

PULSE SURVEY

NEW  
DATA

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

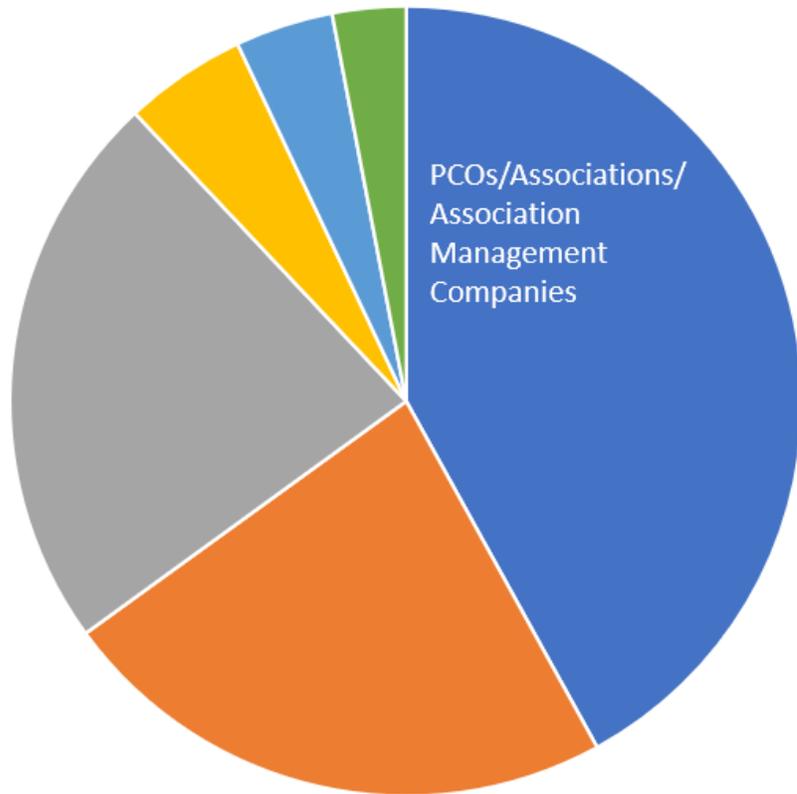
OCTOBER 22, 2020



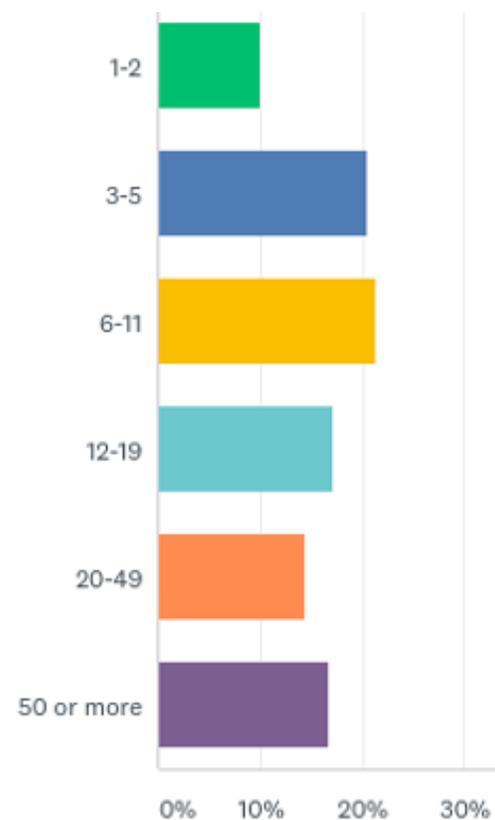
**NORTHSTAR**  
MEETINGS GROUP

# Respondents By Type, Volume and Size

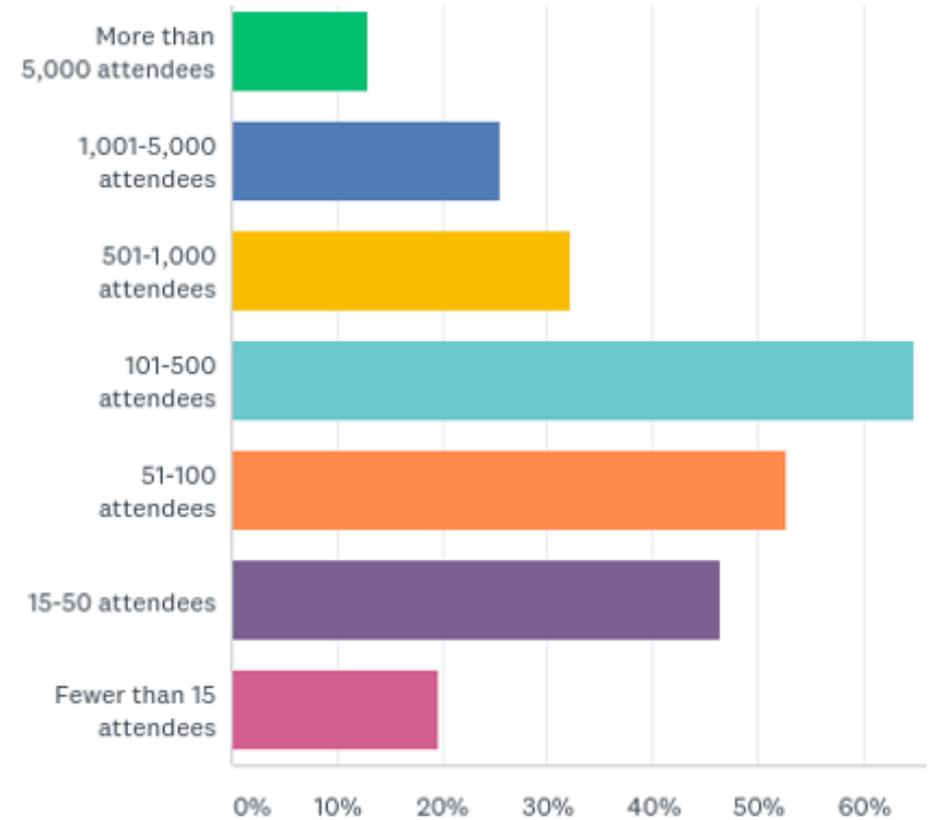
690 Valid Planner Responses



Type



# of Meetings



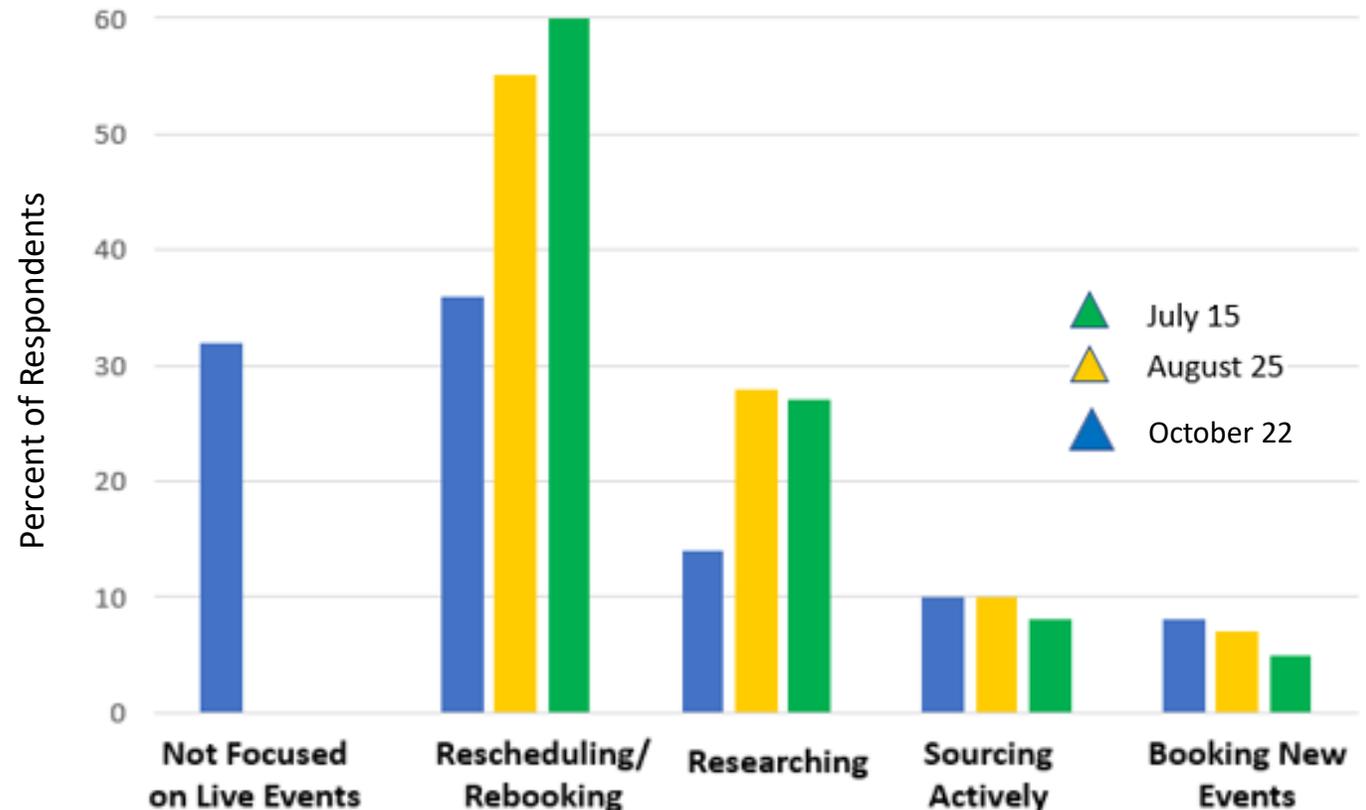
Size of Meeting

# For Now, Many Planners Are Not Focused on Live Events

Sourcing and booking remain steady, but for many, “live” is not an option

**ANSWER CHOICES**

I am rescheduling or rebooking events.	36.25%
I am researching potential new events, but not ready to issue an RFP or lead.	13.83%
I am actively sourcing (issuing RFPs or leads) for new events.	10.33%
I am booking new events.	7.79%
I am not currently focused on live, in-person events.	31.80%



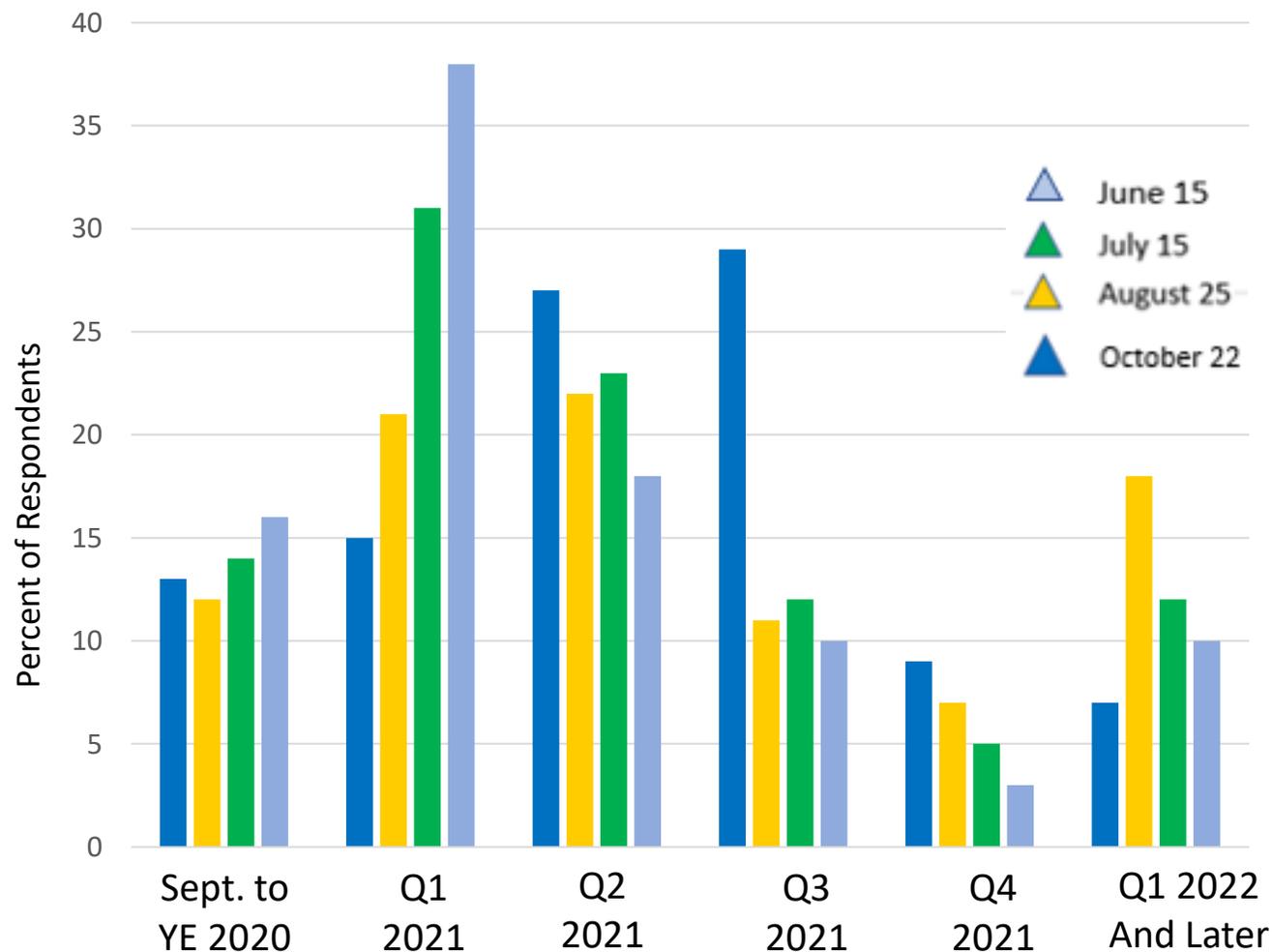
# When's Your Next Live Event?

## Q3 '21, Say Most Planners

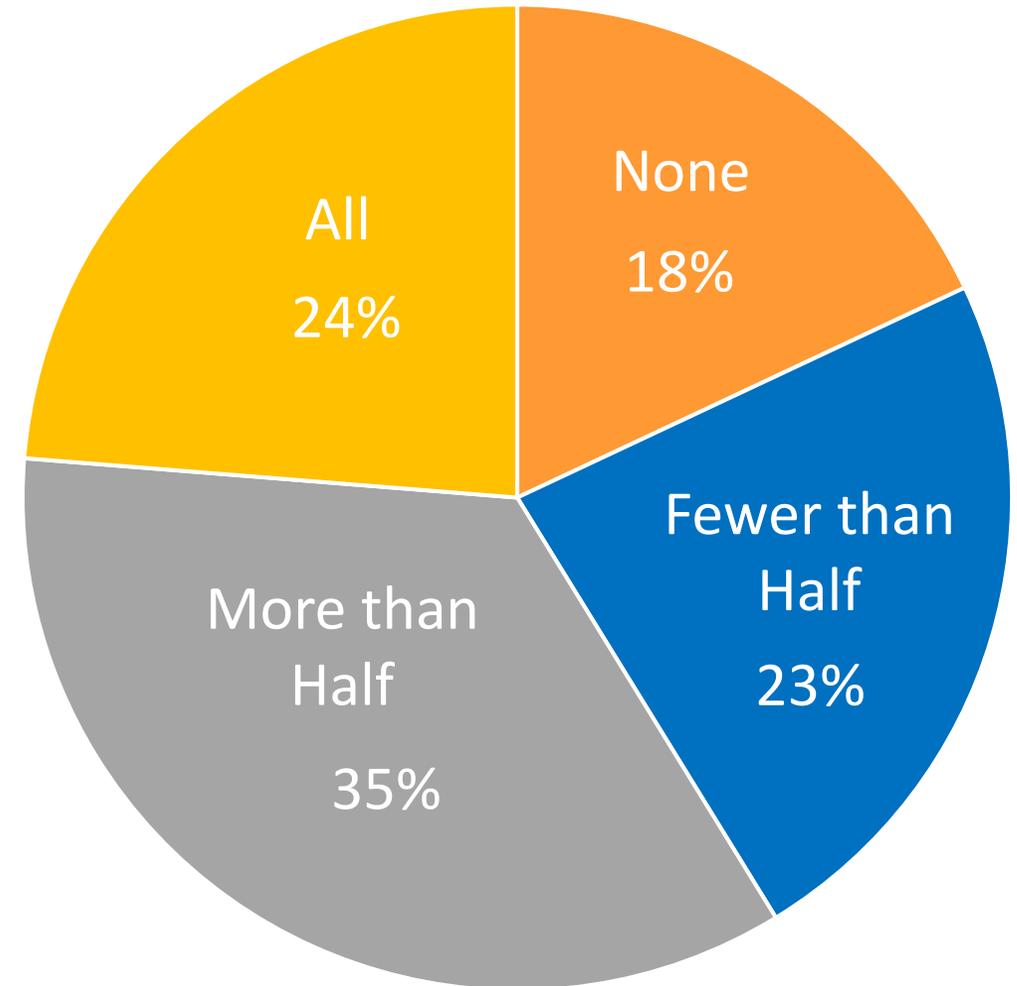
When at the earliest do you expect to hold your next in-person or hybrid meet or event?

**ANSWER CHOICES**

Before year-end 2020	13.02%
Q1 2021	14.79%
Q2 2021	27.17%
Q3 2021	28.62%
Q4 2021	9.00%
2022 or later	7.40%



**What percentage of the events you are now planning will be online only?**



# Fewer Planners Will Attend In-Person Gatherings in 2020

Do you plan to attend any in-person meetings or business events before year-end 2020?

As of October 22, 2020

**72%** Say “No”



As of September 15, 2020

*In response to the same question last month, 67% said “No”*

# Planners are Divided on Virtual Events

As of October 22, 2020

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

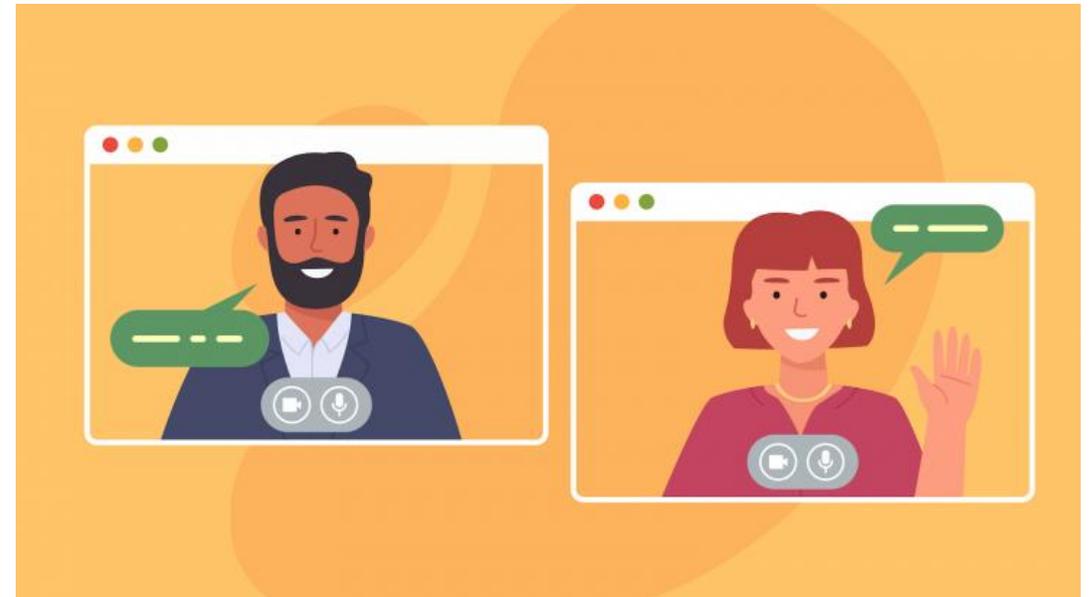
## 3.13 Out of 5

“Attendees have ‘virtual fatigue’ . . . “

“The idea of hybrid meetings has taken root and I like the possibilities . . . “

“Exhibitors are not seeing the ROI . . . “

“Hybrid meetings will continue to rise significantly, and get better in terms of presentation and content . . . “



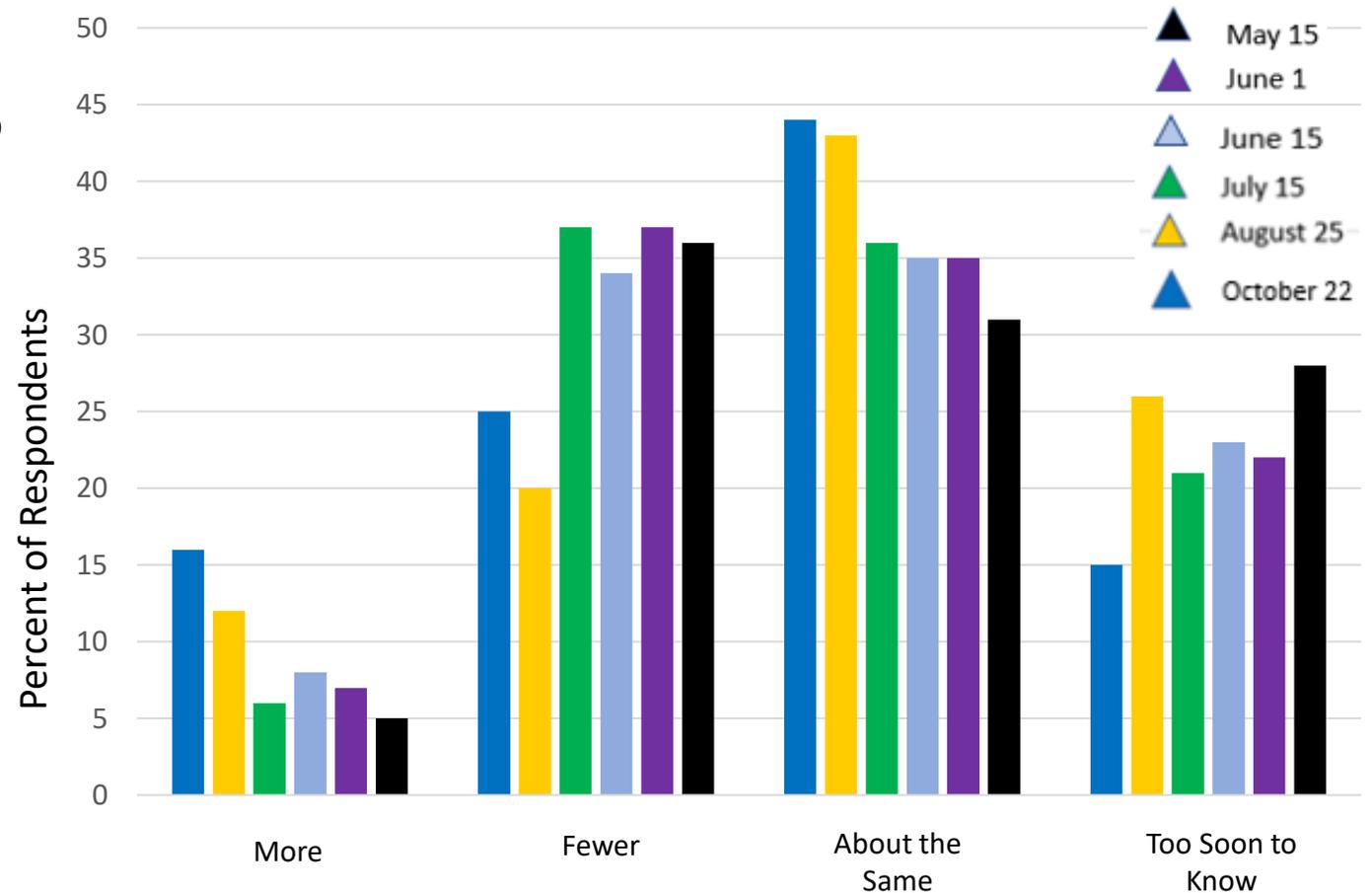
# Most Planners Expect the Same Number of Meetings

*But of note, both the “more” and “fewer” camps have increased since the last survey*

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

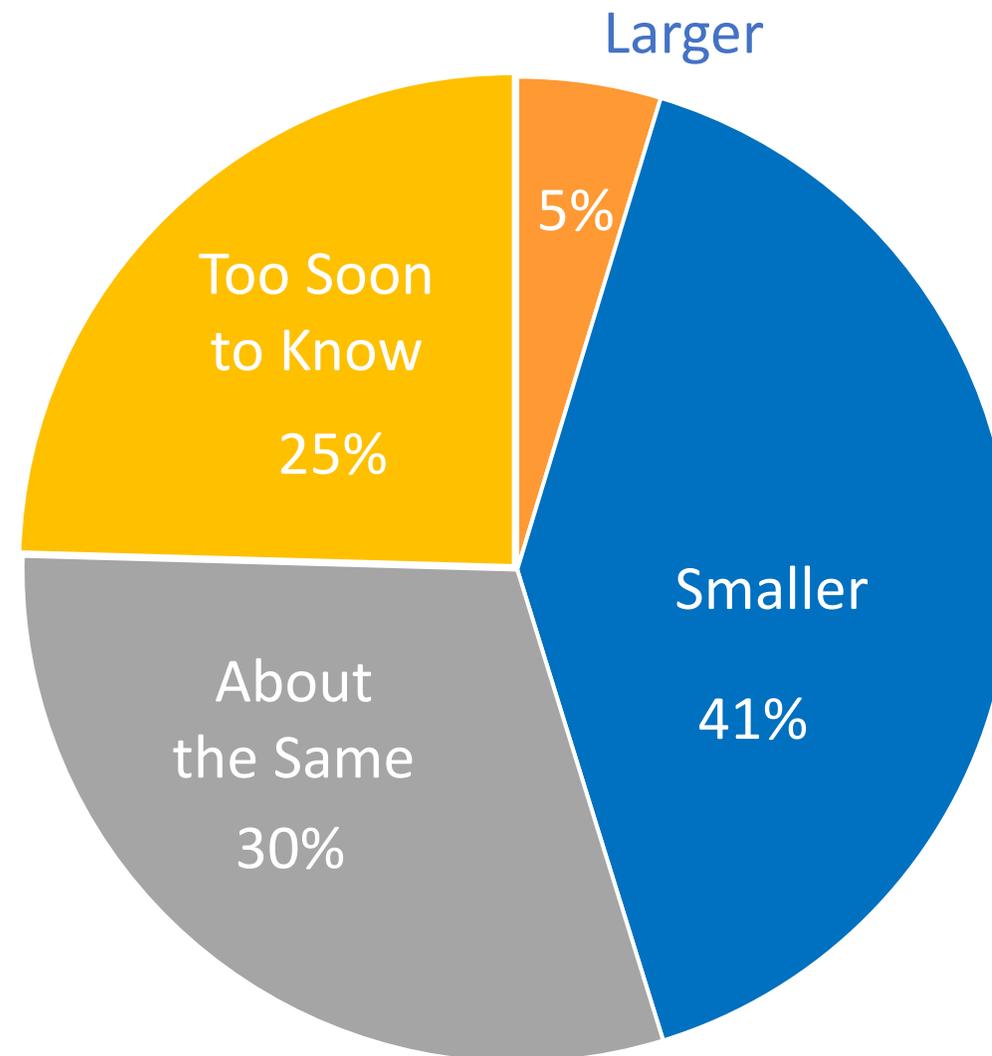
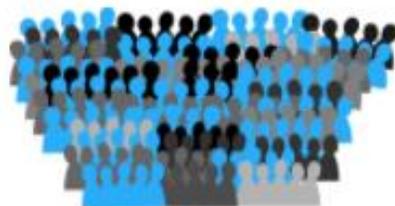
October 22 Responses

More	16.32%
Fewer	24.72%
About the same	44.10%
It's too soon to know.	14.86%



# Planners Expect Smaller Audiences Post-Covid

When in-person gatherings are no longer restricted, will the size of your live audiences be larger or smaller than before Covid-19?



# Fear of Travel and Budgets Are Top Concerns

*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”)*

- Continued fear of travel extending over long-term

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- Impact of crisis on airline service, routes, pricing, etc.

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- Hotel staffing reductions/hotel closures

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- Impact of virtual events on demand for physical events

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- Constraints on business travel budgets

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- Constraints on meetings budgets

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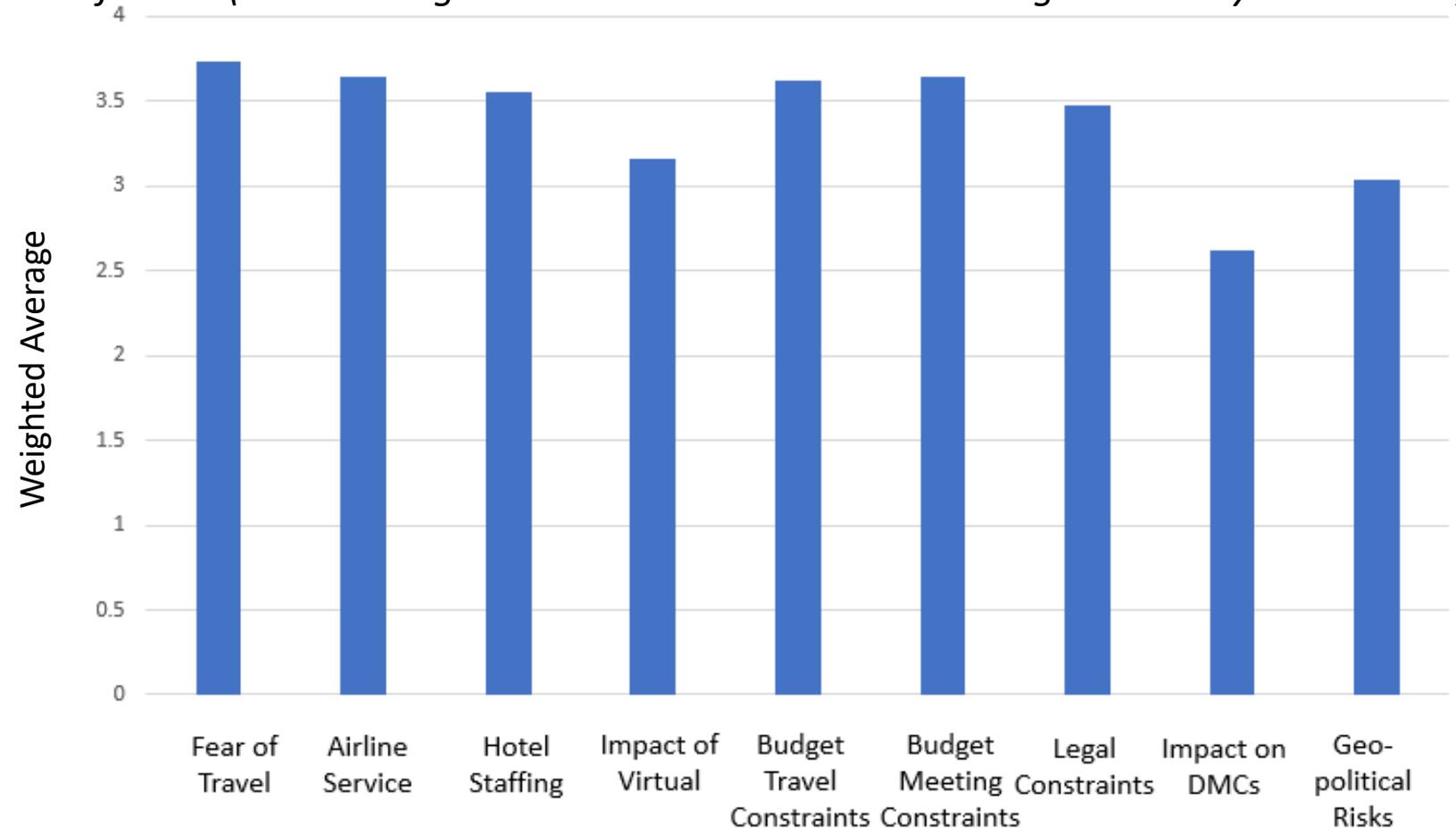
- Inflexible legal/financial contractual terms

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- Loss of destination marketing companies to support programs

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- Risks associated with geopolitics, civil unrest, crime, immigration, trade, etc.



## In Summary:

- ✓ Q3 2021 is when most planners expect to get back to producing live events again, representing a material shift out of Q1 to Q3 since the last survey.
- ✓ Planners' primary focus remains rescheduling events (36%), but now, given the option, nearly one-third report they are not currently planning live events.
- ✓ 24% report that virtual events are the only events they are planning, while 35% say more than half their events are virtual.
- ✓ Smaller, fewer meetings continues to be the expectation.
- ✓ For future live events, planners are most concerned about the continued fear of travel, followed closely by constraints on meetings budgets and constraints on travel budgets.

- “The event ecosystem is ready, but unfortunately the majority of companies will not host live events for several months.”
- “Hybrid events for internal meetings is going to be very expensive and budgets may not be able to cover both hybrid and in-person. The concern over having to stay virtual because of the economics is there.”
- “We just finished a 40-person live event. With the proper precautions the meeting was a success. We hope to show the industry that meetings are possible.”
- “Hybrid meetings can be a real plus in providing a bigger opportunity for attendance, sponsorship and post-event use of content.”
- “We held a successful one-day virtual seminar which exceeded attendance from our previous live events. We recorded the conference and anticipate it will continue to bring in additional revenue.”
- “We had an event with 2,500 attendees that generated \$5.5 million in revenues. We are indefinitely cancelling the event and are effectively out of the events industry.”
- There will be pent-up demand to meet in-person as soon as it is deemed safe to do so. Virtual meetings will take the place of internal face-to-face meetings that are not essential, and companies will be more budget-conscious when it comes to travel.