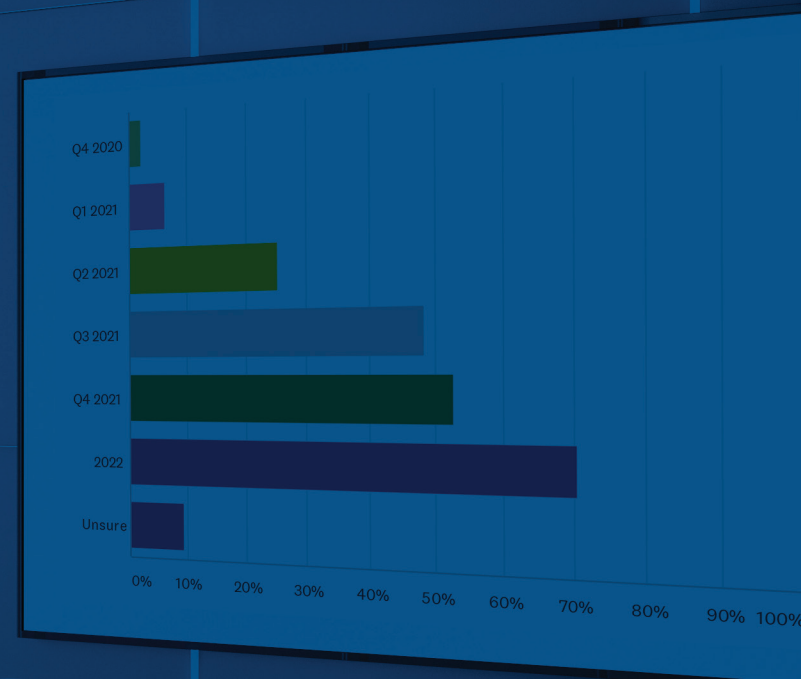


# KNOWLAND

The State of the Meeting Industry | 2020 Planner Survey



In Partnership with  ConferenceDirect®

# The State of the Meeting Industry

## Introduction



Employees get ideas and inspiration from each other. The inability to meet, collaborate and ideate as a group has substantially impacted businesses during 2020. Getting back to the business of business is at the heart of the meeting and events industry.

With the reality of a vaccine in distribution and new gathering norms in place, the future of the meeting industry includes the return to in-person meetings in 2021. Meetings may not look the same, but the value of face-to-face connections will not be overlooked.

Together Knowland and ConferenceDirect collaborated on a survey designed to help industry professionals understand the planner and event manager perspective on recovery.

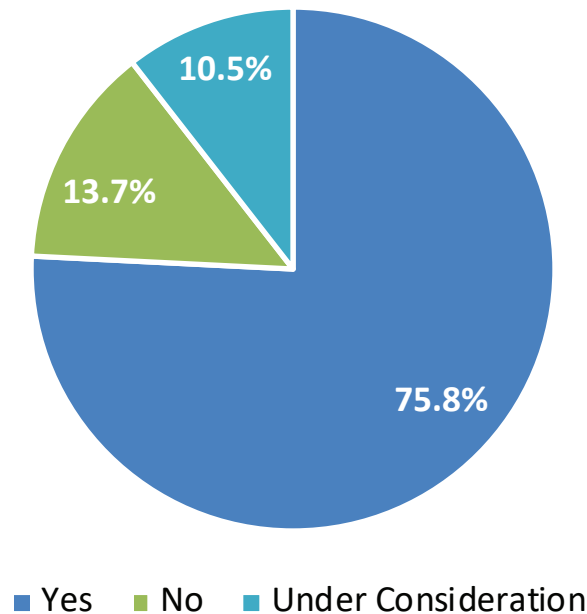
The results reflect the state of planner considerations and expectations as the industry is poised to turn the corner with the end of 2020.\*

\*450 ConferenceDirect meeting planners were surveyed from November 10 – December 4, 2020.

# The State of the Meeting Industry

**Bolstered by news of a vaccine and venue adoption of safety protocols, 75% of planners are rebooking meetings today.**

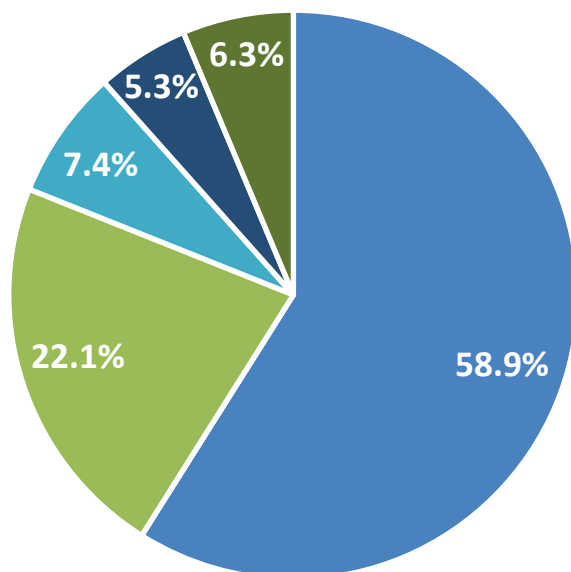
**Q1** Have you started to rebook meetings?



# The State of the Meeting Industry

**Demand is not the issue preventing the return; companies aren't comfortable with travel yet.**

**Q2** From your client perspective, rank these obstacles for returning to in-person meetings.



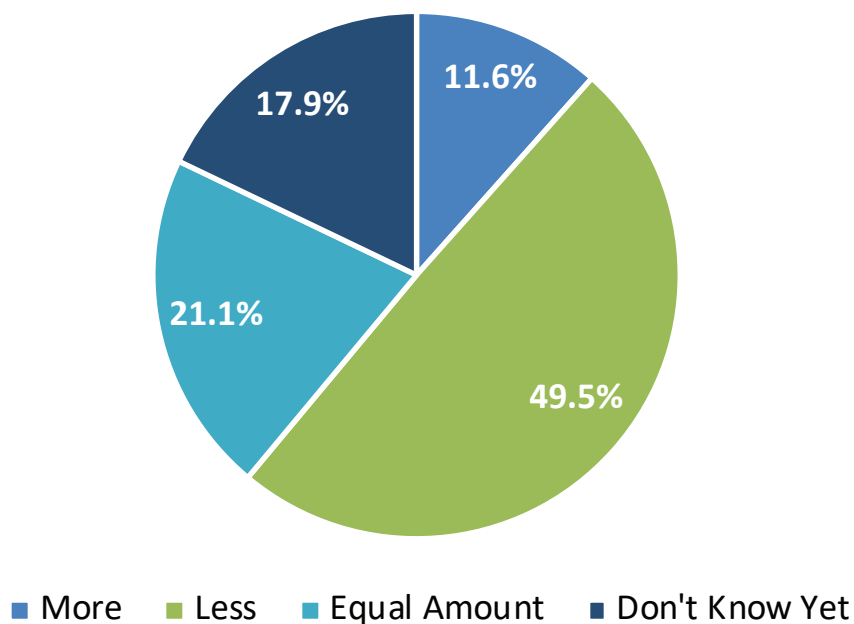
## #1 Obstacle to In-person Meetings

- Not comfortable with travel
- Not comfortable with meeting venues
- Reduced meeting and event budgets
- Virtual or online meetings are adequate for now
- No business demand for meetings

# The State of the Meeting Industry

**Despite projections of pent-up demand for travel, respondents are wary of a return to pre-COVID in-person meetings in the new normal.**

**Q3** For the 12 months after COVID-19 restrictions have passed, do you expect to book more or less in-person meetings compared to pre-COVID volume?

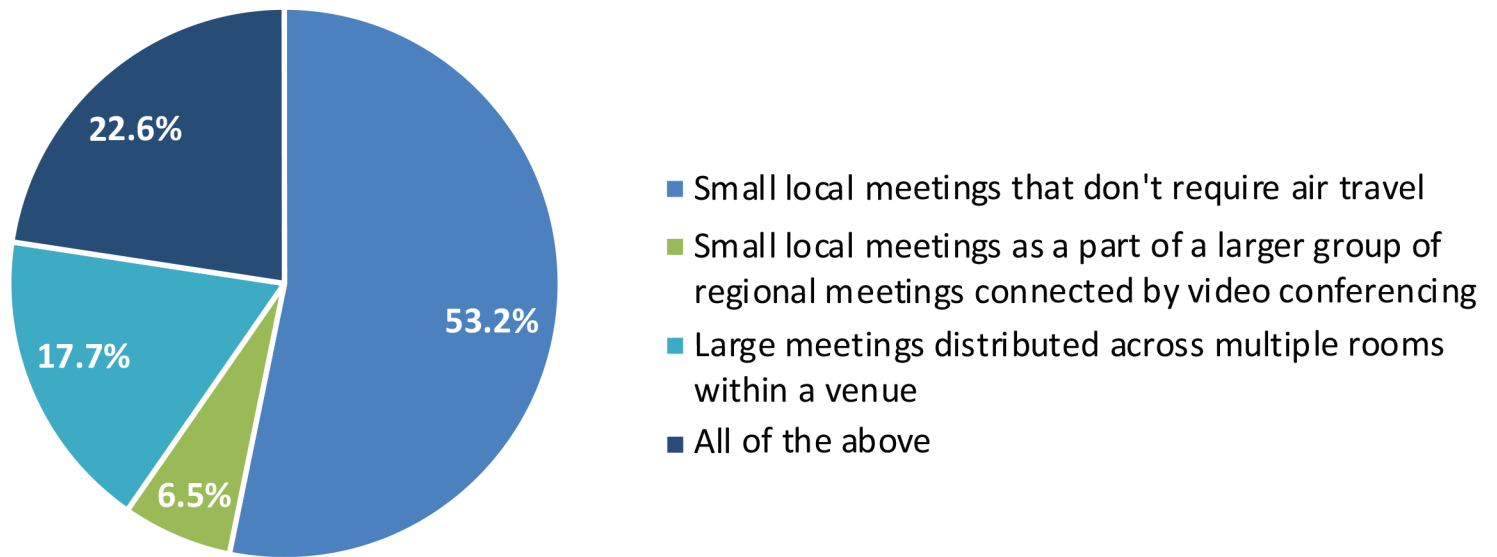




# The State of the Meeting Industry

**Smaller meetings are the mood of the day; standalone and hybrid events seem to dominate.**

**Q4** What type of meetings are your clients requesting you research/book at this time? (check all that apply)

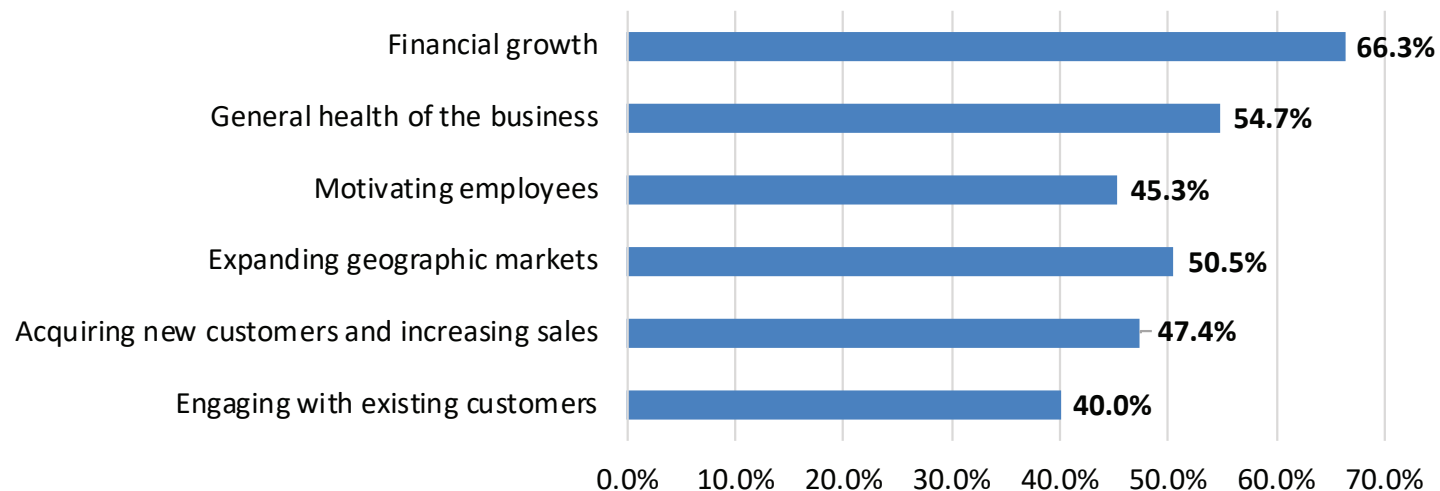


# The State of the Meeting Industry

**While inability to meet is affecting all aspects of business, for 66.3% of respondents it's having a significant to very negative impact on financial growth.**

**Q5** What level of impact has COVID meeting restrictions had on your clients in the following areas:

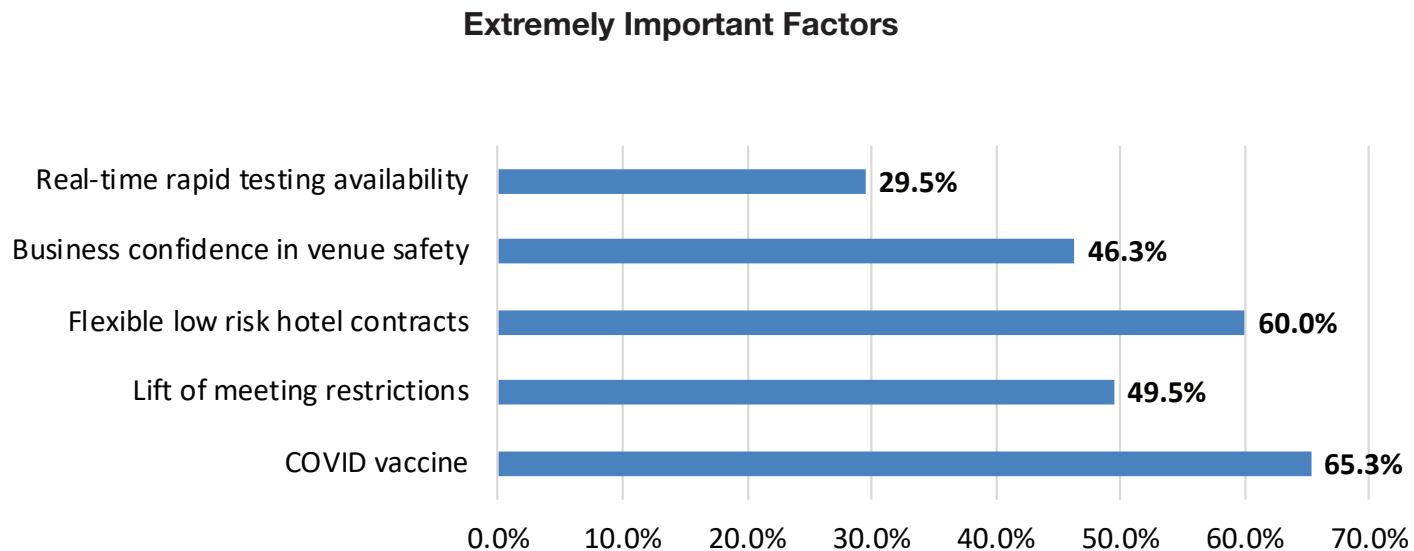
## Very Negative and Significantly Negative Impact



# The State of the Meeting Industry

**Planners put their clients first, balancing the importance of safety and flexible contracts as the most important influences on restarting meetings.**

**Q6** How important is each of these factors for in-person meetings to return?



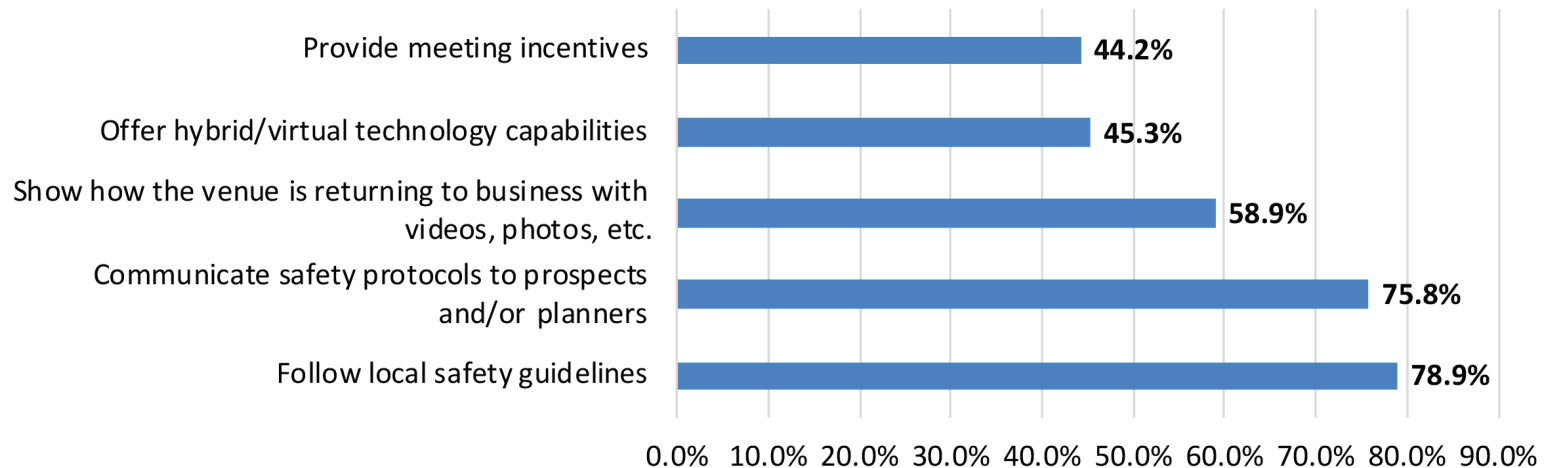


# The State of the Meeting Industry

**Seeing “how the sausage is made” is important when it comes to safety protocols; let guests see how cleaning and sanitization is done.**

**Q7** How important is it for venues to do the following in order to encourage the return to in-person meetings?

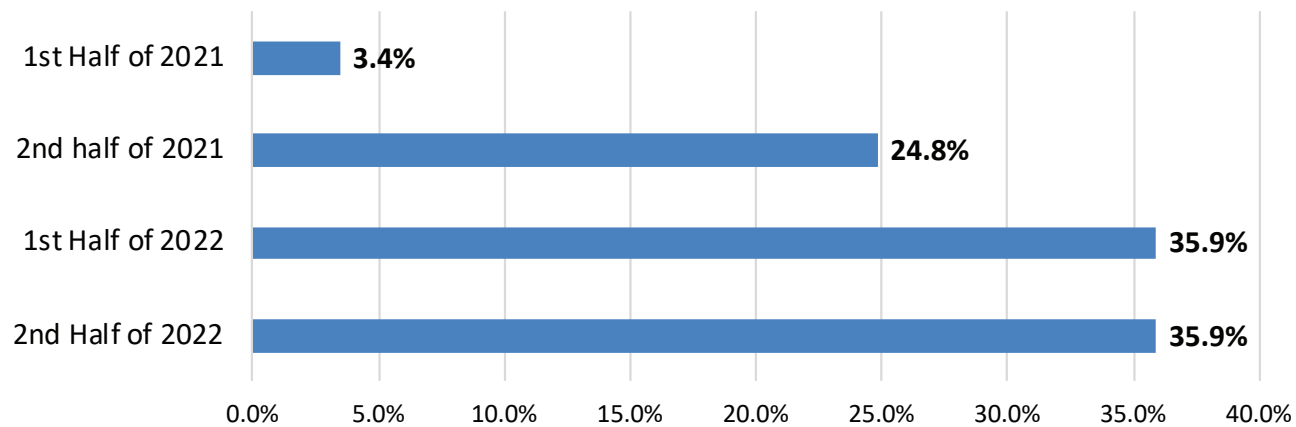
## Extremely Important Factors



## Confidence begins to build for second half of 2021.

**Q8** How confident are you about the return of in-person meetings in each time period below?

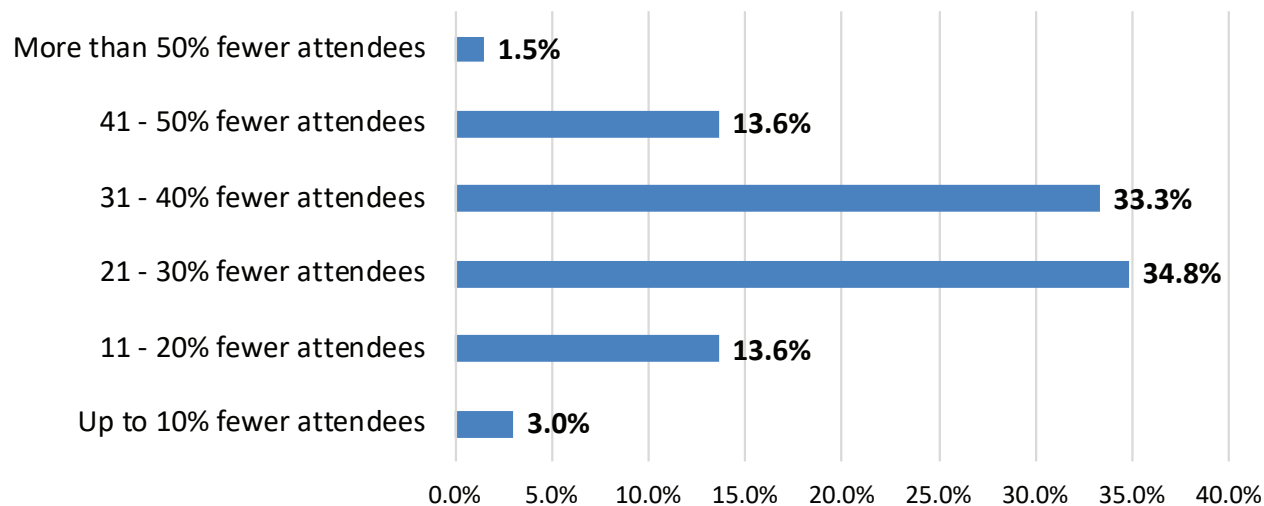
### Extremely and Very Confident about In-Person Meetings



# The State of the Meeting Industry

**As smaller meetings dominate, events will have 20-40% fewer attendees.**

**Q9** How do you expect your average number of attendees per event to change post-COVID?



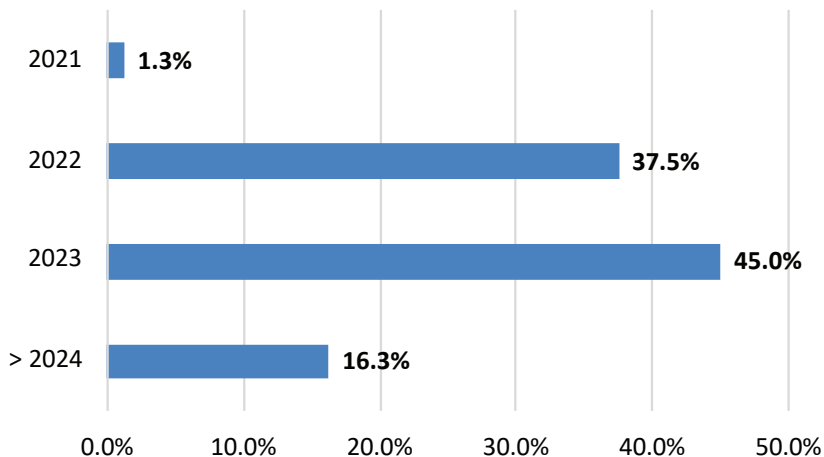
# The State of the Meeting Industry

**45% of planners believe meetings will return to pre-COVID levels in 2023.**

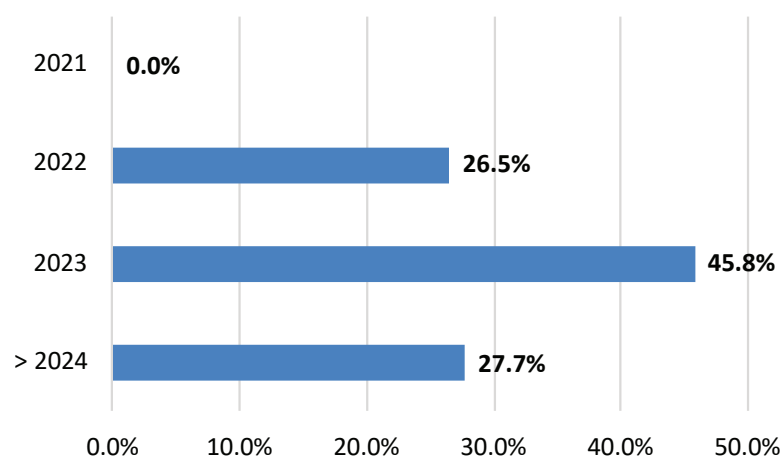
**Q10** In your opinion, when will the meetings industry return to its pre-COVID number of events per year?

**Q11** In your opinion, when will the meetings industry return to its pre-COVID number of attendees per event?

**Number of Events Return to Pre-COVID**



**Number of Attendees Return to Pre-COVID**





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