

EVENT VENUES DURING AND AFTER COVID-19

Survey dates: September 18 - October 10, 2020











What do meeting planners actually expect from venues?

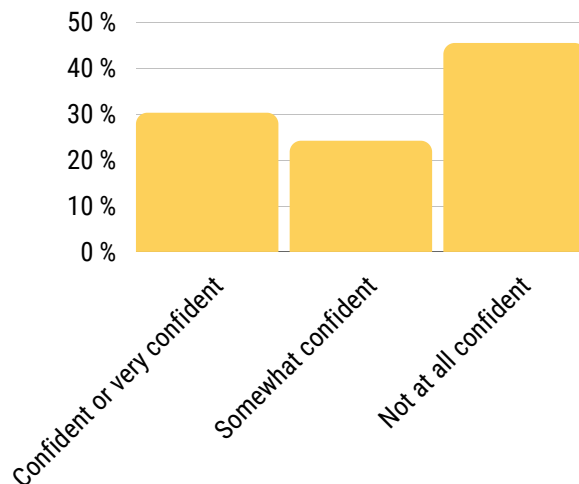
The 8th survey in Kongres Magazine's extensive research addresses the expectations of meeting planners when it comes to event venues during and after COVID-19. A lot of event venues pride themselves on being "COVID-ready" and complying with all the necessary safety precautions. But, what do meeting planners actually expect from venues during these strange times? The results of this survey will hopefully answer that question and help venues adapt to the complex needs of meeting planners during and after coronavirus.

Number of respondents: 558 (45,5% of respondents have more than 20 years of business event management experience)

Which venue finding platforms do you use?

-  36,92 % - Venue website
-  15,38 % - LinkedIn
-  12,31 % - Venue Finder
-  12,31 % - Other (please specify)
-  10,77 % - Venue Directory
-  6,15 % - Cvent
-  4,62 % - Venue Scanner
-  1,54 % - Tag venue

Are you confident that you will book venues (hotels, convention centres etc.) in the next 6 months?



In which format have you organised most of your events during COVID-19?

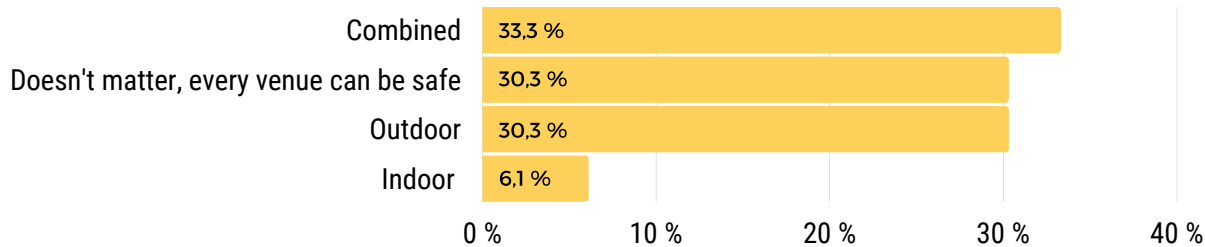
- 51,5 % - Online event
- 15,2 % - Virtual event
- 12,1 % - Other event types
- 9,1 % - Live event
- 9,1 % - Hybrid event
- 3,0 % - Multi-hub event

What is the minimum lead time for starting your live/hybrid event?

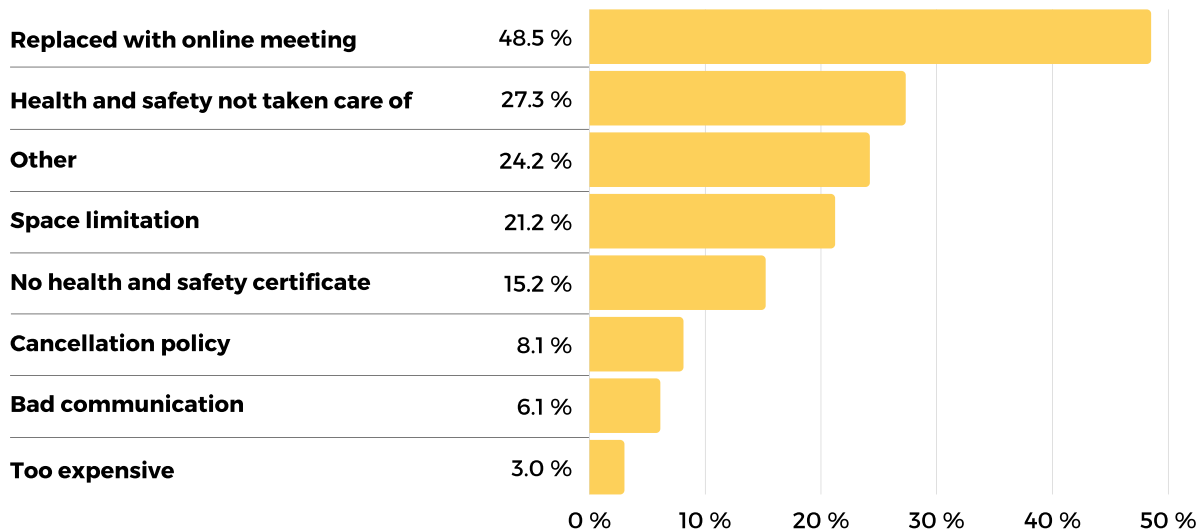
- 39,4% - More than a month
- 27,3% - From 2 - 4 weeks
- 18,2% - Up to 2 weeks
- 15,2% - Immediately



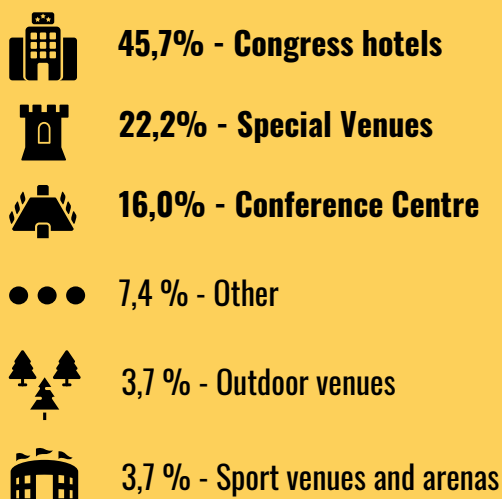
In your opinion, what kind of venues are the most suitable for events during COVID-19 if we take health and safety recommendations into account?



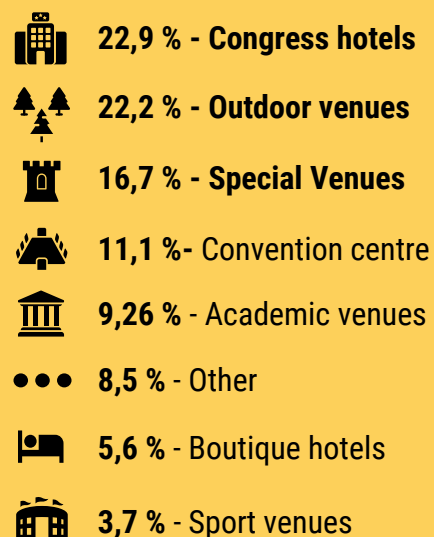
If you've recently cancelled a venue and chose another one, what were the 2 main reasons?



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



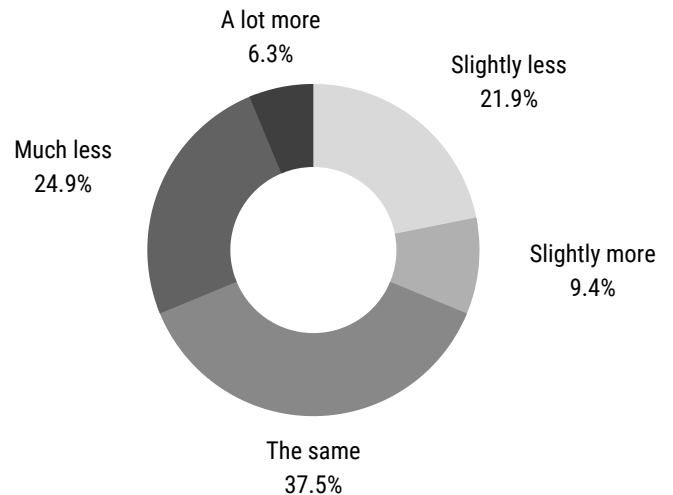
If you organised an event in the last 6 months, what kind of venue did you use?



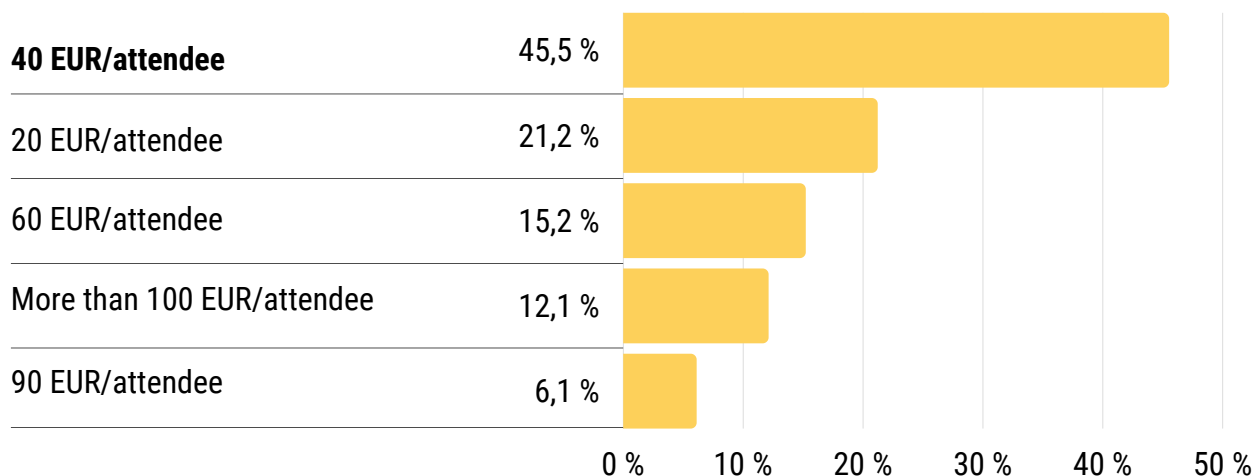


How much would you be willing to pay for a venue now (during COVID-19) in comparison to before the COVID-19 situation started?

- Less (slightly, much) - **45,4 %**
- Same - **36,4 %**
- More (slightly, a lot) - **15,2 %**



How much would you be willing to pay per attendee for a hybrid event during COVID-19?



How important do you think the following elements of hybrid events are?

(5 = very important / 1 = not important at all)

- 4.38 - STREAMING service**
- 4.30 - ONLINE engagement**
- 4.29 - SPEAKERS management**



- 4.28 CONTENT management**
- 4.22 DIGITAL EVENT platform**
- 4.15 MEETING design**
- 4.06 LIVE production**
- 4.03 COMMUNITY building**
- 3.94 REGISTRATION management**
- 3.97 EVENT analysis**
- 3.81 SOCIAL MEDIA management**
- 3.77 ON DEMAND production**



If you organised an event in the last 6 months, what has the venue provided you with?

66,7 % - Updated information about available seating capacity

60,6 % - New conference layouts based on social-distancing requirements

54,5 % - All security standards (in line with government regulations)

42,4 % - Space optimisation service

27,3 % - Proper guidance and instruction for use of halls

15,2 % - Crisis management plan

What do you wish the venue provided you with, but didn't?

- 1. A more flexible cancellation policy**
- 2. Free face masks**
- 3. Reduced prices**
- 4. Queue management**
- 5. COVID tests**


What measures would you EXPECT to be implemented at event venues when events resume completely?

 **66,7 % - Hand-sanitising gel throughout the venue**


 **59,8 % - Ventilated venues/exhibition halls**


 **54,5 % - 2 metre distancing**

 **48,5 % - Additional cleaning of surfaces**

 **39,4 % - Face masks and gloves**

 **38,5 % - Queue management**

 **36,4 % - Making use of multiple exit and entry points**

 **27,3 % - Single-use cups**

 **21,2 % - Individual lunch boxes**





When it comes to **social-distancing and safety**, what measures would you **LIKE** to see at venues in the future?

- 60,6 % - Limited physical interaction and queuing at reception and registration (if allowed by legislation)**
- 56,8 % - Registering participants in advance to enhance participant flow**
- 54,5 % - Participant health/temperature checks (if required by legislation)**
- 54,5 % - Recommended use of face masks for as long as required as per risk-based approach**
- 42,4 % - Pre-arrival risk assessment questionnaire**
- 18,2 % - Created isolation units outside the venue where possible for individuals showing COVID-19 symptoms**



When it comes to **food and hygiene**, what measures would you **LIKE** to see at venues in the future?

- 69,7 % - Avoiding participant handling of food at buffets**
- 69,7 % - Disinfecting microphones**
- 63,6 % - Implementing physical distancing through table spacing and participant seating**
- 60,6 % - Enhancing sanitation: cleaning & disinfecting tables immediately after participant has left**
- 51,5 % - Create water/soft drinks protocols (water bottles in areas where there is safe drinking water)**
- 48,5 % - Considering minimising what is placed on participant tables, mono-packaged items**
- 30,3 % - Cleaning machines handled by participants regularly**



When it comes to **cancellation fees**, what measures would you **LIKE** to see at venues in the future?

- 51,5 % - Waiving all cancellation fees**
- 48,5 % - Reducing cancellation fees/charges**
- 48,5 % - Negotiating contract obligations when event is rescheduled**
- 3,0 % - Suggestions: Flexibility on both sides so it's fair to each party.**

How should venues help meeting planner engage attendees?

- 78,8 % - Relaxation zones**
- 64,5 % - Music**
- 54,5 % - Happy hours**
- 15,2 % - Gaming and VR zones**

Write POSITIVE and NEGATIVE things when dealing with venues:

NEGATIVE THINGS

1. Cancellation fees and terms
2. Slow response time, bad communication
3. Contact person is not the decision maker
4. Not ready fo COVID reality
5. No ideas how to make events unique
6. Technical staff occasionally demotivated
7. Increased prices during COVID

POSITIVE THINGS

1. Professionalism
2. Clear instructions for organisers and attendees
3. Creative meeting space design
4. Not charging extra for overflow rooms due to social distancing measures
5. Flexibility about deadlines
6. Doing their best to keep venues safe and healthy

In your role as an event planner, is there anything else you'd like to share about your experiences during the past few weeks with venues?

Late coming is still an issue to be appropriately managed in order to avoid queues.

It seems venues are becoming more amicable when discussing postponements or cancellations.

Many hotels have outsourced cleaning staff which has really reduced the quality of cleanliness.

Safety is a must!

Stay positive!

How important are the following pieces of equipment when it comes to organising an event during COVID-19?

(5 =very important / 1= not important at all)



4.55 - WiFi Dedicated Bandwidth (800 Mbps)

4.38 - Streaming platform

4.38 - Professional wireless microphones

4.33 - Webcasting / video streaming

4.29 Audience response system

4.28 TV/Video monitors

4.28 Physical network internet connection

4.27 Professional-level Video Camera

4.25 Video/data projector (LCD/DLP)

4.23 Seamless Video Switcher

4.00 Sound mixer (min. 4 channels)

3.90 Lighting - Stage wash lighting

3.90 Digital signage

3.81 Lighting - Room wash lighting