

KONGRES MAGAZINE'S RESEARCH ON POST-CORONAVIRUS MARKETING STRATEGIES

Survey dates: March 31 - May 18, 2020

Restarting marketing activities after the coronavirus crisis is one of the burning matters that members of the meetings industry face right now. Kongres Magazine wanted to analyse their post-pandemic marketing plans and sales strategies. This is the second survey in a series of research articles that tackle the most interesting trends in our industry. 361 meeting planners completed our survey. All data in the survey was gathered by Kongres Magazine according to GDPR regulations and their privacy policy.





NUMBER OF ANSWERS:
361 respondents

TOP PRIORITIES

- 34.5 %** – Carrying out postponed events
- 25.3 %** – Improving engagement with clients
- 13.8 %** – Reaching a relevant audience
- 11.5 %** – Revenue increase
- 8.0 %** – Carrying out cancelled events
- 4.6 %** – Increasing the number of events
- 2.3 %** – Increase in sales

COMMUNICATION CHANNELS

The most used offline/online communication channels during this crisis

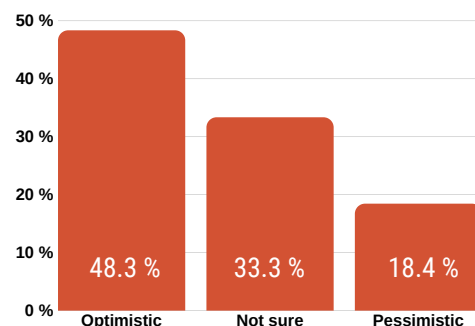
-  Social Media (Facebook, LinkedIn, Instagram)
-  Website and web portal
-  Direct Marketing (newsletter, e-mail)
-  Online events (webinars)



Sales calls will become the most important lead generation tool after the crisis.

How confident are you in the meetings industry recovering after the COVID-19 crisis?

The answers to this question showed us just how uncertain the current situation is.



Do you expect your marketing budget to change in 2020?

67.8 % expect their marketing budget to decrease, many of them have already ruled it out completely, as they believe it presents an unnecessary expense right now. **23%** think it will stay the same and only **8%** believe it will increase.

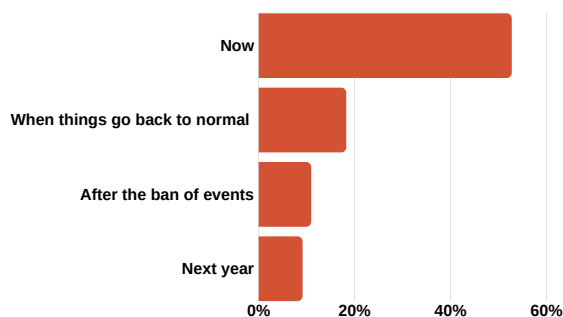


In which of the following digital distribution channels will you INVEST MORE after the crisis?

- 18.43 %** – Website
- 18.09 %** – Social (Facebook, LinkedIn)
- 11.26 %** – E-mail
- 8.87 %** – Online events (webinars)
- 8.53 %** – SEO (Organic Search)
- 7.85 %** – Social Communities
- 7.17 %** – Video Advertising





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When do you think is the best time to start marketing your product again?



SOURCES OF INFORMATION

The most useful sources of information when it comes to finding information on event destinations or event venues:

-  Direct contacts
-  Friends and colleagues
-  Convention Bureaus
-  Google

What is the first thing you will do when the crisis is over?

- 41.0 % – Visit friends and relatives
- 16.3 % – Have a drink with friends
- 12.3 % – Enjoy a nice meal in a restaurant
- 10.5 % – Travel somewhere/take a vacation
- 5.8 % – Visit a barber and hair dresser
- 3.5 % – Stay in self-isolation at home
- 1.0 % – Attend a concert
- 1.0 % – Go to the movies

How satisfied are you with international MICE associations as a marketing tool during the crisis?

- 53.5 % - Neutral
- 20.9 % - Somewhat Satisfied
- 11.6 % - Somewhat Dissatisfied
- 8.1 % - Very Dissatisfied
- 5.8 % - Totally Satisfied

MAJOR CHALLENGES AFTER THE CRISIS

1. Distrust and fear of traveling abroad

The burning question... is it safe to travel?

2. Security problems with transportation

Getting people to travel again

3. Security problems during events with many people

Activate the trust in meeting

4. Cleanliness and sanitation of hotels and restaurants

Safety and hygiene of the venues

5. Overload of information

Overflow/excess of advertising coming from destinations/providers

6. New event formats

Cheaper but more flexible events

7. Low budgets

Price dropping – how to get on the same level as before the crisis

8. Market segmentation

Not all markets will recover at the same time/in the same way

WORD CLOUD



WHAT TYPE OF MARKETING WILL PRODUCE THE GREATEST ROI AFTER THE CRISIS?

- “ Online solutions where you can reach the right target group make sense. Example: if you are an international MICE supplier and you want new business with buyers from Germany you need to have: the right target group and digital awareness for your brand in line with the wishes and the needs of the German target group.
- “ Direct communication with clients, relevant online & social media presence.
- “ Regular newsletters sent to clients and agencies, sales calls and personal connections (personal contacts, lobbying).
- “ Marketing directed at current partners and clients, communications that improve reputation and highlight trust.
- “ This will not change and everyone will continue to use those digital marketing channels (especially social media, media service providers, web in general. Also it's affordable.