PULSE SURVEY

THE FUTURE OF MEETINGS AND EVENTS IN THE ERA OF COVID-19

MARCH 4, 2021

NORTHSTAR MEETINGS GROUP
Respondents By Type, Volume and Size

929 Valid Planner Responses

<table>
<thead>
<tr>
<th>Type</th>
<th># of Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd Party, Independent Planners</td>
<td>16%</td>
</tr>
<tr>
<td>SMERF</td>
<td>41%</td>
</tr>
<tr>
<td>Professional Conference Organizers, Associations, Non-Profits</td>
<td>35%</td>
</tr>
<tr>
<td>Corporate</td>
<td>16%</td>
</tr>
</tbody>
</table>

Size of Meeting

- More than 5,000 attendees: 35%
- 1,001-5,000 attendees: 30%
- 501-1,000 attendees: 25%
- 101-500 attendees: 15%
- 51-100 attendees: 10%
- 15-50 attendees: 5%
- Fewer than 15 attendees: 5%

March 2, 2021
New Business Activity Begins Again
Booking Activity Nearly Doubles; Sourcing and Researching Also Up

For the first time new business activity exceeds 10% of planners surveyed.

What is your current primary focus as it pertains to your live, in-person events?

Responses as of March 2, 2021

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am rescheduling or rebooking events</td>
<td>32.12%</td>
</tr>
<tr>
<td>I am researching potential new events, but not ready to issue an RFP or lead</td>
<td>17.41%</td>
</tr>
<tr>
<td>I am actively sourcing (issuing RFPs or leads) for new events</td>
<td>13.53%</td>
</tr>
<tr>
<td>I am booking new events</td>
<td>12.59%</td>
</tr>
<tr>
<td>I am not currently focused on live, in-person events</td>
<td>24.35%</td>
</tr>
</tbody>
</table>
Who Is Booking New Events Now?

Characteristics of Planners Booking New Events

These are the 108 planners (out of 929 total) whose primary focus now is booking new events.

Planners Who Are Booking Now Are:

- More likely to be association planners, independents and sports organizers, and less likely to be corporates.
- More likely to expect to produce their first event in Q2 2021.
- Expecting to plan more events and larger events than the general planner population.
- More actively engaged in currently planning hybrid events and much less likely to be planning virtual events exclusive of live events.
- Decidedly less confident in the ability of virtual events to meet their constituents’ needs.
- Twice as likely to attend meetings/events themselves over the next three months.

<table>
<thead>
<tr>
<th>Category</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Conference Organizer</td>
<td>12.04%</td>
<td>13</td>
</tr>
<tr>
<td>Association/Nonprofit Organization or Association Management Company</td>
<td>34.26%</td>
<td>37</td>
</tr>
<tr>
<td>Third Party/Independent Planner/</td>
<td>18.62%</td>
<td>20</td>
</tr>
<tr>
<td>Exhibitions/Trade Show Organizer</td>
<td>0.93%</td>
<td>1</td>
</tr>
<tr>
<td>Government</td>
<td>0.93%</td>
<td>1</td>
</tr>
<tr>
<td>Travel Agency</td>
<td>0.93%</td>
<td>1</td>
</tr>
<tr>
<td>Social, Military, Education, Religious, Fraternal</td>
<td>2.78%</td>
<td>3</td>
</tr>
<tr>
<td>Sports</td>
<td>5.56%</td>
<td>6</td>
</tr>
<tr>
<td>Pharmaceuticals, Healthcare, Medical</td>
<td>5.56%</td>
<td>6</td>
</tr>
<tr>
<td>Finance, Insurance, Banking, Real Estate</td>
<td>2.78%</td>
<td>3</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>0.93%</td>
<td>1</td>
</tr>
<tr>
<td>Technology/Communications</td>
<td>2.78%</td>
<td>3</td>
</tr>
<tr>
<td>Services/Other</td>
<td>8.33%</td>
<td>9</td>
</tr>
<tr>
<td>Multilevel Marketing</td>
<td>0.93%</td>
<td></td>
</tr>
<tr>
<td>Other Corporate</td>
<td>2.78%</td>
<td>3</td>
</tr>
</tbody>
</table>
When’s Your Next Live Event?

60% of planners expect to be live in the back half of '21, while nearly 20% are looking to next year.

When at the earliest do you expect to hold your next in-person or hybrid meeting or event?

Responses as of March 2, 2021

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<thead>
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<th>RESPONSES</th>
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</thead>
<tbody>
<tr>
<td>Q1 2021</td>
<td>6.09%</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>15.75%</td>
</tr>
<tr>
<td>Q3 2021</td>
<td>30.07%</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>29.12%</td>
</tr>
<tr>
<td>2022 or later</td>
<td>18.97%</td>
</tr>
</tbody>
</table>
Hybrid Model – Better Understood, or Catching On?

Are you currently planning hybrid events (with both in-person and virtual audiences)?

- Yes, currently: 21%
- No: 24%
- Not sure, considering: 25%
- Not yet, but intend to: 27%

January 20, 2021

Are you currently planning hybrid events (with both in-person and virtual audiences)?

- Yes, currently: 30%
- No: 24%
- Not sure, considering: 22%
- Not yet, but intend to: 27%

March 2, 2021
What percentage of the events you are now planning will be online only?

As planners shift to planning and booking in-person, they shift away from virtual.

- None
- Fewer Than 50%
- More Than 50%
- All

Percent of Events Being Planned

- November 19
- January 20 '21
- March 2 '21
Virtual Event Confidence: No Change

Since October, planners’ expectations for the success of their virtual events have fallen but stabilized to slightly better than average, indicating a relative level of satisfaction.

How successful will virtual events be for your constituents? (with 1 = not at all confident; 5 = highly confident)

<table>
<thead>
<tr>
<th>Month</th>
<th>Confidence Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>3.13</td>
</tr>
<tr>
<td>November</td>
<td>2.98</td>
</tr>
<tr>
<td>January</td>
<td>2.81</td>
</tr>
<tr>
<td>March</td>
<td>2.80</td>
</tr>
</tbody>
</table>

Out of 5
Don’t Credit the Feds for Industry Recovery, Planners Say

Do you expect the travel and meetings industry to receive sufficient federal stimulus aid to support recovery?

- Yes: 22%
- Not sure: 47%
- No: 31%
Vaccine Rollout Continues to Encourage Planners

Do you believe the rollout of Covid-19 vaccines will lead to a quicker economic recovery for our industry?

- Yes: 76%
- No: 8%
- Not sure: 16%

% of planners who think vaccines are aiding recovery grows 3 points, to 76%
More Planners Intend to Attend Meetings Soon, Indicating Growing Confidence

Do you plan to attend any in-person meetings or business events over the next three months?

- As of March 2, 2021
  - 69% Say “No”

- As of November 19, 2020
  - 71% Said “No”

- As of January 20, 2021
  - 76% Said “No”
Support for Requiring Masks, Protocols Grows

Interest in providing tests or requiring proof of testing and vaccination declines.
Which measures do you expect to enact?

Sample “Other” Verbatim Comments:

“We are still deciding. We’re trying to compile information from federal, state and local authorities. Nothing is consistent - so how do we match to our attendees' expectations?”

“We need to be flexible enough to ensure there is a balance between protocols and participant enjoyment of our events.”

“I have had recent events where we required a negative PCR test within 10 days of the event in conjunction with a rapid test on-site. This works great but is expensive.”

“We will adhere to whatever local regulations are in place.”

“Some protocols, such as distancing, changes in buffets, sanitizing stations, and liability waivers will for sure be in place - but mask requirements will no longer be in place and tests will be available as an option.”

“People from the USA cannot be trusted to behave responsibly and carefully in a grocery store; what makes you think it’s appropriate to put them together at a conference?”
More Planners Support Industry Meetings

Should meetings industry organizations or related businesses be holding in-person meetings?

- Yes, absolutely
- Yes, if we can do so safely
- No
- Other

# of Planners Who Say “No” Declines By One-Third

March 2 ‘21

November 19

January 20 ‘21

March 2 ‘21
More Planners Expect the Same Number of Meetings

And the gap closes again between “fewer” and “more,” reflecting a skew to the positive

When in-person gatherings are no longer restricted, do you expect more or fewer in-person or hybrid meetings than before Covid-19?

March 2, 2021 Responses

- More: 16.67%
- Fewer: 21.10%
- About the same: 48.56%
- It’s too soon to know: 13.67%

Percent of Respondents

- More
- Fewer
- About the Same
- Too Soon to Know
Audiences Will be Smaller or About the Same

Though confidence is building, planners continue to expect audiences will be smaller.

When in-person gatherings are no longer restricted, will the size of your live audiences be larger or smaller than before Covid-19?
As Confidence Grows, Fears Begin to Recede

Vaccines Allay Fear of Contagion, Travel

For your future in-person or hybrid events, how concerned are you about the following? Rate each on a scale of 1 to 5 (with 1 being “not at all concerned” and 5 being “extremely concerned”)

- Vaccines allay fear of contagion, travel
- October 22
- November 19
- January 20 '21
- March 2 '21
In Summary:

✓ For the first time since the pandemic struck, more than 10% of planners are primarily focused on booking new events.
✓ 60% of all planners expect to be back meeting face-to-face again in the second half of this year.
✓ More than 50% of planners are planning for hybrid now or intend to plan for it soon.
✓ As planners shift to planning and booking in-person events, they shift away from virtual.
✓ Planners remain underwhelmed by the federal support for the industry, but clearly vaccines have made all the difference.
✓ As vaccines distribution rolls along and confidence grows, fears of contagion and travel decline.
✓ More planners support industry meetings, and more of them will attend a meeting soon.

Selected Verbatim Comments:

• “I looked at a hotel meeting space diagram today for the first time in months and couldn't help but smile! It's nice to start to feel some optimism.”
• “Huge uncertainty about how to meet our multifaceted stakeholders’ needs once in-person events are operating again. I don't think hybrid is the answer, but don't know what is!”
• “Clearly the severity of the virus is lessening. We need people to know this. We need to help them feel more comfortable about travel and in-person events. If not us, who?”
• “I feel very lost — stuck in-between planning virtual meetings and soon hybrid. Now that I’ve been planning virtual meetings for the past year, and will be through 2021, I’m feeling lost about how to start planning and forecasting for our next (hopefully) face-to-face meeting in January 2022.”
• “There is more optimism that we will return to physical events than previously experienced; however, there's also a view that the events industry is evolving, and virtual events will be a significant element, whether in their own right or running as hybrids.”
• “The political ineptitude, misogyny, systemic racism and overwhelming Covid-19 death toll that is constant in the USA makes it impractical to consider bringing anyone from another country into the States for any type of event. As a country you should sit down, shut up and learn how to be a decent global citizen.”