

EVENT OUTLOOK REPORT

Discover How the Event Industry is
Responding to COVID-19



DEMOGRAPHICS & METHODOLOGY



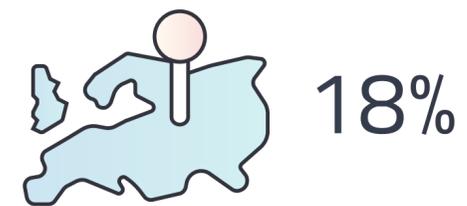
Participants between April 13
and April 30



Director/Manager or above



from North America



from Europe

KEY FINDINGS

1. Resources for event teams are becoming scarce.

Nearly half of event marketers report that their organizations have made personnel changes in response to COVID-19. Meanwhile, the majority of event marketers report tightening budgets.

2. Virtual events are the new focus.

While more than 90% of event marketers plan to invest in virtual events moving forward, less than a quarter have historically invested in virtual events.

3. Engagement is the key to virtual event success.

Attendee engagement is by far the most important KPI for event marketers executing virtual events, yet event marketers agree that this is also one of the most challenging aspects of virtual events.

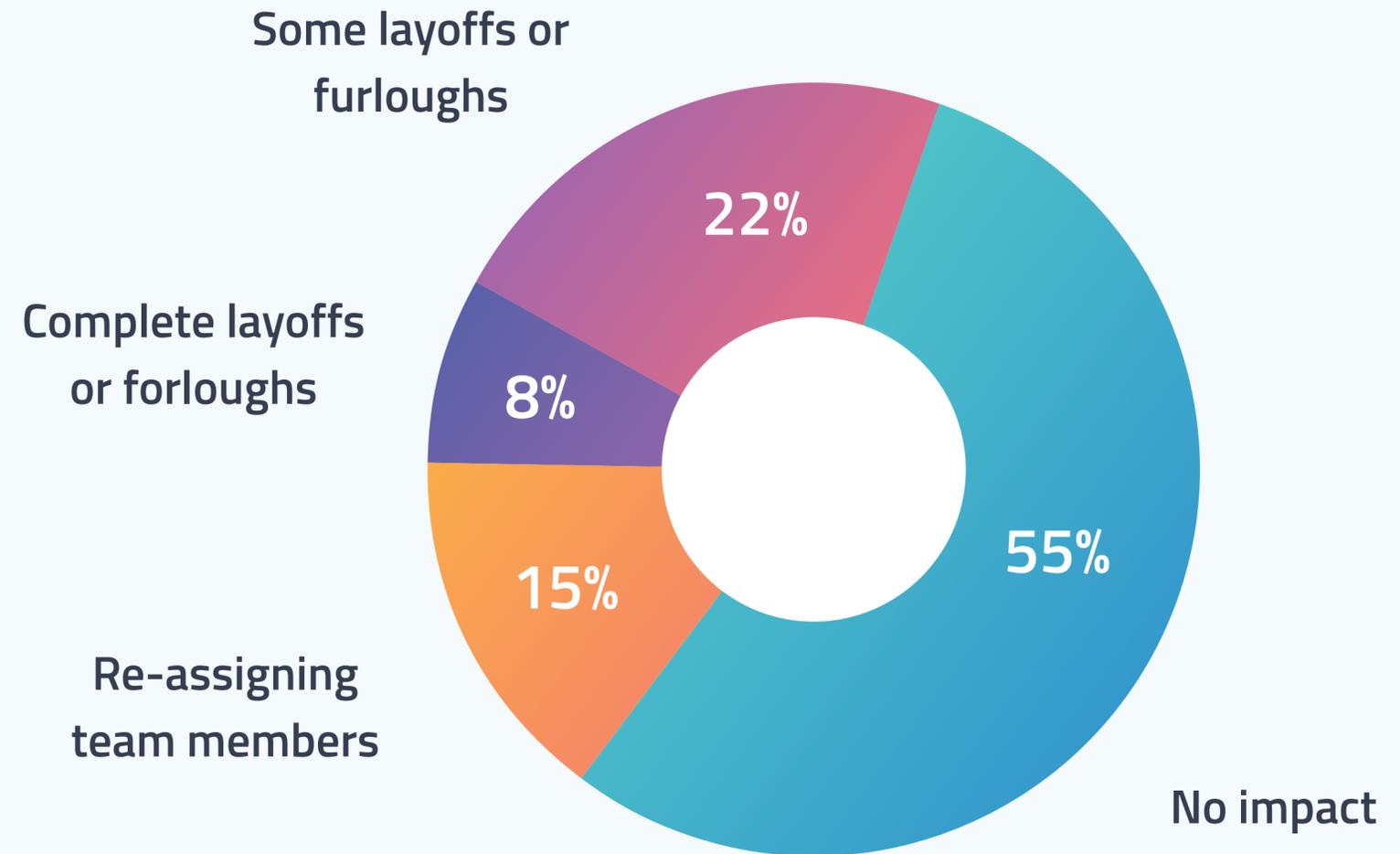
4. The future of events is hybrid.

More than 95% of event marketers agree that in-person will be back. Likewise, the majority of event marketers are looking for technology that will support both in-person and virtual events.

RESOURCES FOR EVENT TEAMS ARE BECOMING SCARCE

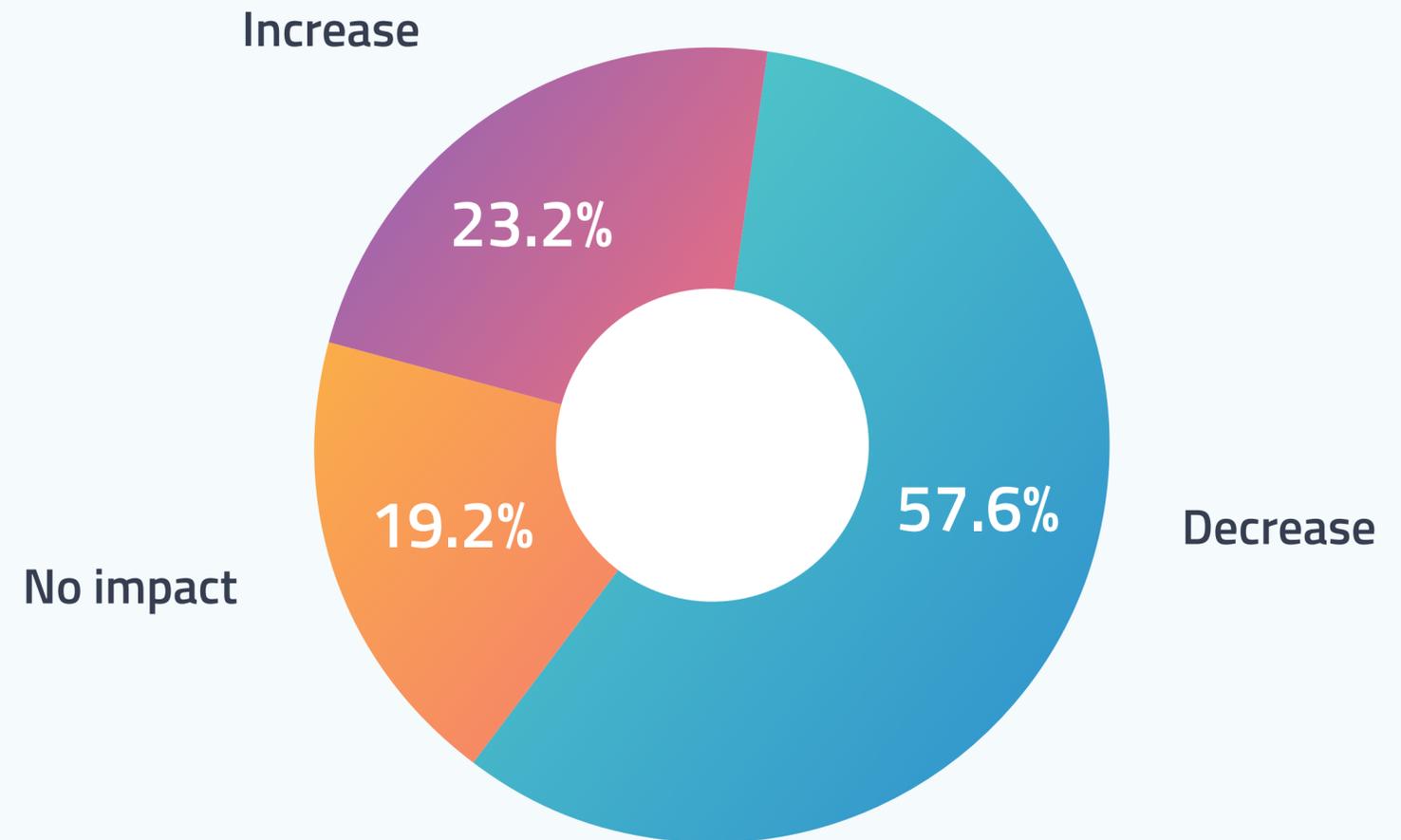
Nearly half of event marketers report that their personnel is being diminished or re-assigned

COVID-19 impact on personnel



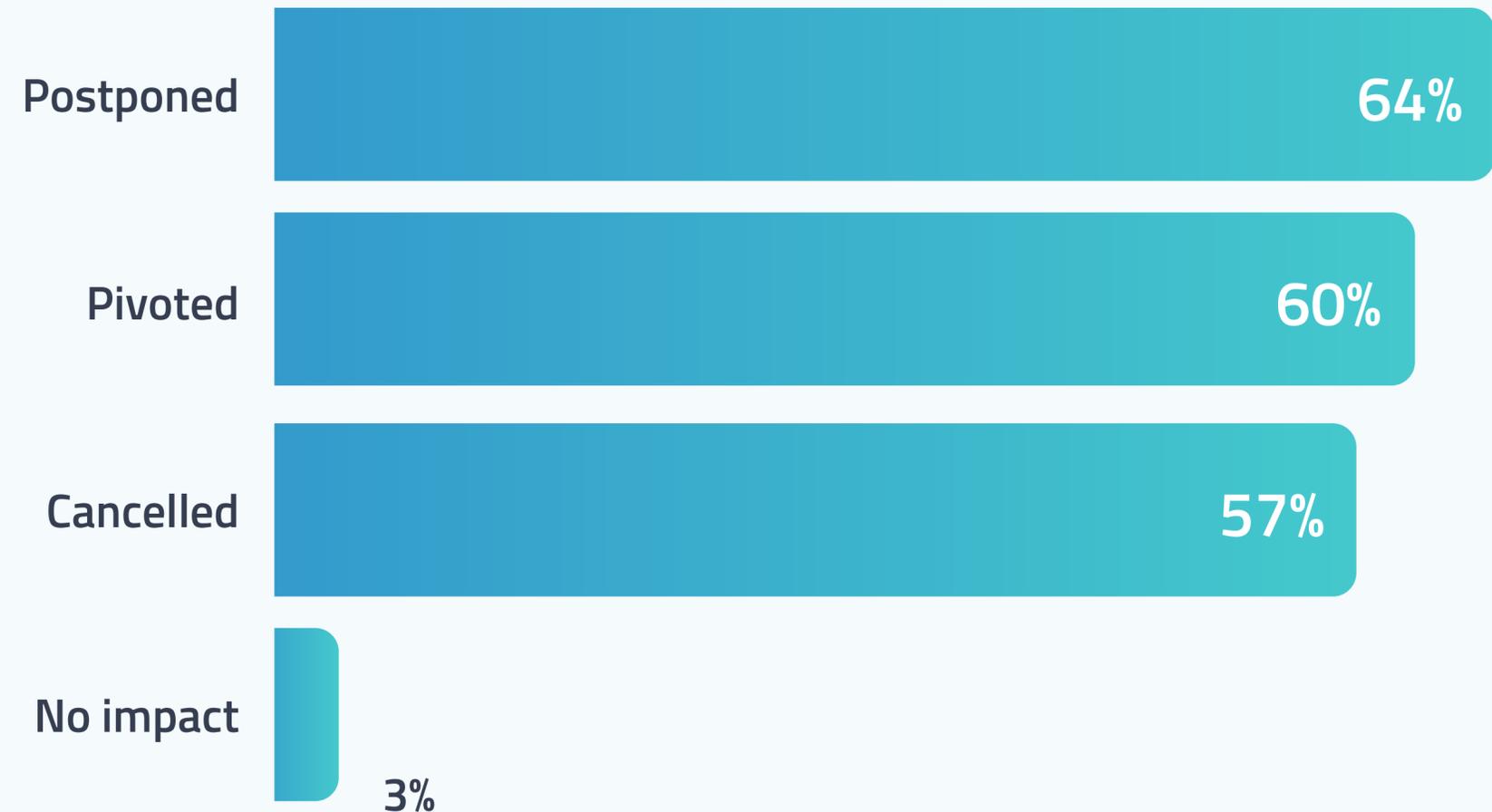
The majority of event marketers believe that their 2021 event budgets will decrease

COVID-19 impact on in-person and virtual budgets



The majority of event marketers have needed to cancel, postpone, or pivot their events to virtual

COVID-19 impact on events:



Multiple responses permitted

What Event Marketers are Saying: Concerns for the Future



Safety and getting people to actually attend.

Director/Manager, Enterprise Events Group



How long it will take for attendees to feel comfortable again to travel to attend in person events of scale.

Executive, Solar Winds



Physical events will be slow to return for the next 12-18 months. Especially the larger ones. We'll need to focus on hybrid strategies and smaller, more focused programs to stay afloat in the meantime.

Sr. Director/Manager, Cloudera



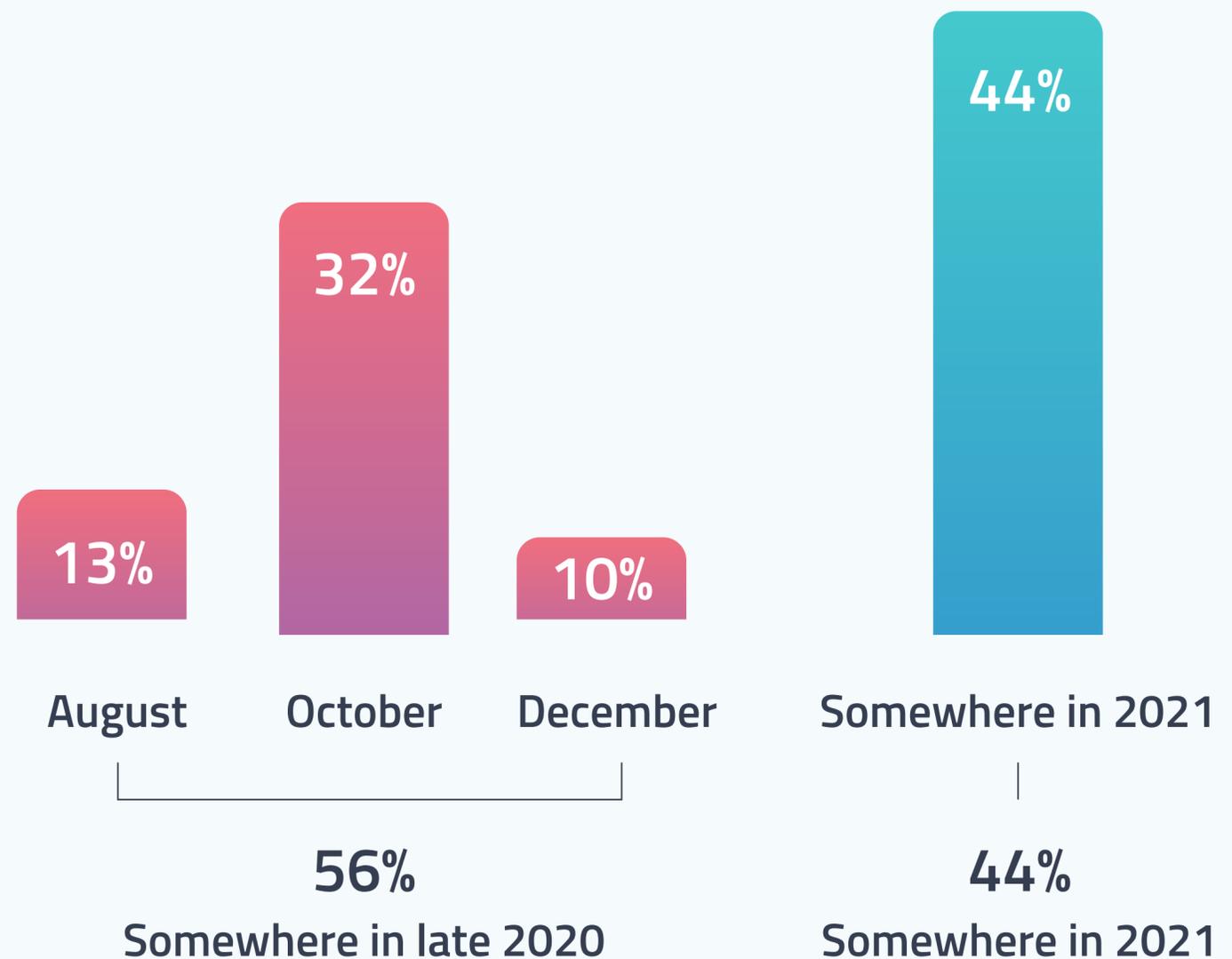
I think the future of events is safe, it may not look the same as it has in the past but there is a value in face to face connection that will be protected.

Director/Manager, HighSpot

VIRTUAL EVENTS ARE THE NEW FOCUS

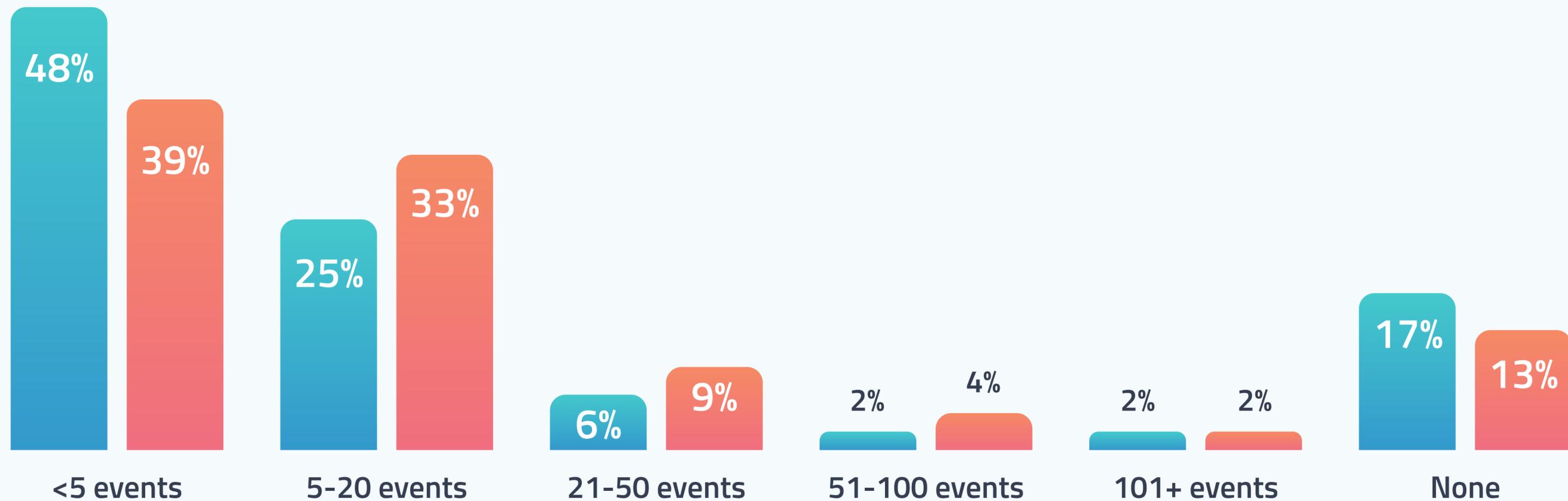
The majority of event marketers are optimistic that in-person events will be back on the table in 2020

When do you anticipate your organization will resume the hosting of in-person events?



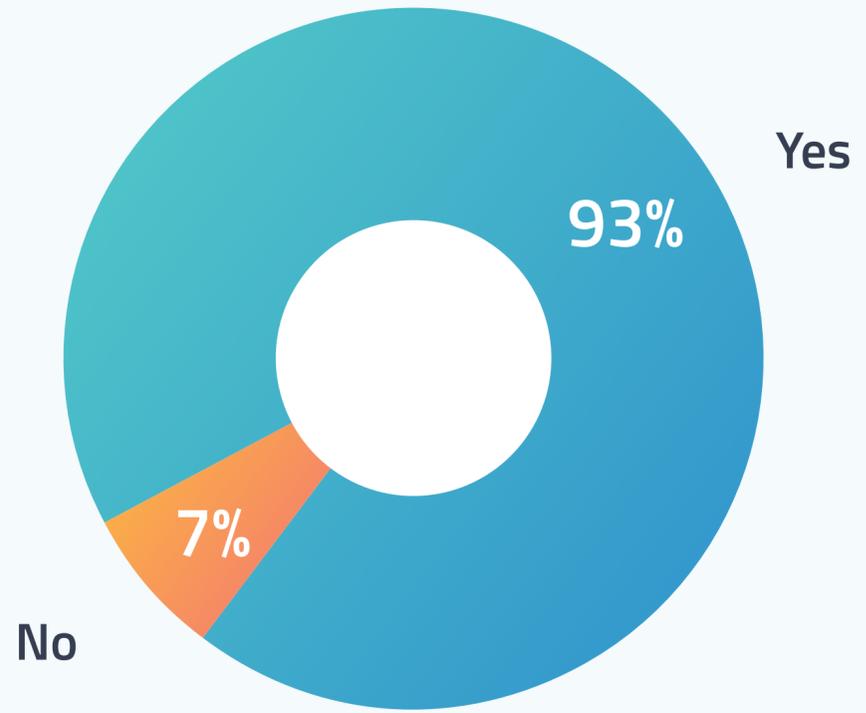
87% of the world's leading event organizers will run virtual events in 2020

How many ■ virtual and/or ■ in-person events are you planning to run between March-December 2020?

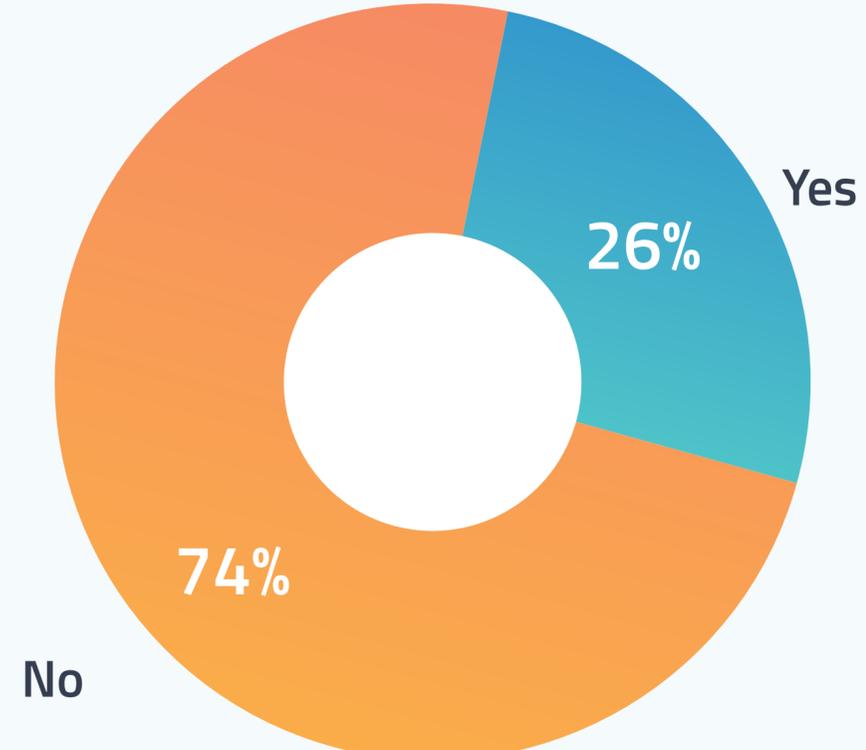


Over 90% of event marketers plan to incorporate virtual events into their strategy

Planning to invest in virtual events moving forward?



Historically invested in virtual events?



What Event Marketers are Saying: Advice for Virtual Events



Think through your engagement strategy. Attendee experience is now more important than ever and if you don't think attendee first it will be harder to recover them for a virtual event vs in-person.

Director/Manager, HighSpot



Everyone knows this a tricky time and attendees have increased levels of patience and understanding. Use this as an advantage to build an effective delegate experience for your new event format.

Director/Manager, Jisc



Research the tools that best meet your goals, and find ways to engage your attendees in a meaningful way.

Sr. Director/Manager, Cloudera



Pulling off a great virtual event is a lot more complex than it seems. Yeah, you don't have to deal with venues, caterers, photographers, and so on, but there's still many things that can go wrong, so plan accordingly.

Sr. Director/Manager, Asana

ENGAGEMENT IS THE KEY TO VIRTUAL EVENT SUCCESS

Contact engagement and retention are the top goals for virtual event programs

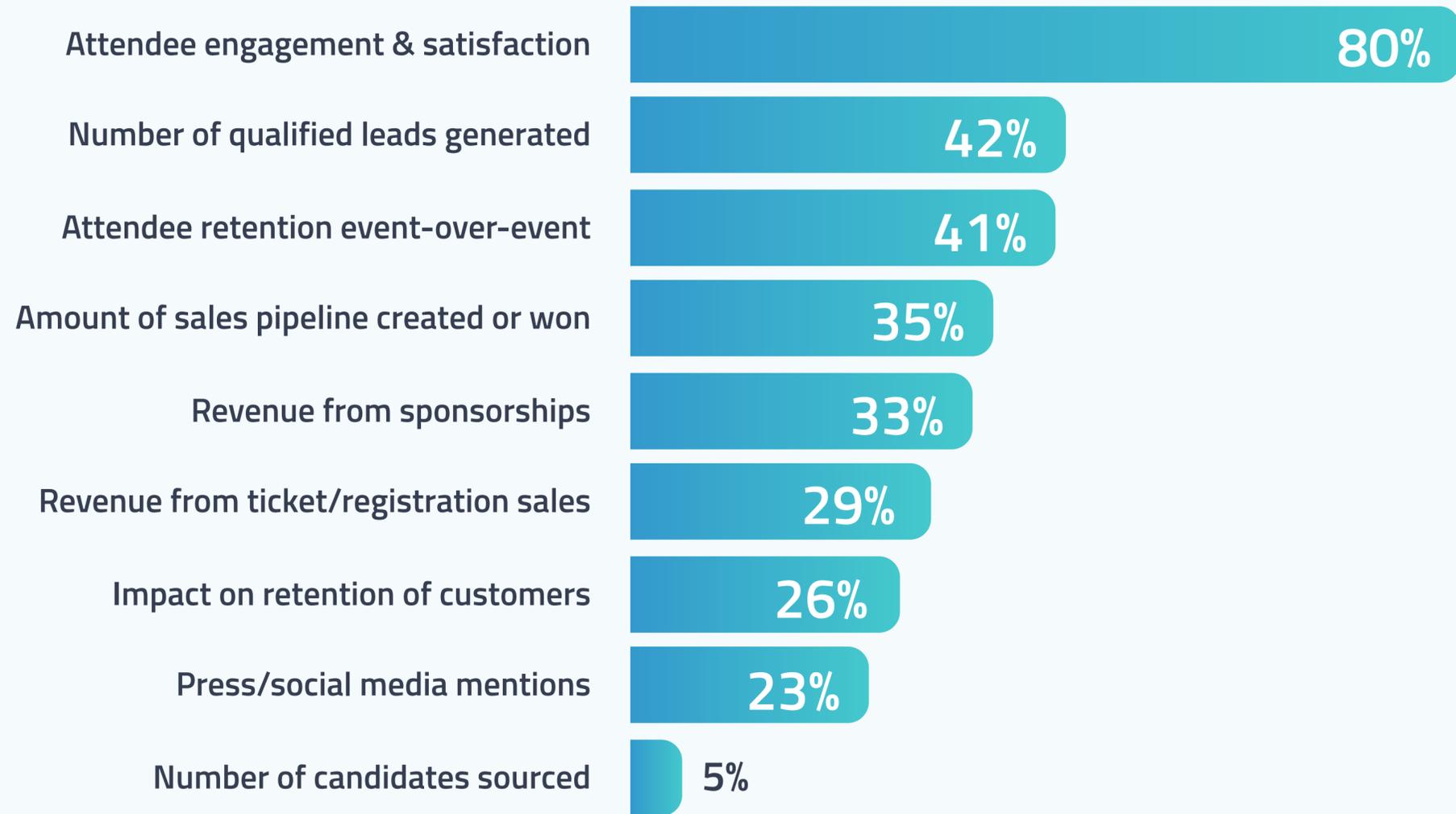
What are the main goals that you aim to achieve with virtual events?



Multiple responses permitted

Attendee engagement and satisfaction is the top KPI for measuring virtual event success

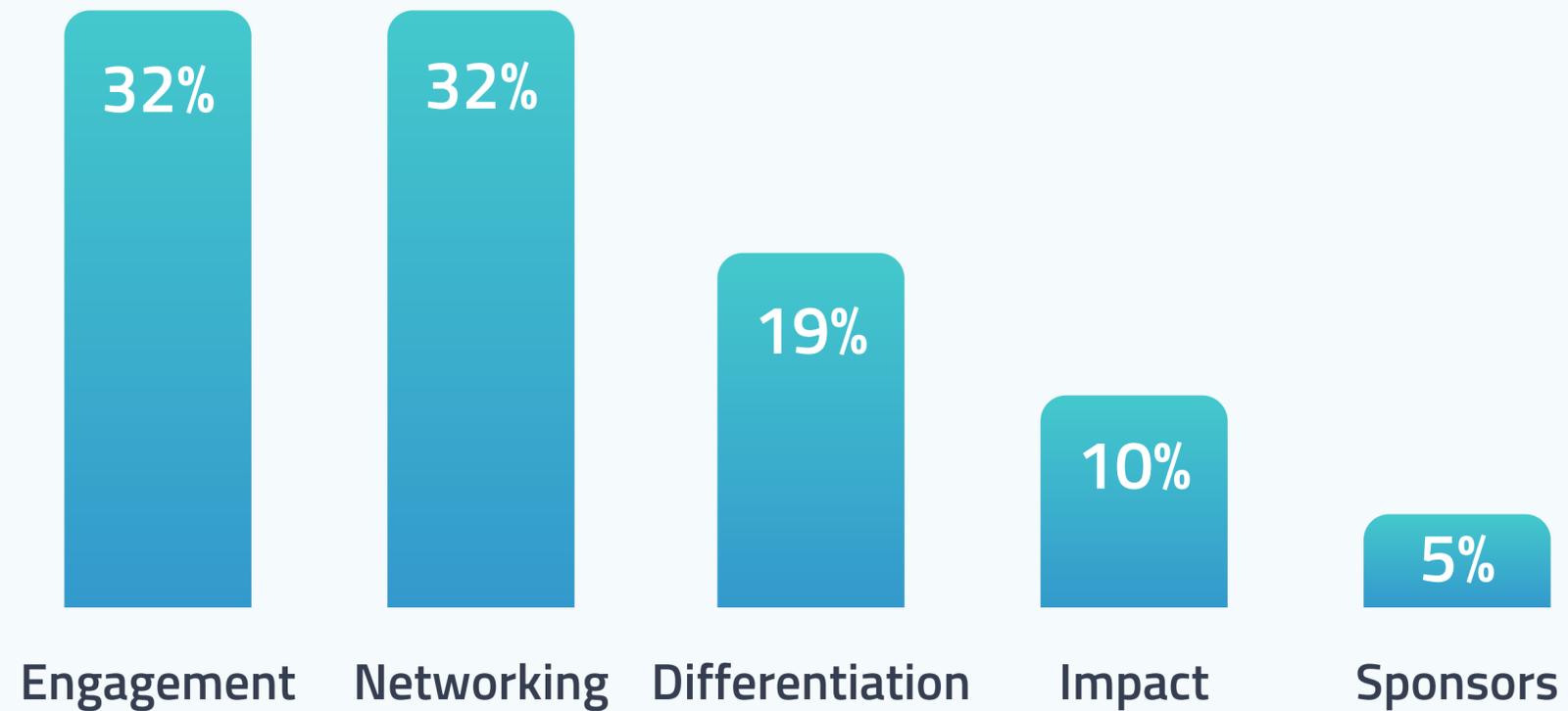
KPIs used for measuring virtual event success



Multiple responses permitted

Achieving true engagement solely through virtual in the long-term is very difficult

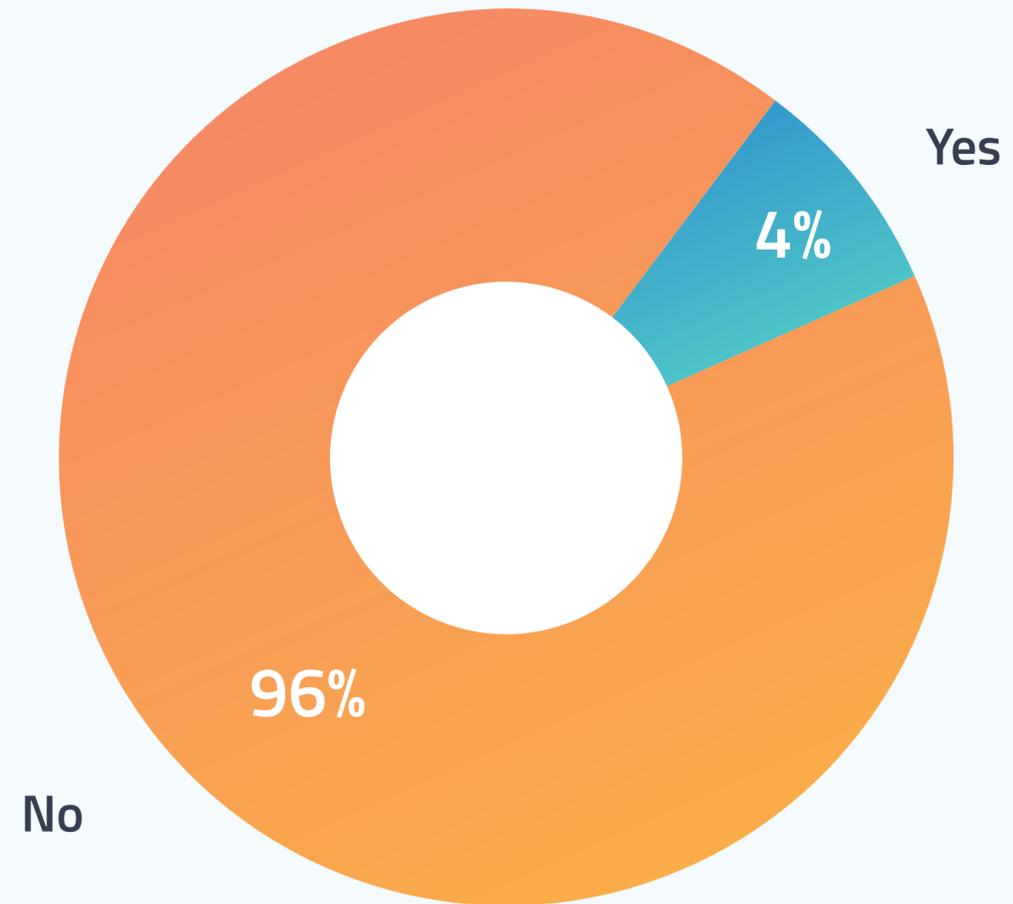
Most challenging aspects of in-person events to adapt through virtual events:



THE FUTURE OF EVENTS IS HYBRID

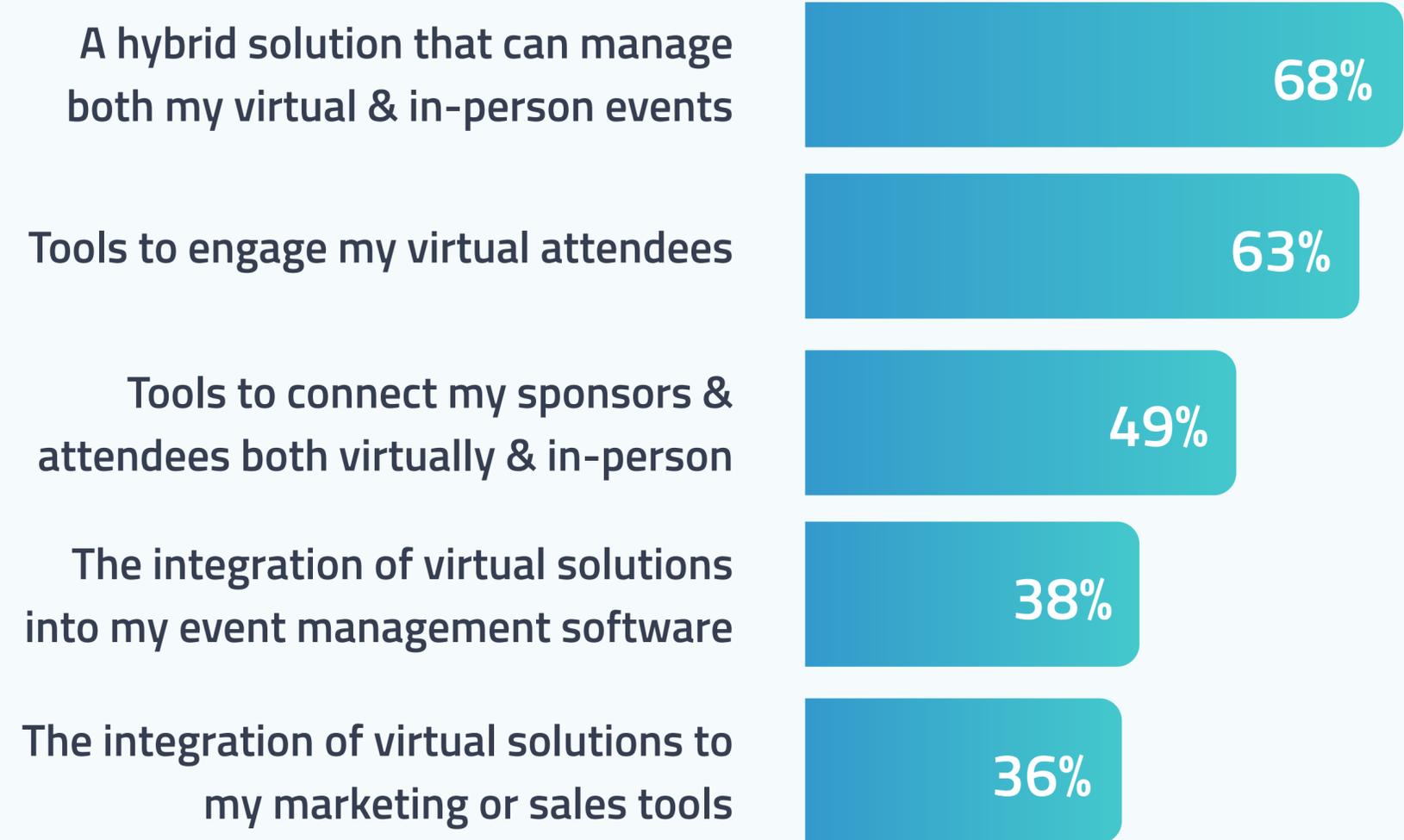
Event marketers agree that the in-person experience is irreplaceable

Will virtual events replace in-person events?



Event marketers are looking for technology that supports a hybrid event strategy

Aspects of event technology that will play a key role in 2020 and 2021 event strategies



Multiple responses permitted

What Event Marketers are Saying: Advice for an Uncertain Future



Always continue to put the customer first, thinking of what they really want and need during this time. There's no value in simply flipping in person events to virtual events unless there's really a need and demand.

Executive, Solar Winds



You have to be willing to adapt. Virtual events will not replace in person events, but for the time being we all have to do virtual events.

Director/Manager, The Linux Foundation



Be innovative and take risks

Director/Manager, Clio



Do not lose sight of in-person events, at some point we should and will go back.

Executive, WSO2

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