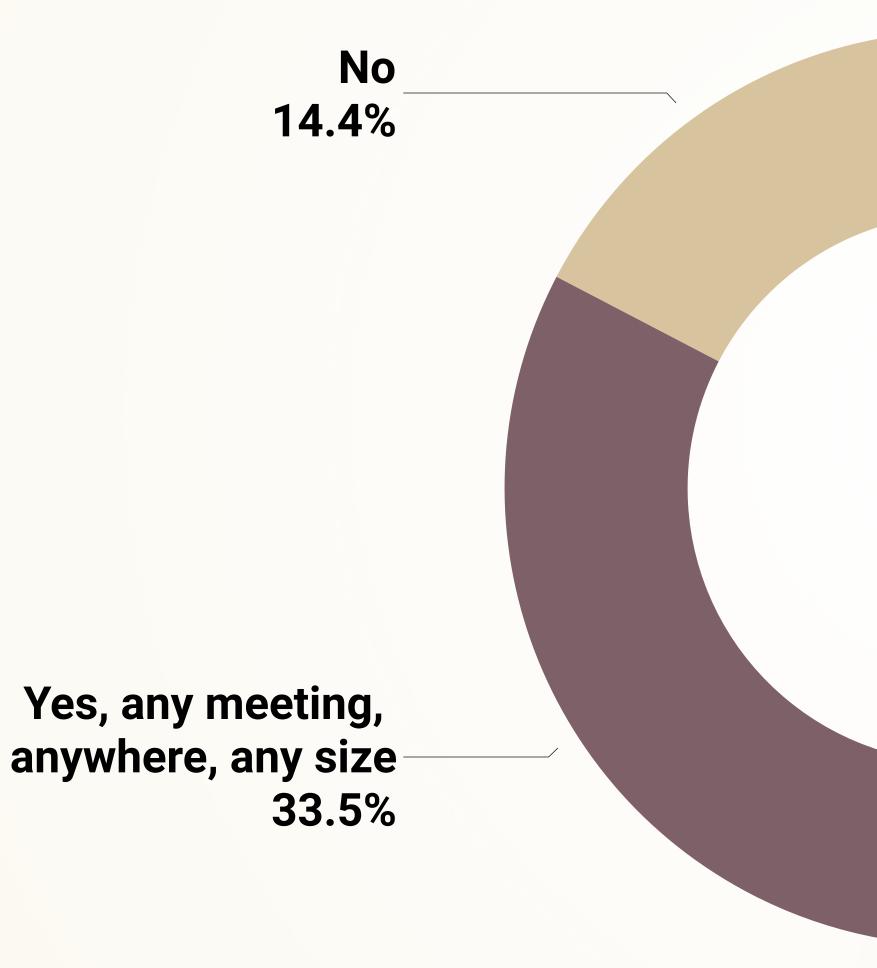
### Last Major Event FOR YOUR LAST MAJOR EVENT, DID YOU:





### Postpone it

# Would You Attend Would you attend a physical meeting in person?



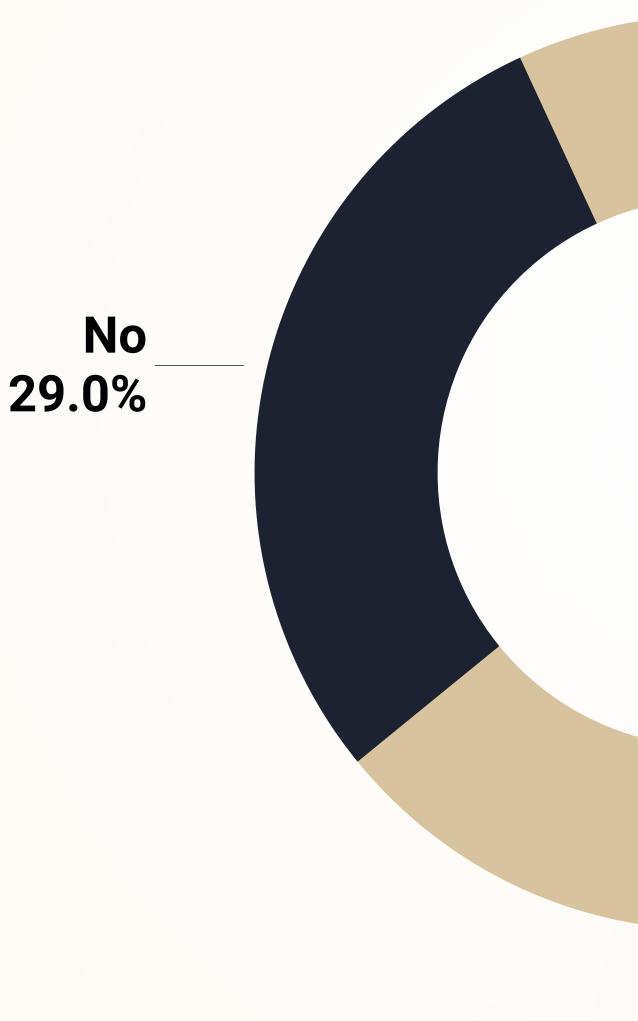


Yes, but only a local meeting (any size) 14.9%

Yes, but only a small meeting (anywhere) 14.1%

Yes, but only a small and local meeting 23.2%

### Industry Association Satisfaction ARE YOU SATISFIED WITH HOW EVENT INDUSTRY ASSOCIATIONS ARE REPRESENTING EVENTS AND DEALING WITH THE CRISIS?





Yes 71.0%

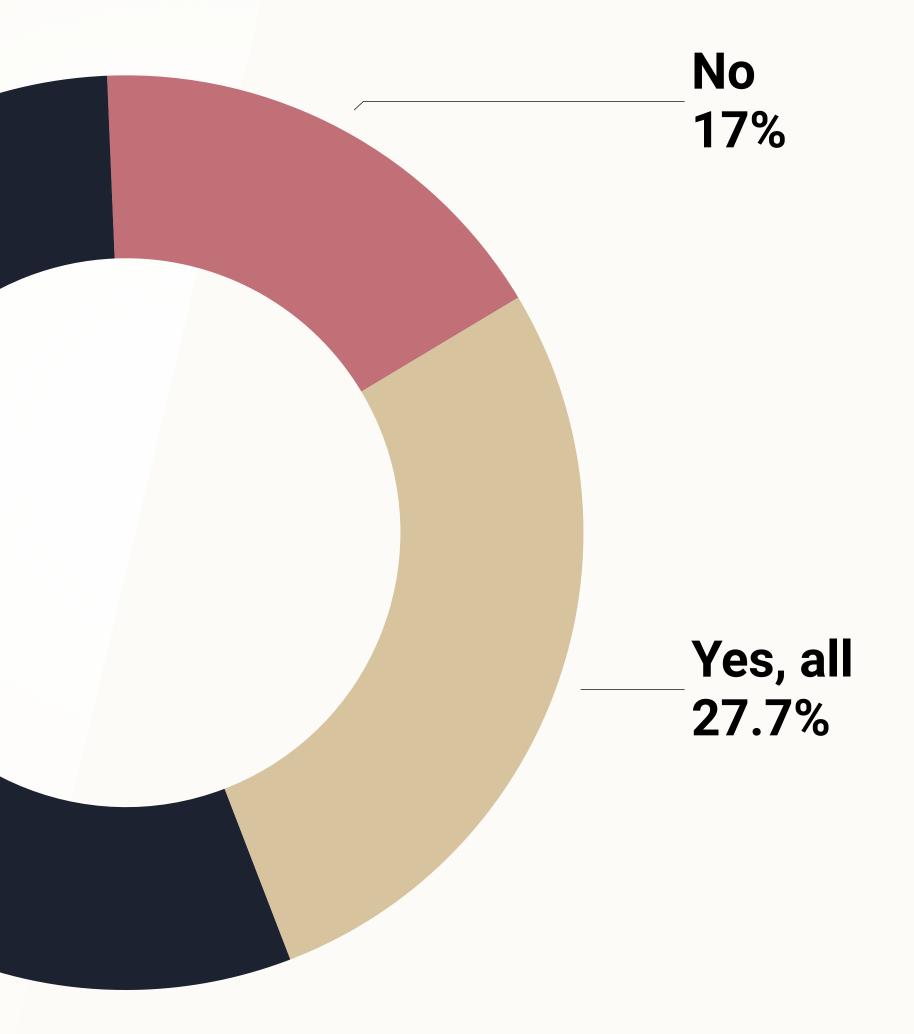
### **Pivot to Virtual**

HAVE YOU BEEN ABLE TO SUCCES EVENTS TO VIRTUAL?

#### Yes, some 55.2%



#### HAVE YOU BEEN ABLE TO SUCCESSFULLY PIVOT SOME OR ALL OF YOUR



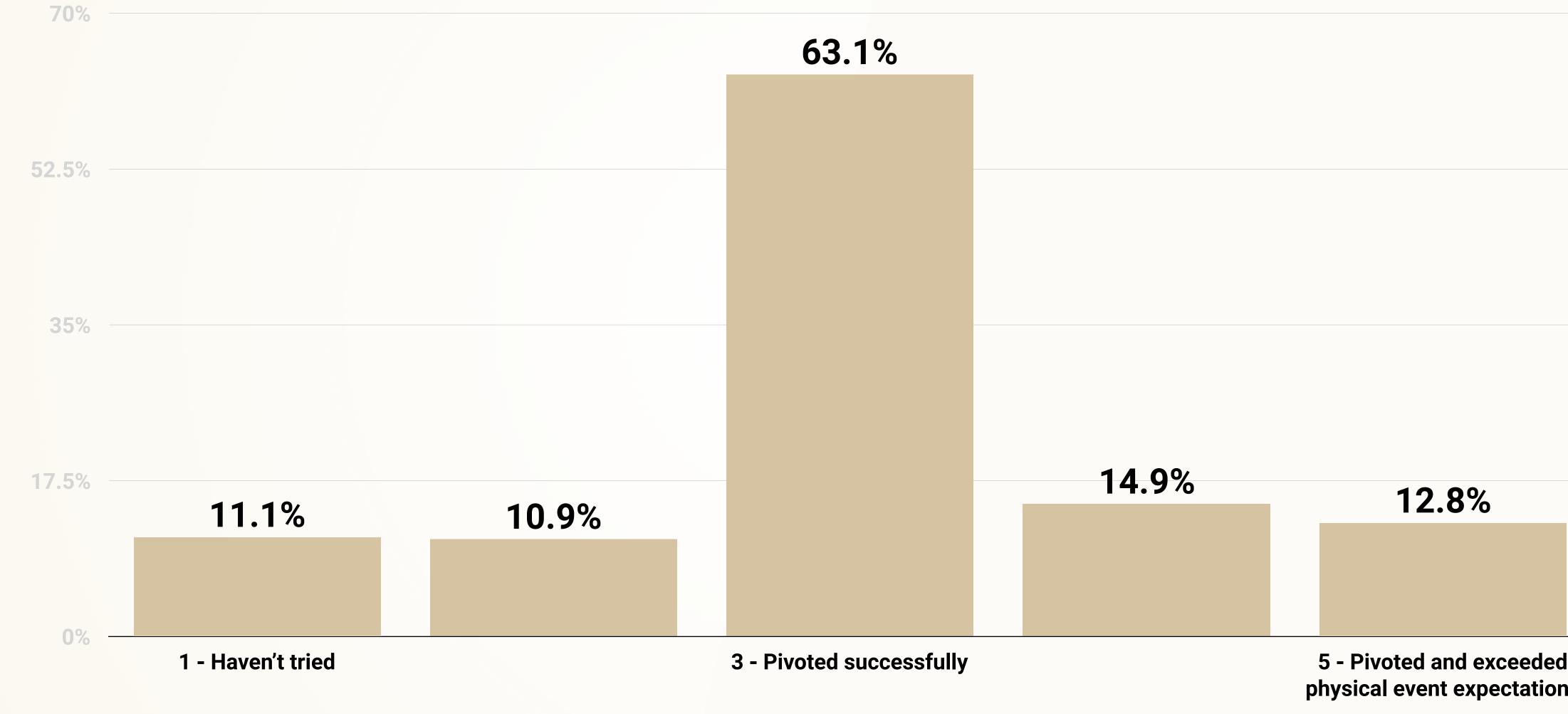
### **Successful Pivot to Virtual**

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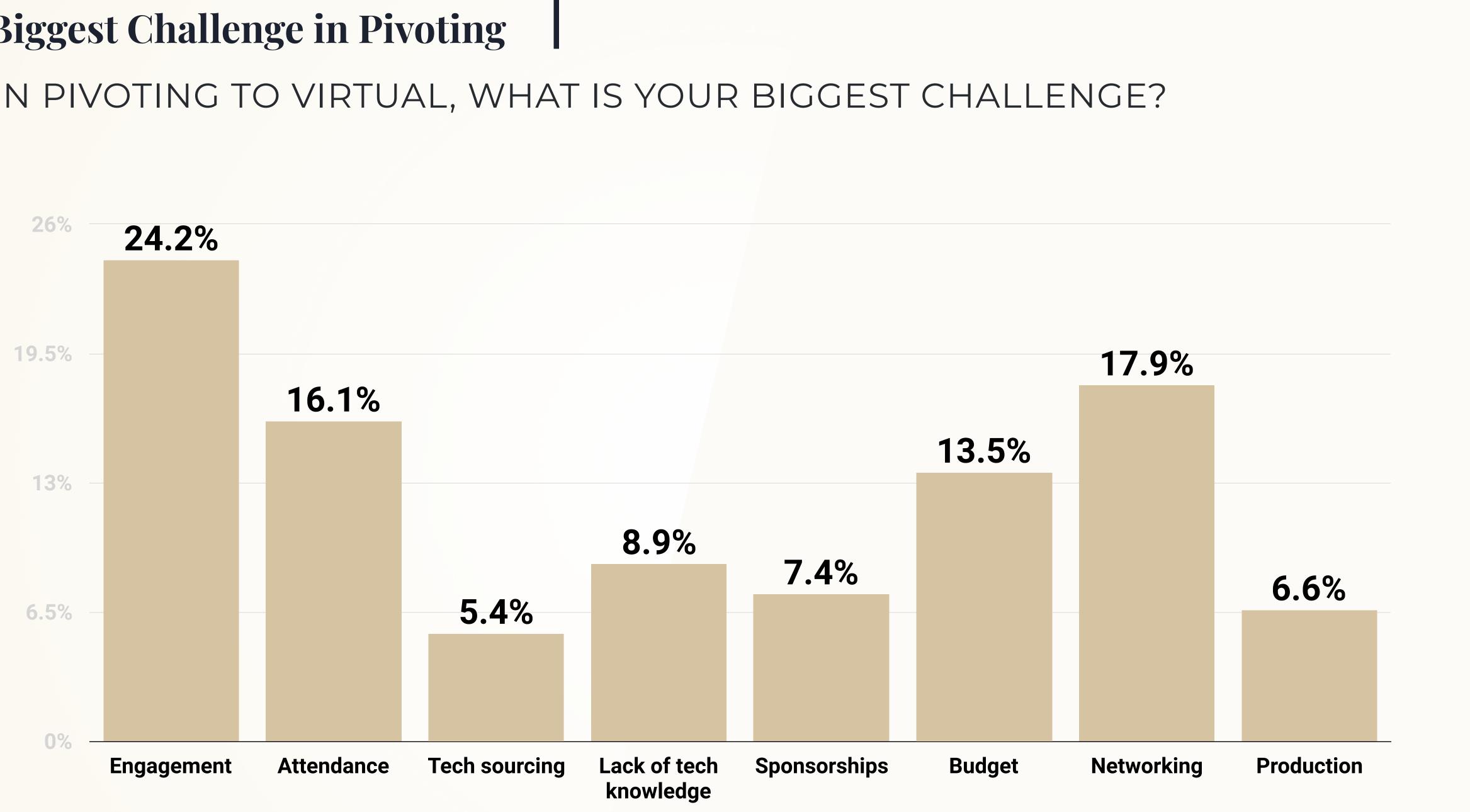
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### ON A SCALE OF 1 TO 5, HOW SUCCESSFULLY HAVE YOU BEEN ABLE TO PIVOT ONE OR MORE OF YOUR EVENTS TO VIRTUAL?



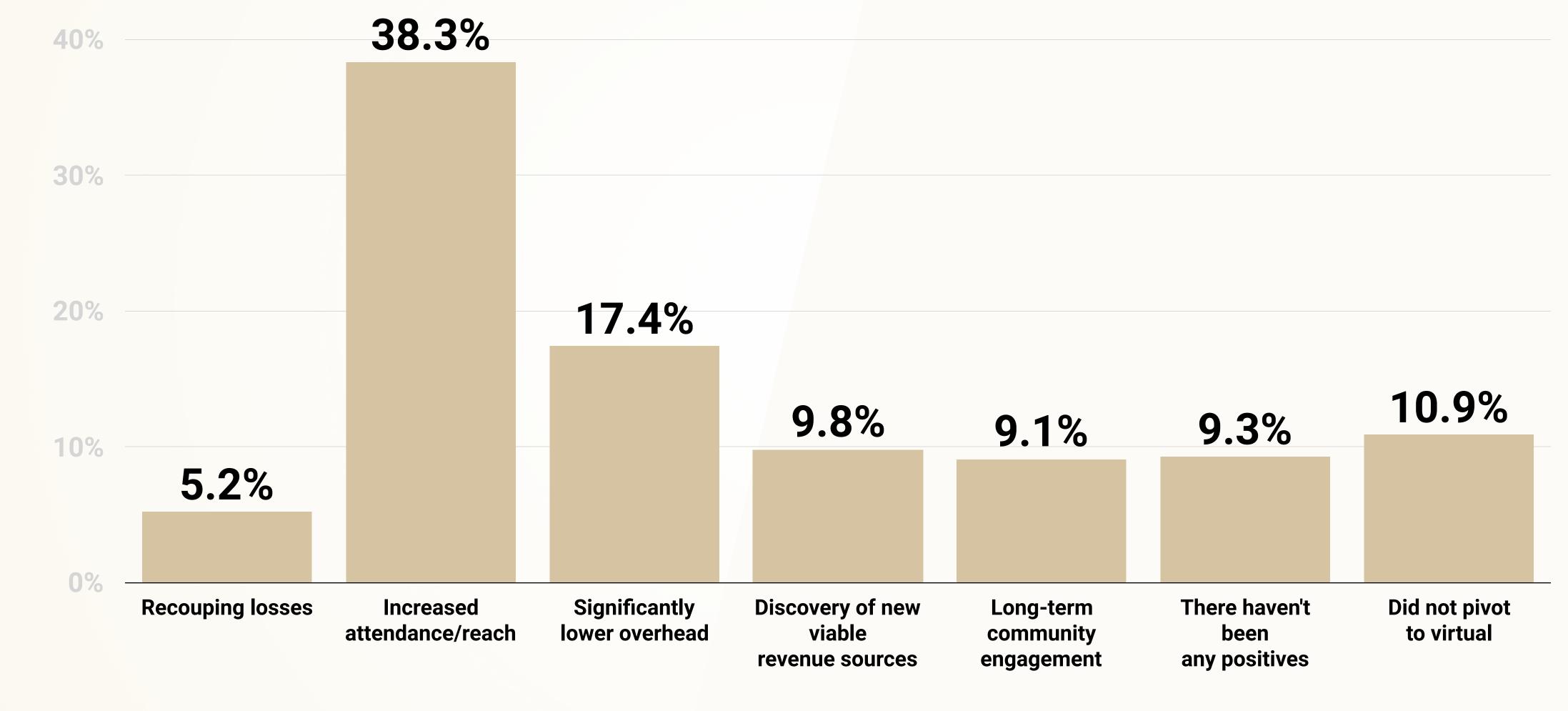
physical event expectations

### **Biggest Challenge in Pivoting** IN PIVOTING TO VIRTUAL, WHAT IS YOUR BIGGEST CHALLENGE?





# **Positive Result of Virtual** WHAT HAS BEEN THE MOST POSITIVE RESULT OF PIVOTING TO VIRTUAL?



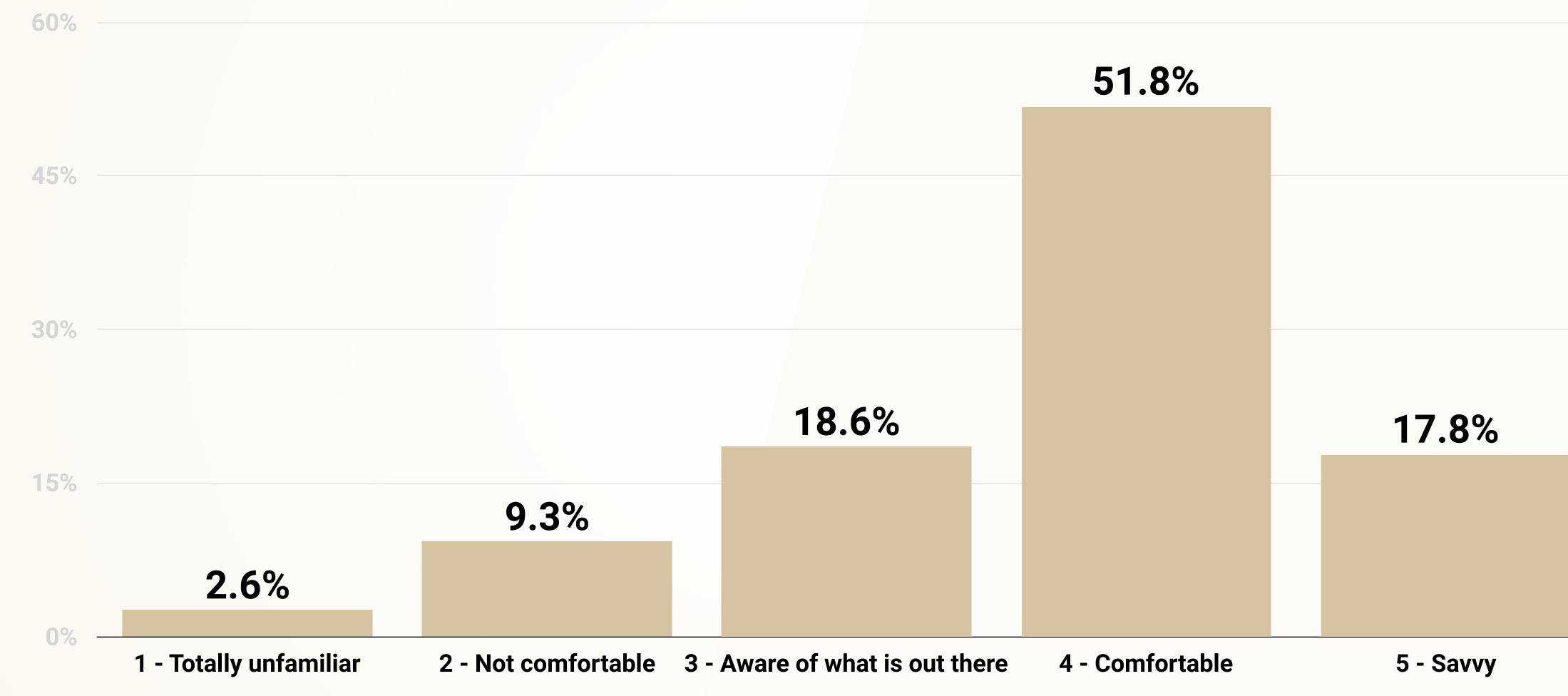


### **Virtual Event Tech Proficiency** HOW COMFORTABLE ARE YOU WITH VIRTUAL EVENT TECH?

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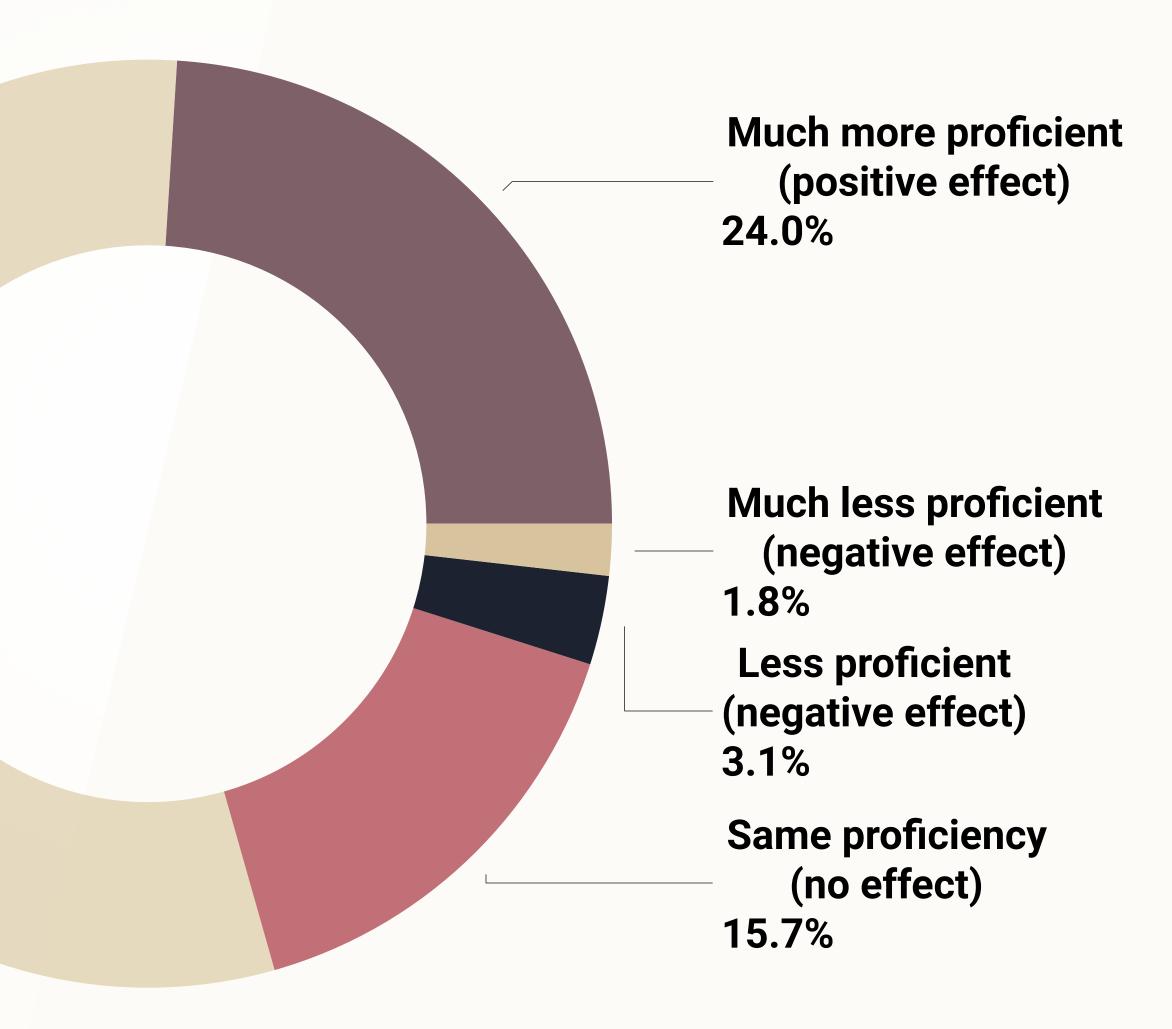
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## **Tech Proficiency Change** WHAT EFFECT HAS THE PANDEMIC HAD ON YOUR TECH PROFICIENCY?

More proficient (positive effect) – 55.4%





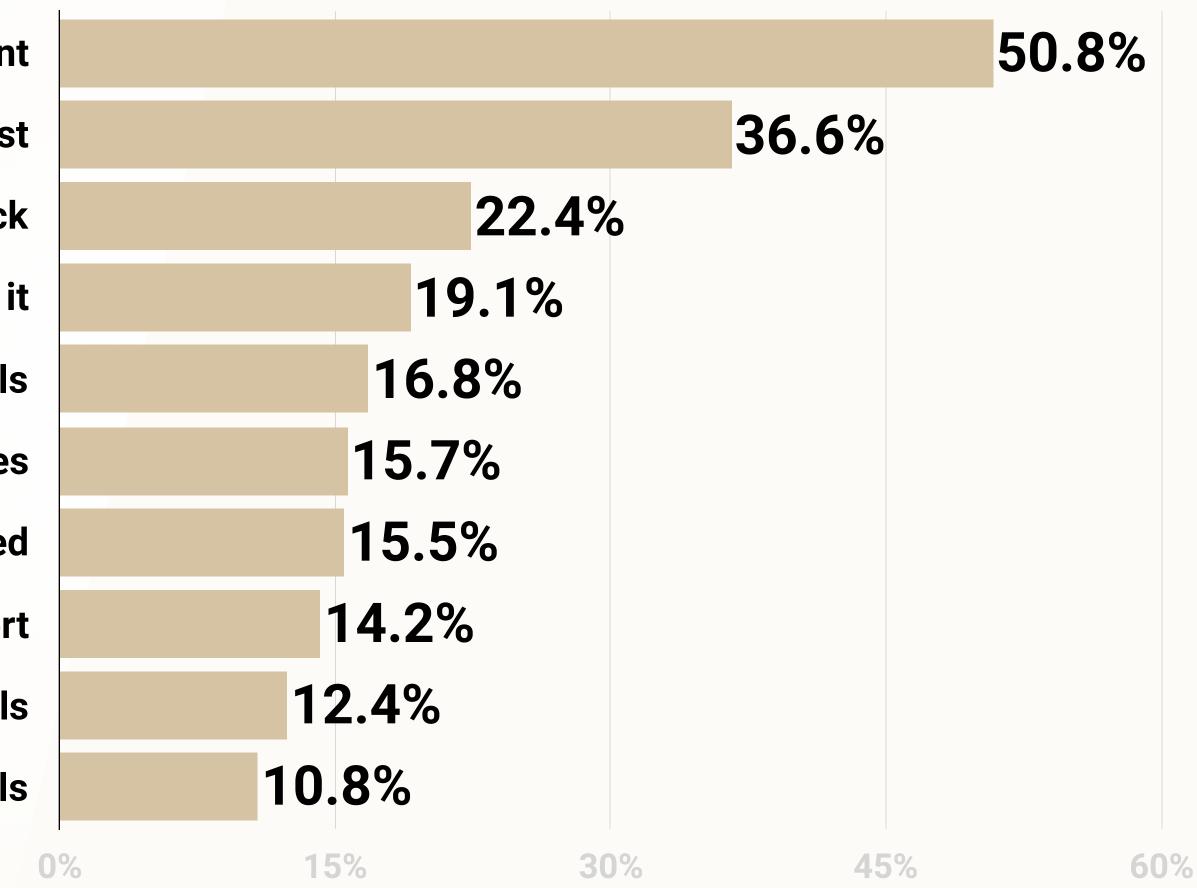
### **Tech Sourcing Frustrations** IN SOURCING VIRTUAL EVENT TECH FOR YOUR EVENT, WHAT ARE YOUR BIGGEST FRUSTRATIONS?

The inability to match live engagement

Cost

- Integrations with tools in my existing tech stack
- Uncertainty about the long-term benefit of investing in it
  - The inability to execute on live event goals
  - Lack of sponsorship/monetization opportunities
    - The fact that much of it is untested
      - Lack of support
      - Lack of specific tools
    - Lack of real value over live streaming tools





### **Tech Budget**

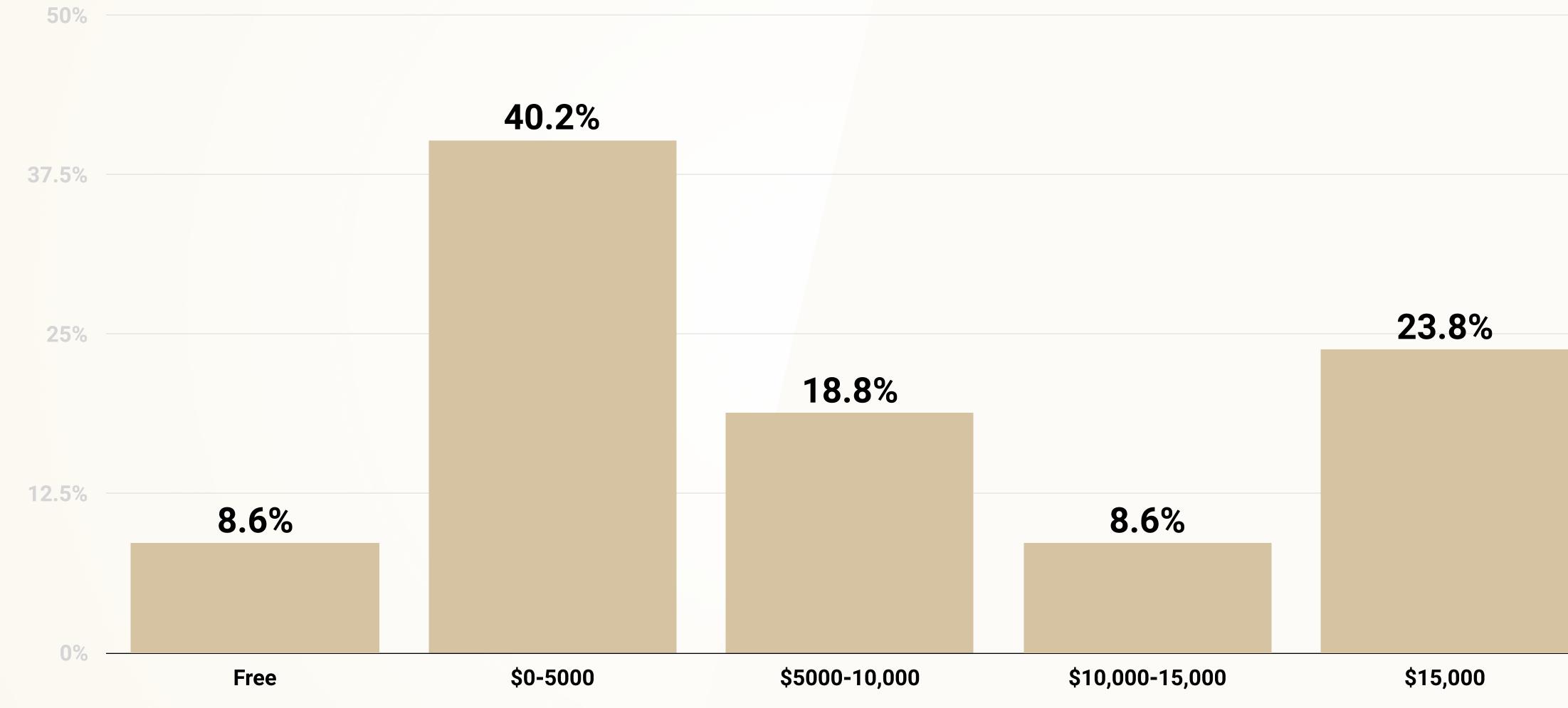
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### HOW MUCH ARE YOU WILLING TO SPEND ON VIRTUAL EVENT TECH PER EVENT?



### **Virtual Event Production** WHO DO YOU RELY ON FOR THE PRODUCTION ASPECT OF YOUR VIRTUAL EVENTS?

Virtual event tech provider 24.1%

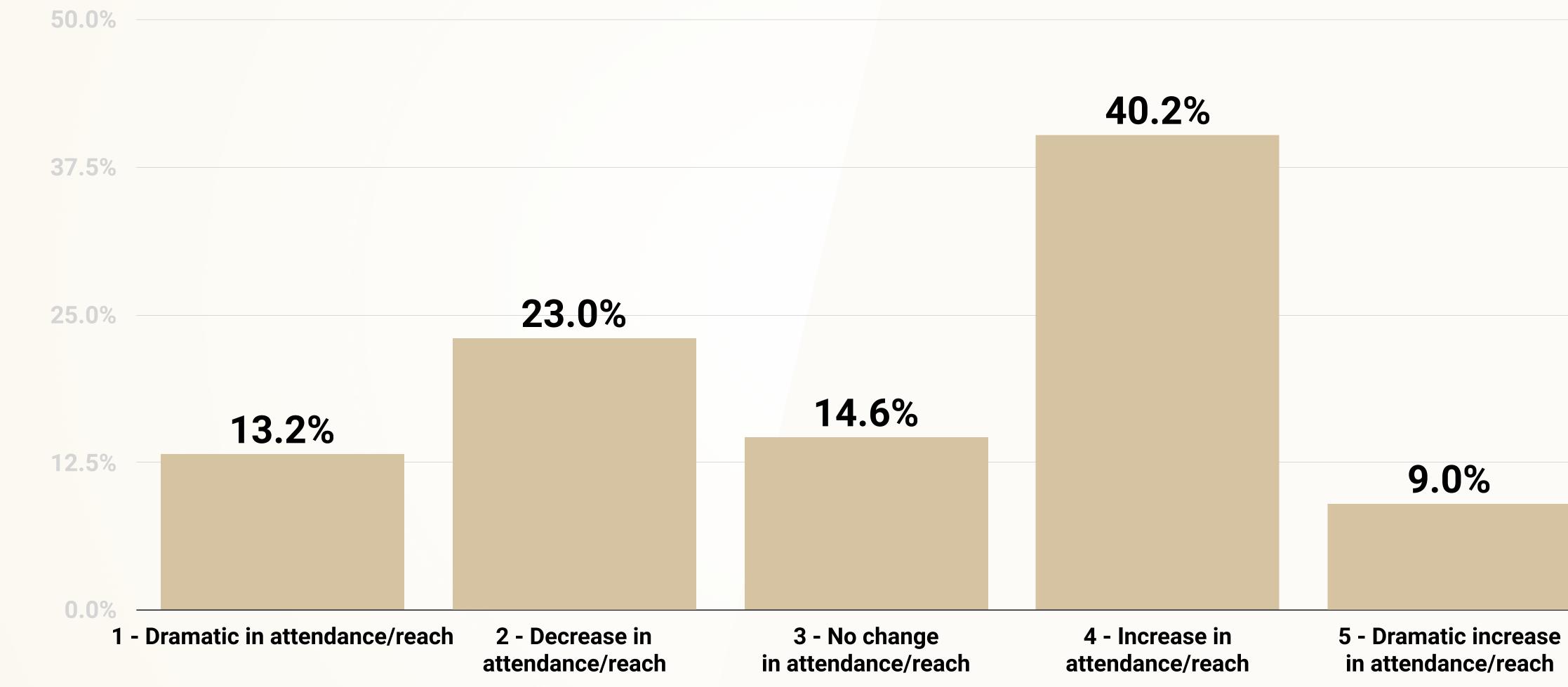


Outsourced production company 34.4% In-house production team 41.5%

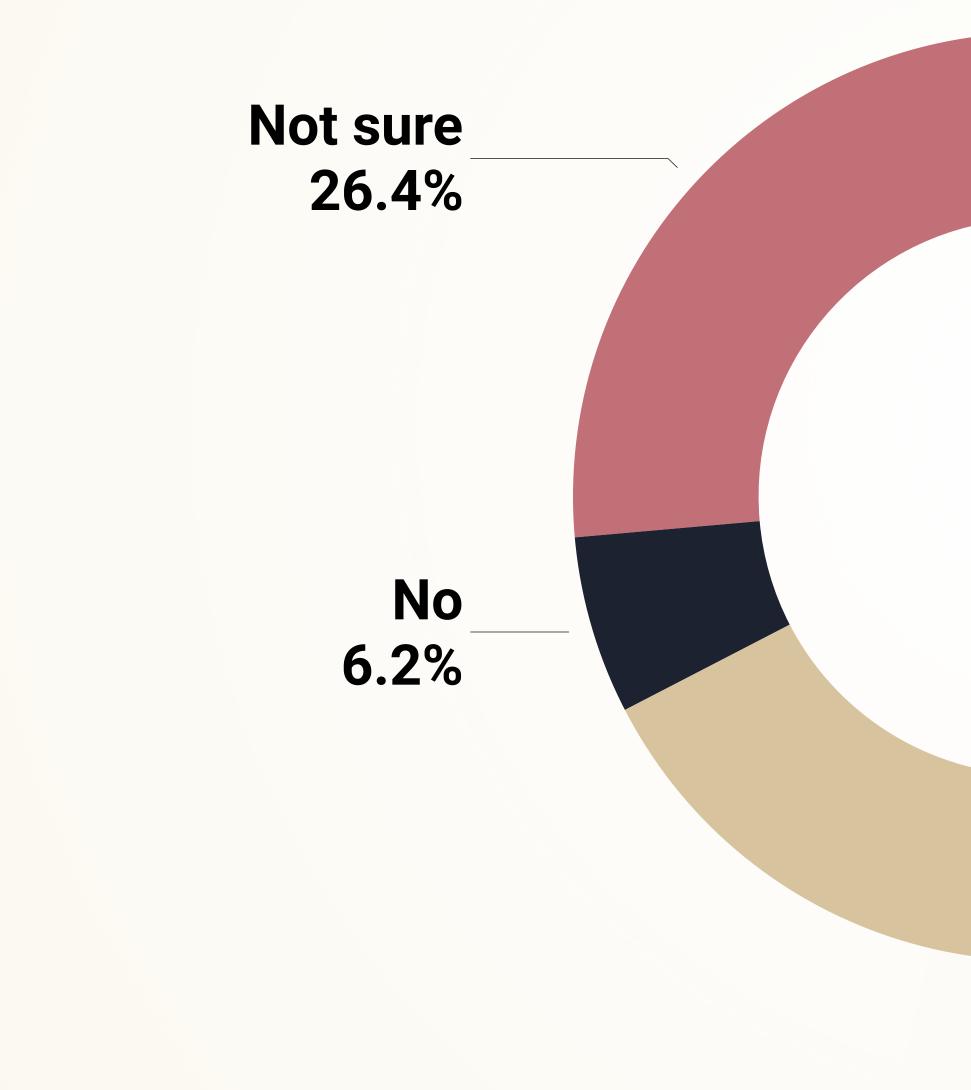
### Attendance / Reach

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### ON A SCALE OF 1 TO 5, HOW HAS YOUR TURNOUT/ATTENDANCE BEEN AFFECTED BY SWITCHING TO VIRTUAL EVENTS?



### Is Virtual Here to Stay ONCE YOU RETURN TO IN-PERSON EVENTS, WILL YOU CONTINUE TO EMPLOY A DIGITAL STRATEGY TO MAINTAIN YOUR VIRTUAL AUDIENCE?

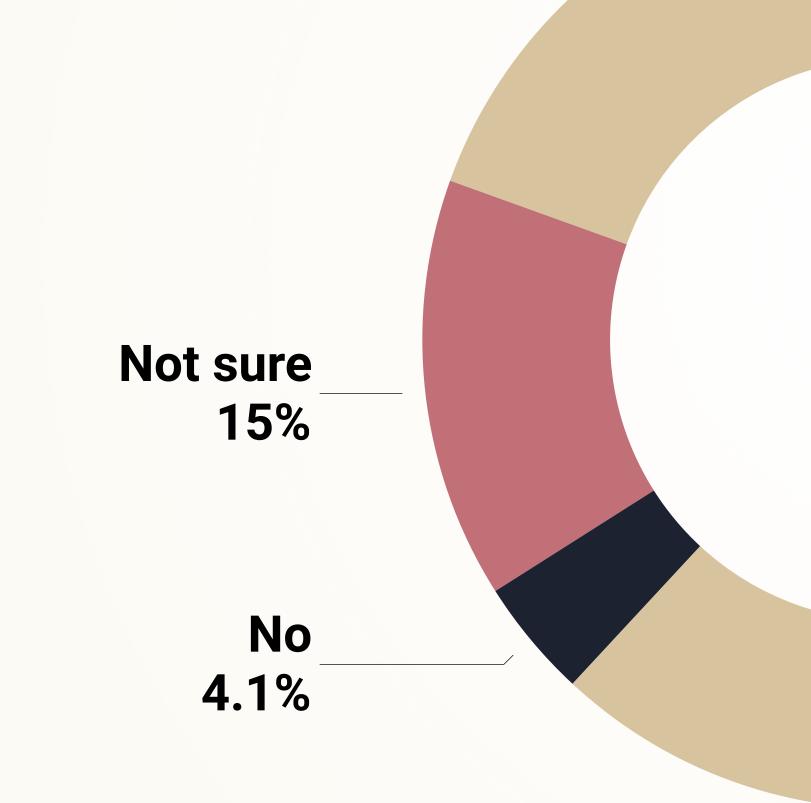






### **Hybrid Means Two Experiences**

AUDIENCES?





### DO YOU BELIEVE HYBRID EVENTS REQUIRE EVENT PLANNERS TO DESIGN SEPARATE, DEDICATED EXPERIENCES FOR IN-PERSON AND VIRTUAL

Yes 81.4%

### **Long-Term ROI of Virtual**

### WHICH VIRTUAL EVENT ELEMENT DO YOU THINK IS MOST LIKELY TO PROVIDE A WORTHWHILE ROI ONCE IN-PERSON EVENTS RETURN TO NORMAL?

Virtual (1:1 video chats between attendees) 9.7%

Virtual sponsorship (online brand engagement with the potential for wider exposure)

8.6%



Virtual engagement (dedicated content and activations for a remote audience) 32.7% Increased reach (potentially tiered access to a broader audience) 48.9%

### THANK YOU

