

F*!#UP'S AT EVENTS

Survey dates: **5 January 2021 - 1 February 2021**

The first Kongres Magazine survey of 2021 is slightly different than usual. We are all aware that Mr Murphy is waiting for us around every corner when organising events. We also know the saying: "What can go wrong, will go wrong". This survey is dedicated to finding out how meeting planners deal with F*!#UP's at events.

When something unexpected happens that could ruin our event, we need to learn how to keep a sober head. At that moment, we are trying to resolve the situation and not look for the culprit. In order to prepare for the risks connected to organising events as best as possible, we would like to share your experiences with the readers of Kongres Magazine and help fellow meeting planners.

NUMBER OF RESPONDENTS: 766

- 31,0 % - Agency (PCO, DMC)
- 27,6 % - Other
- 15,5 % - Destination Management Organisation
- 15,5 % - Meeting planner
- 6,9 % - Event agency
- 3,4 % - Independent meeting planner

DEMOGRAPHIC OF RESPONDENTS:

- 48,3 % - Generation X (1966 - 1980)
- 34,5 % - Baby Boom Generation (1946 - 1965)
- 13,8 % - Generation Y (1981 - 1995)
- 3,4 % - Mature generation (before 1945)
- 0,0 % - Generation Z (1996 - 2018)

For your last major event, did you:

- Postpone it - **42.1 %**
- Pivot it to virtual - **26.3 %**
- Cancel it - **22.8 %**
- Host it normally - **8.8 %**

For your next major event, will you:

- Host it normally - **34.5 %**
- Pivot it to virtual - **32.8 %**
- Postpone it - **31.0 %**
- Cancel it - **1.7 %**

What factors most often lead to problems at events?

- 44,8 % - **EXTERNAL FACTORS** (crisis, political situation, natural disasters, ...)
- 32,8 % - **EXTERNAL AND INTERNAL FACTORS** (equivalent to external and internal causes)
- 12,1 % - **OTHER** (please explain)
- 10,3 % - **INTERNAL FACTORS** (wrong business decisions, employees, inefficiency, ...)

OTHER:

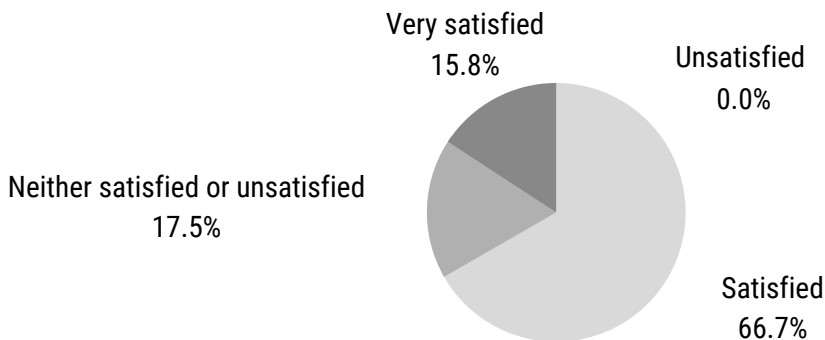
- No chemistry and cooperation with the client
- The stubbornness of the client
- Not being thorough enough
- Poor quality of services from local suppliers/venues
- Things you can not control (storms, loss of electricity)
- Lousy organisation
- Incompetence and inefficiency of subcontractors
- Lack of understanding of the process by the client.

F*!#UP'S AT EVENTS

THE MOST IMPACTFUL GLOBAL RISKS IN 2021

- Economic Slowdown / Slow Recovery after Covid-19 **12.2**
- Business Interruption **8.6**
- Fear of travel extending over long-term **8.5**
- Impact of the crisis on airline service, routes, pricing, etc **8.2**
- Cash Flow / Liquidity Risk **7.8**
- Regulatory/legislative changes **7.0**
- Political risk/uncertainties **6.9**
- Increasing Competition **6.5**
- Failure to Innovate / Meet Customer Needs **6.2**
- Damage to Reputation / Brand **6.0**
- Loss of destination marketing companies to support **4.5**
- Cyber Attacks / Data Breach **4.5**
- Failure to attract or retain top talent **4.1**

How satisfied are you overall with your subcontractors?



What are the most important factors when outsourcing a contractor?

- **76,8 %** - Professionalism of staff
- **58,9 %** - Flexibility
- **57,1 %** - Approach and attitude
- **35,7 %** - Price flexibility
- **33,9 %** - Time efficiency
- **26,8 %** - References
- **3,6 %** - Other

What kind of relationship are you in with your subcontractors?

- **63,2 %** - Contractual relationship
- **35,1 %** - Partnership
- **1,8 %** - Other

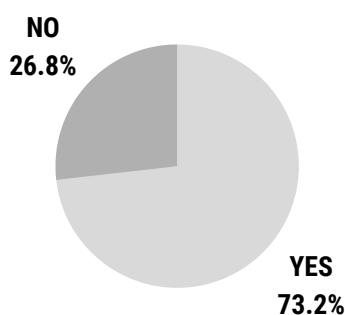
What do you think is the most common problem that causes a F*!#UP?

- **57,9 %** - Poor planning
- **49,1 %** - Bad project team communication
- **43,9 %** - Unprofessional organisation
- **31,6 %** - Uncoordinated work scheduling
- **29,8 %** - Too much improvisation
- **22,8 %** - Disagreements between all parties
- **17,5 %** - Bad relationship with the client
- **17,5 %** - Lack of financial resources for achieving quality

THE MOST IMPORTANT RISK INDICATORS

- **4.21** - Indicators related to team and staff quality
- **4.20** - Indicators related to the content of the event
- **3.95** - Indicators related to event logistics
- **3.82** - Financial indicators
- **3.46** - Indicators related to innovation
- **3.34** - Indicators related to sales and marketing

In the case of sudden problems or complications, we have a crisis scenario in place for every event.



How often do you monitor risk indicators at your events?

- **50,0 %** - Occasionally
- **28,6 %** - Daily
- **10,7 %** - At the end of every quarter
- **7,1 %** - Other
- **3,6 %** - Never

How far do you agree or disagree with the following statements:

(5 - I agree completely / 1 - I do not agree)

- **3,96** - A contract is not a guarantee that the event will be successful
- **3,88** - Events are successful if they are organised by professionals
- **3,78** - Events are more successful when partnerships are formed
- **3,41** - Contractors are a bottleneck in organising events
- **3,35** - Technology is a bottleneck in organising events
- **3,19** - Changes in how events are organised are self-explanatory

GENERAL AND MOST OFTEN F*!#UP

- Technical issues (it works, but when the event starts, it suddenly doesn't anymore) leading to a poor first impression
- Lack of detailed planning / Lack of clear goals for the event / Lack of an overall vision by client and contractors
- No WOW effect. The event does not leave any significant value for participants
- Weather-related issues (open-air spaces) and loss of power
- Speaker is not on site (flight or disease issues)
- Attendees forget to tell us their dietary needs. And then they complain there are no vegan meals
- Mismatch of client's expectations and a realistic event scenario
- Transfer companies not following the procedure and the client not being able to find the car/driver
- Services provided by subcontractors do not meet requested requirements
- The agenda is set too late, speakers send the materials too late and even then the content is not final...
- Choosing a venue that is either significantly too large or too small. The participants felt lost in space or crowded
- Not enough participants, lousy marketing

ADDITIONAL ANSWER:

Creativity! Event planners are so busy and so demanded that they do not have the time to oversee every aspect of event organization and also being creative. Creativity is expected but yet few companies (DMC, event agencies) prepare their employees to be creative. Creativity demands time, it needs to be nurtured, it's a process.

COMMUNICATION F*!#UP

- Poor communication between participants and media / Poor communication between client and organiser
- Last minute "small" changes of the event set-up, timing or flow that end up having a massive domino effect
- Not putting things in writing
- Typos or wrong spelling of certain brands - sometimes funny but most of the time embarrassing
- Everybody in the project team knows it better. Everybody is talking, but nobody is listening.
- Sending out messages to delegates without letting them rest and finding errors in them
- Not listening to what DMC agencies have to say
- Wrong communication channel evaluation
- Lack of coordination between the organisers and all stakeholders
- Communication of prices and VAT (included or excluded)
- Staff at the registration desk not having relevant information
- Confused participants due to bad communication on the event website

ADDITIONAL ANSWER:

Agents from abroad did not transmit the message from DMC that it is going to rain in the period of the event, so they did not buy umbrellas. I ended buying 100 umbrellas on the spot, and of course, I needed to go to 4 different shops. This could have been solved elegantly with better communication and listening to what a DMC has to say.

TECHNICAL F*!#UP

- Bad internet connection
- Problems with AV equipment
- Unreliable partners and old material
- Bad technological support. It is much easier to underperform in virtual events
- Not having backup microphones, chargers, batteries, projectors etc.
- The possible gap between the promise and the delivery of tech services
- Not having enough time to soundcheck and rehearse
- Lack of technicians in the meeting rooms
- No plan B in place
- Power failure, infrastructure malfunction
- The projector was so poorly lit
- Collapse of internet connection when participants should start voting using their mobile devices

ADDITIONAL ANSWER:

A hotel in Dubrovnik swore some 20 years ago that they had excellent Wi-Fi. We trusted them, but then the internet crashed when 200 attendees connected to it during their lunch break. We were of course to blame and not the hotel.

LOGISTICAL F*!#UP

- Not being able to ship event and marketing materials to certain countries
- Due to traffic, the materials didn't get to the right place on time
- Unreliable local partners
- Sending the signage to the wrong person and the wrong hotel address
- Devices in customs
- Problems with transport companies, broken lorry, buses being late
- Venue going out of business
- Problems with transportation
- When transportation companies subcontract drivers who don't know the area or the directions
- Not enough seats in a room
- Not considering access to the venue. Simple questions like a place to park huge buses if necessary
- Running out of food

ONLINE EVENT F*!#UP

- Wi-Fi drops / Poor Wi-Fi quality / Losing audio or internet connectivity of a speaker
- People constantly unmuting themselves
- Unreliable video conferencing platform and connection
- Poor moderating on the event
- Too many speakers
- No cohesive thread of the event
- Problems with screen-sharing presentation
- Driven by the cost "argument/factor" a patchwork of online technologies leads to under-performance
- The speaker appears too late
- Bad audio, video, lighting, background, etc.
- When people think that their camera is not working and they show us too much
- When the camera is working and people keep asking: can you hear me, can you see me?
- For the first 5 minutes, participants could not hear the speaker because a certain button was not clicked

When do you expect to be able to host in-person events again?

31,6 % - Q3 2021

22,8 % - Q4 2021

21,1 % - 2022

15,8 % - Q2 2021

8,8 % - Q1 2021

Are you satisfied with how event industry associations are representing events and dealing with the crisis?

71,9 % - YES

28,1 % - NO