

PULSE SURVEY

NEW
DATA

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

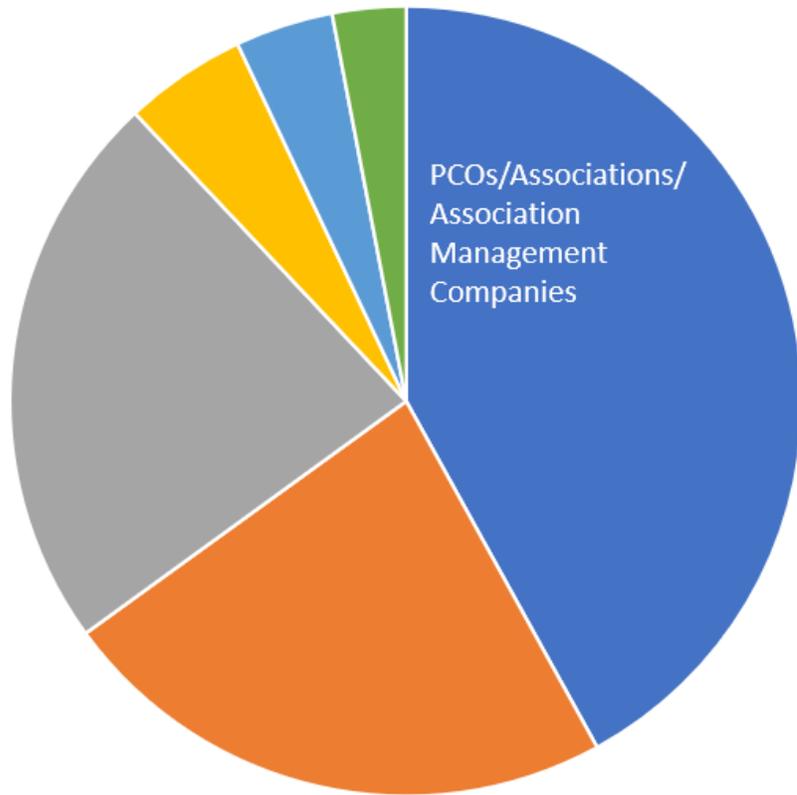
OCTOBER 22, 2020



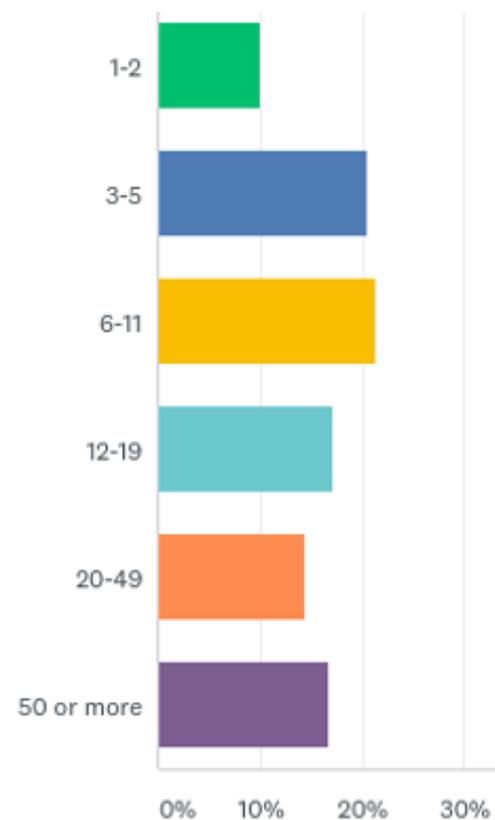
NORTHSTAR
MEETINGS GROUP

Respondents By Type, Volume and Size

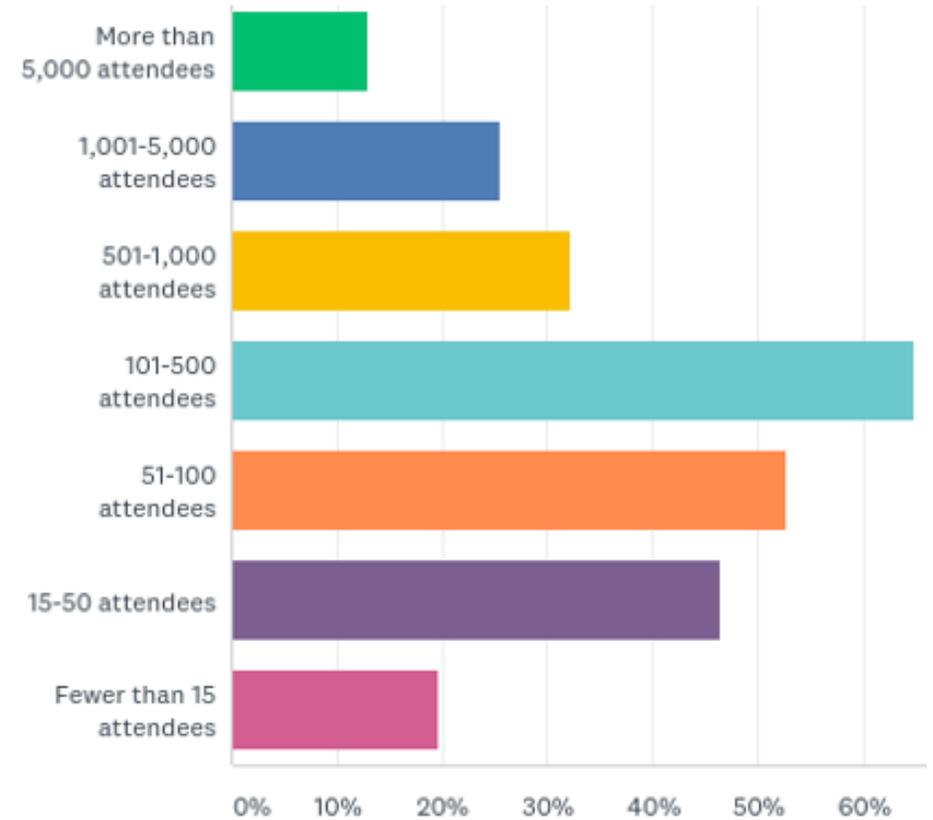
690 Valid Planner Responses



Type



of Meetings



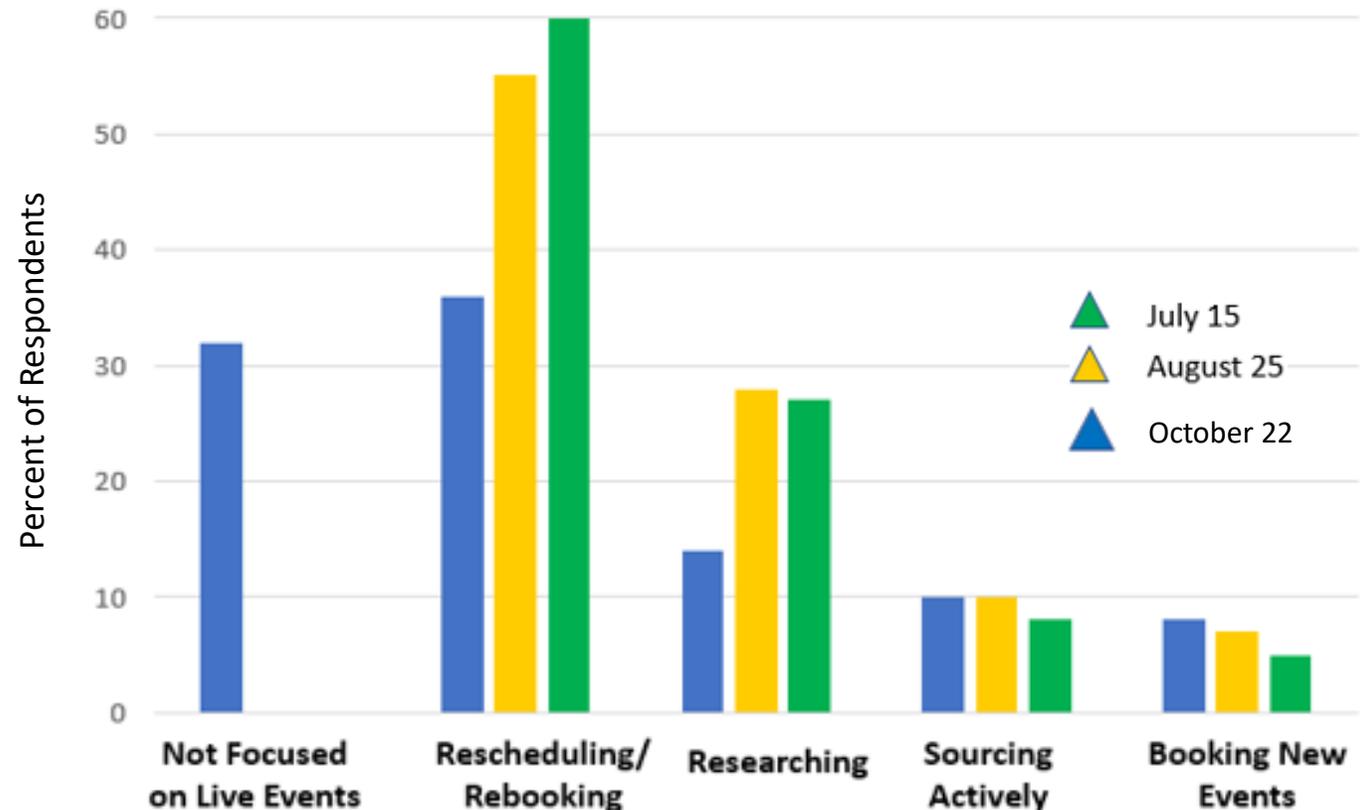
Size of Meeting

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%



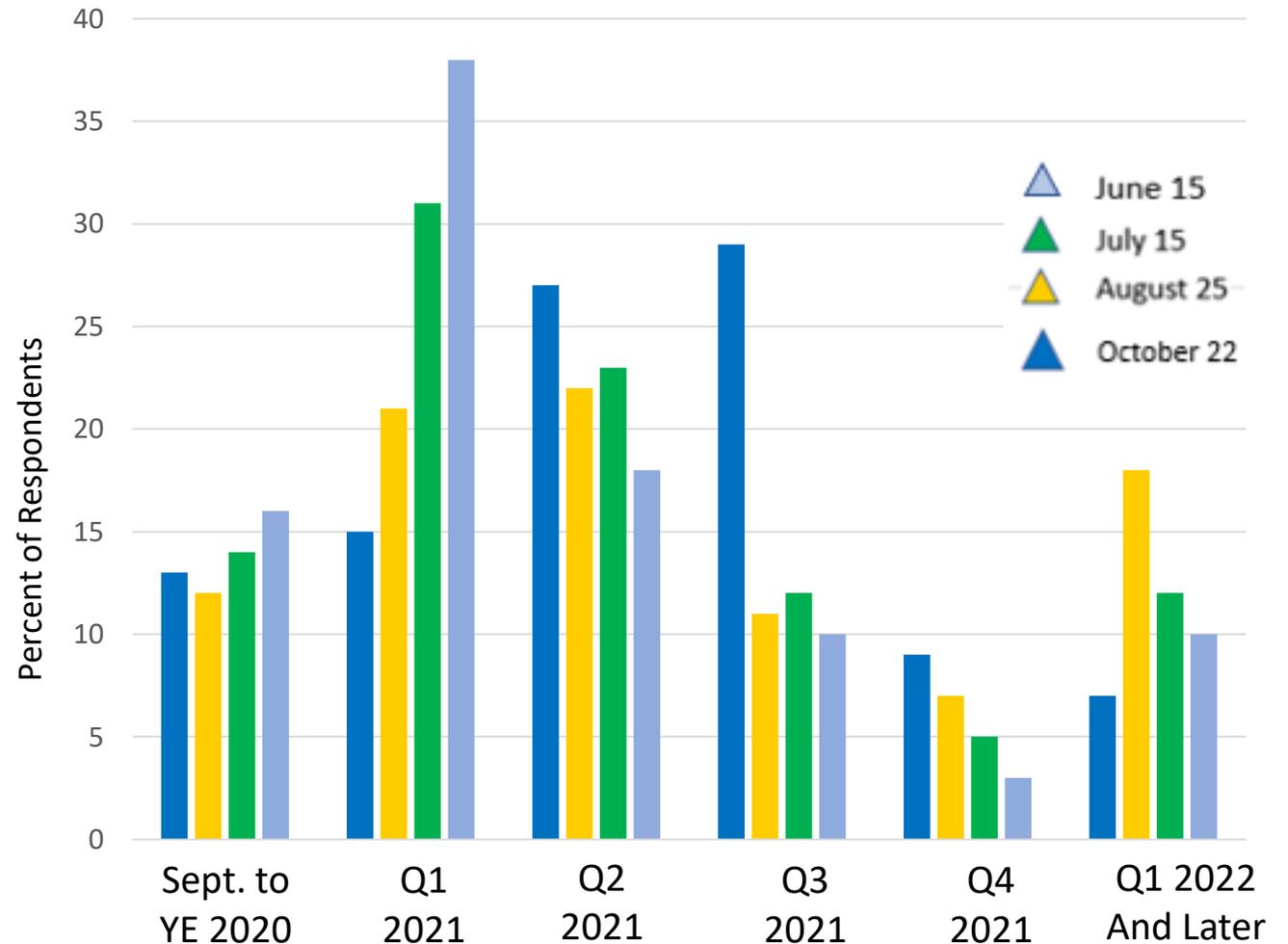
When's Your Next Live Event?

Q3 '21, Say Most Planners

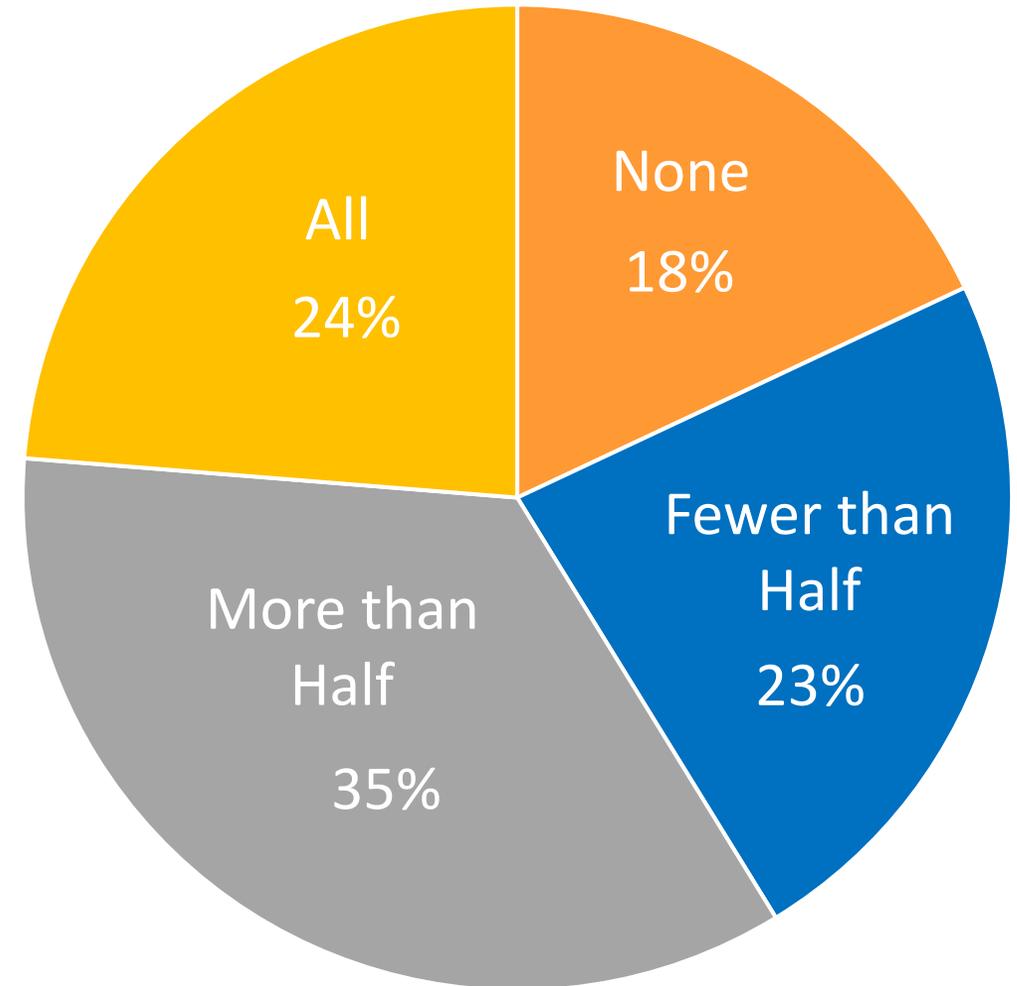
When at the earliest do you expect to hold your next in-person or hybrid meet or event?

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 . . . “



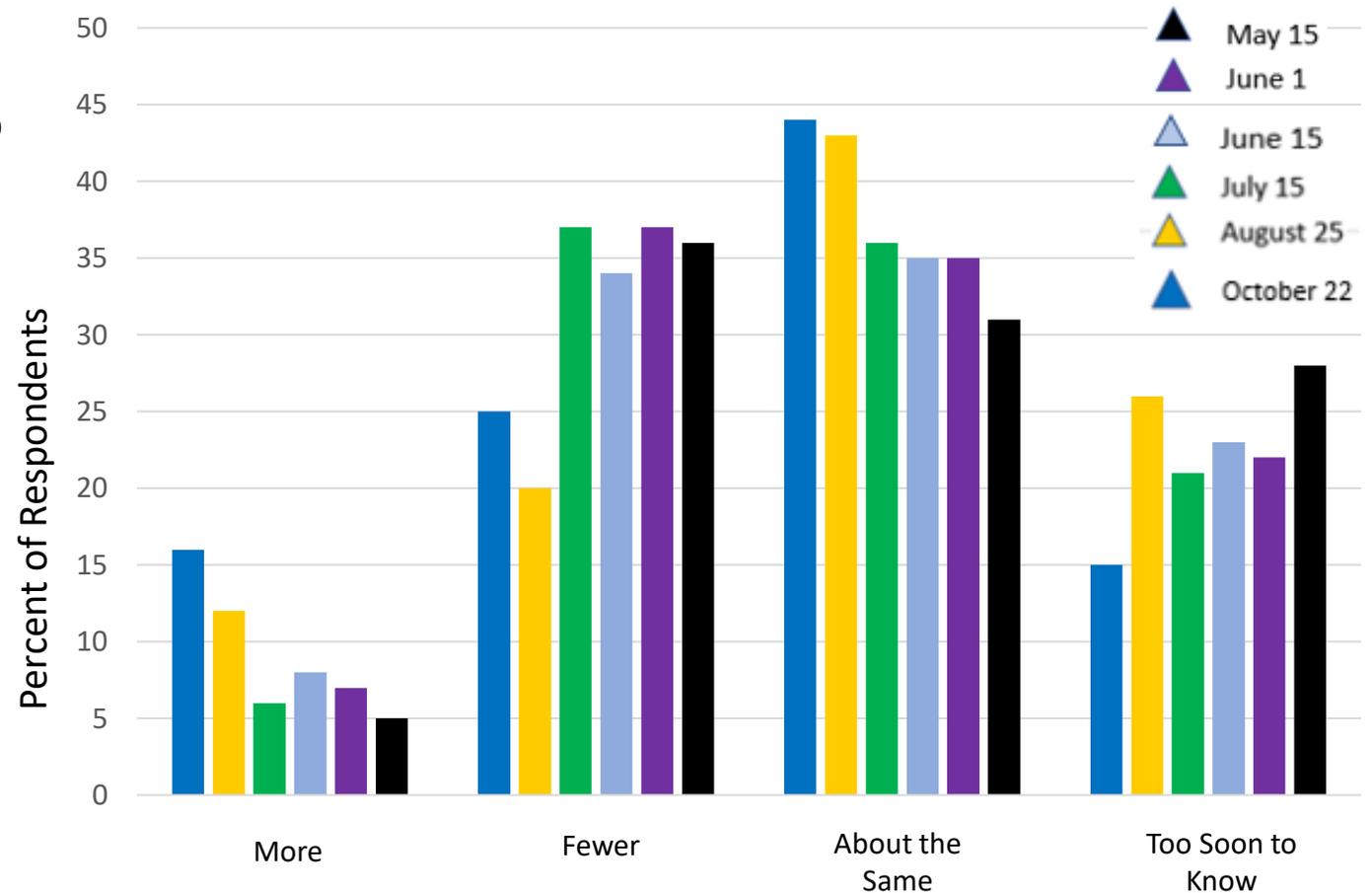
Most Planners Expect the Same Number of Meetings

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?

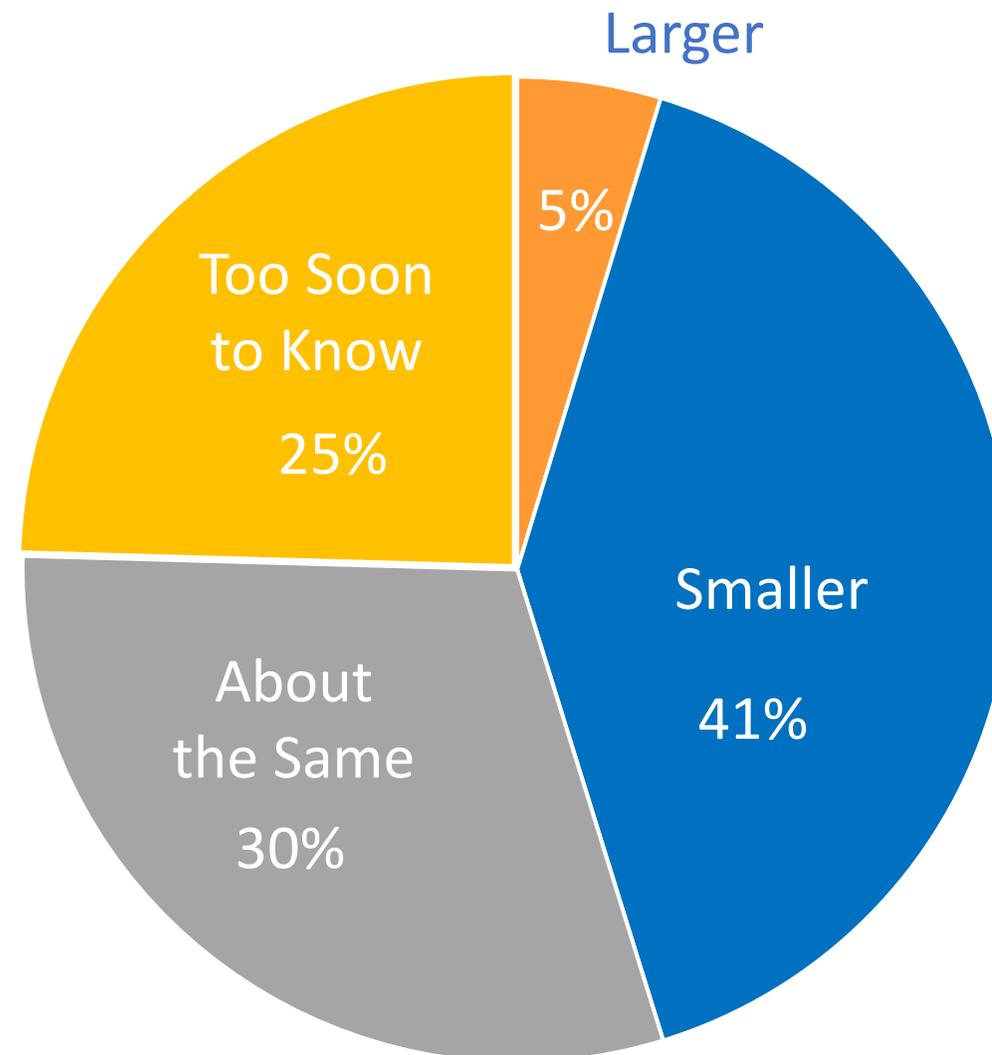
October 22 Responses

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

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

- Hotel staffing reductions/hotel closures

- Impact of virtual events on demand for physical events

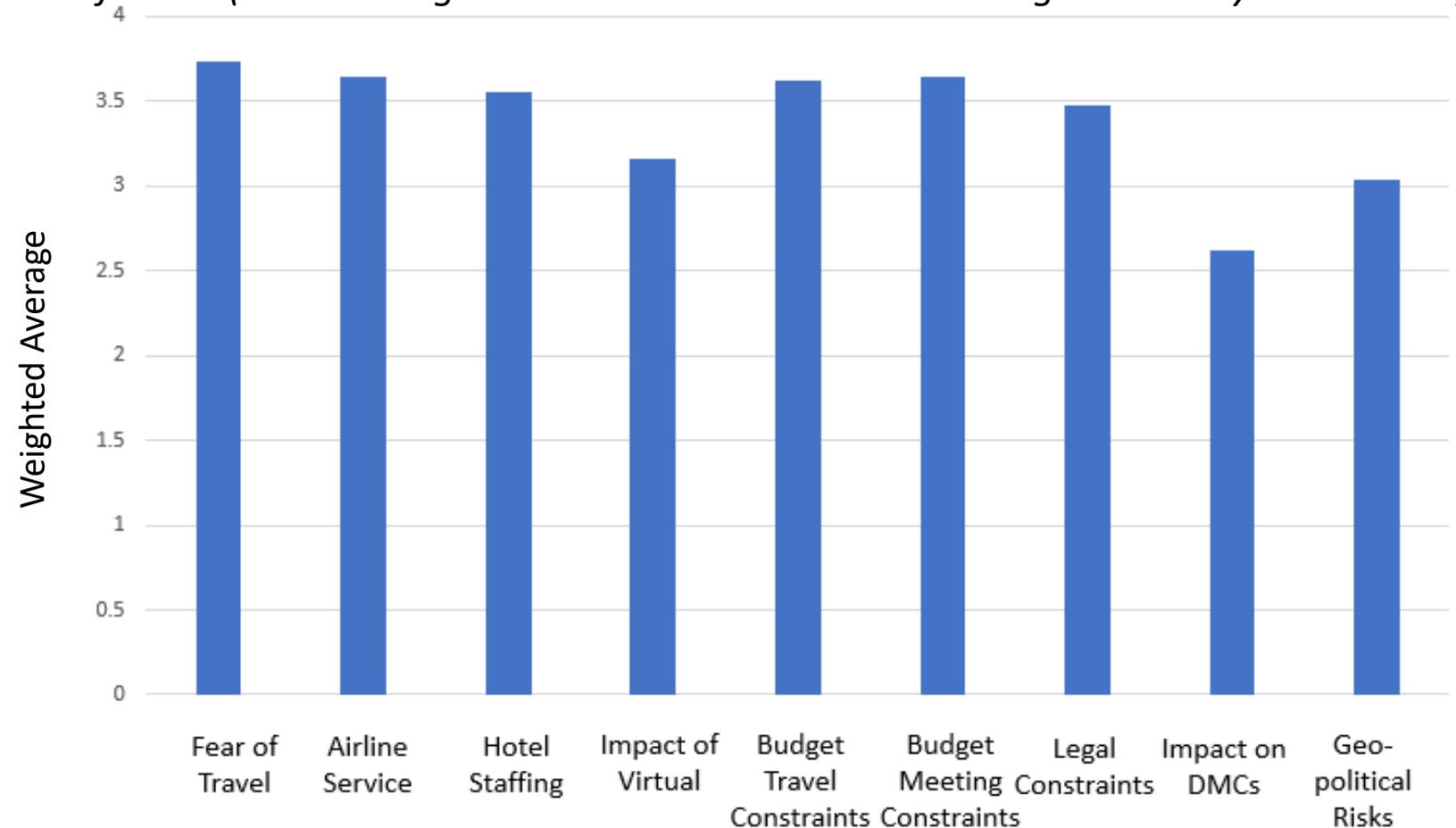
- Constraints on business travel budgets

- Constraints on meetings budgets

- Inflexible legal/financial contractual terms

- Loss of destination marketing companies to support programs

- 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.