

THE FUTURE OF MICE SALES

KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE

Survey dates:

27 November 2020 - 24 December 2020

Number of respondents: **745**

26,0 % - Agency (PCO, DMC)

24,7 % - Other

19,2 % - Destination Management Organisation

15,1 % - Event agency

8,2 % - Meeting planner

6,8 % - Independent meeting planner

From which markets do the majority of your clients come from?

68,5 % - International market

45,2 % - National market

20,5 % - Regional/local market

How much of your sales activities are now done remotely?

68,5 % - Almost all sales remotely

21,9 % - Partly remotely

9,6 % - Haven't changed

74%

of respondents agree that selling via remote means (online, tele, video) is **NOT** as effective as selling face-to-face.

The MICE sales process is very complex and demanding. Impulsive purchases are very rare, therefore marketing sales campaigns need to be thoroughly considered and calibrated. The corona crisis has shuffled the cards when it comes to sales and the results of this survey aim to help you plan your future sales strategy.

DEMOGRAPHIC OF RESPONDENTS:

39,7 % - Baby Boom Generation (1946 - 1965)

39,7 % - Generation X (1966 - 1980)

17,8 % - Generation Y (1981 - 1995)

2,7 % - Mature generation (before 1945)

0,0 % - Generation Z (1996 - 2018)

Do you feel face-to-face selling will revert to the same levels as before the pandemic?

41,1 % - Yes

35,6 % - No

21,9 % - Don't know

1,4 % - Not applicable

Almost half of the respondents believe that we will return to old ways in sales. The share of those who do not believe in this is also surprisingly high. This is proof that there we will definitely witness big changes in this area.

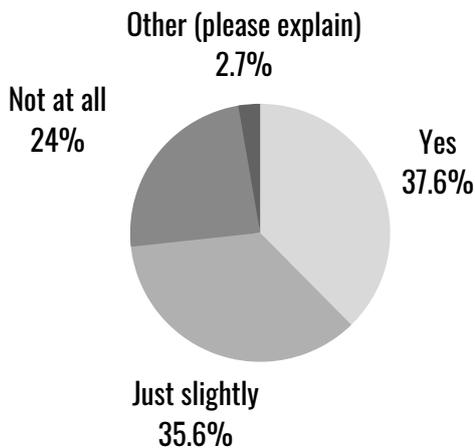
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SALES BEFORE AND DURING COVID-19

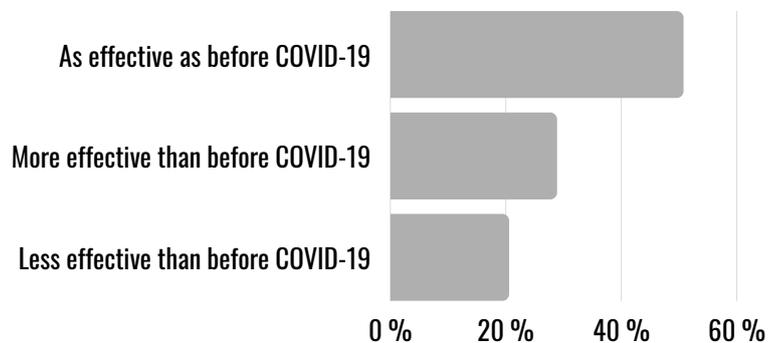
Pre-Covid-19: 75,54 % - Face-to-face Selling
24,46 % - Remote Selling

Currently: 30,41 % - Face-to-face Selling
69,59 % - Remote Selling

Have you updated your sales target groups during COVID-19?



How effective is your company's digital sales channel in reaching potential clients?



MOST IMPORTANT MICE SALES ACTIVITIES

Please sort the following MICE sales activities according to their importance for you.

1. PERSONAL CONTACTS
2. PERSONAL RECOMMENDATION
3. EXHIBITIONS/TRADE SHOWS
4. IN-PERSON MARKETING (SALES CALLS)
5. CONTENT MARKETING
6. SOCIAL MEDIA
7. MARKETING VIDEO
8. FAM TRIPS
9. INFOGRAPHICS
10. ONLINE RECOMMENDATIONS
11. WEBINARS
12. E-NEWSLETTERS
13. E-GUIDE
14. BLOG
15. QUIZZES AND SURVEYS

EFFORTS IN MARKETING ACTIVITIES

Has your company increased its effort on the following marketing activities since the beginning of the pandemic?

INCREASE EFFORT

- 68,5 % - Digital Marketing
- 61,6 % - Social Media Marketing
- 47,9 % - Webinars
- 47,4 % - Microsites
- 46,6 % - Thought Leadership Content

INCREASE EFFORT

- 49,3 % - Video content
- 45,2 % - Website downloads (ebooks, brochures)
- 45,1 % - Direct Mailing (newsletters)

DECREASE EFFORT

- 61,6 % - Trade shows

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57,5 %

of respondents think that selling through video conferencing platforms (e.g. Zoom, Webex, Teams) is more difficult and demanding than selling face-to-face. Others have already successfully adapted to the situation.

Other answers:

- Less difficult, but also less effective
- Challenging, but not difficult
- We need time to measure how effective it will be

Which social media channel has proven to be the most effective for your brand/event?

-  62,2 % - LinkedIn
-  51,4 % - Facebook
-  43,2 % - Instagram
-  18,9 % - Youtube
-  16,2 % - Twitter
-  8,1 % - Other
-  2,7 % - TikTok

What type of social media engagement is best for your target group?

-  63,2 % - Video
-  57,9 % - Links to website content
-  47,4 % - Images
-  13,2 % - Text with CTA
-  5,3 % - Surveys
-  2,2 % - Polls

The answers indicate the direction in which engagement tools will develop in the future.

What actions has your company taken in response to COVID-19?

- 60,3 % - Introduced new product/service offering
- 54,8 % - Increased marketing
- 46,6 % - Focused on improving customer satisfaction
- 43,8 % - Established new strategic alliances / partnerships
- 42,5 % - Enhanced our website
- 38,4 % - Added value instead of discounting
- 35,6 % - Focused on retaining customers
- 34,2 % - Opened new/different market sector/
- 21,9 % - Focused on eCommerce functionality
- 20,5 % - Introduced a new sales channel
- 19,8 % - Participated in more bids / tenders
- 19,2 % - Decreased prices
- 12,3 % - Won more deals as a result of fewer competitors
- 6,8 % - Acquired a company / companies
- 2,7 % - Other (Please specify)

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74,0%

of respondents feel that attending B2B trade shows will be an important part of MICE sales in 2021.

THE MOST EFFECTIVE B2B TRADE SHOWS

In your experience, which B2B trade shows have proven to be the most effective (in ROI)?

The question about B2B events provided us with some very interesting answers. We defined four clusters, according to the share of answers of all respondents. It is important to point out that almost 90% of respondents come from Europe. If the focus was on Asia, the answers would probably be different.

Cluster 1: Very high ROI

18,31% - IMEX FRANKFURT
15,02% - IBTM
9,39% - CONVENTA TRADE SHOW
8,45% - M&I FORUM
7,98% - IMEX VEGAS
6,10% - MEETINGS SHOW

Cluster 2: High ROI

4,23% - ITB
3,89% - MCE CEE
3,76% - WTM
2,82% - MEETEX
2,82% - ILTM

Cluster 3: Medium ROI

1,41% - WTM
1,41% - VIRTUOSO
1,41% - IT&CMA Bangkok
1,41% - INDABA
1,41% - IGLTA
1,41% - ICCA CONGRESS

Cluster 4: Average ROI

0,94% - AIME
0,94% - MICE boat
0,94% - SIW
0,94% - TTG
0,94% - BIT
0,47% - WESTM

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B2B EVENTS RANKED ACCORDING TO THEIR RELIABILITY AND POWER OF COMMUNICATION DURING THE PANDEMIC

We checked the ROI matrix on the previous page with a control question that showed a correlation between the ROI of individual events and the brand.

IMEX FRANKFURT 10.1

IBTM WORLD 9.6

CONVENTA TRADE SHOW 9.0

IMEX AMERICA 8.0

AIME 8.0

CONFEX 7.1

MEETINGS SHOW 6.4

M&IFORUM 5.5

MEETEX 4.2

CONNECTIONS 3.0

In what areas do you think your company should invest in to increase sales efficiency?

49,3 % - New IT tools (e.g. CRM, Marketing Automation, etc.)

47,9 % - Identification of potential customers

43,8 % - Advertising and PR

40,1 % - Training for sales team and representatives

39,7 % - Education of potential customers

38,9 % - Increasing the competitiveness of products or services

37,2 % - Incentive programs

35,6 % - Creating a coherent marketing and sales strategy

30,1 % - Better understanding of how customers buy

11,0 % - Increasing the number of sales representatives

4,1 % - I don't see the need for investment

2,7 % - Other

Other:

- Virtual experiences,
- 360 video content
- Participating in fam trips



TOOLS THAT SUPPORT MARKETING AND SALES ACTIVITIES

Social Media Monitoring (61,6 %)

E-mail Marketing Monitoring (58,9 %)

CRM system (51,9 %)

Team Collaboration (50,7 %)

Webinar Platforms (47,9 %)

Website CMS (46,6 %)

Web analytics (37,0 %)

Social Selling Tools (26,0 %)

Traditional Media Monitoring (21,9 %)

Data analysis (20,5 %)

Employee Advocacy (17,8 %)

Marketing Automation (17,8 %)

E-commerce platforms (15,1 %)

Chatbots (6,8 %)

Augmented Reality (5,5 %)

***percentage of respondents, who use these tools in their sales**

BIGGEST CHALLENGES IN TERMS OF MARKETING AND SALES IN 2021

SAFETY

- Breaking the Covid-Phobia on people will be the major challenge in 2021
- Providing safety standards to clients
- Making people want to travel again. They are really afraid
- Difficulties in having the most updated information from various destinations about which venues/hotels will be open and which closed
- Vaccine - Travel - destination recovery - Economy - regaining trust

LEAD GENERATION

- Converting leads to sales
- Collecting business cards" under the pretext of "lead generating" is long dead

LIVE EVENTS

- Restarting the tradeshow in combination with discovering the destination
- People are sick of digital - they want to meet in person again

CREATIVITY

- Launching creative products and innovative approaches in selling
- 2021 might be a busy year in various platforms and crowded with millions of messages. Clients will be attacked by suppliers, while everyone will wanna get their slice of the pie! It will also be a year of price wars, not the year, where value for money offers win.

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Ever since the epidemic started, the editorial board of Kongres Magazine has been carrying out in-depth research on the impacts of COVID-19 for the meeting industry, studying the ever-changing needs and expectations of meeting planners.

We would like to thank everyone, who has taken part in the research so far. With your contribution, we are one step closer to overcoming the new pandemic reality.

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