We asked our community about their professional situation through a survey carried out in August/September. We received 409 responses from event professionals from across the globe. 90 percent of respondents identify as event planners, event managers, marketers, event strategists, or event technologists and 10 percent identifying as suppliers. This report offers a graphical summary of the data collected.

We believe event professionals should 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.
HOW HAVE YOU PERSONALLY BEEN IMPACTED BY THE PANDEMIC?

- I've experienced no negative impact: 42.6%
- I've been furloughed (temporarily): 8.6%
- I've been laid off (permanently): 6.9%
- I've had to close my business: 1.7%
- I've experienced a loss of income: 40.1%
How has your company been negatively impacted by the pandemic?

- Business has been positively impacted: 16.3%
- Business has not been negatively impacted: 18.5%
- Loss of business but company operational: 62.5%
- Loss of business resulting in company closure: 2.7%
WHAT PERCENTAGE OF YOUR PRE-PANDEMIC ANNUAL INCOME HAVE YOU LOST AS A RESULT OF THE PANDEMIC?

- 0% of income: 34.2%
- 1-25% of income: 23.0%
- 26-50% of income: 12.1%
- 51-75% of income: 17.3%
- 76-100% of income: 13.4%
HAVE YOU BEEN ABLE TO HOST LIVE, IN-PERSON EVENTS IN THE LAST SIX MONTHS?

- **No**: 53.4%
- **Yes**: 46.6%
HAVE YOU BEEN ABLE TO BENEFIT FROM ANY GOVERNMENT SUPPORT DURING THE PANDEMIC?
Are you currently receiving government support?

- Yes: 14.1%
- No: 85.9%
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 23.0%
2. Lacking sufficiency 32.5%
3. Sufficient 28.2%
4. Very sufficient 9.6%
5. More than sufficient 6.7%
Current In-Person Events

ARE YOU CURRENTLY PLANNING IN-PERSON EVENTS (WITH OR WITHOUT A VIRTUAL COMPONENT)?

- No 21.7%
- Yes 78.3%
Recovery Expectation

WHEN DO YOU EXPECT TO BE ABLE TO HOST IN-PERSON EVENTS AGAIN?

- Second half 2022: 15.8%
- First half 2022: 31.7%
- Q4 2021: 22.5%
- This quarter (Q3 2021): 30.0%
**Recovery Obstacle**

**WHAT IS THE BIGGEST OBSTACLE FOR RESUMING EVENTS?**

- **Concern about the safety of attendees and stakeholders** 42.1%
- **Travel limitations** 20.2%
- **Lockdowns and related restrictions on group sizes** 18.5%
- **Expense of safety and social distancing infrastructure/tools/materials** 5.7%
- **Lack of budget** 5.0%
- **The lack of financial viability at lower venue capacity** 4.7%
- **Physical distancing logistics** 3.7%
Declining new infections rate in the host city: 22.2%
No travel/quarantine restrictions: 21.4%
Government permission: 14.6%
A Covid passport program: 13.9%
Effective real-time viral testing: 8.1%
A widely accessible Covid-19 vaccine: 7.6%
I am already confident in planning live events: 7.3%
Effective Covid-19 therapy/treatment: 5.0%
What Will Events Look Like?

Once you do go back to business, will your event be:

- **Hybrid**: 66.9%
- **Smaller in size**: 55.6%
- **More local**: 30.9%
- **Shorter in time**: 23.7%
- **Virtual**: 23.2%
- **Same size as usual**: 18.8%

*Respondents could select multiple options*
WHAT IS YOUR TOP CRITERION WHEN CHOOSING THE VENUE FOR YOUR NEXT EVENT?

- A statement of commitment to follow local health guidelines: 47.6%
- Having already hosted an event with no connected Covid cases: 16.2%
- Offering rapid antigen or PCR testing: 15.9%
- Offering masks or other PPE: 5%
- Other: 15.2%
## Destination Selection

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

<table>
<thead>
<tr>
<th>Feature</th>
<th>Confidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>No travel restrictions</td>
<td>34.5%</td>
</tr>
<tr>
<td>Low local rate of new cases</td>
<td>31.5%</td>
</tr>
<tr>
<td>Covid safety commitment</td>
<td>25.9%</td>
</tr>
<tr>
<td>The capacity to host large meetings</td>
<td>5.8%</td>
</tr>
<tr>
<td>The destination's attractions</td>
<td>1.0%</td>
</tr>
<tr>
<td>The quality of medical infrastructure</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
FOR YOUR LAST MAJOR EVENT, DID YOU:

- Pivot it to virtual: 51.3%
- Host it normally: 15.0%
- Cancel it: 15.2%
- Postpone it: 18.5%
FOR YOUR NEXT MAJOR EVENT, WHICH OF THE FOLLOWING WILL YOU DO?

- Host it normally: 42.3%
- Pivot it to virtual: 40.3%
- Postpone it: 14.2%
- Cancel it: 3.2%
Would You Attend

WOULD YOU ATTEND A PHYSICAL MEETING IN PERSON?

- Yes, any meeting, anywhere, any size (35.1%)
- Yes, but only a small and local meeting (27.2%)
- Yes, but only a small meeting (anywhere) (14.9%)
- No (13.4%)
- Yes, but only a local meeting (any size) (9.4%)
Industry Association Satisfaction

Are you satisfied with how event industry associations are representing events and dealing with the crisis?

No: 32.3%
Yes: 67.7%
Pivot to Virtual

HAVE YOU BEEN ABLE TO SUCCESSFULLY PIVOT SOME OR ALL OF YOUR EVENTS TO VIRTUAL?

- No: 13%
- Yes, some: 59.6%
- Yes, all: 27.5%
ON A SCALE OF 1 TO 5, HOW SUCCESSFULLY HAVE YOU BEEN ABLE TO PIVOT ONE OR MORE OF YOUR EVENTS TO VIRTUAL?

- Haven’t tried: 7.8%
- Tried but was not able to: 8.1%
- Pivoted successfully: 66.2%
- Pivoted and exceeded physical event expectations: 17.9%
IN PIVOTING TO VIRTUAL, WHAT IS YOUR BIGGEST CHALLENGE?

- Engagement: 27.1%
- Networking: 19.9%
- Tech sourcing: 3.9%
- Production: 6.8%
- Sponsorships: 7.5%
- Lack of tech knowledge: 8.2%
- Budget: 11.8%
- Attendance: 14.8%
What has been the most positive result of pivoting to virtual?

- Increased attendance/reach: 49.3%
- Significantly lower overhead: 14.9%
- Discovery of new viable revenue sources: 11.1%
- Long-term community engagement: 8.5%
- Did not pivot to virtual: 7.9%
- There haven't been any positives: 5.5%
- Recouping losses: 2.9%
Tech Proficiency

HOW COMFORTABLE ARE YOU WITH VIRTUAL EVENT TECH?
WHAT EFFECT HAS THE PANDEMIC HAD ON YOUR TECH PROFICIENCY?

Tech Proficiency Change

- Much more proficient: 22.6%
- Same proficiency: 18.0%
- Less proficient: 2.9%
- Much less proficient: 0.6%
- More proficient: 55.9%
IN SOURCING VIRTUAL EVENT TECH FOR YOUR EVENT, WHAT ARE YOUR BIGGEST FRUSTRATIONS?

- The inability to match live engagement (53.2%)
- Cost (42.1%)
- Integrations with tools in my existing tech stack (29.7%)
- Uncertainty about the long-term benefit of investing in it (28.2%)
- Lack of sponsorship/monetization opportunities (20.3%)
- The fact that much of it is untested (18.5%)
- Lack of real value over live streaming tools (17.6%)
- The inability to execute on live event goals (17.4%)
- Lack of support (16.2%)
- Lack of specific tools (13.8%)

*Respondents could select multiple options*
Tech Budget

How much are you willing to spend on virtual event tech per event?

<table>
<thead>
<tr>
<th>Budget Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-5000</td>
<td>42.7%</td>
</tr>
<tr>
<td>$5000-10,000</td>
<td>19.9%</td>
</tr>
<tr>
<td>$15,000</td>
<td>19.6%</td>
</tr>
<tr>
<td>$10,000-15,000</td>
<td>11.6%</td>
</tr>
<tr>
<td>Free</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
Virtual Event Production

WHO DO YOU RELY ON FOR THE PRODUCTION ASPECT OF YOUR VIRTUAL EVENTS?

- Virtual event tech provider: 20.3%
- Outsourced production company: 31.7%
- In-house production team: 48.0%
ON A SCALE OF 1 TO 5, HOW HAS YOUR TURNOUT/ATTENDANCE BEEN AFFECTED BY SWITCHING TO VIRTUAL EVENTS?

- **1 - Dramatic decrease in attendance/reach**  
  9.1%
- **2 - Decrease in attendance/reach**  
  29.3%
- **3 - No change in attendance/reach**  
  12.1%
- **4 - Increase in attendance/reach**  
  36.9%
- **5 - Dramatic increase in attendance/reach**  
  12.7%
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?

- **Yes**: 64.3%
- **No**: 9.4%
- **Not sure**: 26.3%
WHICH VIRTUAL EVENT ELEMENT DO YOU THINK IS MOST LIKELY TO PROVIDE A WORTHWHILE ROI ONCE IN-PERSON EVENTS RETURN TO NORMAL?

- Virtual Networking: 7.3%
- Virtual Sponsorship: 8.9%
- Virtual Engagement: 31.5%
- Increased Reach: 52.3%
DO YOU BELIEVE HYBRID EVENTS REQUIRE EVENT PLANNERS TO DESIGN SEPARATE, DEDICATED EXPERIENCES FOR IN-PERSON AND VIRTUAL AUDIENCES?

- Yes: 82.5%
- No: 6.7%
- Not sure: 10.8%
THANK YOU