

HOW DO WE MOVE FORWARD WITH EVENTS AFTER COVID-19?

Survey dates: July 27 - August 24, 2020

EVENT PLANNING AFTER COVID 19





This survey aims to defog the uncertain future of event organisation through the opinions of international meeting planners. We all want to know what we need for a quick and efficient business restart after COVID-19. This situation is an opportunity to reshape the meetings industry and make it more sustainable.

Number of answers: **1.297** respondents from **32** countries

What is the average size of a typical live or online meeting that you plan?

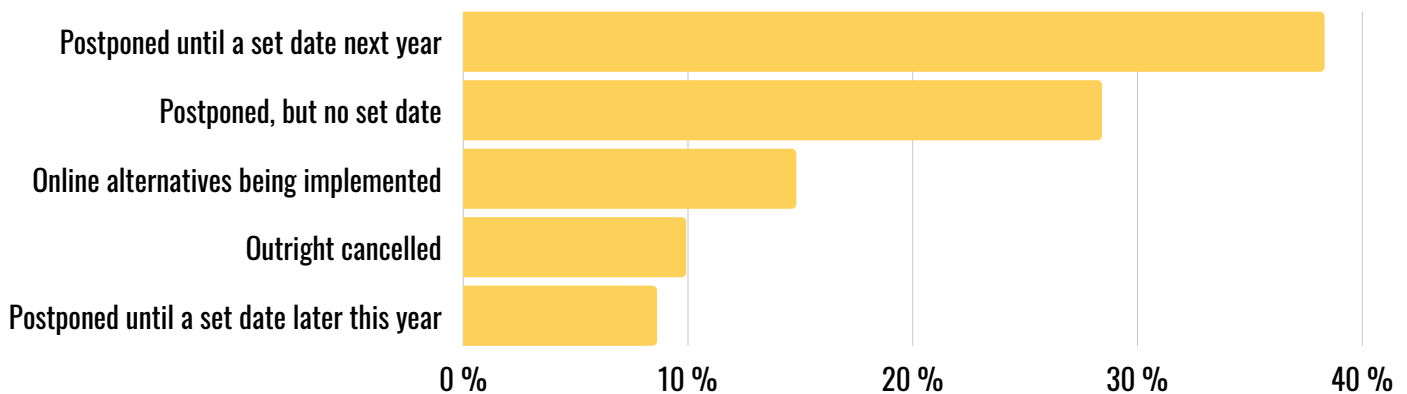
- **28,4%** 41 to 100 participants
- **21,0%** 101 to 200 participants
- **21,0%** 201 to 500 participants
- **14,8%** Over 500 participants
- **11,1%** 16 to 40 participants
- **3,7%** 1 to 15 participants

Where did you hold most of your live meetings before COVID-19?

-  **45,7%** - Hotels
-  **22,2%** - Special Venues
-  **16,0%** - Conference Centre
-  **16,1%** - Outdoor and sport venues

How are you handling cancelled events?

Most meeting planners have postponed or cancelled their events and only a few have implemented online alternatives.



Would you consider cancelling live events in favour of online/hybrid events after the COVID-19 pandemic?

- **64,2%** - NO
- **35,8%** - YES

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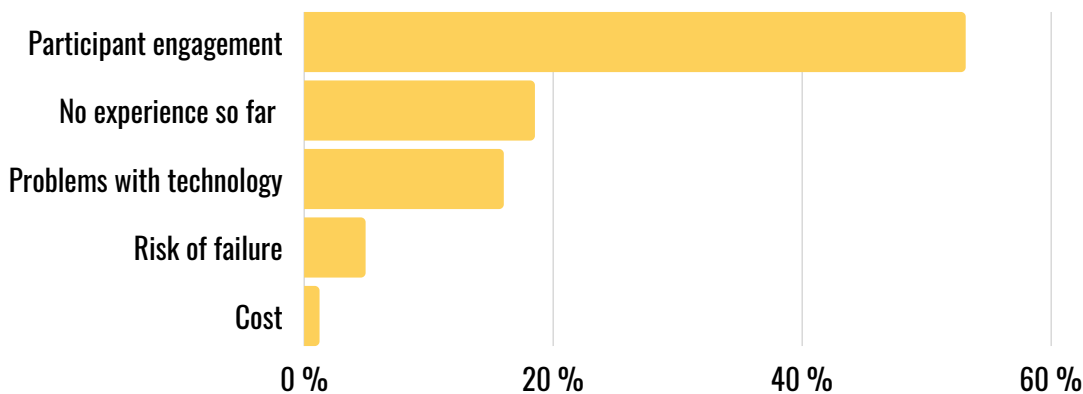
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If online/hybrid alternatives are being implemented, what alternatives are you using?

- Hybrid
- Zoom
- Microsoft Teams
- We either choose live OR online. Hybrid models are not the future, unless they are being planned as 2 separate events with their own planning, script and facilitators. Trying to combine a live and online event by adding a livestream and a chat does not make it hybrid. There is so much to learn and to gain for our industry, but let's not forget that we're in the business of making connections between human beings.
- We are holding short, sharp presentations sessions using a hub website with Zoom as the broadcast option
- Only tried once so far using Zoom and got mixed reactions.
- Webex platform as virtual space where we introduce different facilitation techniques.
- Eyeson Meetings
- We still do not see alternatives that can be developed as the situation is increasingly confused regarding the end of the pandemic.
- We have implemented a digital platform for virtual and hybrid events

What is the biggest barrier in organising hybrid/online events?

Our research confirms that the biggest challenge is **ENGAGEMENT** of online attendees. We still have a lot to learn in this field and it will take quite some time for the most optimal solution to be developed.



OTHER:

- Trying to squeeze a live event through a livestream channel and calling this an hybrid event
- People are all the time on the computers, they want to mingle and meet in person



Do you think carrying out online events is more expensive or cheaper than live events?

- 61,7 % - Cheaper
- 16,0 % - Much cheaper
- 12,3 % - Same cost
- 8,6 % - More expensive
- 1,2 % - Much more expensive

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HYBRID CONFERENCE COSTS

How much do you think a hybrid conference for 100 live participants and 300 online participants costs?

- **30,9 %** - Less than 20.000 EUR
- **22,2 %** - 40.000 EUR
- **17,3 %** - 20.000 EUR
- **14,8 %** - More than 50.000 EUR
- **14,8 %** - Other

OTHER

- Depends on the duration, catering, number of speakers, speaker costs, etc.
- Depends on concept, content, tech and engagement features.
- Depends on the rental costs of the venue, the scenography, the catering.
- Depends if the live participants fly in and stay overnight

ACCEPTABLE LENGTH OF ONLINE/HYBRID MEETINGS



- **27,2 %** - 1 hour
- **23,5 %** - 2 hours
- **21,0 %** - 3 hours with a break
- **11,1 %** - 45 minutes
- **9,9 %** - 4 hours with a break
- **7,4 %** - All day is acceptable but must provide breaks
- **0,0 %** - 6 hours with a breaks

What types of events are NOT ACCEPTABLE through online technologies?

- Trade shows (68%)
- Conventions, exhibits (47%)
- Recruiting for new staff (37%)
- Sales calls (27%)
- Customer or client meetings (23%)

REFUNDS

1. Are you offering refunds to attendees who don't feel safe and want to cancel for events still scheduled?

- **70,4 %** - YES
- **9,6 %** - NO

2. Are you offering full registration refunds or credits for future events in case of cancellation?

- **46,9 %** - YES, full refunds
- **35,8 %** - YES, credit for future events
- **8,6 %** - NO, no refunds
- **8,6 %** - NO, no credit for future event

3. Are your events covered by cancellation insurance?

- **80,2 %** - NO
- **19,8 %** - YES

Surprisingly, most event planners have not insured their events against cancellation. It seems that a completely new dialogue will have to be established between event agencies and insurance companies.

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EVENT SPONSORS

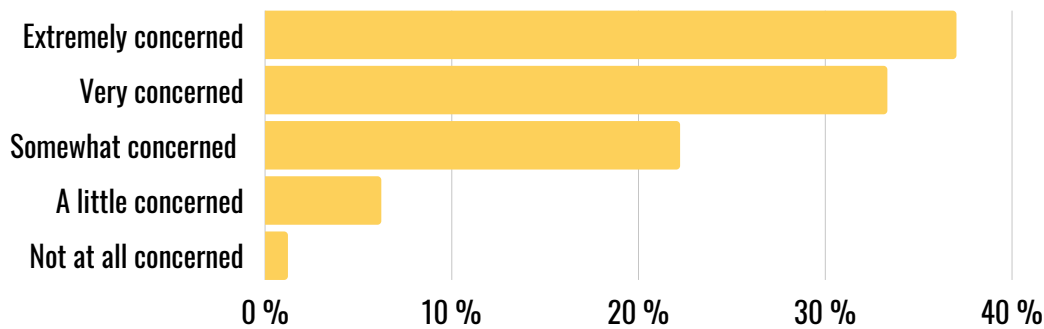
If you have cancelled one or more events, what have you done regarding the sponsors?

Answers in this segment show just how uncertain current times are. Clear sponsor policies have not been defined yet.

- **22,86 %** - Applied sponsor fees to the same event next year
- **20,00 %** - Refunded the total fee to sponsors
- **20,00 %** - We haven't decided
- **12,38 %** - Applied sponsor fees (or a portion of the fee) to a different sponsor benefit this year
- **10,48 %** - Other
- **7,62 %** - Refunded a portion of the fee to sponsors
- **6,67 %** - Asked the sponsor to donate their fee to your association/organization

How concerned are you that COVID-19 will result in less conference/event sponsorship revenue?

70,3 % of respondents are concerned about sponsorship revenue, which is quite alarming.



EVENT VENUES

Most important things when choosing a VENUE for your next LIVE event?

Priorities when it comes to choosing an event venue have turned upside down. Most meeting planners are looking for flexible spaces, a quality service and a high level of health and safety, things to be expected.







- **4.21 - Flexibility of space**
- **4.15 - Quality of services provided by venue**
- **4.10 - Health and safety**
- 4.09 - Professionalism of the venue staff
- 3.99 - Fast internet
- 3.91 - Speed of response of venue sales staff
- 3.90 - Quality of the food and beverages
- 3.60 - Price

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EVENT VENUES - THE NEW NORMAL

What measures do you expect to be implemented at event venues when events resume?

-  **20,96%** - Hand-sanitising gel throughout the venue
-  **19,46%** - Additional cleaning of surfaces
-  **17,66%** - 1,5 metre distancing
-  **14,07%** - Single-use cups
-  **13,17%** - Face masks and gloves
-  **12,57%** - Individual lunch boxes

ADVANTAGE OF LIVE EVENTS

- 19,75 %** - Networking with work colleagues or clients
- 15,43 %** - Being with friends and colleagues
- 13,58 %** - Community bonding
- 12,04 %** - Energy from crowds
- 10,19 %** - Teambuilding
- 11,11 %** - Live entertainment or activities
- 8,64 %** Live seminars or educational session
- 3,70 %** - Sights and sounds
- 2,16 %** - Other

“

When this pandemic is over I will be very motivated to take part in live events.

95,1% of respondents agree

“

Alternatives such as livestreaming or online experiences are no substitute for live events.

91,4 % of respondents agree

“

I will not attend any live events until there is a vaccine for COVID-19.

65,5 % of respondents disagree

“

I would pay more to attend a live event if social distancing measures meant that fewer people could attend-

79,0 % of respondents agree



THE BEST OPTION FOR FUTURE EVENTS IS:

- **44,4 %** - Hybrid meetings
- **39,5 %** - Live meetings
- **12,3 %** - Undecided
- **3,7 %** - Other