

THE STATE OF THE EVENT INDUSTRY
SURVEY 2021 - FIRST QUARTER



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

Please refer all pertinent questions to the publisher.



Introduction

In our efforts to keep track of the state of the event industry, we surveyed EventMB readers in February/March 2021 on a number of different questions related to their experience and how they see the industry developing.

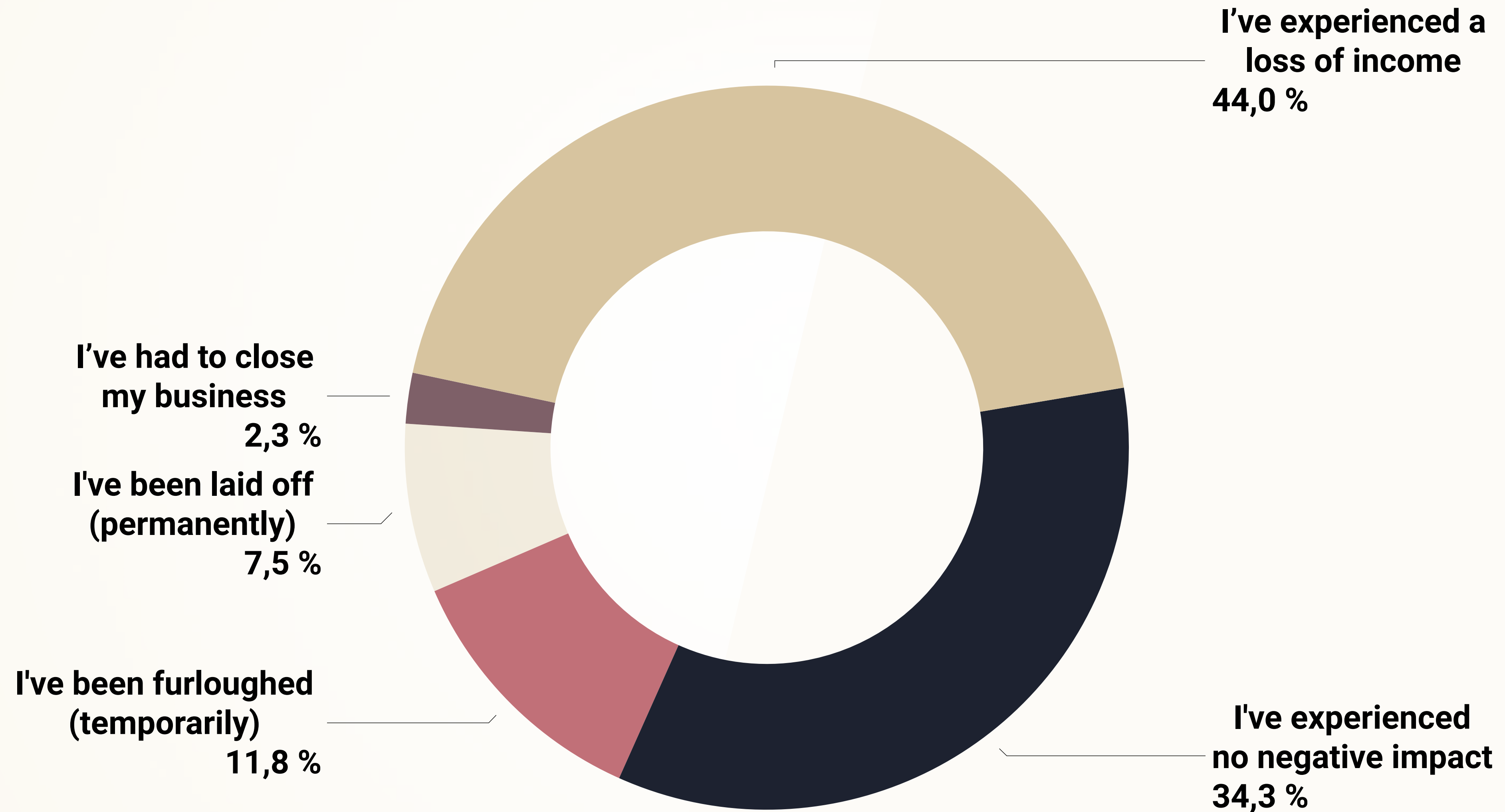
We collected a total of 740 responses, with 91% of respondents identifying as event planners, event managers, marketers, event strategists or event technologists; and 9% identifying as suppliers.

This report offers a graphical summary of the results.



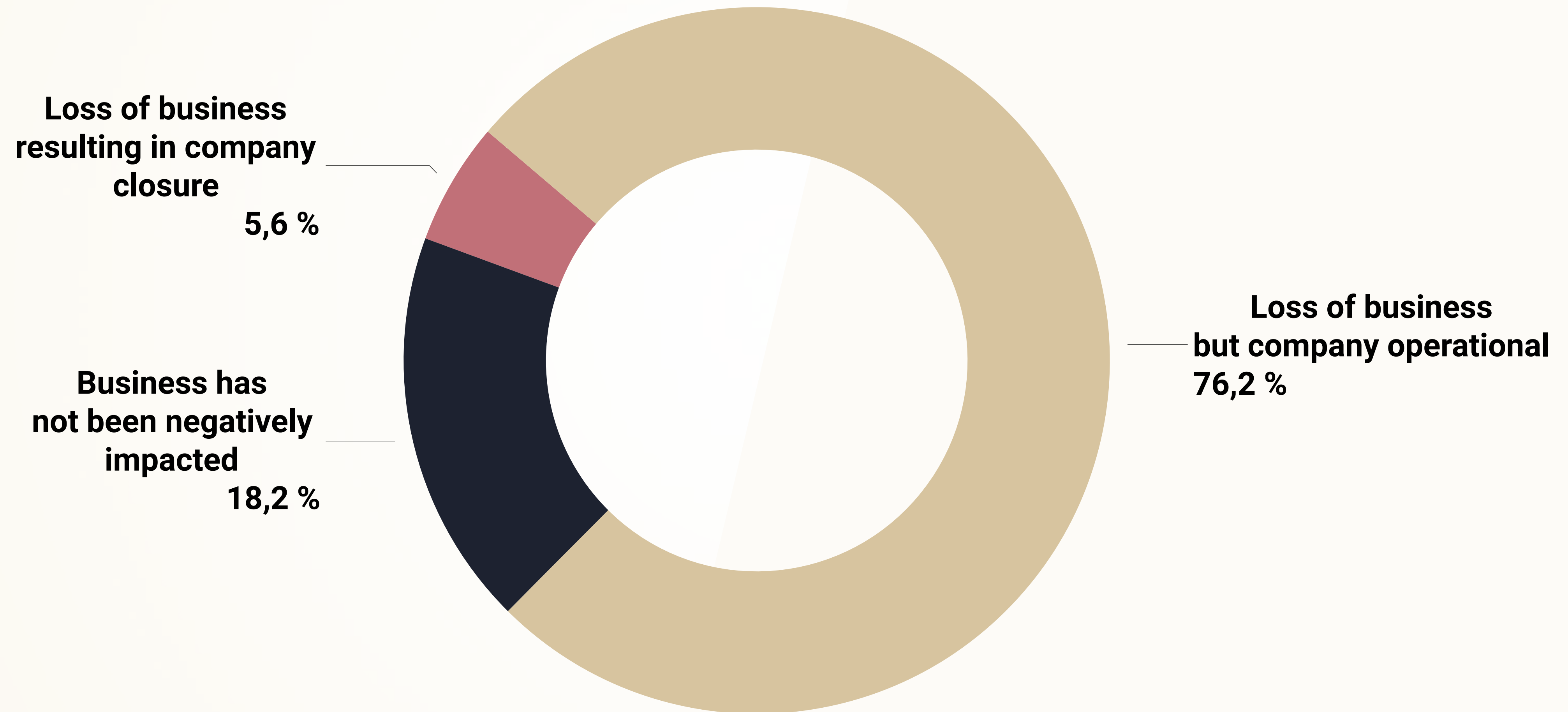
Personal Impact

HOW HAVE YOU PERSONALLY BEEN IMPACTED BY THE PANDEMIC?



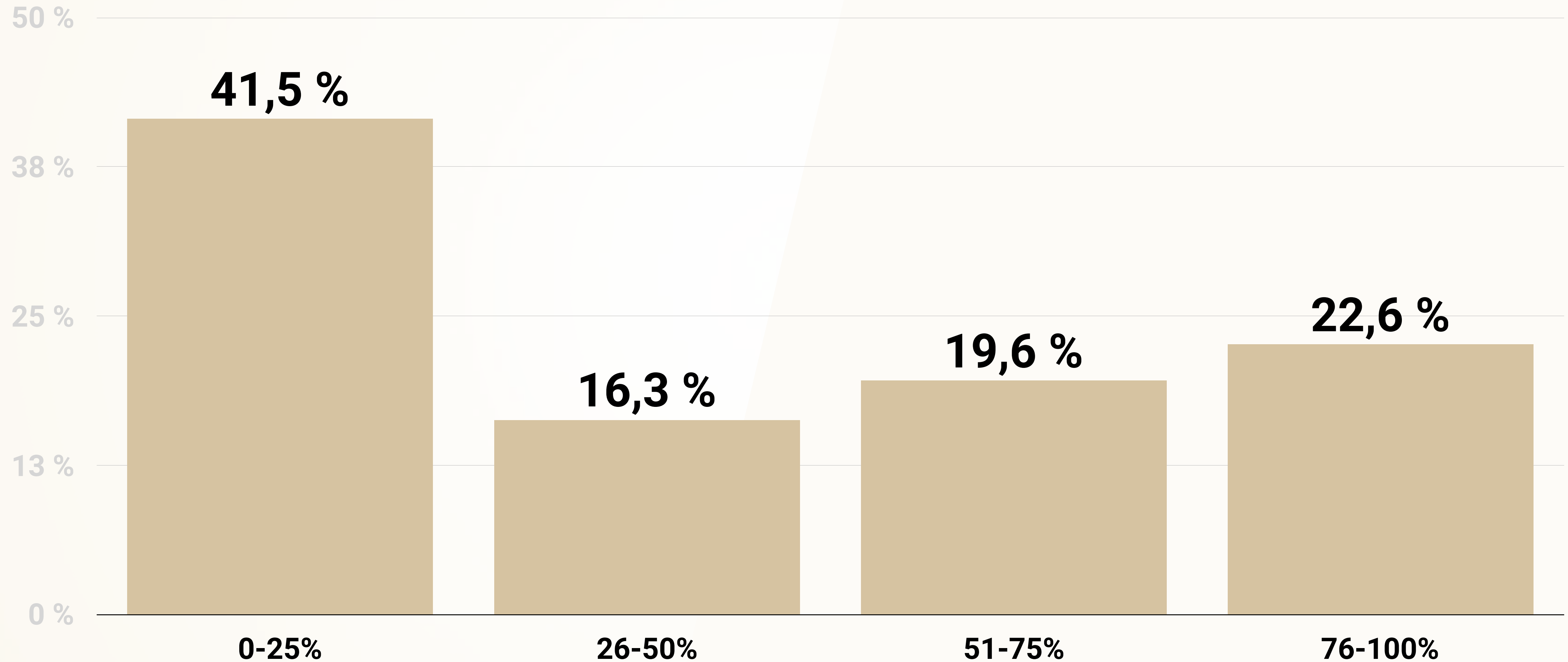
Company Impact

HOW HAS YOUR COMPANY BEEN NEGATIVELY IMPACTED BY THE PANDEMIC?



Loss of Income

WHAT PERCENTAGE OF YOUR PRE-PANDEMIC ANNUAL INCOME HAVE YOU LOST AS A RESULT OF THE PANDEMIC?



Live Events

HAVE YOU BEEN ABLE TO HOST ANY LIVE EVENTS SINCE SINCE THE FIRST RESTRICTIONS WERE INTRODUCED IN YOUR REGION?



In-Person Events in Last 6 Months?

HAVE YOU BEEN ABLE TO HOST LIVE, IN-PERSON EVENTS IN THE LAST SIX MONTHS?



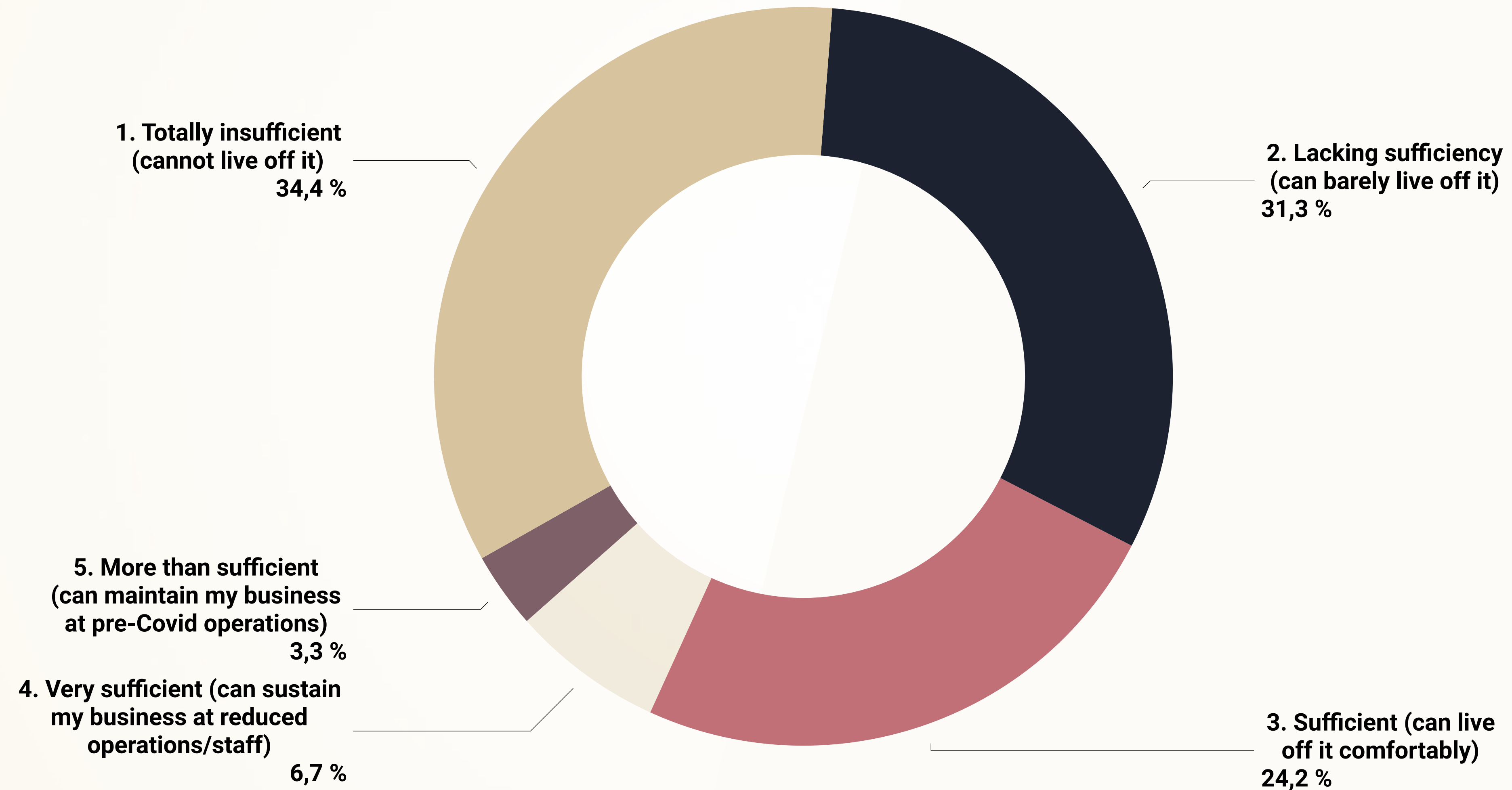
Government Support

HAVE YOU BEEN ABLE TO BENEFIT FROM ANY GOVERNMENT SUPPORT DURING THE PANDEMIC?



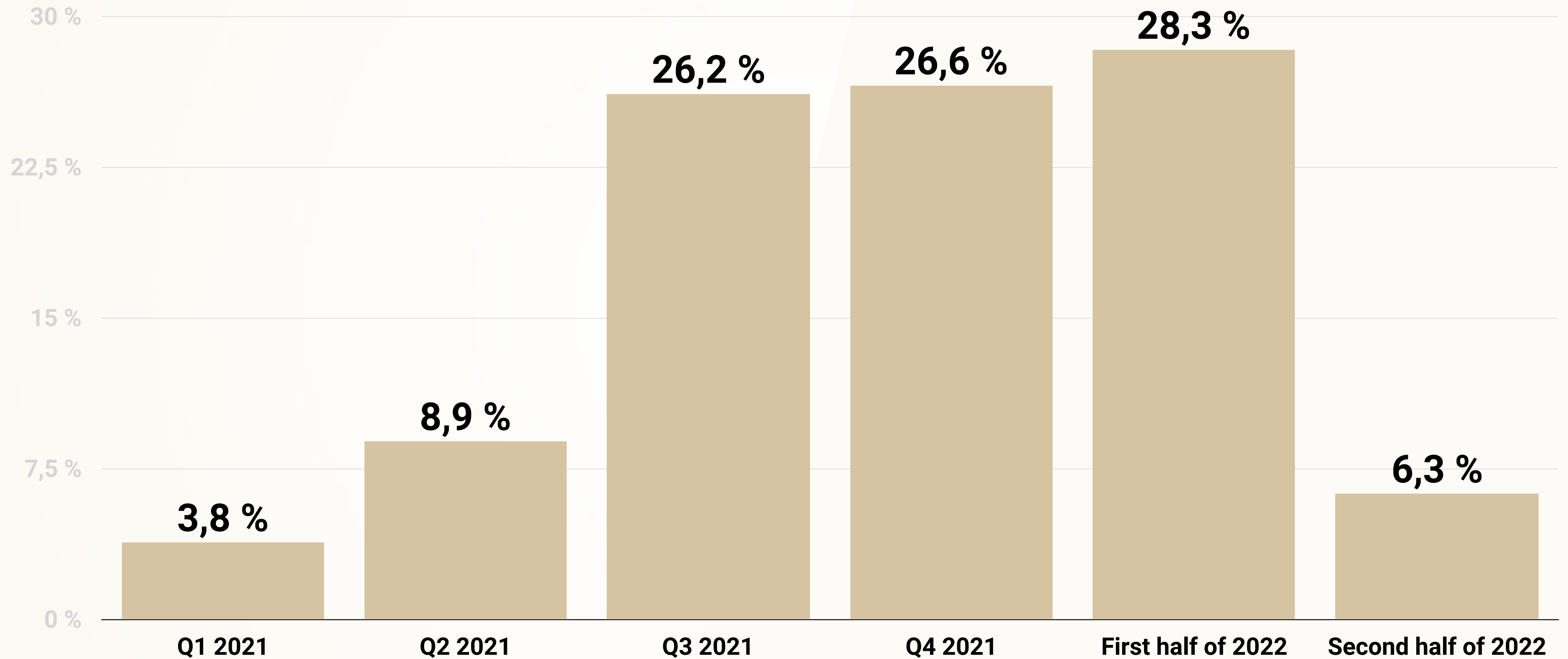
Sufficient Government Support

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



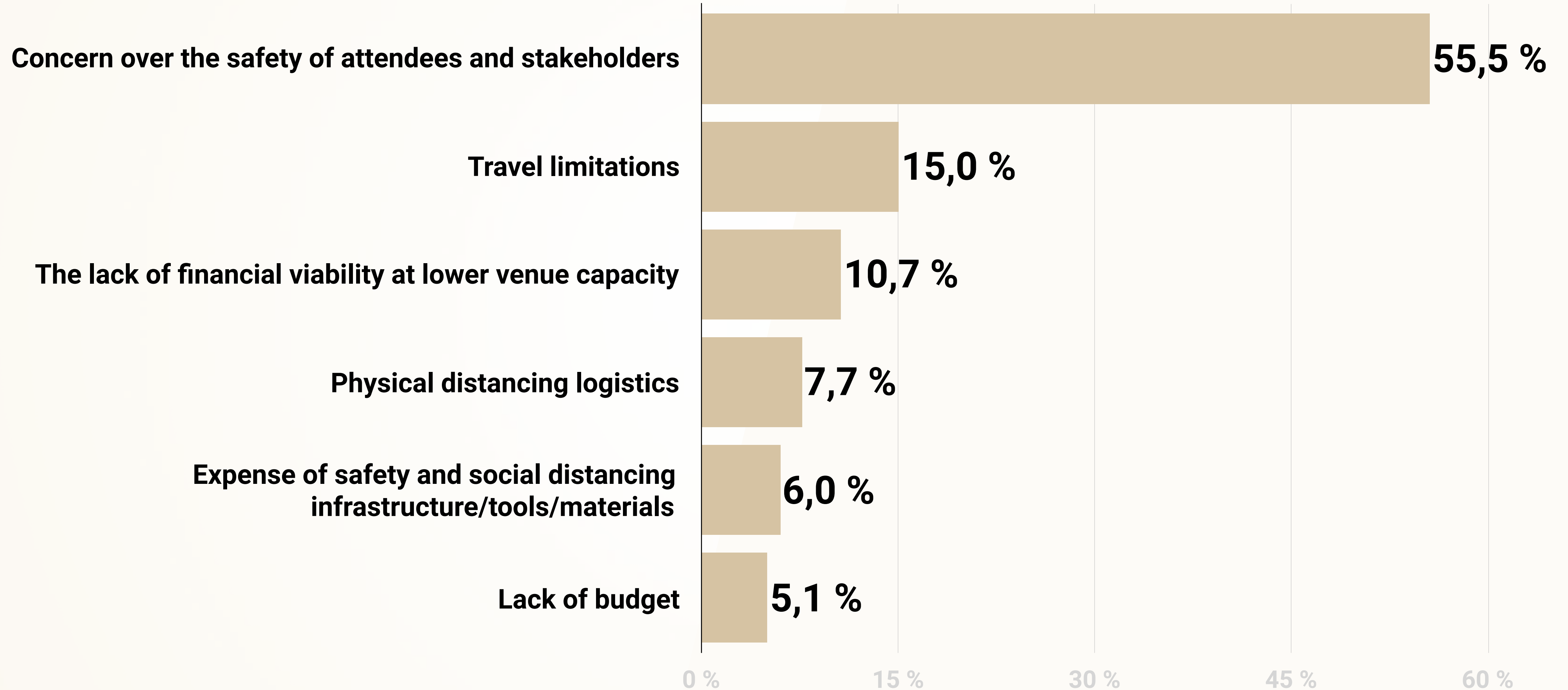
Recovery Expectation

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



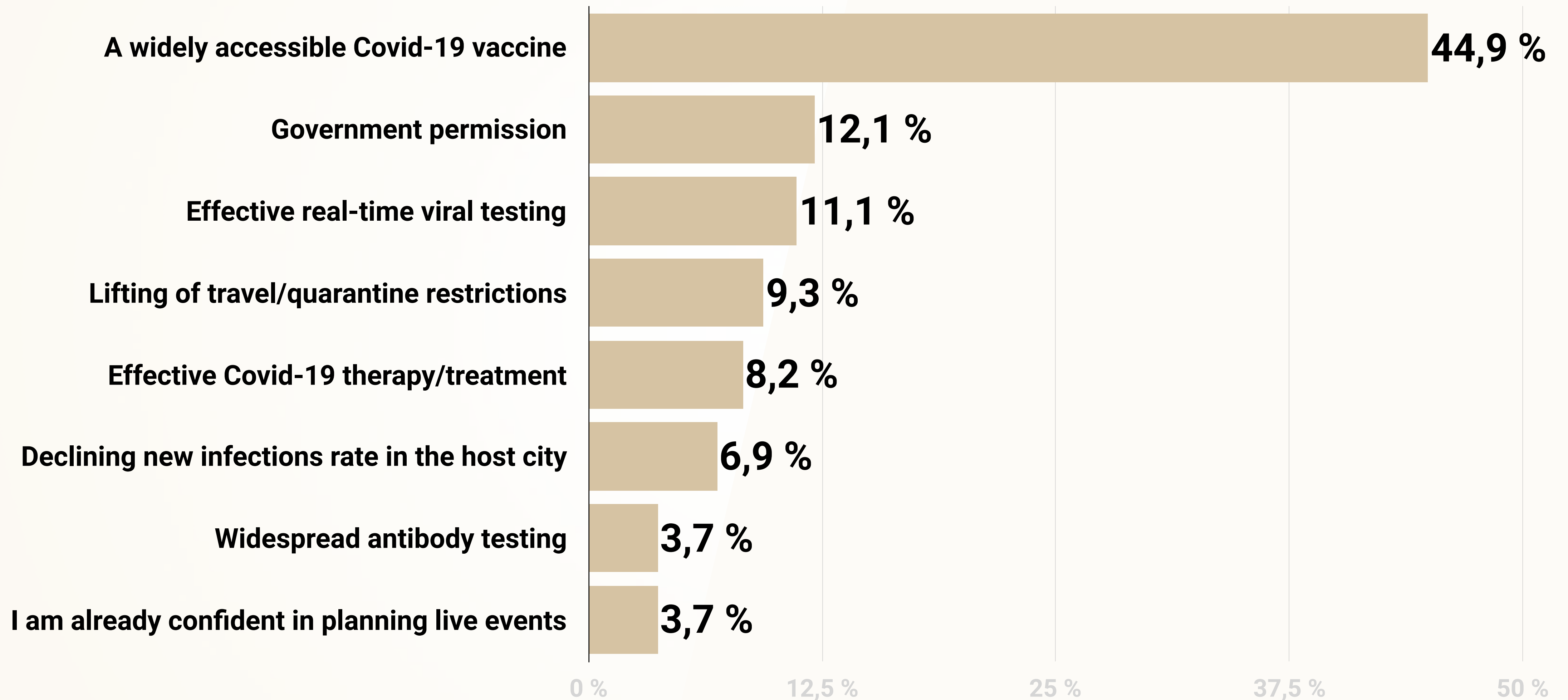
Recovery Obstacle

WHAT IS THE BIGGEST OBSTACLE FOR RESUMING EVENTS?



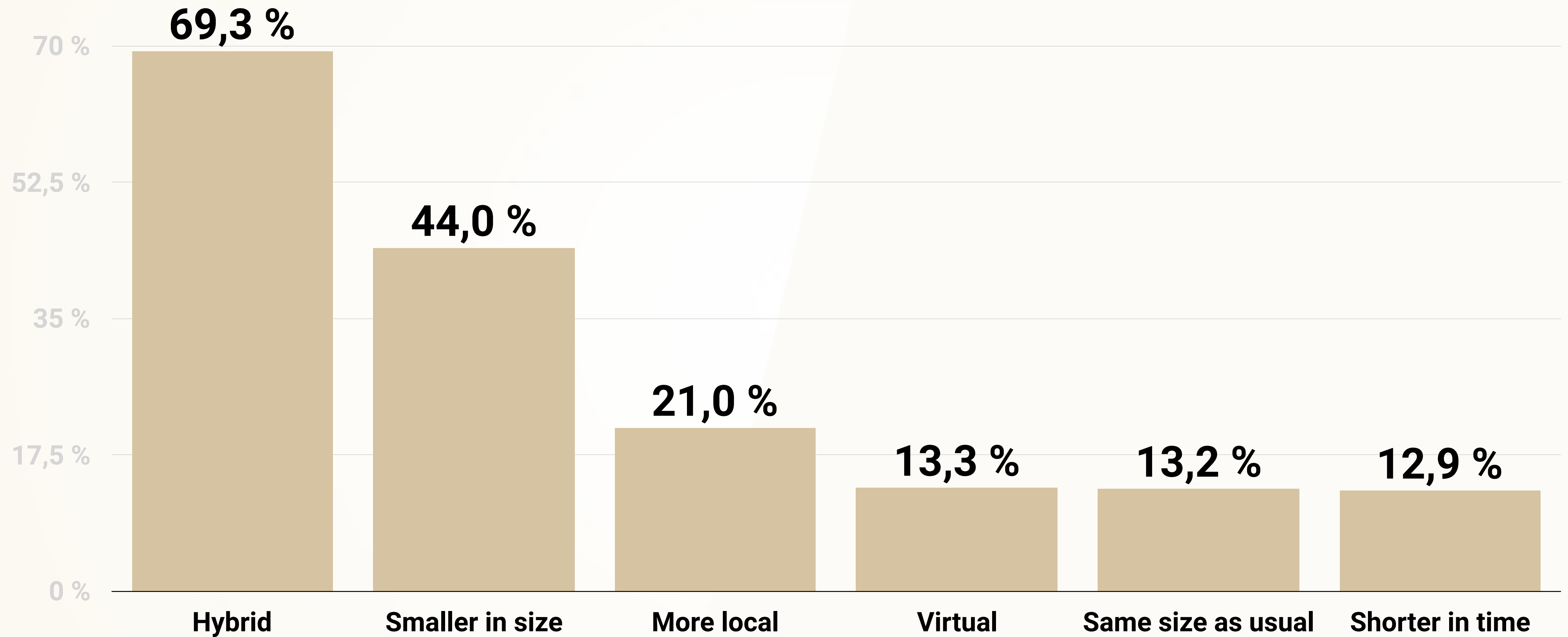
Recovery Factor

WHICH OF THE FOLLOWING WOULD MAKE YOU FEEL CONFIDENT IN PLANNING LIVE PHYSICAL EVENTS?



What Will Events Look Like?

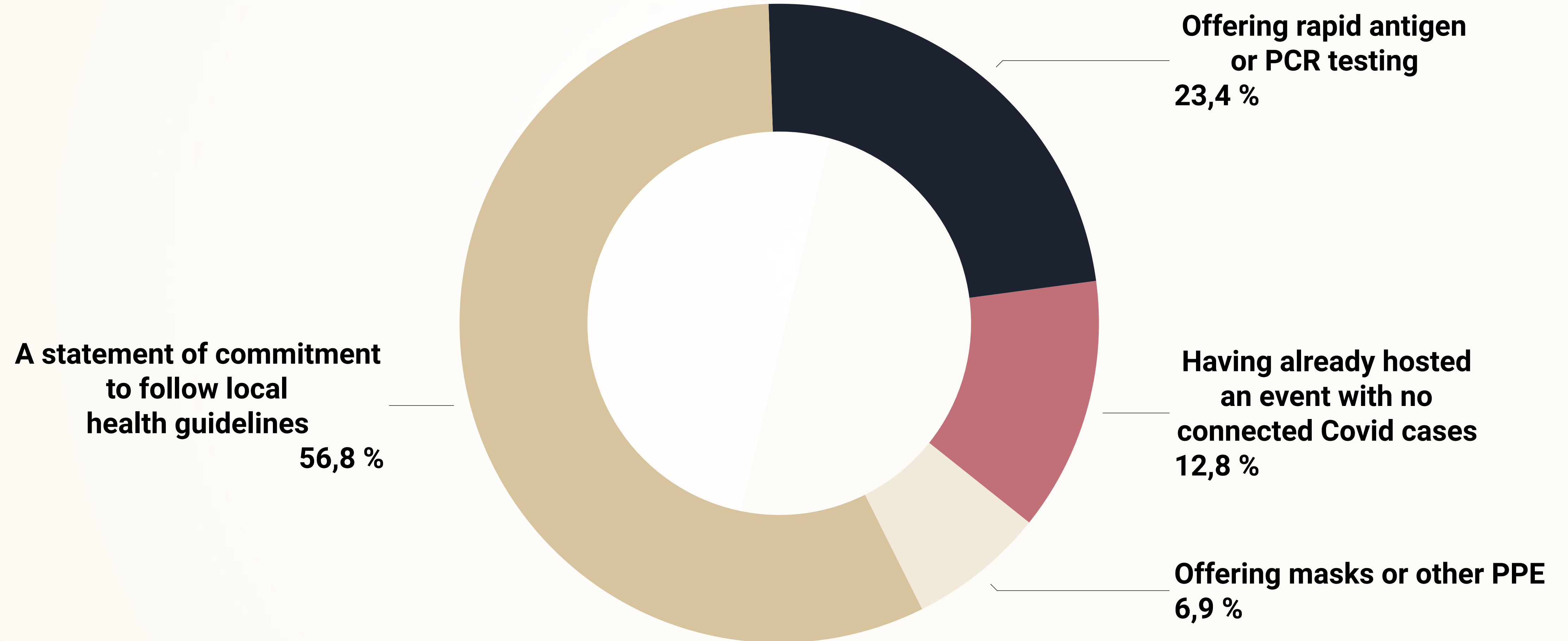
ONCE YOU DO GO BACK TO BUSINESS, WILL YOUR EVENT BE*:



*Respondents could select multiple options

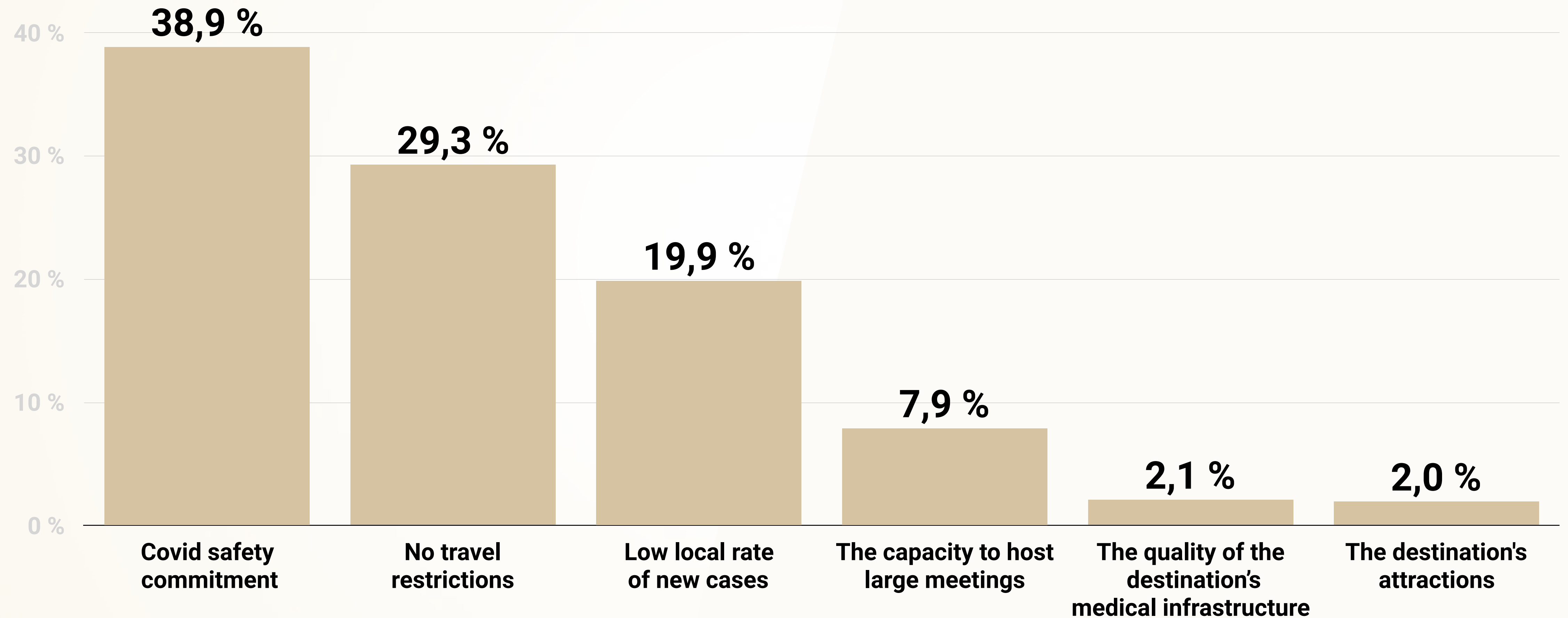
Venue Selection

WHAT IS YOUR TOP CRITERION WHEN CHOOSING THE VENUE FOR YOUR NEXT EVENT?



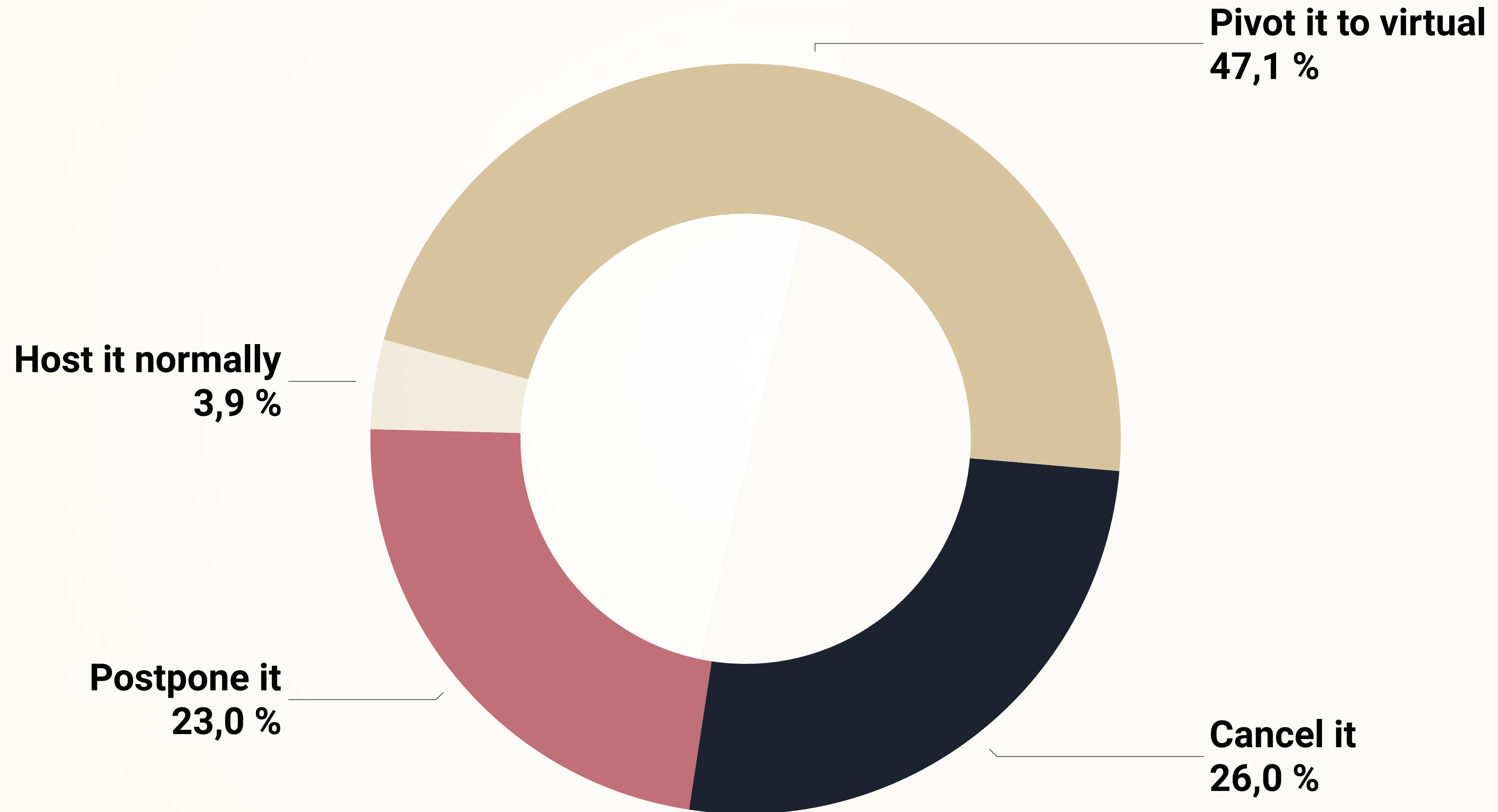
Destination Selection

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



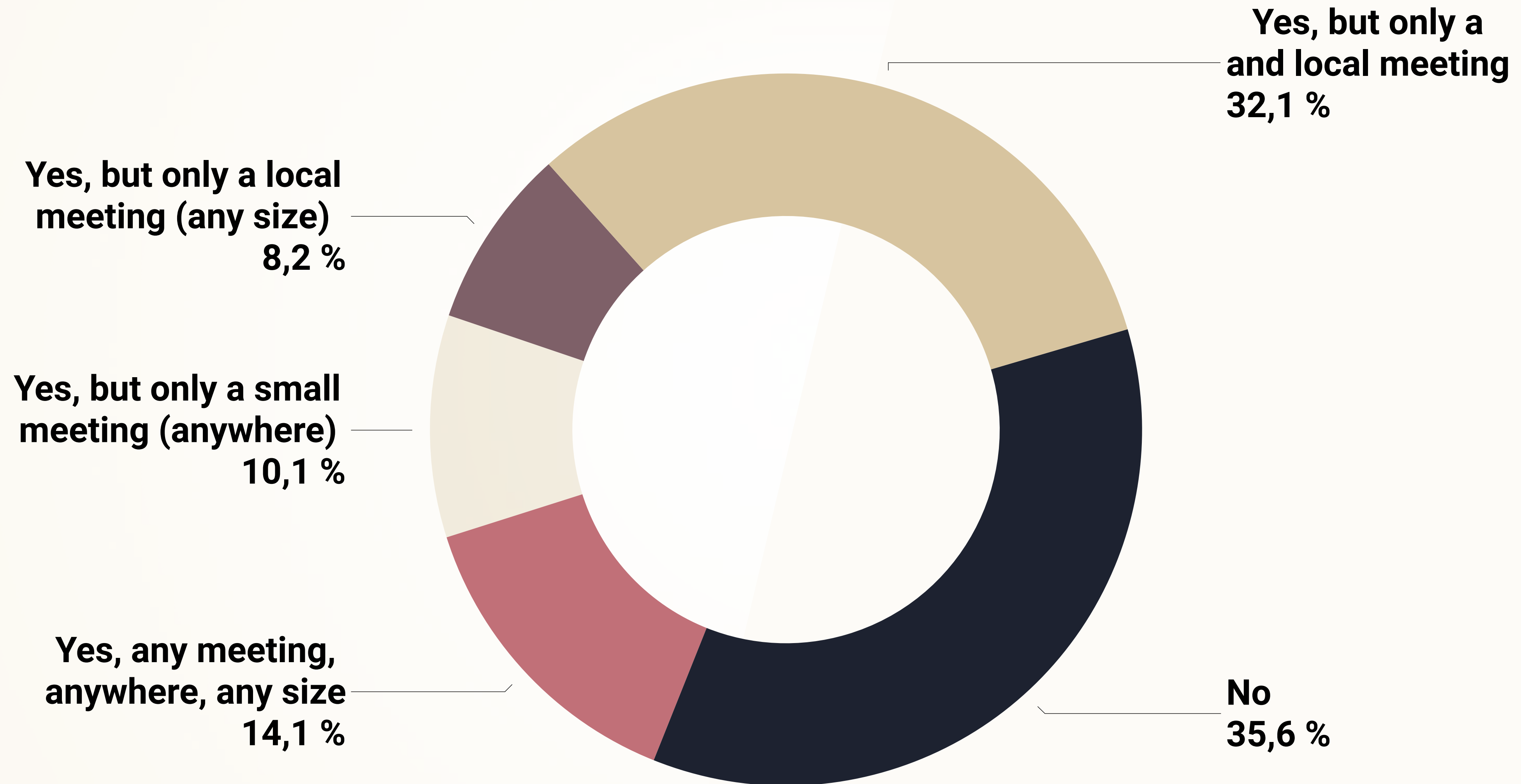
Last Major Event

FOR YOUR LAST MAJOR EVENT, DID YOU:



Would You Attend

WOULD YOU ATTEND A PHYSICAL MEETING IN PERSON?



Industry Association Satisfaction

ARE YOU SATISFIED WITH HOW EVENT INDUSTRY ASSOCIATIONS ARE REPRESENTING EVENTS AND DEALING WITH THE CRISIS?



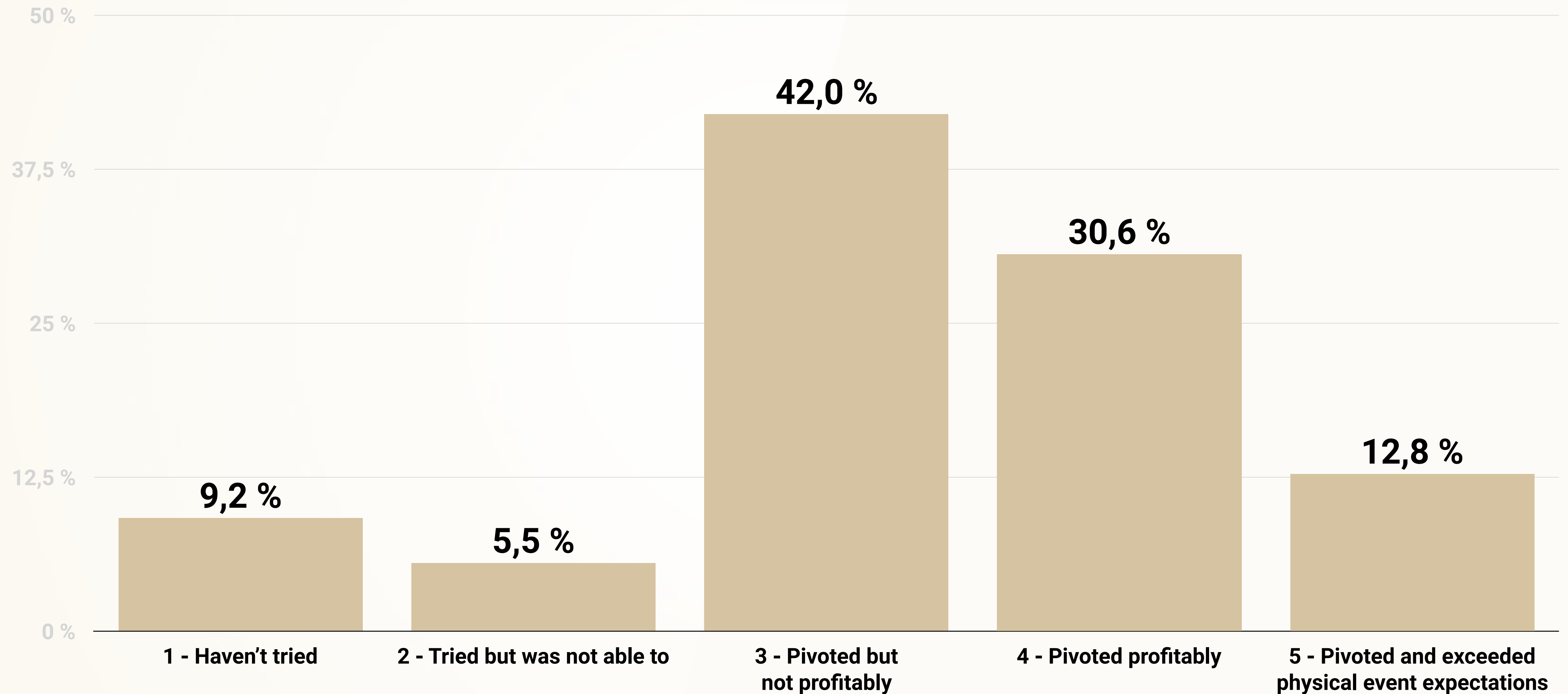
Pivot to Virtual

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



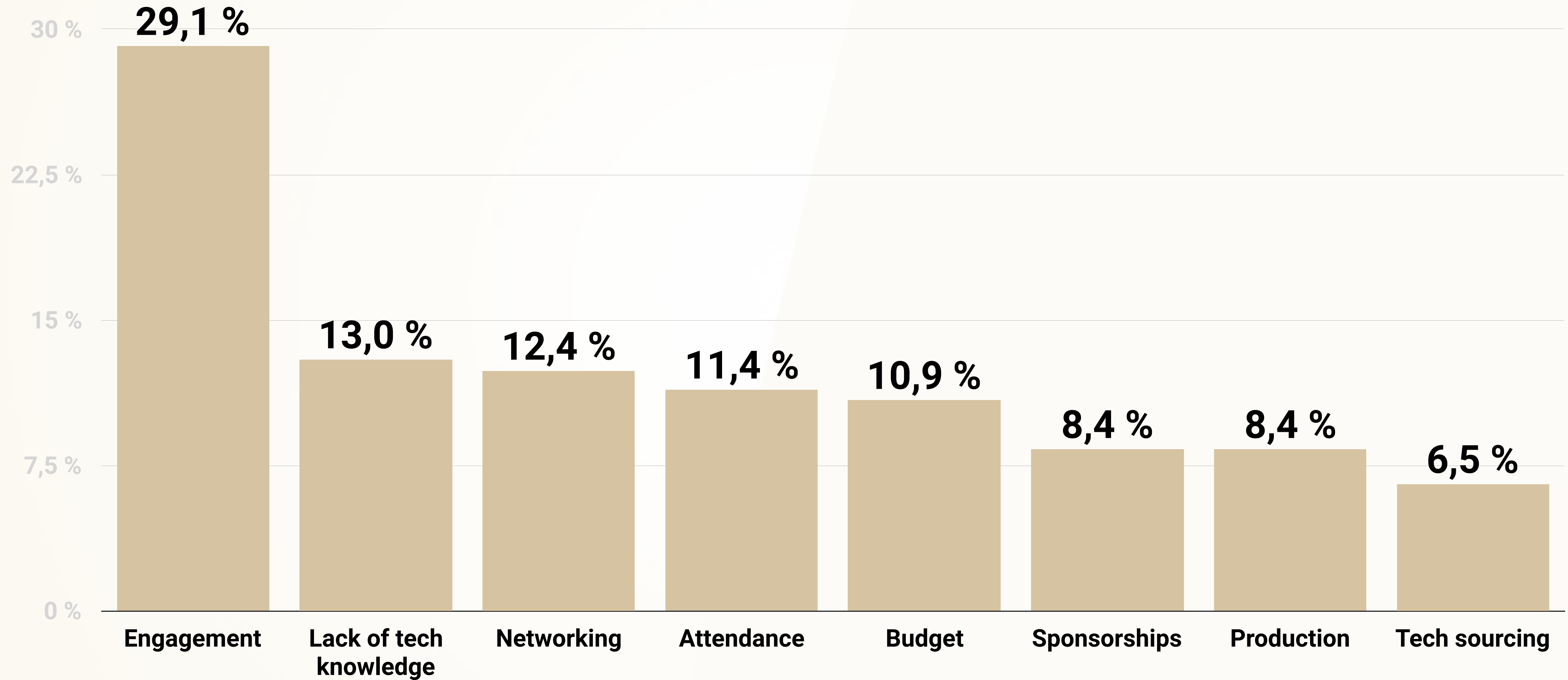
Successful Pivot to Virtual

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



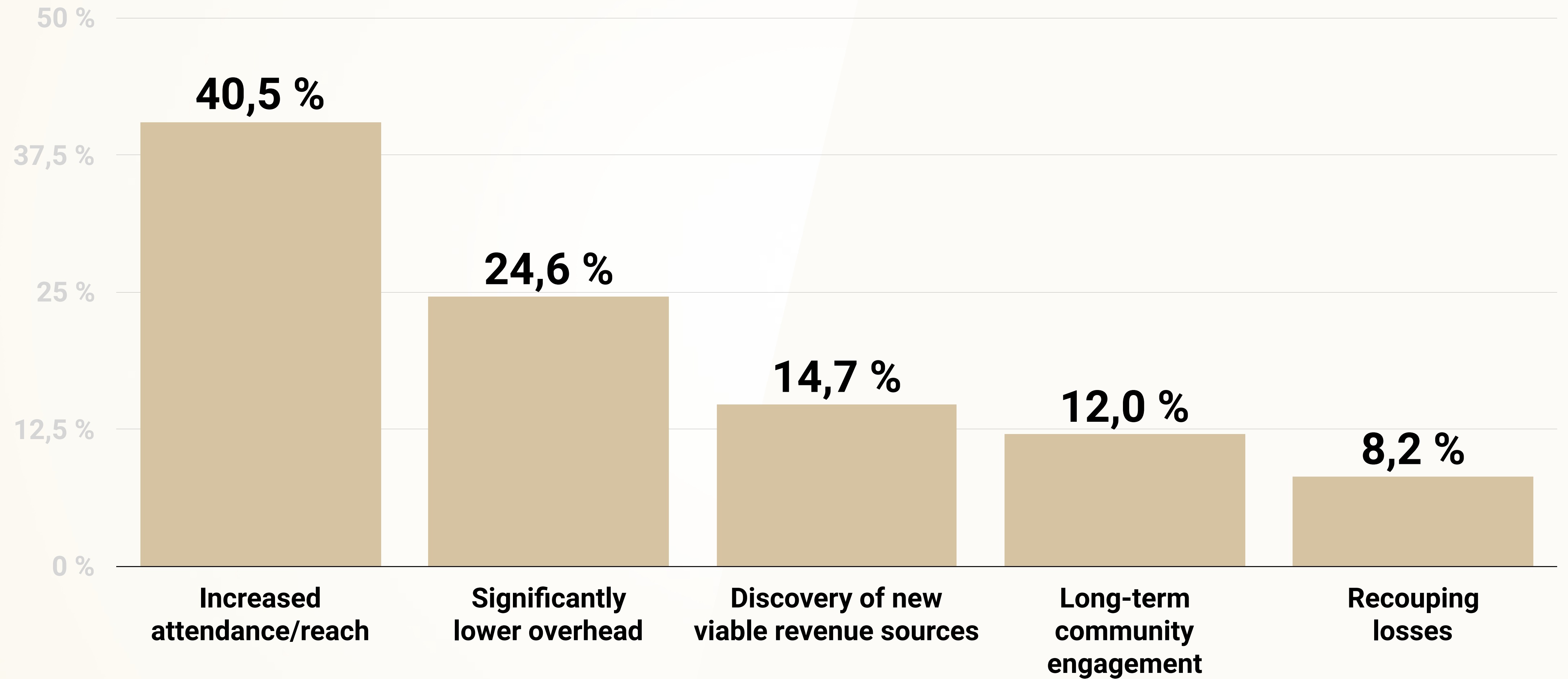
Biggest Challenge in Pivoting

IN PIVOTING TO VIRTUAL, WHAT IS YOUR BIGGEST CHALLENGE?



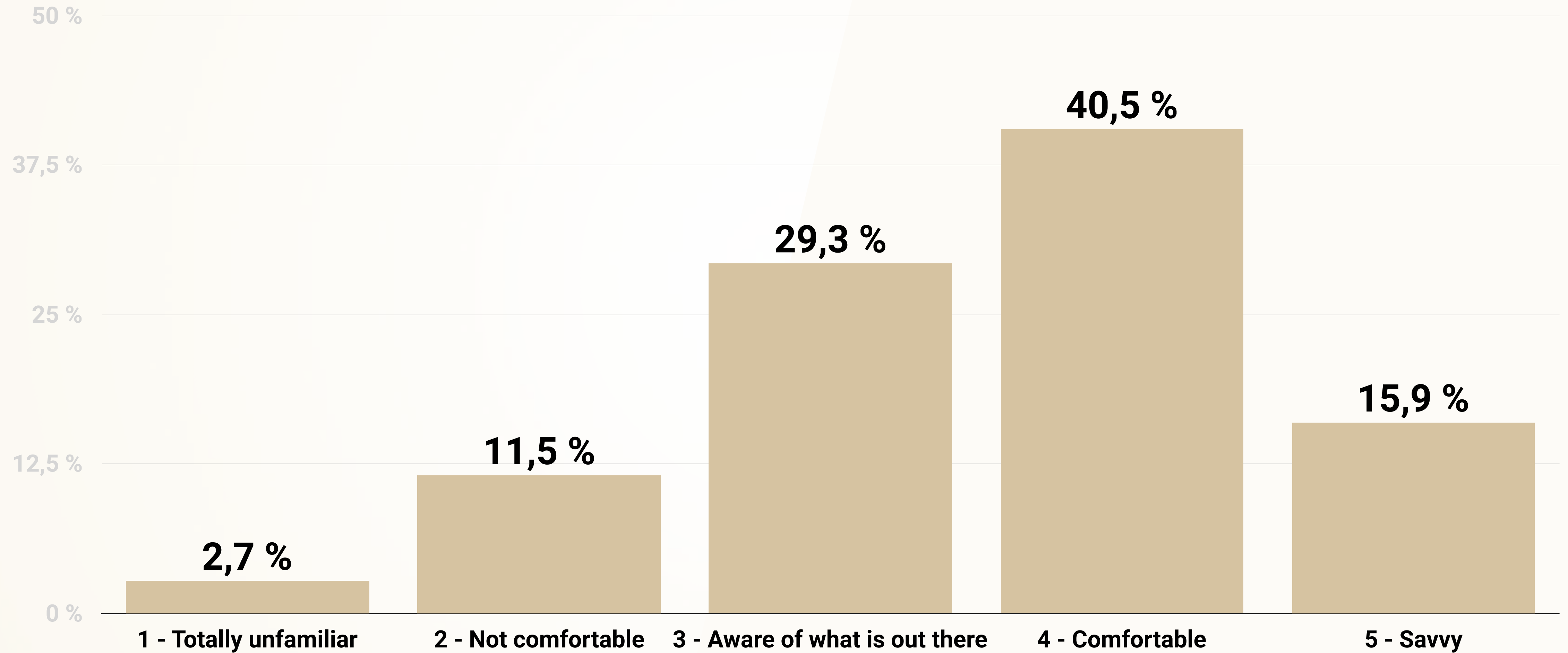
Positive Result of Virtual

WHAT HAS BEEN THE MOST POSITIVE RESULT OF PIVOTING TO VIRTUAL?



Virtual Event Tech Proficiency

HOW COMFORTABLE ARE YOU WITH VIRTUAL EVENT TECH?



Tech Proficiency Change

WHAT EFFECT HAS THE PANDEMIC HAD ON YOUR TECH PROFICIENCY?

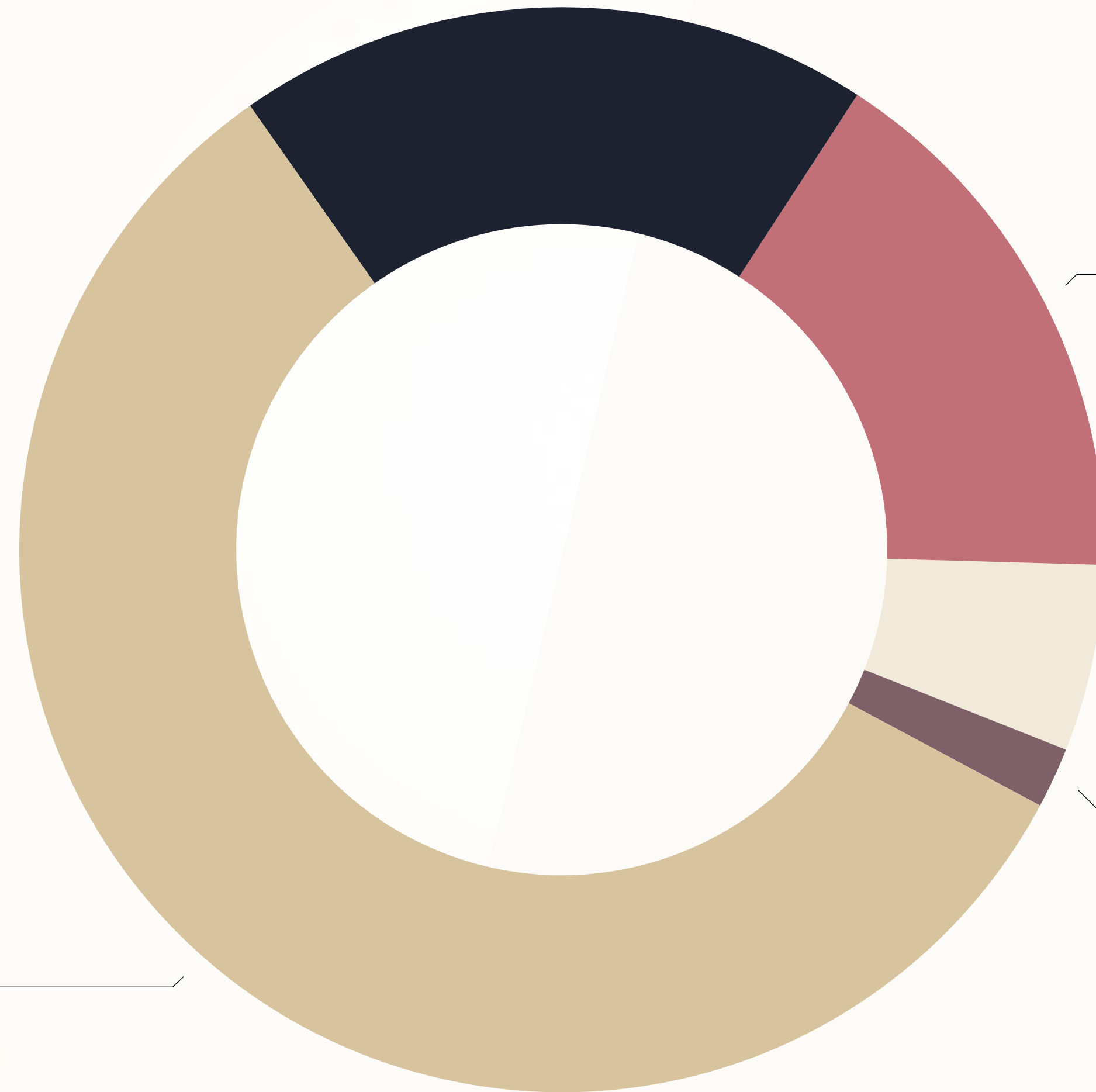
**Much more proficient
(positive effect)**
18,9 %

**Same proficiency
(no effect)**
16,3 %

**Less proficient
(negative effect)**
5,6 %

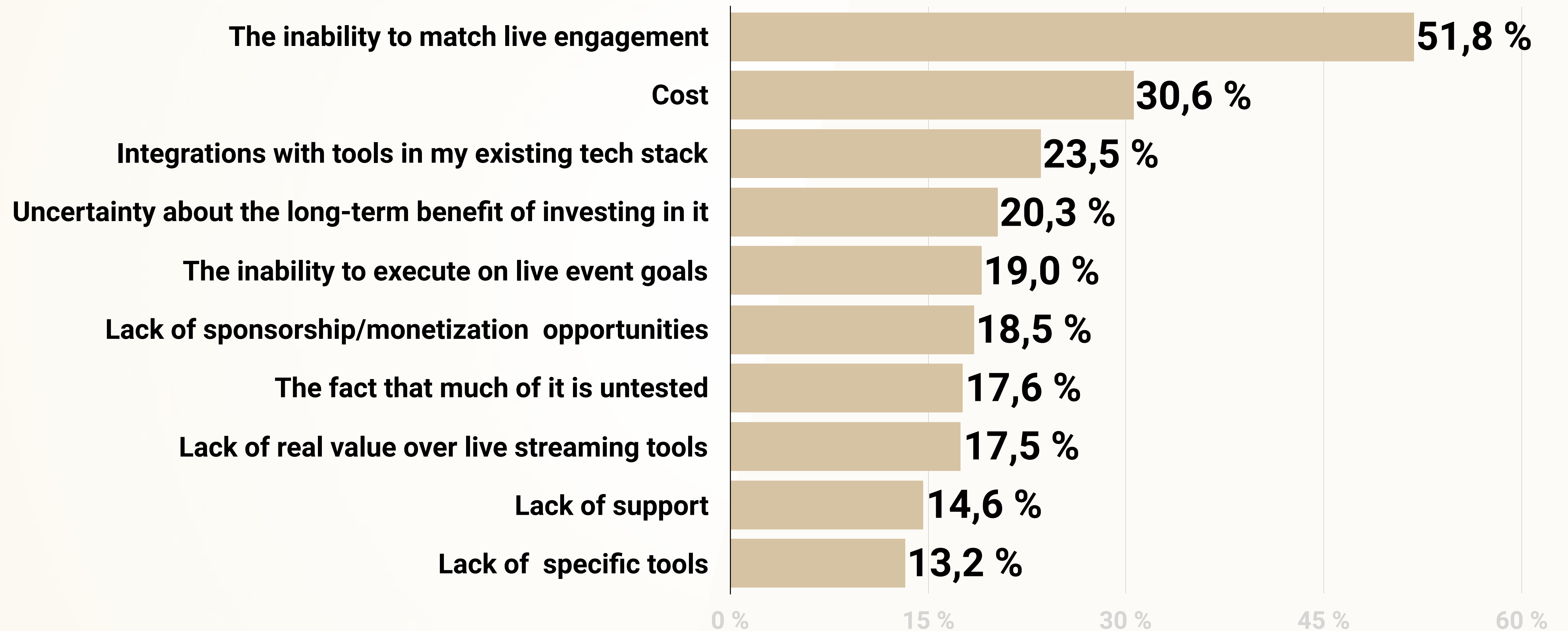
**Much less proficient
(negative effect)**
1,8 %

**More proficient
(positive effect)**
57,4 %



Tech Sourcing Frustrations

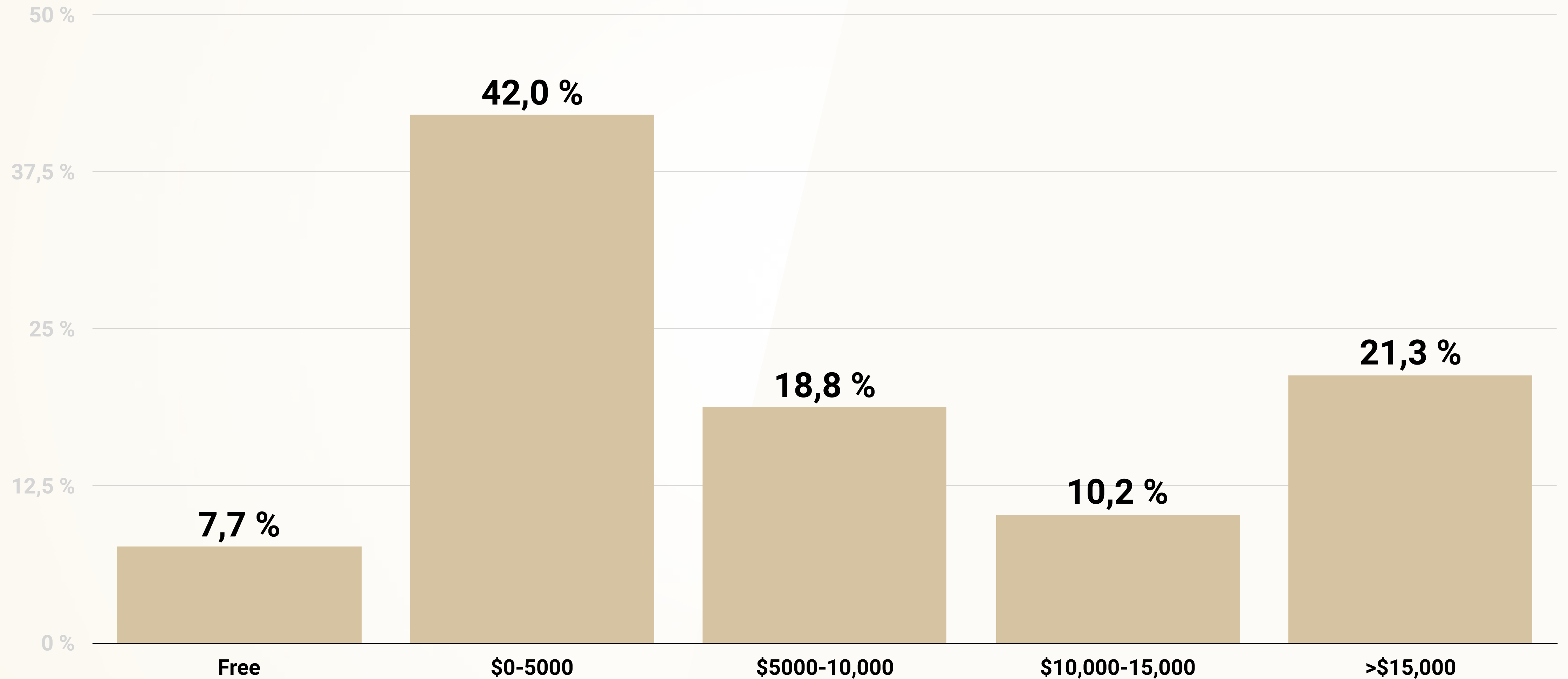
IN SOURCING VIRTUAL EVENT TECH FOR YOUR EVENT, WHAT ARE YOUR BIGGEST FRUSTRATIONS?



*Respondents could select multiple options

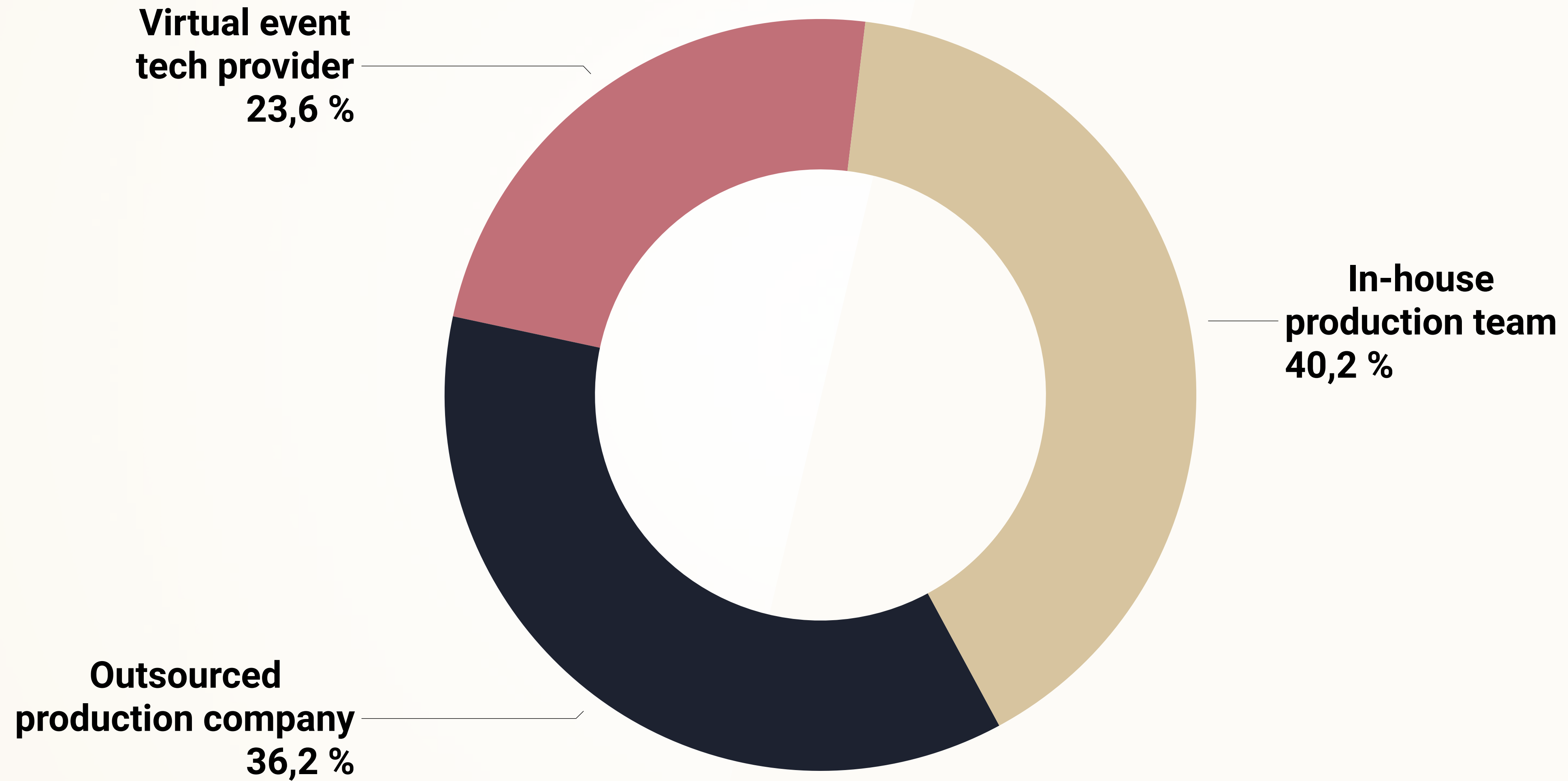
Tech Budget

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



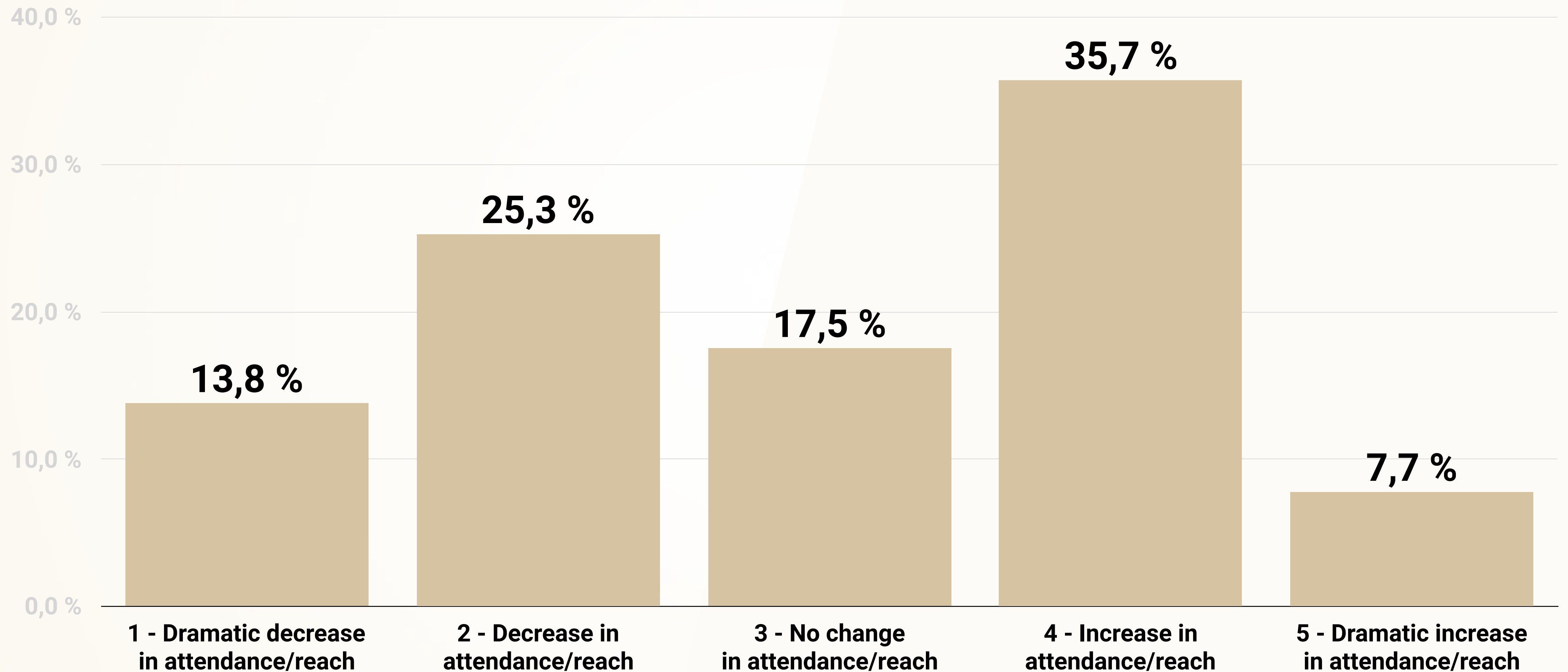
Virtual Event Production

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



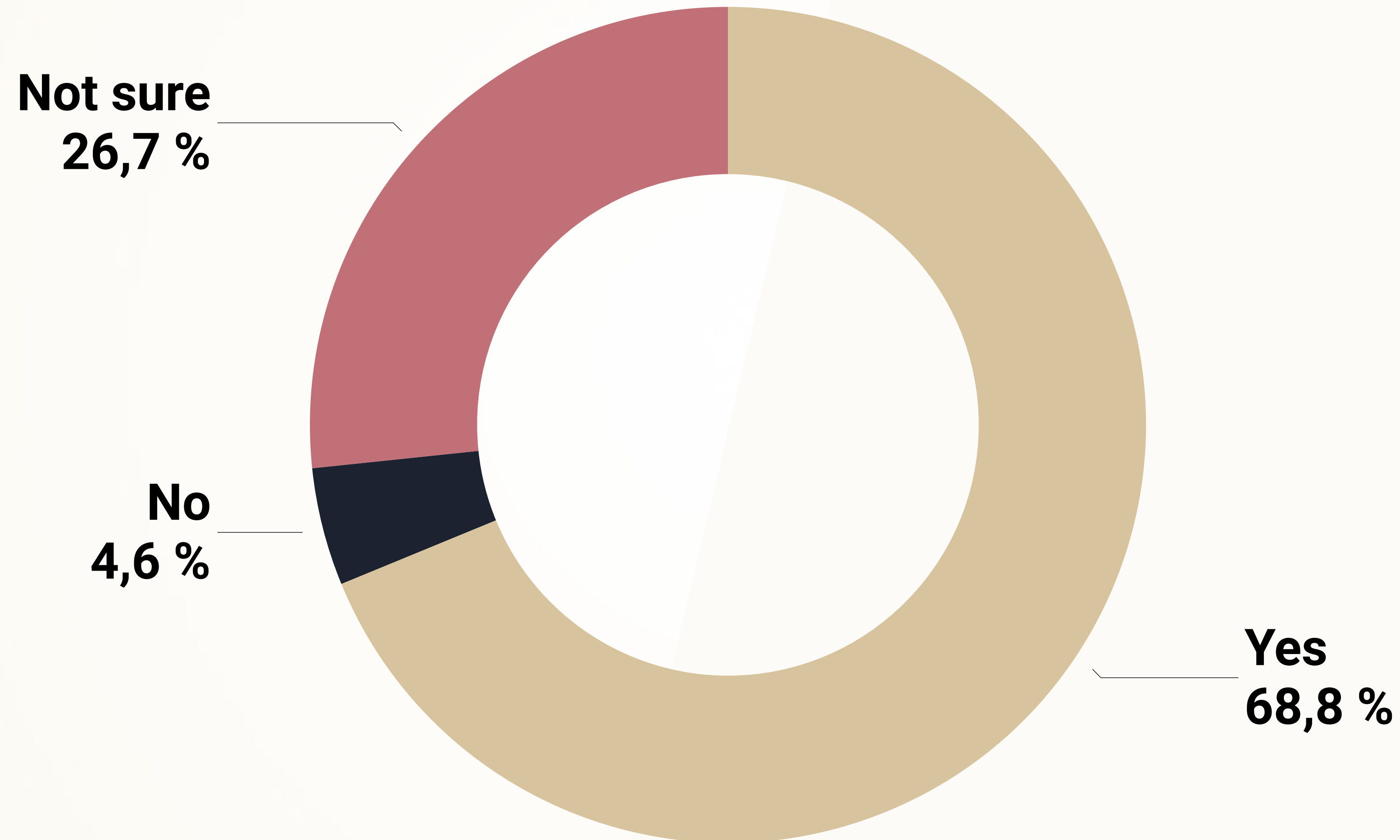
Attendance / Reach

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



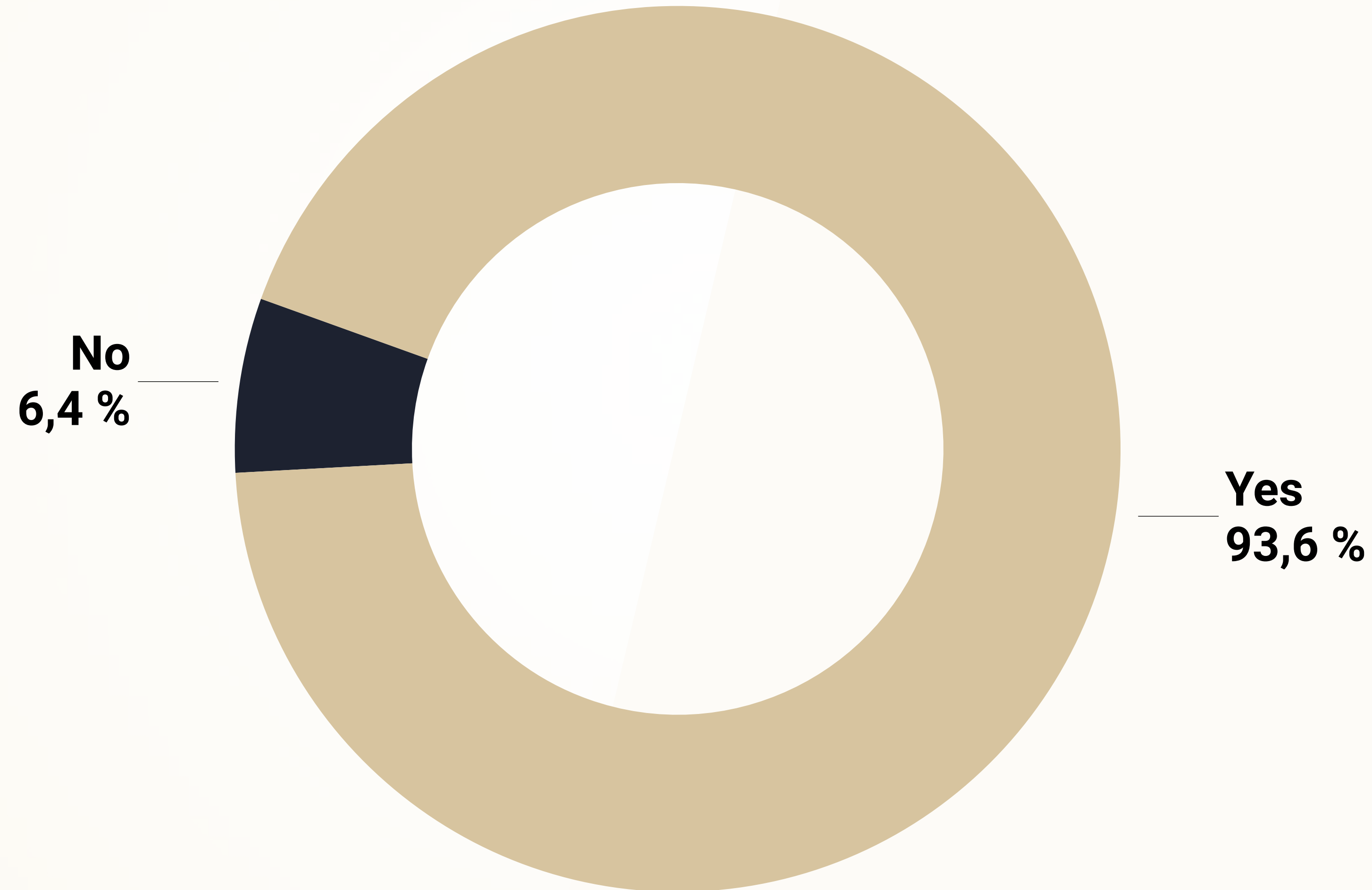
Is Virtual Here to Stay

ONCE YOU RETURN TO IN-PERSON EVENTS, WILL YOU CONTINUE TO EMPLOY A DIGITAL STRATEGY TO MAINTAIN YOUR VIRTUAL AUDIENCE?



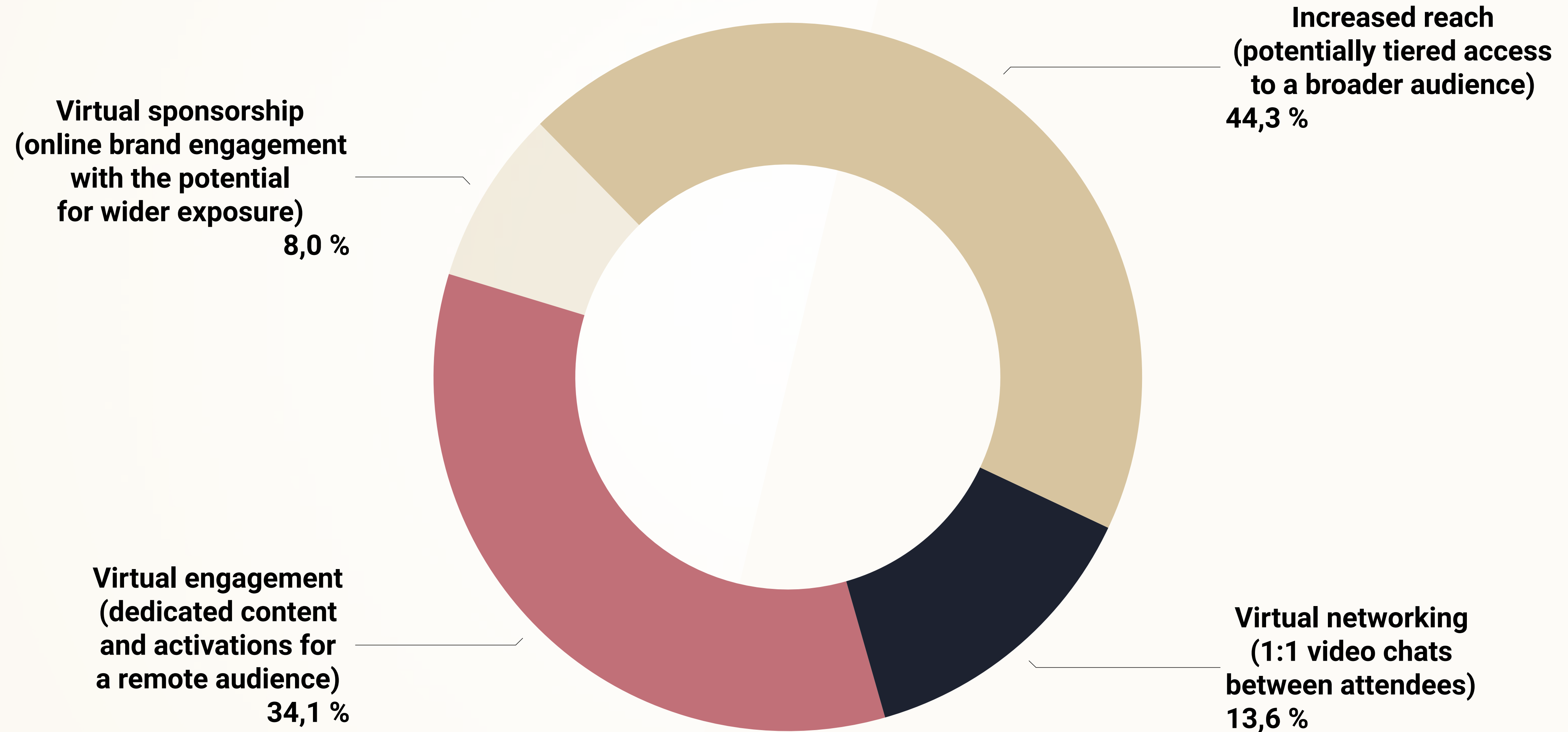
Hybrid Means Two Experiences

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



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?



THANK YOU

