



2025



# State of Events and Industry Benchmarks

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Discover data-driven insights to help you boost attendee engagement, maximize ROI, and stay ahead of the curve.

Sizzabo

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# Executive Summary

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Our latest survey of over 1,500 B2B event organizers and attendees, conducted in November 2024, has highlighted an exciting new era for the events industry. The data reveals that after nearly five years of constant change, uncertainty, and “doing more with less,” events are entering a phase of growth and investment.

Organizers expect to host more events with larger budgets in 2025 – and attendees are ready for it. 57% of organizers say attendance at their B2B in-person conferences, summits, and conventions has grown in the past year, and 66% said they are planning to schedule more events this year than they did last year. 54% of attendees said they will attend more in-person events in 2025, and attendance for virtual events is also trending upward, with 53% planning to attend more webinars in 2025.

Overall, 39% of respondents had event budgets of \$1 million or greater in 2024. In 2025, 53% of organizers said their event budgets would grow, and 22% expect theirs will stay the same. Additionally, 52% of organizers said their event teams grew in 2024, and nearly 40% of respondents have event teams of 4-10 people.

This positive event outlook comes as the industry continues to focus on embedding events into business objectives. 78% of organizers said in-person conferences, summits, and conventions are their organization’s most impactful marketing channel, and 80% said they’re a critical component of their organization’s success.

Proving event ROI continues to be a focus, with 70% of organizers reporting difficulties in 2024. When asked what the highest priority is for their company’s in-person B2B conferences, summits, and conventions, 24% of organizers said sales pipeline growth, compared to 16% in 2023. The next two highest responses were increasing attendance (19%) and registration revenue (15%).

This report analyzes shifting attendee priorities, new organizational strategies, and rich data to reveal key insights into how event professionals are adapting, innovating, and driving success.

Some key highlights to consider as you execute your 2025 event strategy and look ahead to 2026:



## The Continued Impact of In-Person Events

In-person event attendance is surging, and networking remains a top draw for attendees. 72% of attendees say in-person conferences provide the best networking opportunities. Additionally, 71% of attendees believe in-person B2B conferences offer the most effective way to learn about new products or services.



## Modern Technology is a Must

Modern event attendees expect cutting-edge technology. 73% of attendees expect in-person conferences to incorporate modern event technology, a significant increase from 63% in 2023. Furthermore, 65% of attendees say the mobile event app can make or break their event experience, compared to 56% in 2023.

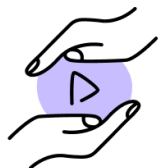
Organizers are aware of this growing expectation. 80% agree that event technology significantly impacts the success of their events, and 64% plan to change their event management software vendor within the next year.



## Immersive Experiences and Balanced Schedules

In 2025, attendees want events that offer immersive experiences alongside ample downtime. 73% of attendees emphasize the importance of free time at in-person events, preferring schedules that are not fully packed with networking, sessions, or parties.

Immersive elements are also a priority, with 75% saying these experiences help them disconnect and engage more deeply. While 74% of organizers agree, only 23% of attendees said their most recent in-person event featured plenty of interactive sessions. Additionally, just 27% experienced gamification elements, and only 30% felt there were abundant networking opportunities.



## A Unified Events Strategy

Field events, webinars, and in-person conferences are increasingly aligned under unified strategies while still serving distinct objectives. 64% of organizers host multiple local field events to support larger conferences, with 77% agreeing that field events are key to driving organizational impact.

When it comes to building and growing community, 81% of organizers find field events effective, and 71% feel the same about webinars. Webinar attendance is also on the rise, with 61% of organizers

reporting increased participation. Attendees confirm the value of webinars as a top learning tool, with 43% saying they provide the best opportunity to learn.

This report provides a comprehensive set of industry benchmarks, broken out by theme, based on our November 2024 survey. Where applicable, we've also included year-over-year survey data from our [2023 State of In-Person Events report](#). Please note that all percentages have been rounded to the nearest decimal place for clarity.

# Methodology

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The 2025 State of Events Survey was conducted online over two weeks in November 2024. The primary objective was to gather insights into the challenges, priorities, and expectations of event attendees and organizers. To ensure maximum participation, we leveraged a variety of promotional channels, including email and social media campaigns. In total, the survey received 1,558 responses.

## Respondent Demographics

**Organization Type:** Nearly half (48%) of respondents work in for-profit businesses, while 21% work for nonprofit organizations, 20% for professional associations, and 14% for government organizations.

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**Industries Represented:** The majority of respondents are employed in SaaS/technology, marketing/PR, retail, media, finance, or event agencies.

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**Company Size:** 30% work at enterprise-level companies (more than 1,000 employees), and 48% come from organizations with 200-999 employees.

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**Professional Roles:** 47% of respondents are directors, VPs, or members of the C-suite. 39% are managers, and 14% are at the coordinator or specialist level.

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01

# In-Person B2B Conferences, Summits, and Conventions

Event organizers reported increased investments in events, with 53% stating that they expect their budgets to grow in 2025 and 66% claiming they plan to hold more events in 2025, up from 42% last year.

Attendance is also on the rise, with 57% of organizers reporting growth at their in-person B2B conferences, summits, and conventions over the past year—a steady increase from 52% in the previous year. As attendance continues to grow, organizers are reaffirming the value of in-person events. 78% consider in-person events the most impactful marketing channel for their organization, and 80% say these events are critical to their organization's success. Furthermore, 83% report that in-person B2B conferences, summits, and conventions are the most effective way to build and grow community.

53%

of event organizers say they expect their budgets to **grow** in 2025.

66%

of event organizers said they plan to hold **more** events in 2025.

For attendees, networking remains a top priority. Half of attendees agree that in-person B2B conferences provide the best networking opportunities. 54% plan to attend more in-person events in 2025, marking a significant increase from 32% last year and signaling a renewed enthusiasm for in-person experiences.

Along with this positive outlook, attendees are placing increasing importance on sustainability when deciding whether to attend an event. Although sustainability isn't a top focus for many organizers, it's clear that a renewed commitment to sustainable practices is necessary to meet attendee expectations. As one C-level organizer explained:



“Sustainable practice has become the second-largest challenge because it requires balancing economic, environmental, and social dimensions while addressing resource constraints, environmental degradation, and imbalanced and uncoordinated development issues.”

**Want free event  
planning templates?**

Get our [in-person event production kit here](#).

# From Organizers

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## Has your events team grown or shrunk in the past year?

From the 2024 survey



From the 2023 survey



## Has attendance at your B2B in-person conferences, summits, & conventions grown or shrunk in the past year?

From the 2024 survey



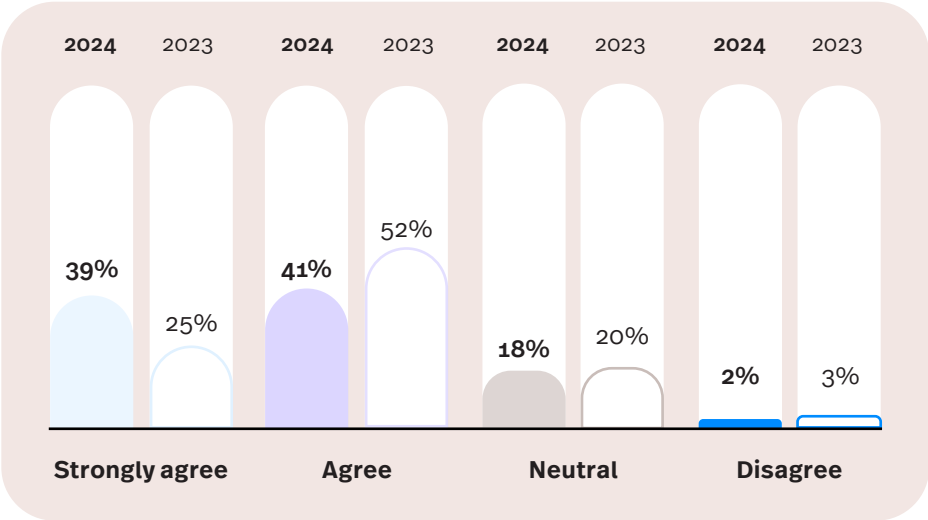
From the 2023 survey



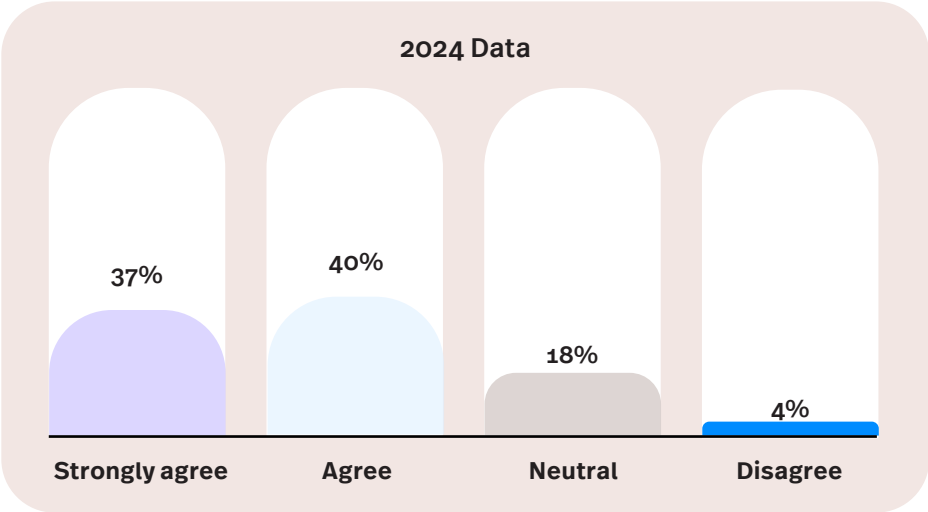
Do you expect your events budget to grow or decrease in 2025?



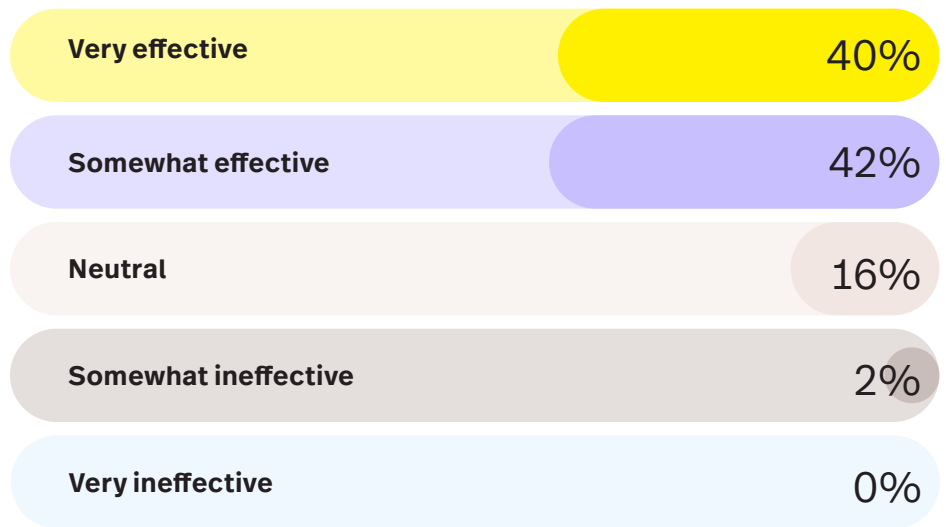
In-person conferences, summits, & conventions are a critical component of my organization’s success.



In-person conferences, summits, & conventions are the most impactful marketing channel for my organization.

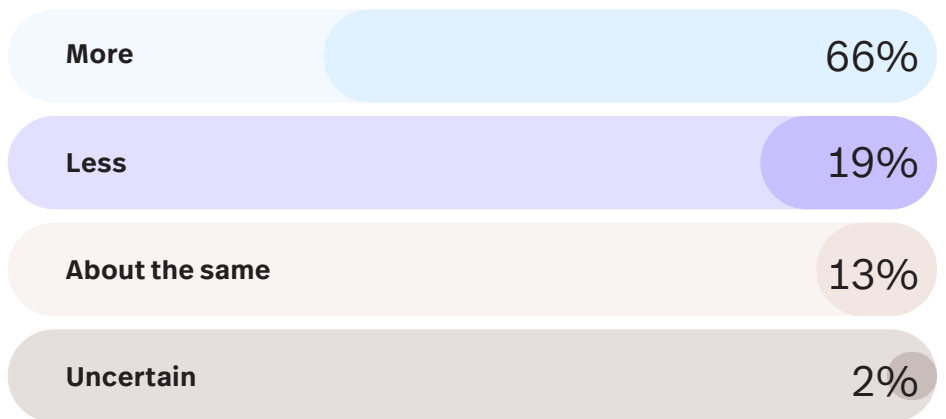


**How would you rate the effectiveness of in-person conferences, summits, & conventions in achieving your event goals?**

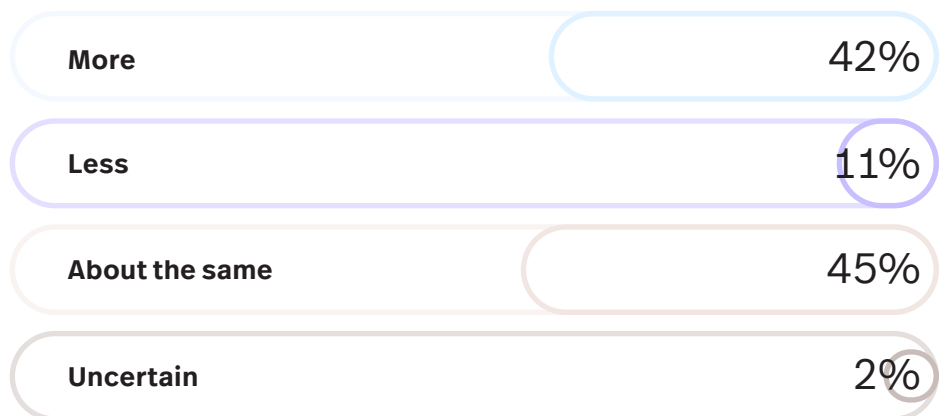


From the 2024 survey

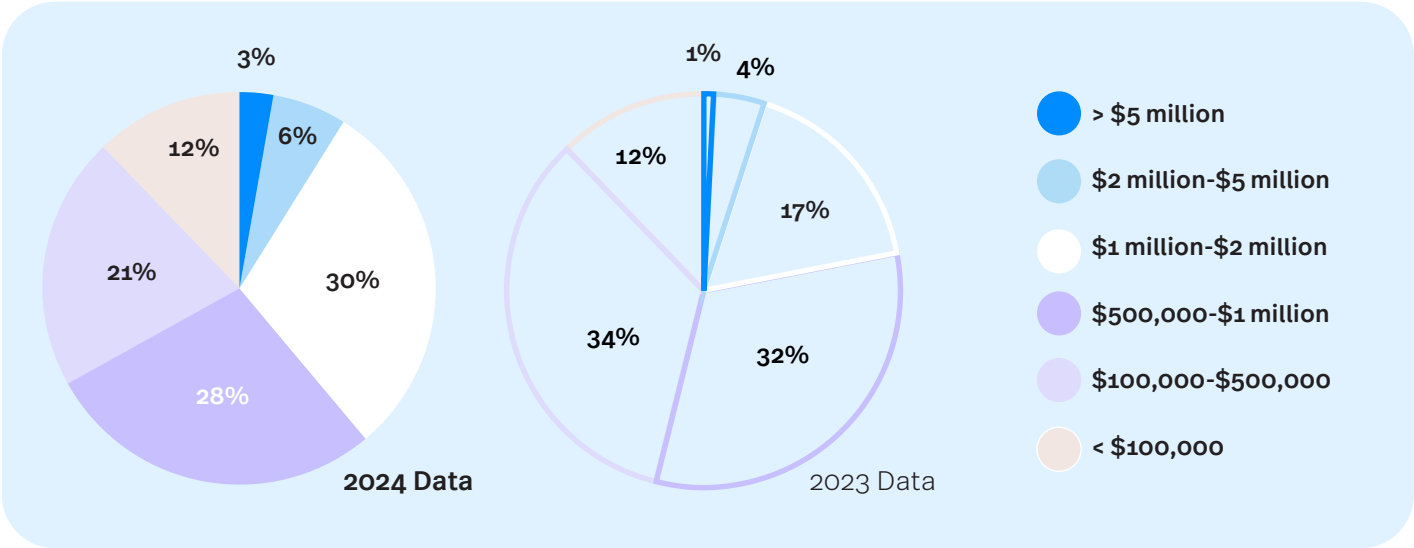
**This year, are you planning to schedule more or fewer events than you did in the following year?**



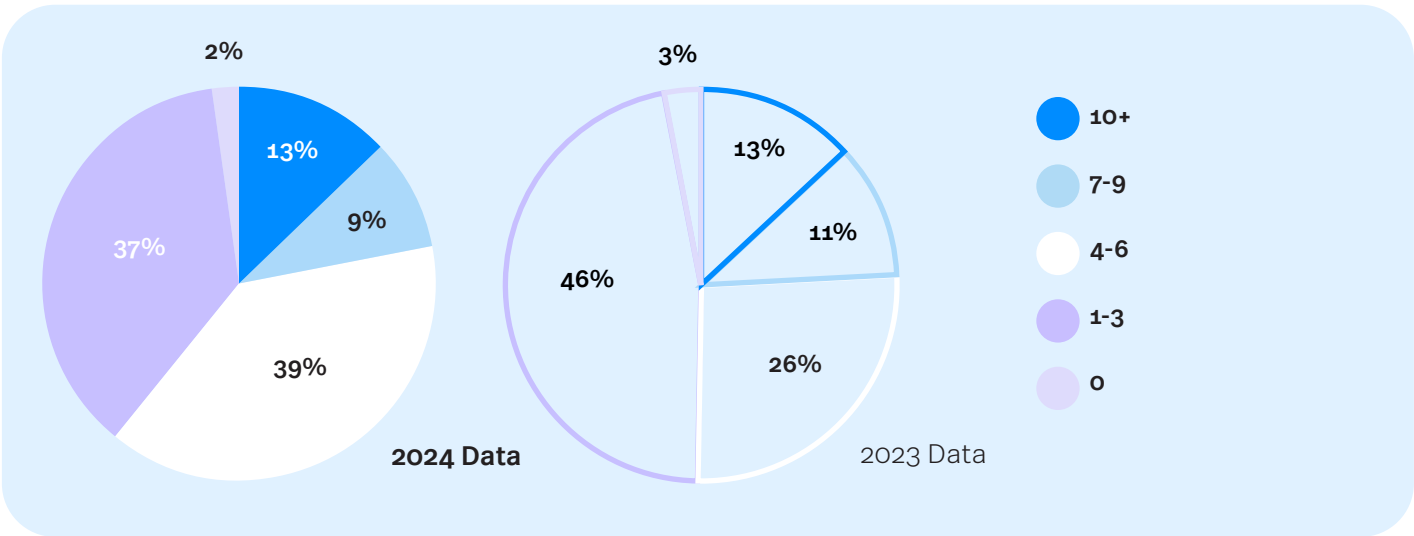
From the 2023 survey



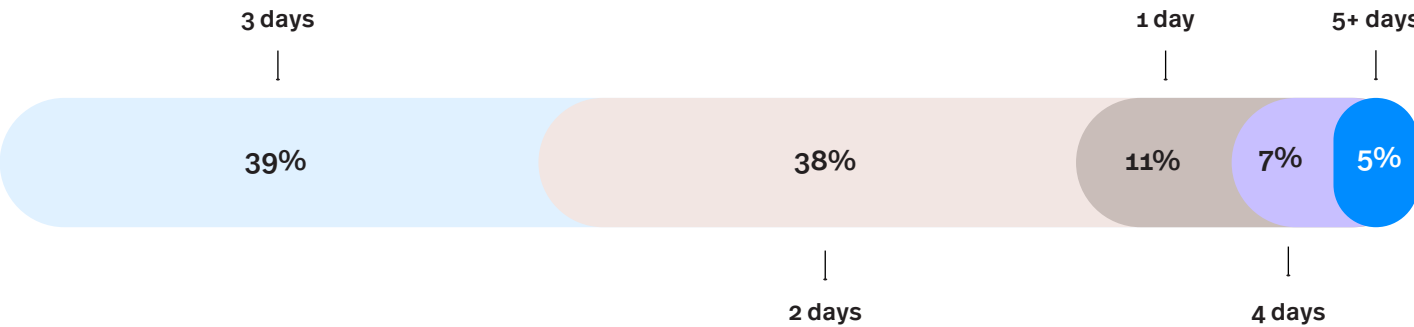
What was your budget for events?



How many B2B in-person conferences, summits, & conventions do you plan annually?



What is the average length of your in-person conferences, summits, & conventions?



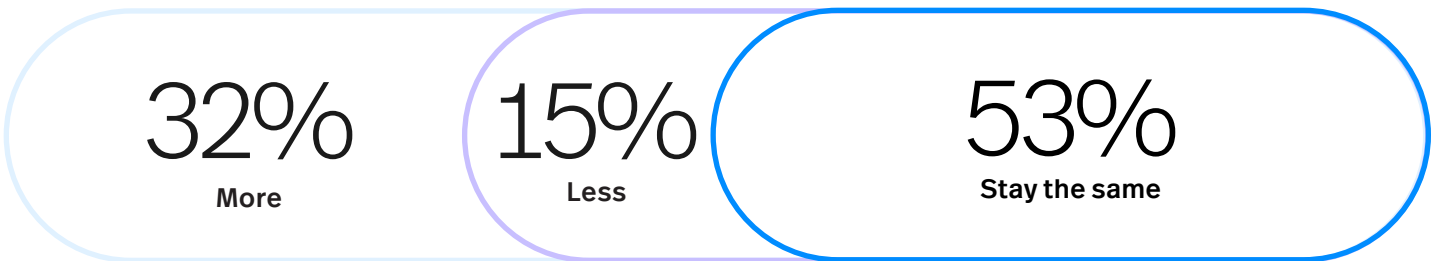
# From Attendees

In 2025, will you attend more or less in-person events compared to 2024?

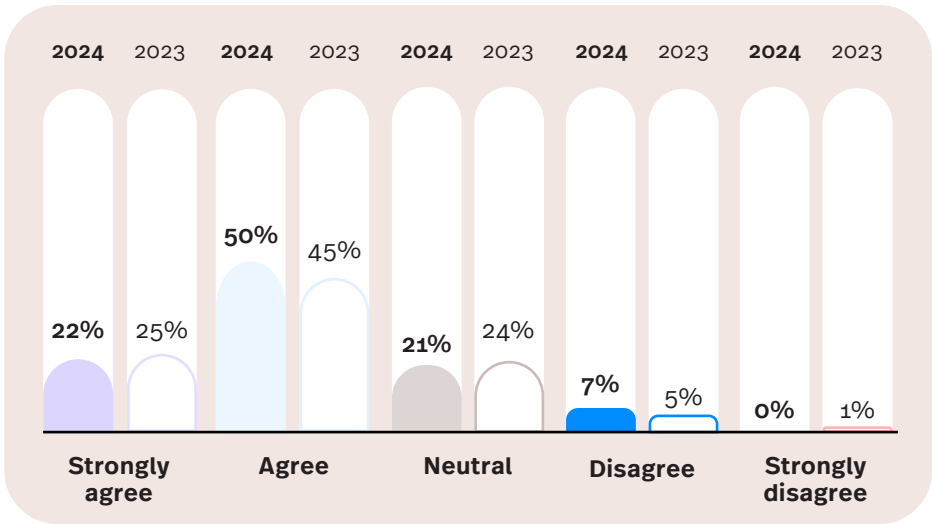
From the 2024 survey



From the 2023 survey



In-person B2B conferences offer the best opportunity to learn about new products or services.



# Event Planning and Marketing Strategies

When asked about their biggest challenges in planning B2B conferences, summits, and conventions, more than a quarter of organizers cited budget constraints as their top concerns (26% as their first and 27% as their second). One respondent summarized this challenge by saying: “It’s always ‘do more with less,’ and with inflation/rising costs in general, this is really hard to balance with a great attendee experience.”

As attendee expectations continue to rise, organizers must strategically allocate their budgets to focus on what drives event attendance. Among attendees surveyed, 18% identified sustainable practices as their top priority when deciding whether to attend an in-person event. Other key factors included travel and accommodation costs (16%), venue location (14%), and networking opportunities (13%).

Another challenge facing organizers is the growing trend of last-minute registrations. 59% of organizers report an increase in late registrations for in-person B2B conferences, summits, and conventions compared to previous years. This underscores the need for a strong marketing push in the final weeks leading up to an event.

In terms of event size, 37% of organizers report typical attendance of between 100 and 500 people for their largest B2B events. Regarding ticket pricing:

- 29% charge between \$250 and \$500 per ticket.
- 23% charge between \$500 and \$1,000.
- 10% charge more than \$1,000 per ticket.

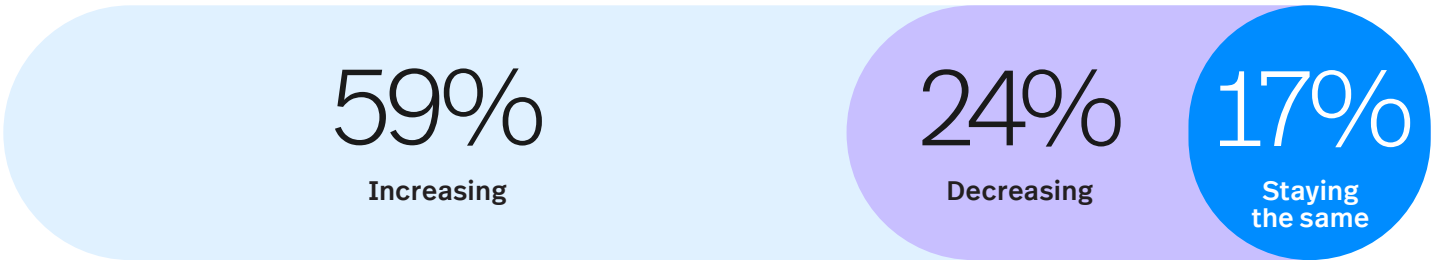
The majority (62%) charge at least \$250 per ticket, reflecting the value placed on high-quality in-person event experiences.

**Want to learn more about how to stay flexible and make your budget work smarter (not harder)?**

[Watch our on-demand webinar](#) on future-proofing your event budget to learn practical tips and set yourself up for success.

# From Organizers

Compared to previous years, is last-minute registration for in-person conferences, summits, & conventions increasing or decreasing?



Has attendance at your B2B in-person conferences, summits, & conventions grown or shrunk in the past year?

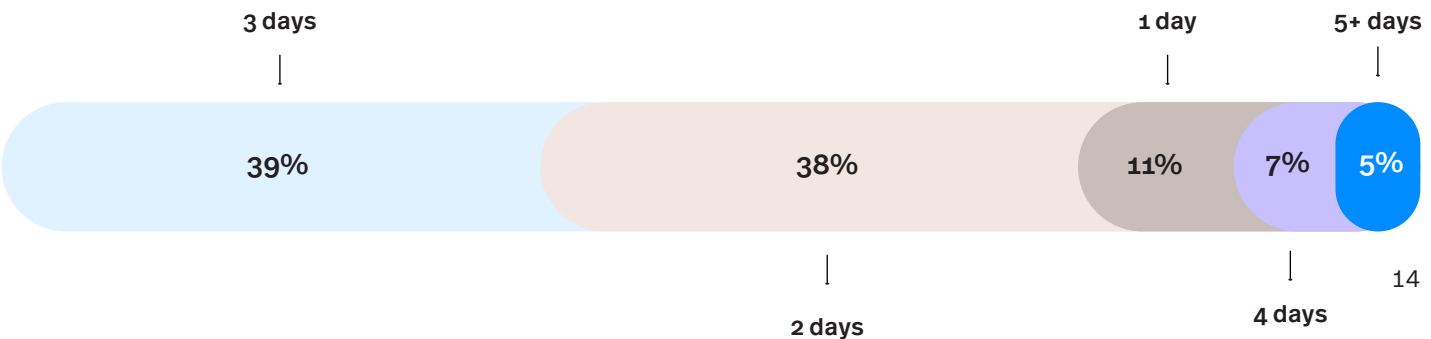
From the 2024 survey



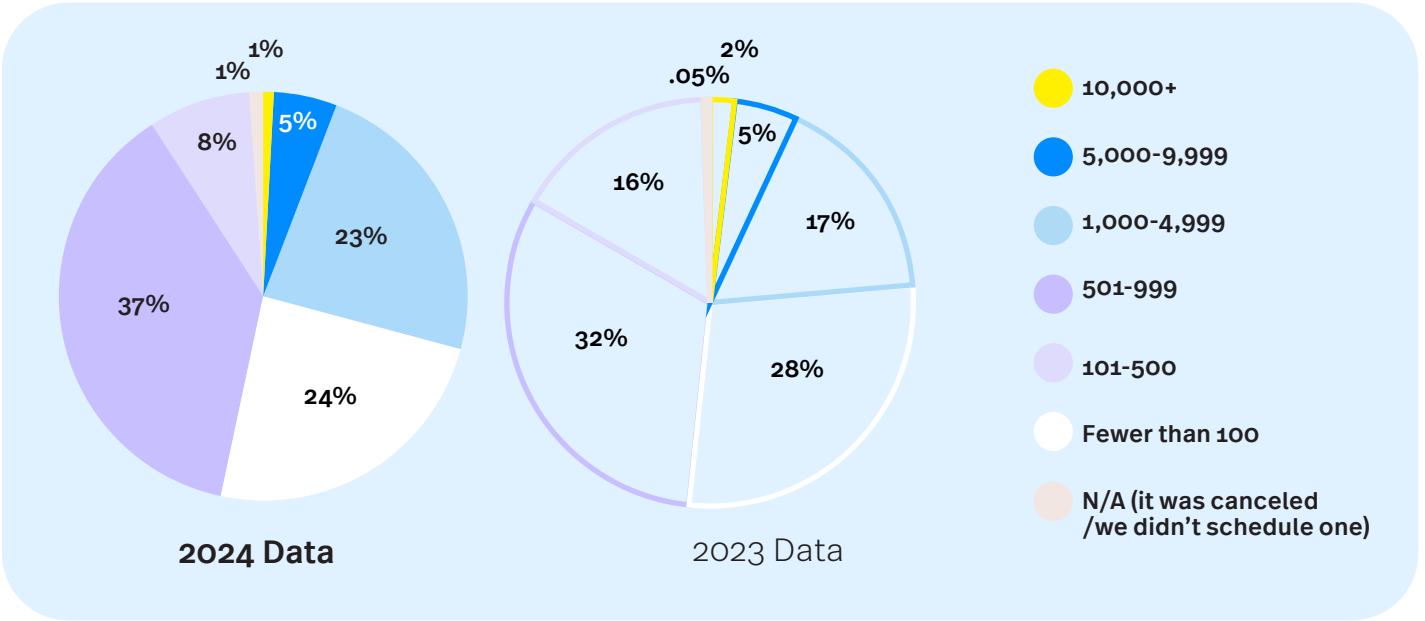
From the 2023 survey



What is the average length of your in-person conferences, summits, & conventions?



How many people typically attend your biggest B2B in-person conferences, summits, & conventions?



Event Planning & Marketing

37%

of surveyed noted that their **average registration-to-attendance conversion rate** for in-person conferences, summits, & conventions was **20-40%**

29%

of surveyed noted that in-person B2B conferences, summits, & conventions, the **average ticket charged** was **\$250-\$499**.

75%

of surveyed noted that they **use an online event community** for in-person conferences, summits, & conventions.

## Event Organizer Challenges

26%

of surveyed noted that **operating under a limited budget** was their **biggest** challenge when planning their largest B2B conferences, summits, & conventions.

↑ from 14% in 2023

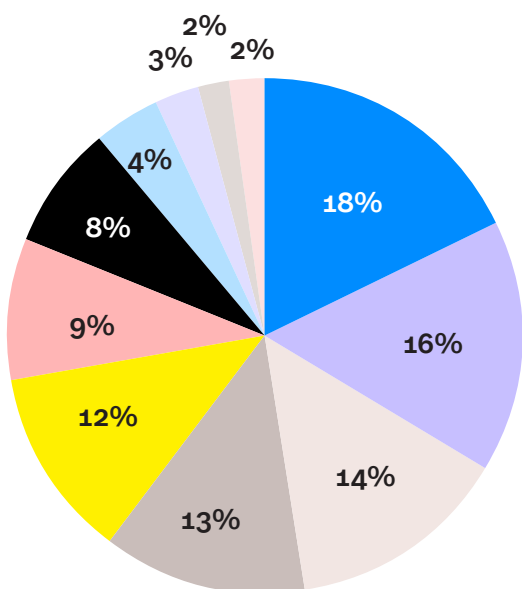
27%

of surveyed noted that **budget** was their **second biggest** challenge when planning your largest B2B conferences, summits, & conventions.

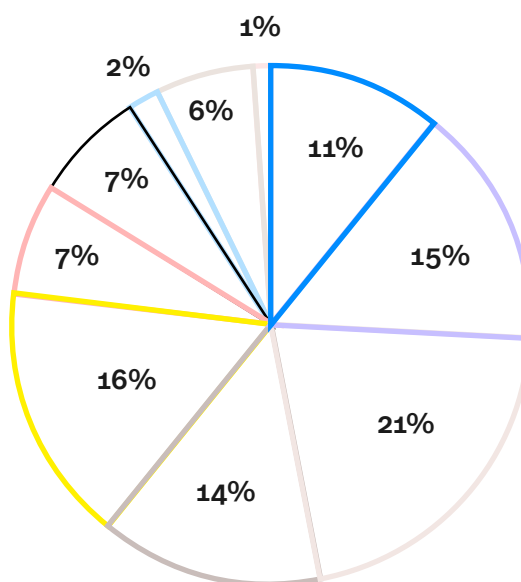
↑ from 10% in 2023

## From Attendees

When deciding whether to attend an in-person event, which of the following is the No. 1 priority for you?



2024 Data



2023 Data

- Sustainable practices
- Travel/accommodation costs
- Venue location
- Networking opportunities
- DE&I efforts
- Sponsors/exhibitors
- Registration cost
- Time away from work
- Speakers/content
- Health and safety protocols
- Time away from family

# 03

## Sponsorship

Sponsorships continue to play a crucial role in event revenue, with 37% of organizers attributing 40-60% of their event revenue to sponsorship deals. However, only 6% of organizers identified increasing sponsor ROI as their top priority when planning in-person B2B conferences, summits, and conventions — down from 11% in 2023 and 29% in 2022.

Confidence in securing sponsorships appears to be growing. Just 6% of organizers cited securing sponsorship revenue as their biggest challenge in 2024, and only 5% reported it as their second-biggest challenge. Despite this confidence, there's still room for improvement in nurturing sponsor relationships and ensuring their contributions enhance the overall event experience.

From the attendee perspective, sponsors and exhibitors hold notable influence, with 9% of attendees identifying them as the top priority when deciding whether to attend an in-person event. This highlights the importance of fostering partnerships that not only drive revenue but also create memorable experiences for attendees. As one respondent emphasized:



“Budgets are in place, but we need to grow relationships to increase the money partners are willing to spend.”

**Learn how to  
craft enticing event  
sponsorship packages  
[in this article.](#)**

# From Organizers

69%

of event organizers surveyed noted that they are **sharing event data with exhibitors to help them prove ROI.**

37%

of event organizers surveyed noted that **40-60% of their total event revenue comes from sponsorships.**

**Which of these is the highest priority for your company when planning in-person B2B conferences, summits, & conventions?**

24%

of surveyed noted **increasing sales pipeline**

↑ from **16%** in 2023

19%

of surveyed noted **increasing attendance**

↓ from **38%** in 2022

9%

of surveyed noted **increased attendee engagement**

↓ from **19%** in 2023 and **45%** in 2022.

1%

of surveyed noted **cutting costs**

↓ from **2%** in 2023 and **35%** in 2022.

6%

of surveyed noted **increase sponsor/exhibitor ROI**

↓ from **11%** in 2023 and **29%** in 2022.

15%

of surveyed noted **increase registration revenue**

↑ from **11%** in 2023

# 04

## Event ROI

Event ROI remains an area of opportunity for organizers, with 70% reporting difficulty demonstrating ROI for in-person B2B conferences, summits, and conventions in 2024. However, there is reason for optimism, as nearly 24% of organizers said they prioritize sales pipeline growth when planning events, followed by increasing attendance (19%) and boosting registration revenue (15%).

One director-level organizer summarized the value of B2B events, saying:



“B2B meetings, summits, and conferences serve as incubators for sales channel expansion by fostering direct, meaningful connections in a collaborative and high-energy environment.”

This demonstrates that ROI isn't solely about metrics – it's also about delivering value through meaningful networking that drives both short- and long-term lead generation. In fact, 84% of organizers strongly agree or agree that in-person B2B conferences are an effective way to build and grow community.

The struggle to measure ROI often stems from unclear objectives. As one director-level respondent explained:



“Our objectives weren’t built with ROI in mind, so they are harder to measure/prove with available data. We are building objectives with the measurement strategy in mind for 2025.”

This shift toward intentional planning and measurable goals reflects a broader trend of aligning event strategies with actionable insights.

In terms of revenue, 48% of respondents reported generating between \$200,000 and \$999,999 from their events in 2024. These figures underscore the significant financial impact of well-executed B2B conferences, summits, and conventions.

48%

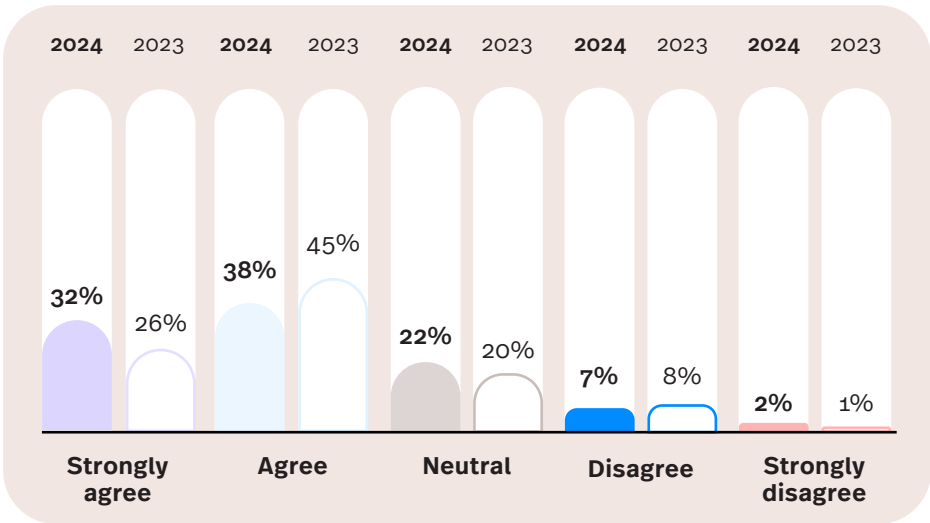
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of event organizers surveyed said that their overall revenue from in-person conferences, summits, and conventions in 2024 was **\$200,000 - \$999,000.**

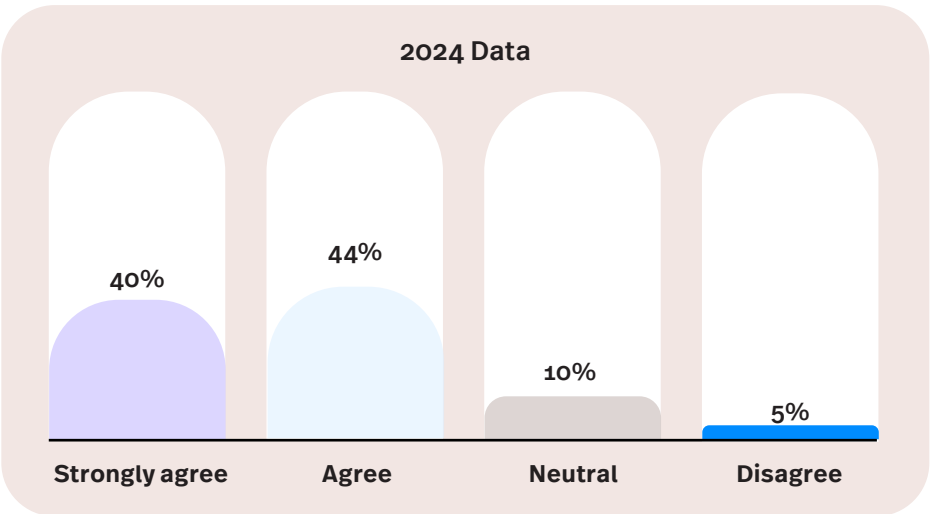
**Learn more about how to optimize your event ROI in [this article](#).**

# From Organizers

I struggle to prove the event ROI from my B2B conferences.



In-person conferences, summits, & conventions are an effective way to build and grow community.





# Attendee Experience

We all want our attendees to enjoy themselves at our events, and as one C-level respondent put it: “We want attendees to feel part of our community.” But what truly matters most to them?

When asked about their No. 1 priority when deciding whether to attend an in-person event, 18% of respondents cited sustainable practices, up from 11% in 2023. This surpassed registration costs (8%), event content or speakers (3%), and even networking opportunities (13%). This data underscores the importance of paying attention to the details and intentions behind your event.

A great example is the check-in experience, where you can incorporate sustainable elements while ensuring efficiency. Notably, 71% of attendees said that ease of check-in at an in-person B2B conference could make or break their event experience.

When it comes to the experiences attendees seek at events, 74% said having immersive event experiences that allow them to disconnect is important. However, only 38% of organizers prioritize creating immersive experiences for attendees. This highlights a significant gap between attendee expectations and organizer priorities.

Attendees no longer want to passively sit through lectures – they want to engage in meaningful discussions. As one C-level organizer explained:



“We are ALL about engagement and keeping our guests ‘involved.’”

Despite this need for immersion, 72% of attendees emphasized the importance of having free time during events. This preference can relieve the pressure on organizers to pack schedules with back-to-back activities.

Personalized attendee experiences also remain a critical focus area. Among organizers, 39% said on-site personalized activations are the most impactful tactic, while 26% emphasized content personalization. As one VP remarked:



“Event attendees are selective about where they spend their time.”

Use these insights to ensure your event stands out and becomes unmissable for your audience.

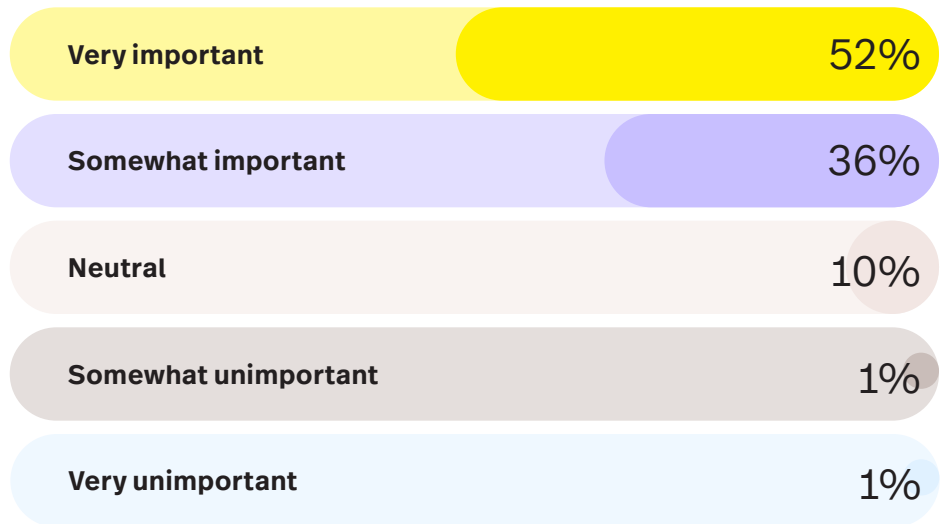
**Hear top experts share their event trend predictions for 2025, with actionable tips to help you succeed.**

**[Watch the recording now.](#)**

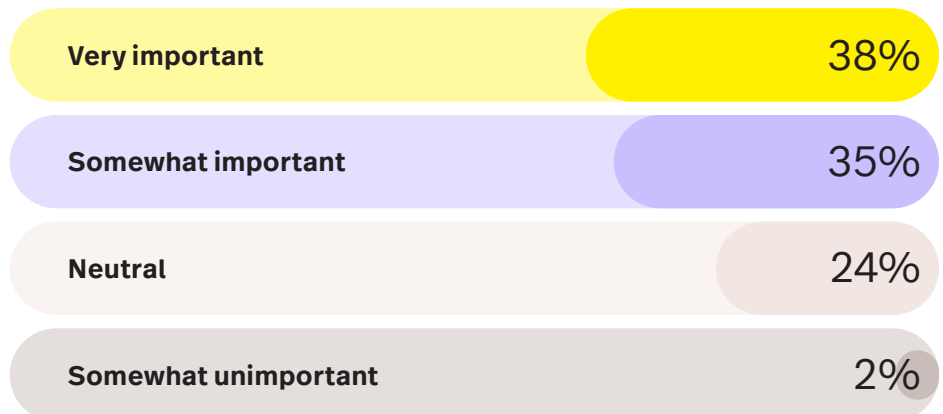
# From Organizers

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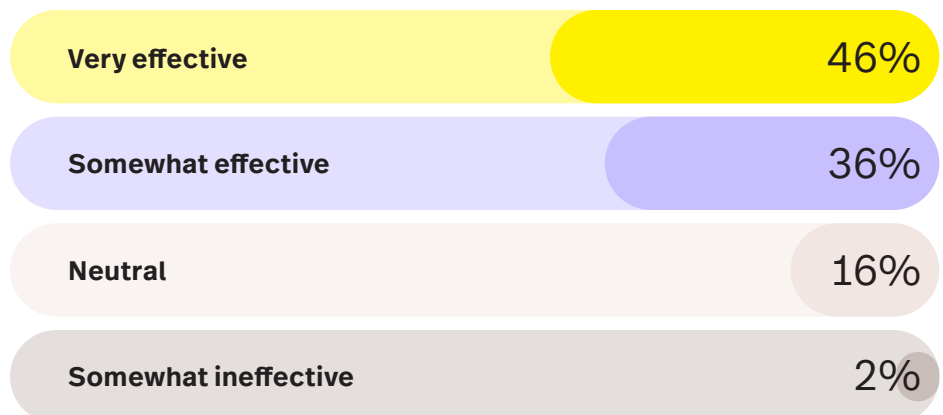
**How important is incorporating experiential learning elements in your events to enhance attendee engagement and knowledge retention?**



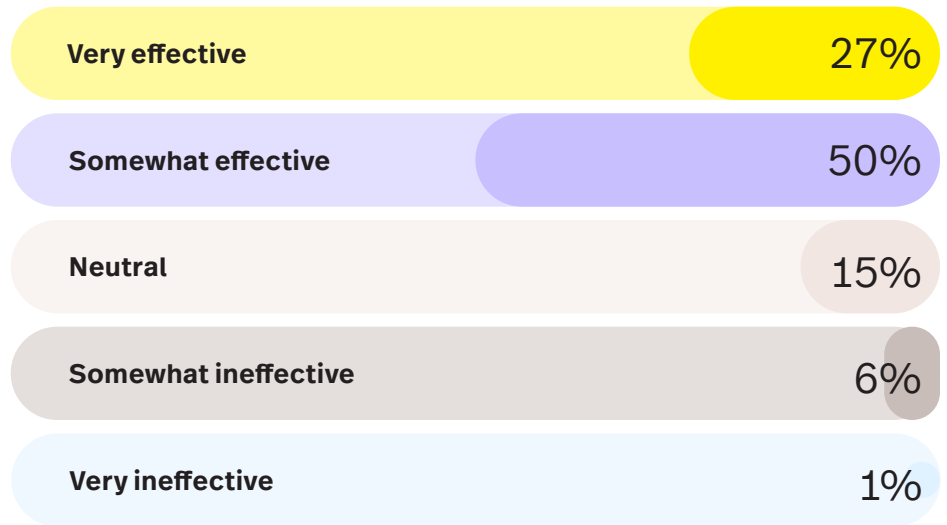
**How important is creating an immersive experience that allows your attendees to disconnect?**



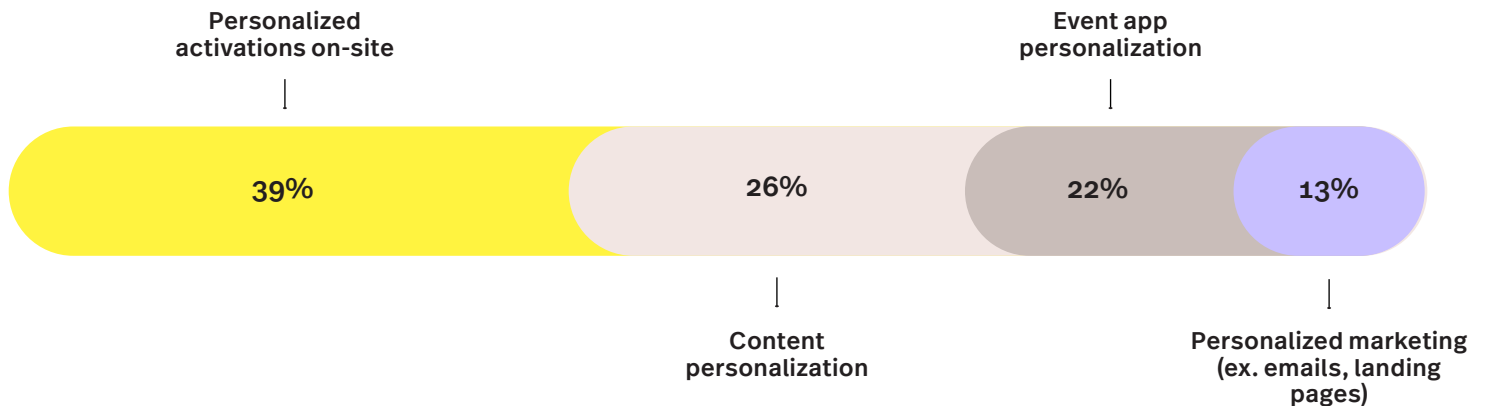
**How effective are the networking opportunities you currently provide at helping attendees build meaningful connections?**



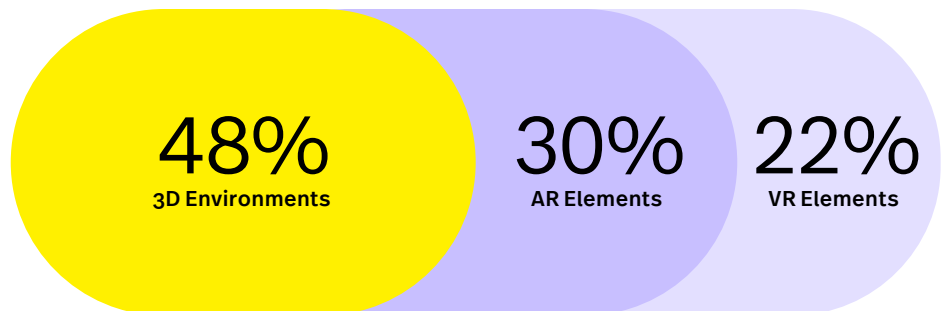
**How effective do you find gamification to engage attendees during events?**



**Which of the following is the most impactful in personalizing the attendee experience?**

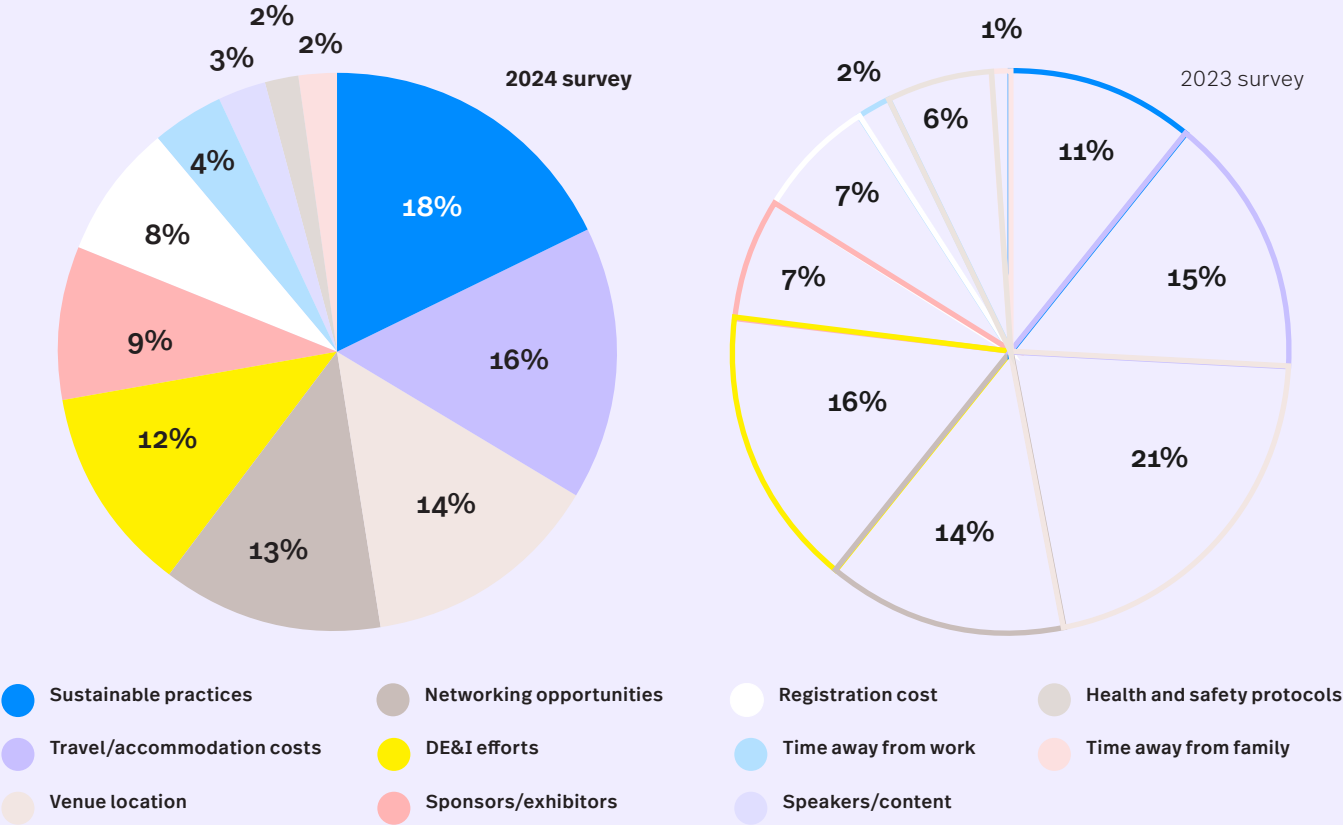


**What types of immersive experiences would you like to incorporate in future events to enhance engagement?**



# From Attendees

When deciding whether to attend an in-person event, which of the following is the No. 1 priority for you?



47%

of surveyed noted that there were a **few networking opportunities** at their last in-person event.

55%

of surveyed noted that it was **somewhat important** to have immersive experiences that allow attendees to disconnect.

52%

of surveyed noted that there were a **few gamification elements** at their in-person event.

62%

of surveyed noted that there were a **few interactive sessions** at their last in-person event.

# 72%

↑ from 67% in 2023

of surveyed agreed it's vital that in-person events have plenty of free time and aren't fully booked with networking, sessions, and parties.

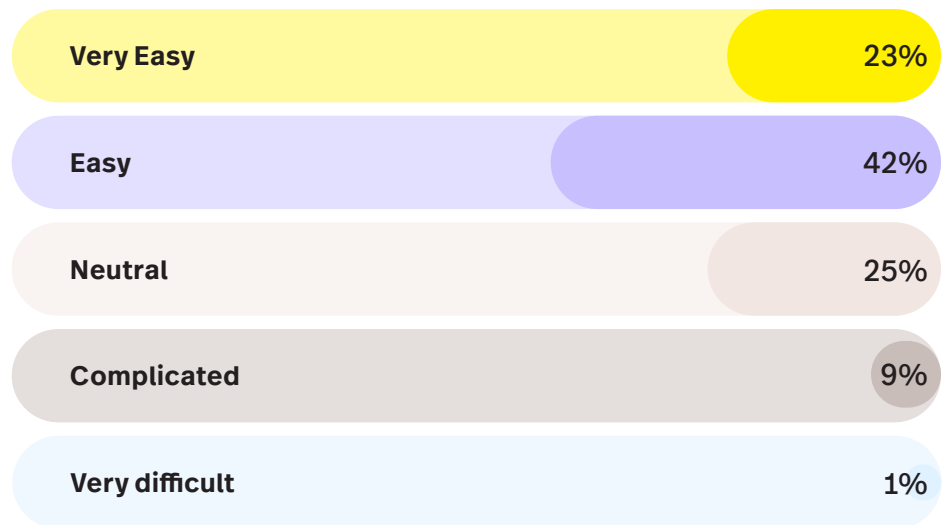
# 71%

↑ from 53% in 2023

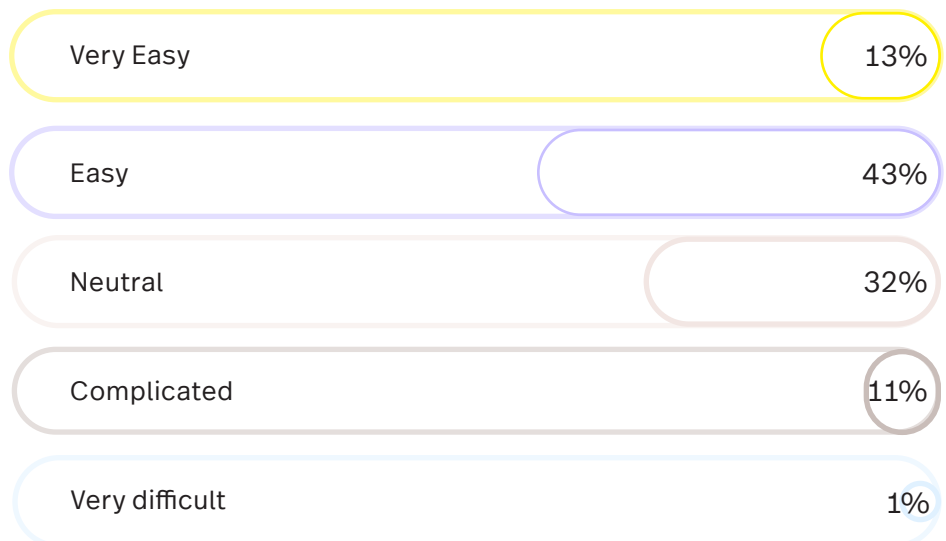
of surveyed agreed that ease of check-in at an in-person B2B conference can make or break their event experience.

## How was the registration process at your last in-person event?

From the 2024 survey



From the 2023 survey



52%

↑ from 44% in 2023

of surveyed said there was **some emphasis** on **sustainability and environmental impact** at their last in-person event.

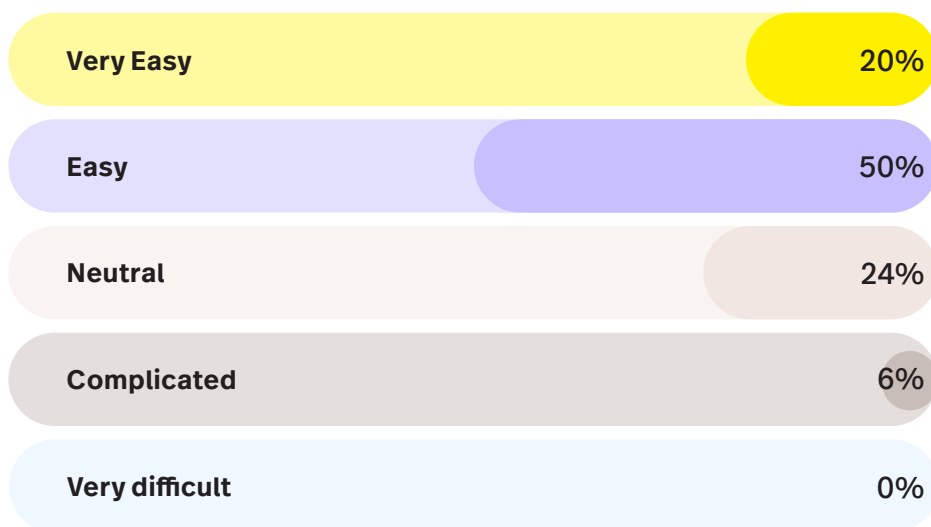
45%

↑ from 42% in 2023

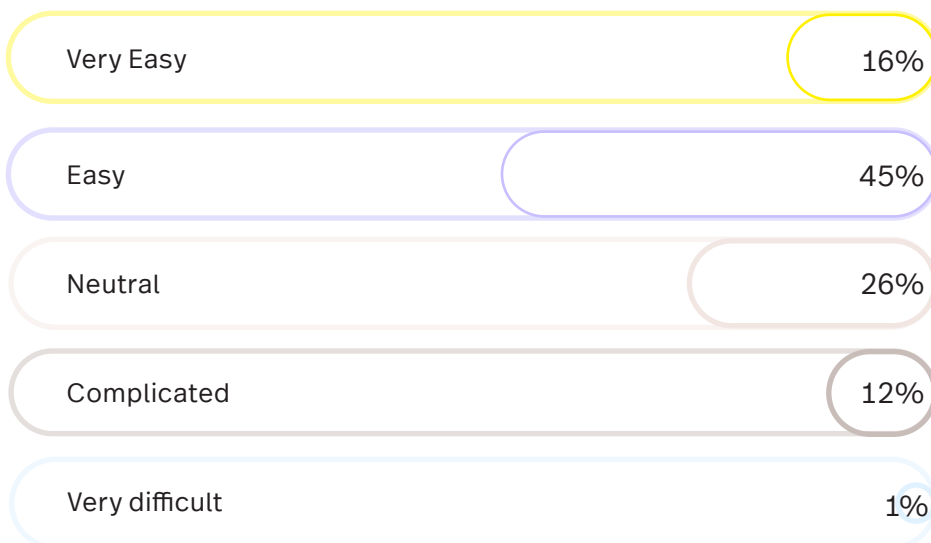
of surveyed said they **liked the food and beverage** in their last in-person event.

## How was the onsite event check-in at your last in-person event?

From the 2024 survey

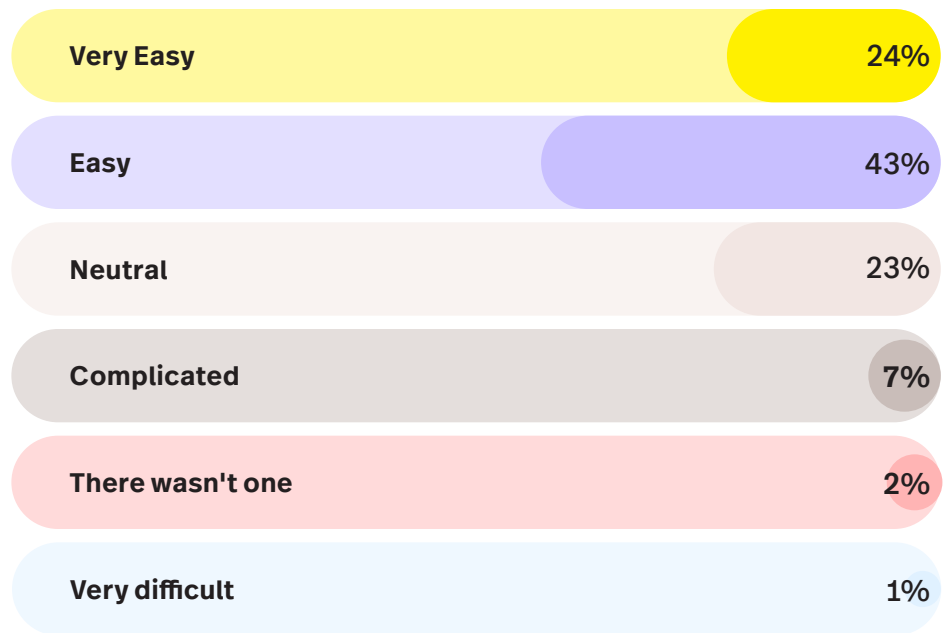


From the 2023 survey

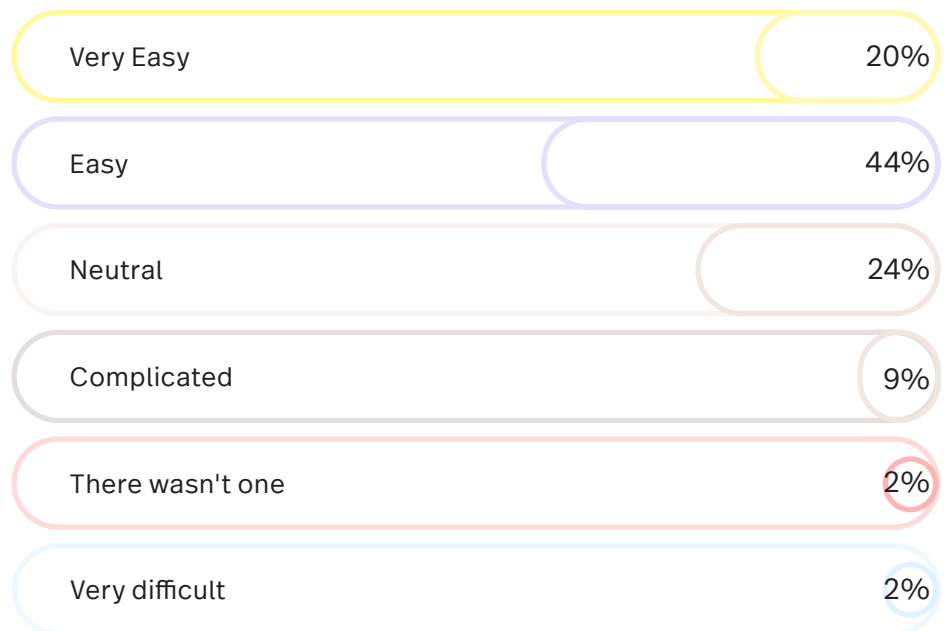


**How was the mobile event app (if there was one) at your last in-person event?**

From the 2024 survey



From the 2023 survey

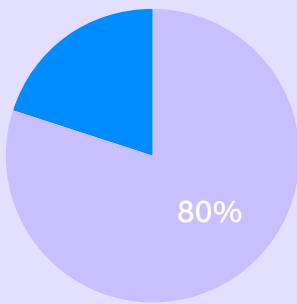


06

# Field and Micro-events

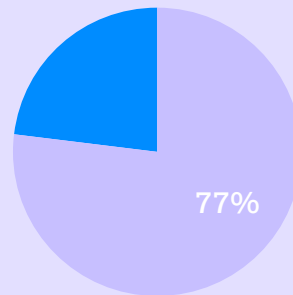
Local field and micro-events are continuing to gain traction, with 64% of organizers using them to support larger B2B conferences, summits, and conventions. These smaller, localized events have proven to be highly effective, with 77% of organizers stating they are crucial to overall success.

Additionally, 80% of organizers reported that field events are an effective way to build and grow community, making them an essential component of a comprehensive event strategy.



## 80%

of event organizers agree that field events are key to driving impact for their organization.



## 77%

of event organizers agree that field events are an effective way to build and grow community.

**In 2024, did you host any local field/ micro-events to support your in-person B2B conferences, summits, & conventions?**

## 64%

Yes, we hosted multiple.

## 23%

Yes, but just one.

## 13%

No

## 07

# Webinars

Our data reveals that 53% of attendees participate in 1-4 webinars annually, while 32% attend five-nine webinars. Interestingly, 67% of attendees said webinars provide the best learning opportunities. As a result, 53.2% of attendees plan to attend more webinars in 2025, up from 29% last year.

On the organizer side, 40% typically host 5-8 webinars annually, and 61% reported increased webinar attendance over the past year.

**Download your free copy of our Webinar Production Kit to [get everything you need to deliver memorable webinars](#).**

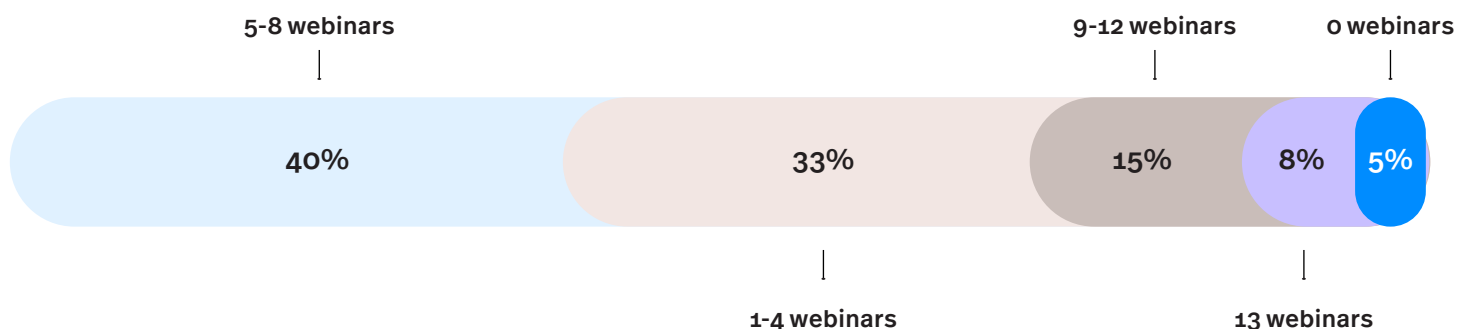
Additionally, 81% of organizers said webinars effectively achieve their event goals, while 42% recognized webinars as an effective community-building tool, indicating that their efforts are paying off.

Moreover, 82% of organizers create video-on-demand (VOD) content from their events, with 53% of them gating the content, highlighting the ongoing value derived from recorded video.

## From Organizers

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### How many webinars did you host in 2024?



# 26%

of organizers surveyed noted that their registration-to-attendance conversion rate for webinars was **30-40%**.

# 23%

of organizers typically host webinars on **Tuesdays**.

**Are you creating video-on demand (VOD) content from your events?**

82%

Yes

18%

No

**Is your VOD gated or ungated?**

53%

Gated

24%

Ungated

23%

Both

**How satisfied are you with the current technology you use for webinars?**

Very satisfied

42%

Somewhat satisfied

38%

Neutral

16%

Somewhat dissatisfied

3%

**How would you rate the effectiveness of webinars in achieving your event goals?**

Very effective

38%

Somewhat effective

43%

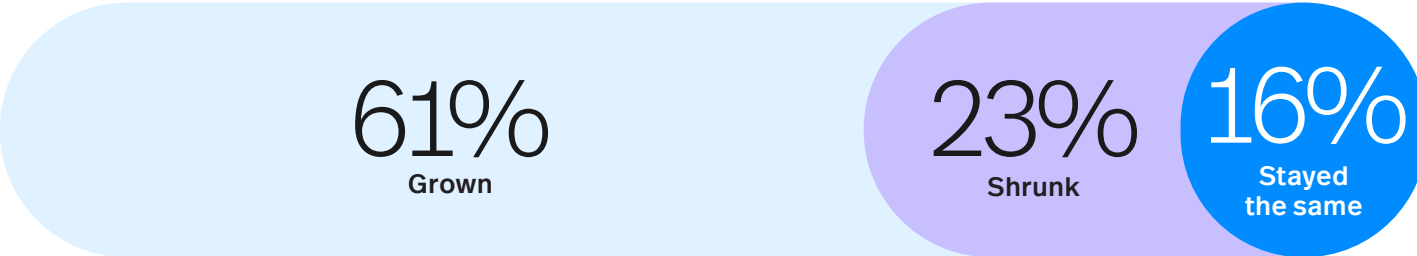
Neutral

15%

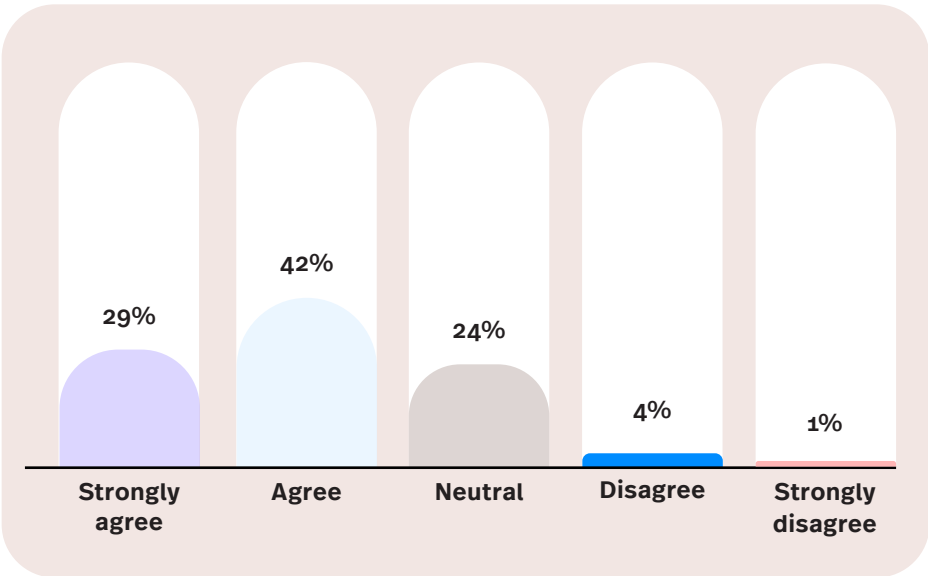
Somewhat ineffective

3%

Has attendance at your webinars grown or shrunk in the past year?

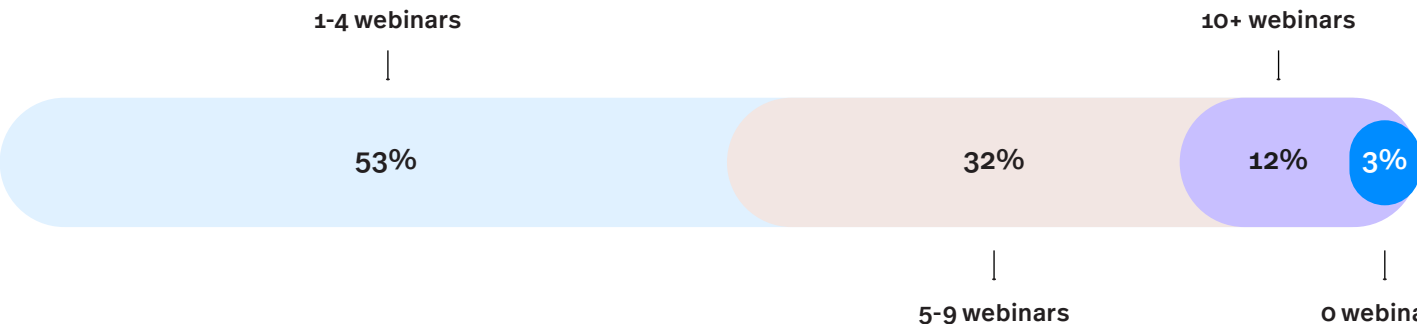


Webinars are an effective way to build and grow community.

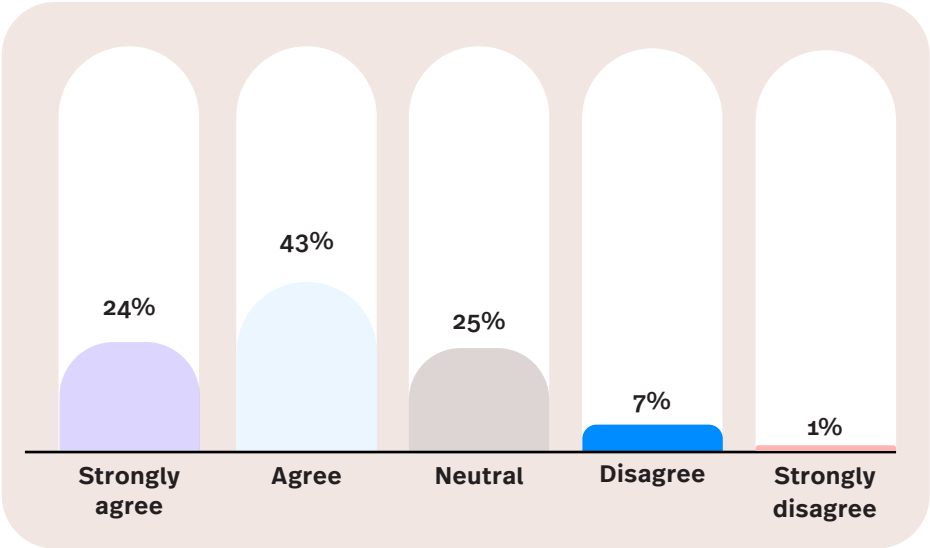


From Attendees

How many webinars do you attend annually?

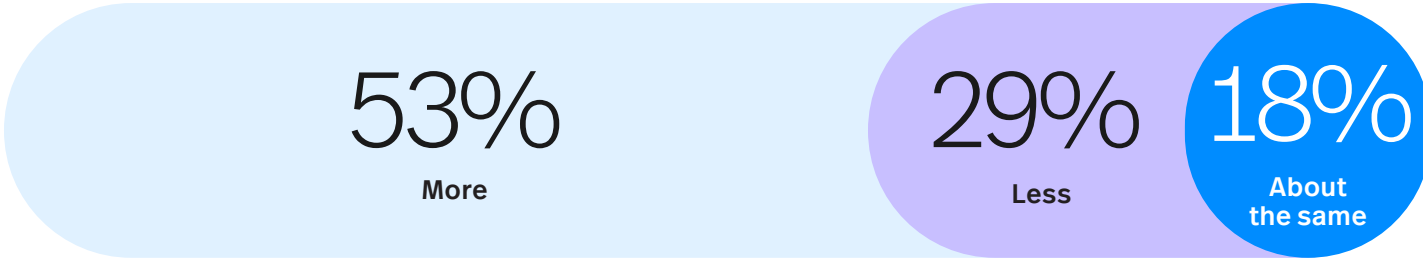


Webinars offer me the best opportunity to learn.

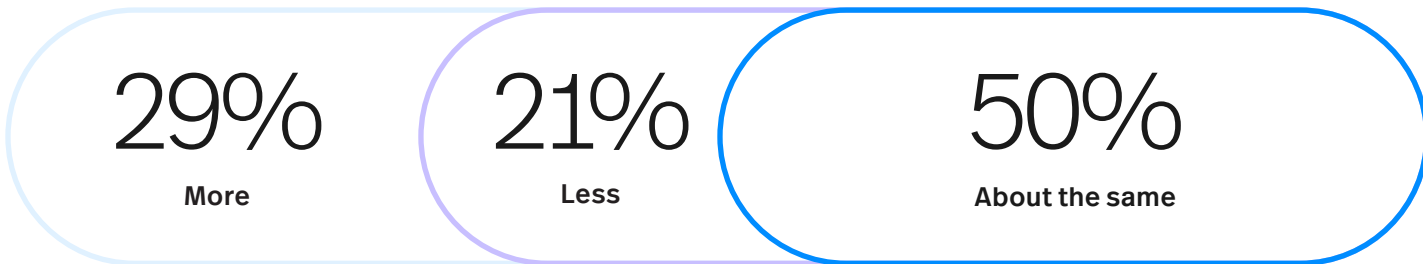


In 2025, will you attend more or less webinars compared to 2024?

From the 2024 survey



From the 2023 survey



08

# Modern Event Technology

73% of attendees agreed that they expect in-person conferences to use modern technology, reflecting an upward trend from 63% last year. Similarly, 79% of organizers believe that event technology significantly impacts the success of their events.

Interestingly, 55% of attendees said the in-person B2B conference mobile event app can make or break their event experience, and 68% stressed that having a mobile app is vital.

A notable 79% of organizers now integrate their CRM or marketing automation systems with their event management platforms. Furthermore, 64% of organizers expressed a desire to change their event management software vendor within the next year, with some respondents emphasizing their continued push for consolidation. One C-level organizer remarked:



“We need a system that changes with us instead of relying on multiple vendors.”

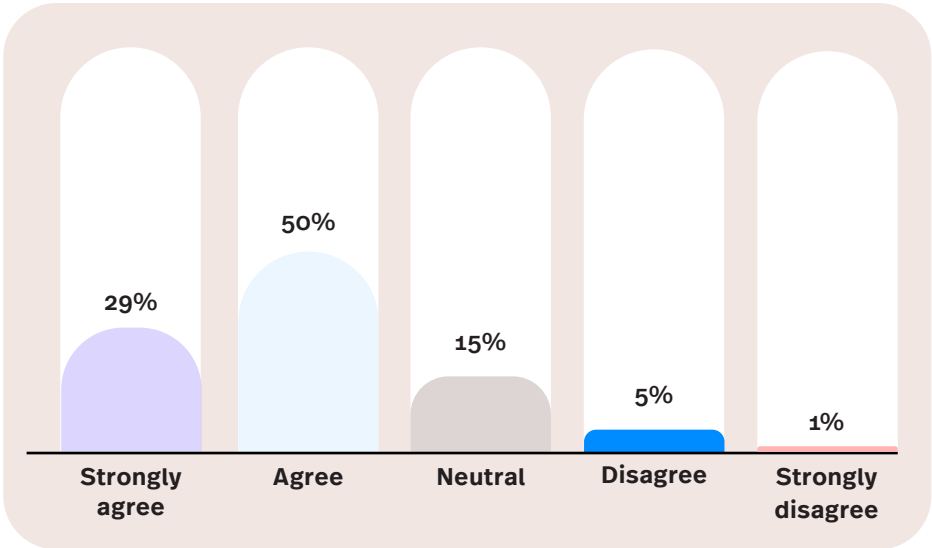
**Learn how to use  
event software analyst  
reports to choose the  
right technology for  
your business  
[in this article.](#)**

# From Organizers

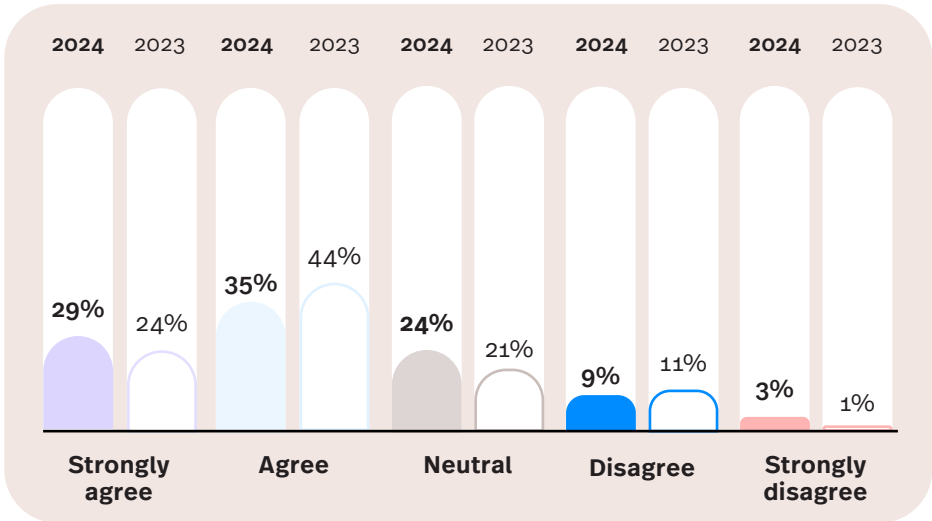
Is your event management system integrated with your CRM/marketing automation platform?



Event technology has a significant impact on the success of my events.

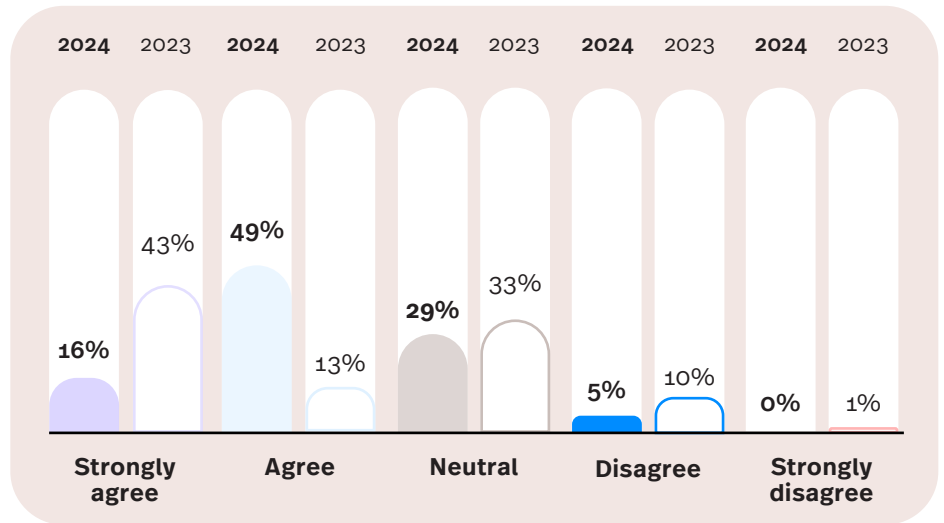


I plan to change my event management software vendor within the next year.

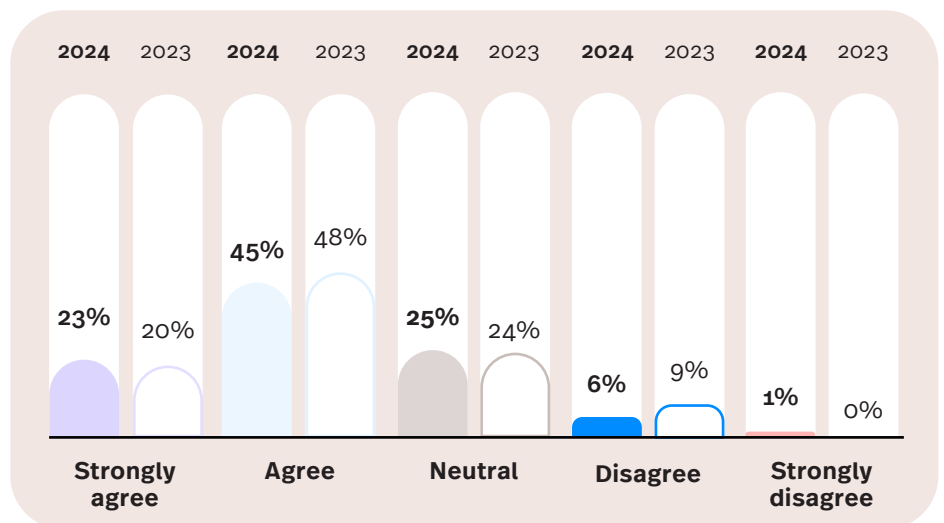


# From Attendees

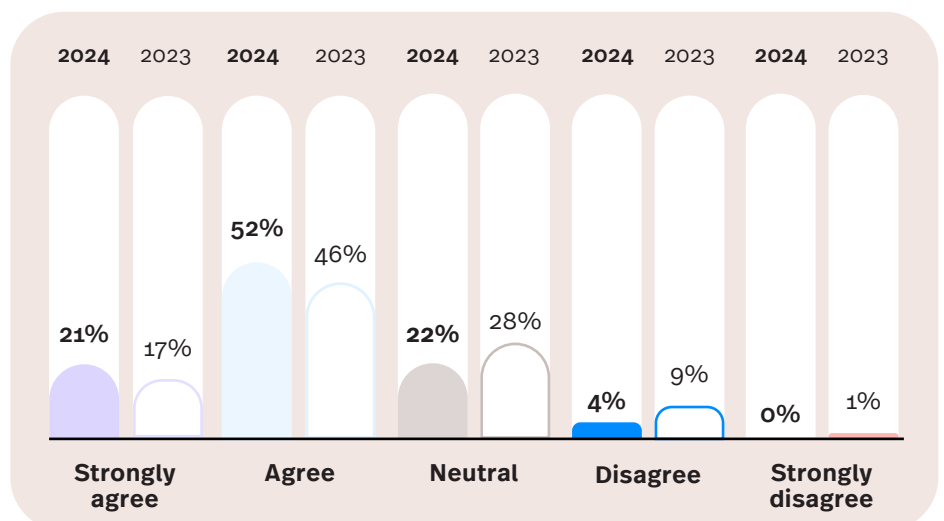
**The in-person B2B conference mobile event app can make or break my event experience.**



**It's vital to me that there is a mobile app so I can ask questions and participate in polls during event sessions.**



**I expect in-person conferences to use modern technology.**





# Bizzabo

# Learn More About Bizzabo

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We hope this report has provided valuable insights and actionable strategies to elevate your event planning. Whether you're organizing your next in-person event, enhancing attendee engagement, or optimizing your tech stack, we encourage you to keep this report as a go-to reference for benchmarks throughout the year.

At Bizzabo, we're committed to helping event professionals like you create impactful, memorable experiences. Ready to take your event strategy to the next level? Let us show you how Bizzabo's Event Experience OS can support your goals.

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# Bizzabo