

plannerPULSE™

Summer 2022



encore

EVENTS THAT TRANSFORM

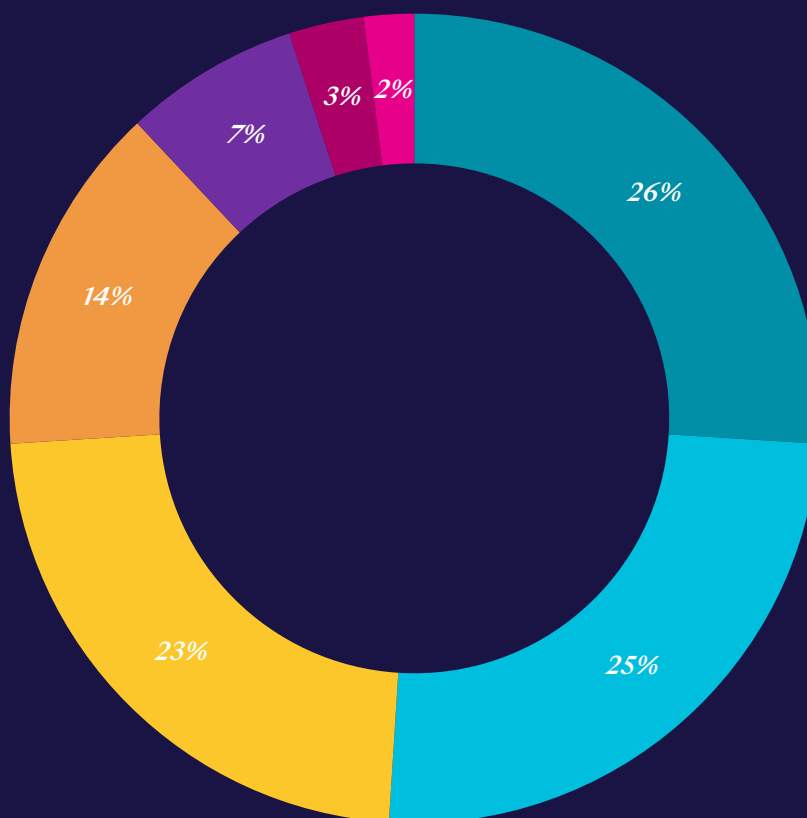
Survey fielded early June '22

Objectives

- > Monitor planner sentiment about hybrid, virtual and in-person events
- > Gain ongoing perspective on industry

Respondents

- > 750 respondents
- > Primarily corporate and association planners (51%)



■ *Corporate*

■ *Association*

■ *Admin / Other Prof*

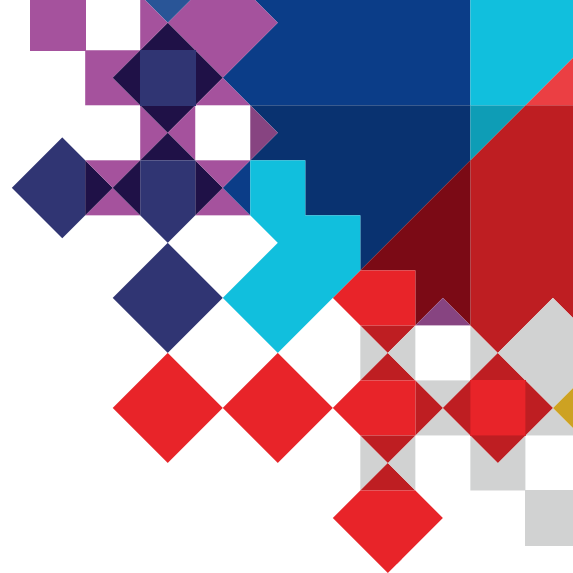
■ *Marketing Prof*

■ *Third Party*

■ *Spec Event Producer*

■ *Freelance*

Summer 2022 Planner Pulse Executive Summary



Industry outlook continues to be very positive despite economic concerns

More planners are booking or actively sourcing new events than previous 2 years 4

In-person events expected to increase in H2 2022 6

Current industry conditions contributing to high planner stress

Planners still do not have enough lead time for large events 8

With inflation and supply chain issues, budgets are increasing in many areas 10

Post-recovery, planners believe events are going to provide better experience for participants

Participant experience is becoming a greater factor with event planning and its challenges 12

Hybrid event needs are shifting to be more experiential 14



Key finding 1

More planners
are booking or
actively sourcing
new events than
previous two years

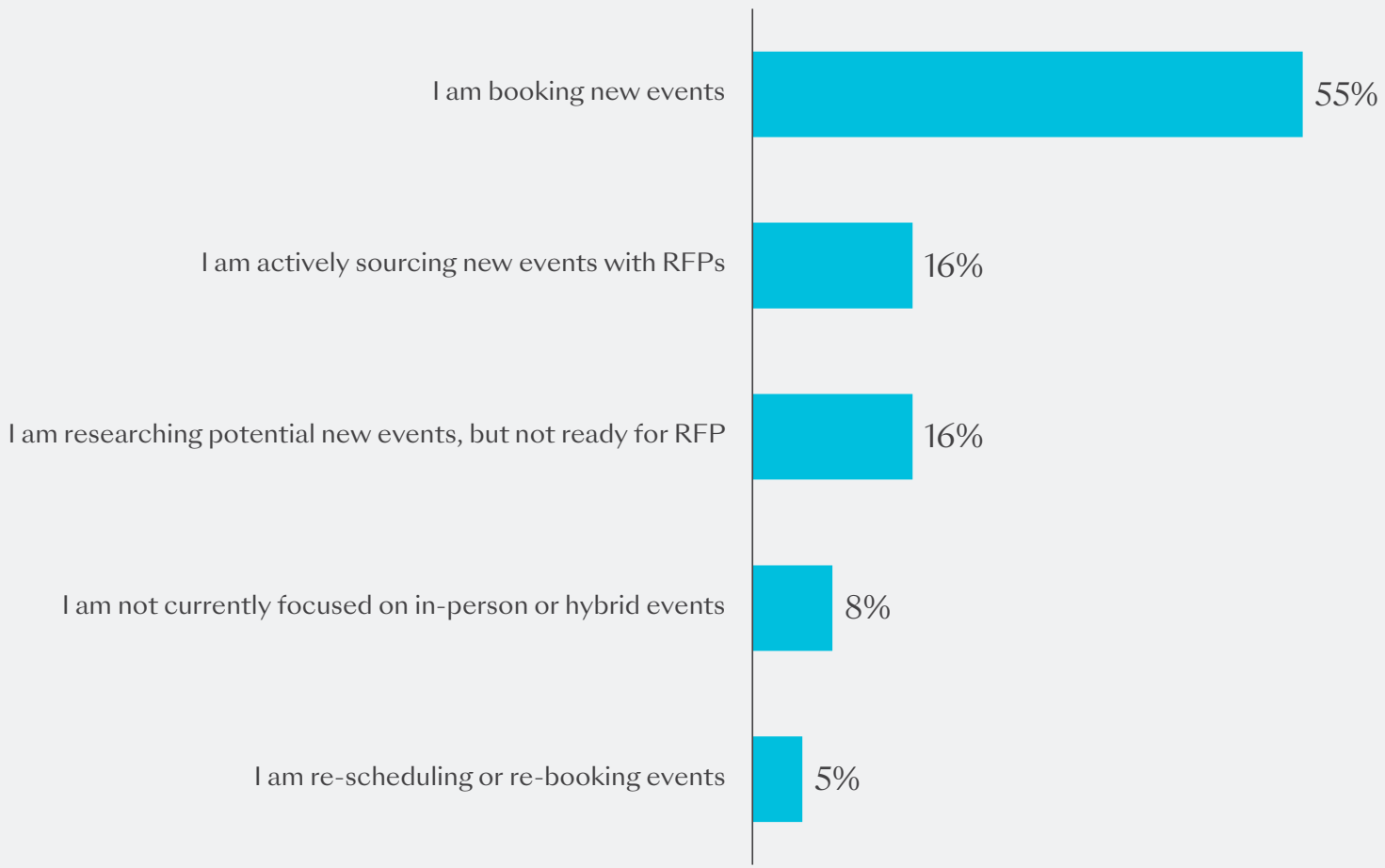




More planners booking or sourcing new events than at any point since 2020

Planners focused on re-scheduling or re-booking is also at its lowest

Q – What is your current primary focus as it pertains to in-person or hybrid events?





Key finding 2

In-person events
expected to increase
in H2 2022

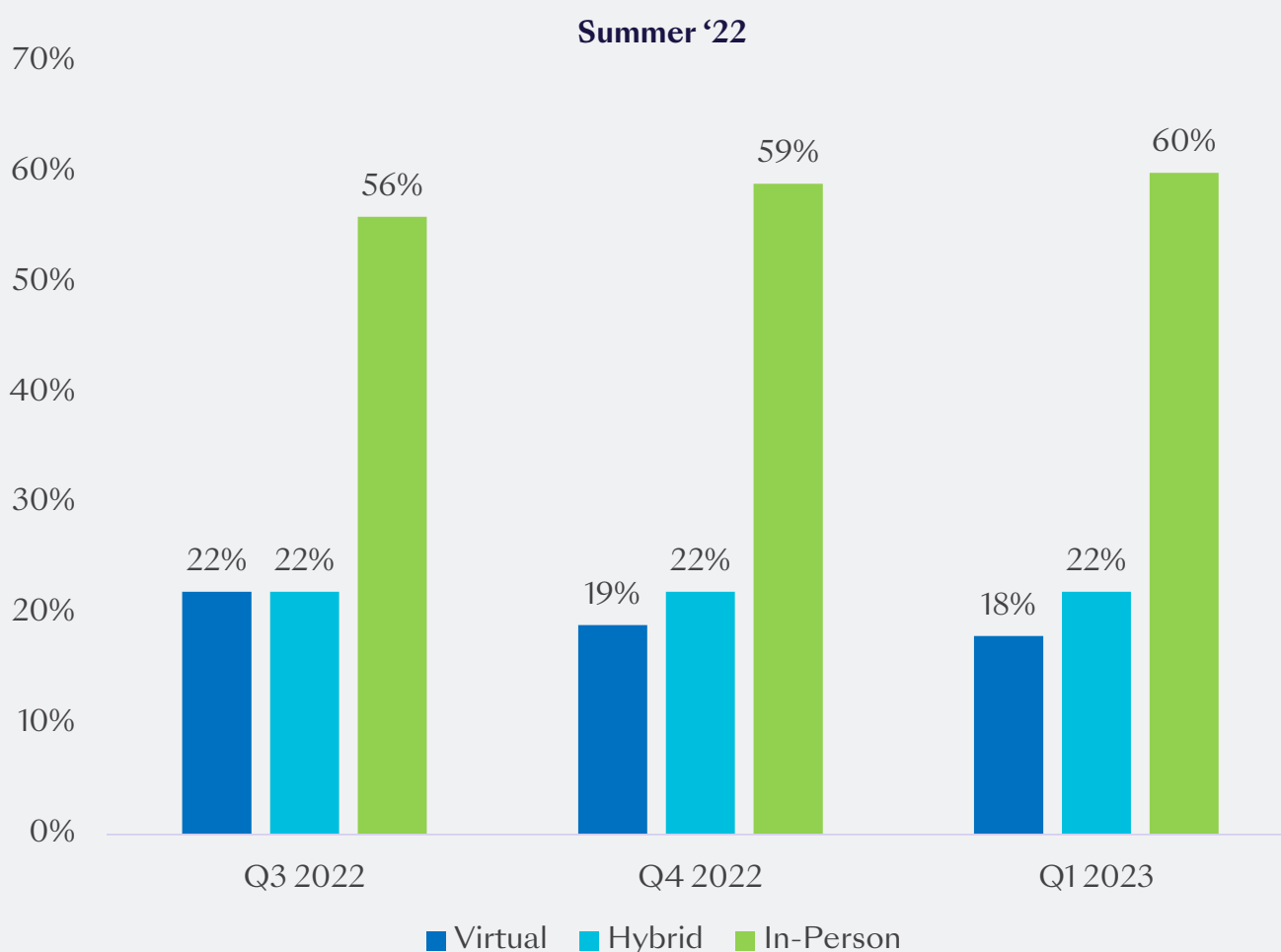




More in-person events expected in H2 2022 than in Spring results

4 out of 5 events expected to have an in-person audience with 1 out of 5 hybrid

Q – For the upcoming calendar quarters, what delivery format do you expect your events to take?





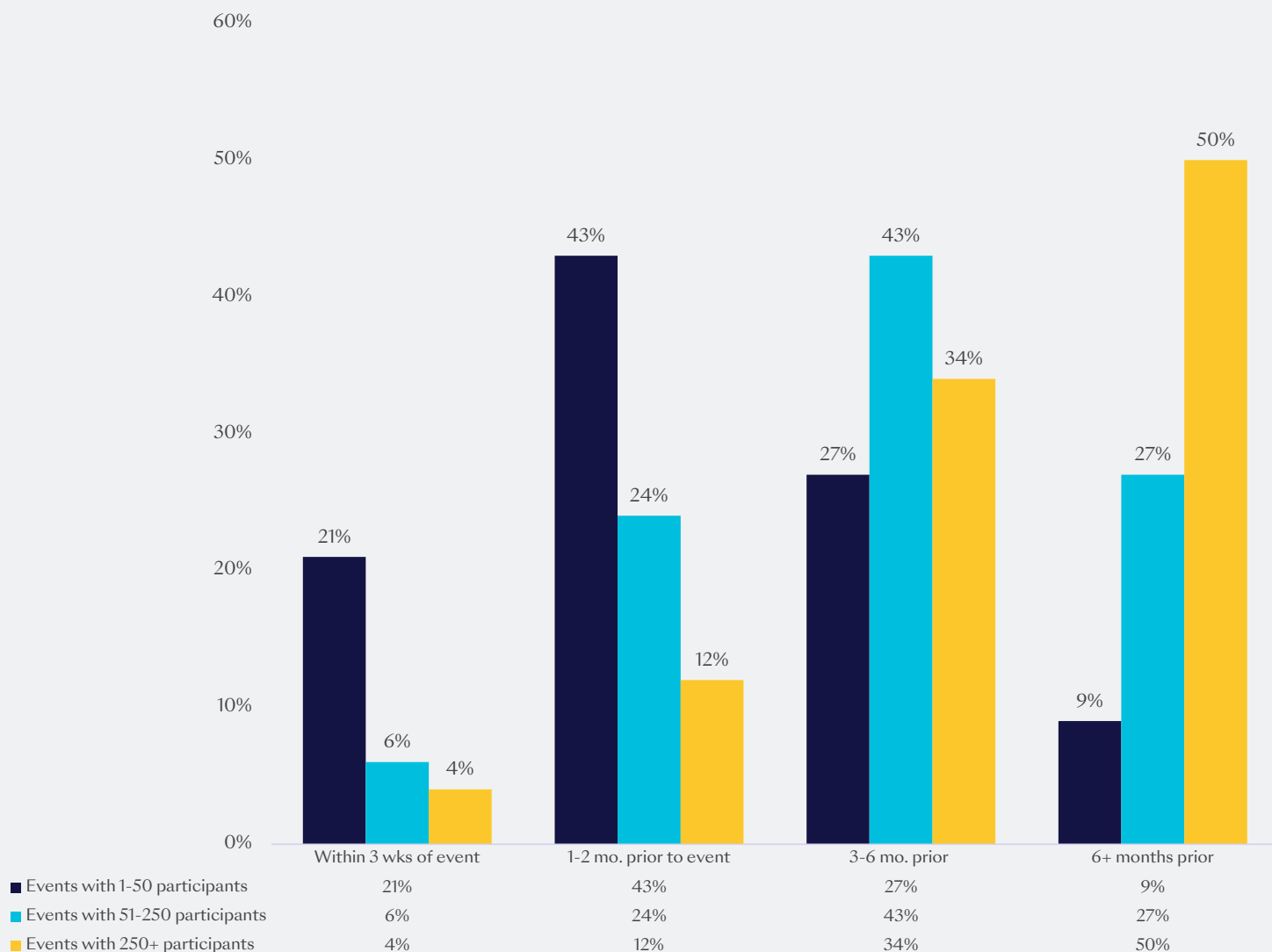
Key finding 3

Planners still
do not have
enough lead time
for large events

Only half of large events being planned at least six months out

Lead times for medium/small meetings appear to be improving

Q – What is currently your lead time for confirming events and supplier contracts?





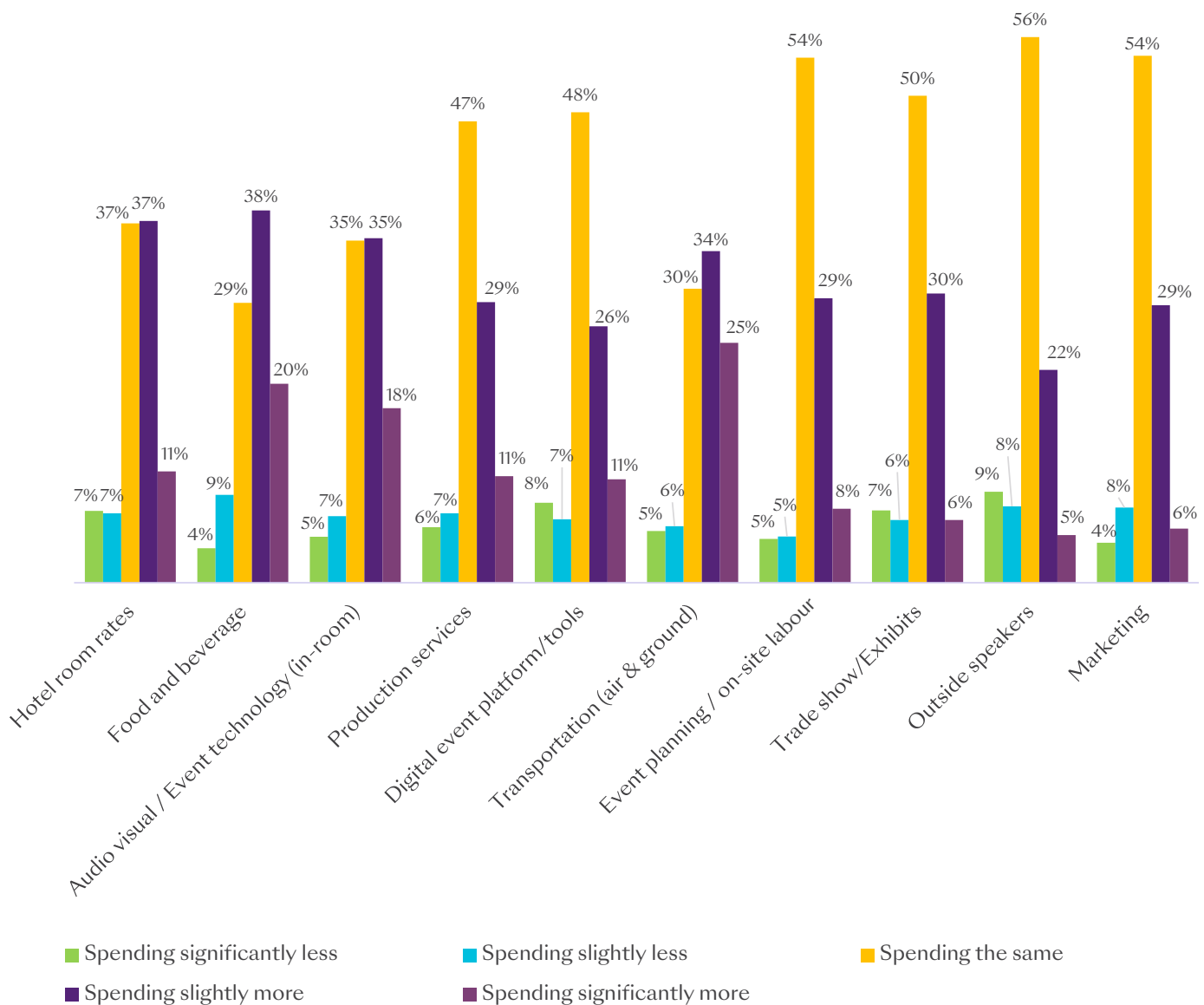
Key finding 4

With inflation
and supply chain
issues, budgets are
increasing in
many areas

Transportation and Food and Beverage accounting for largest budget increases

Over half of planners expecting to spend more on event technology

Q – How have your budget expectations changed recently for the following areas?





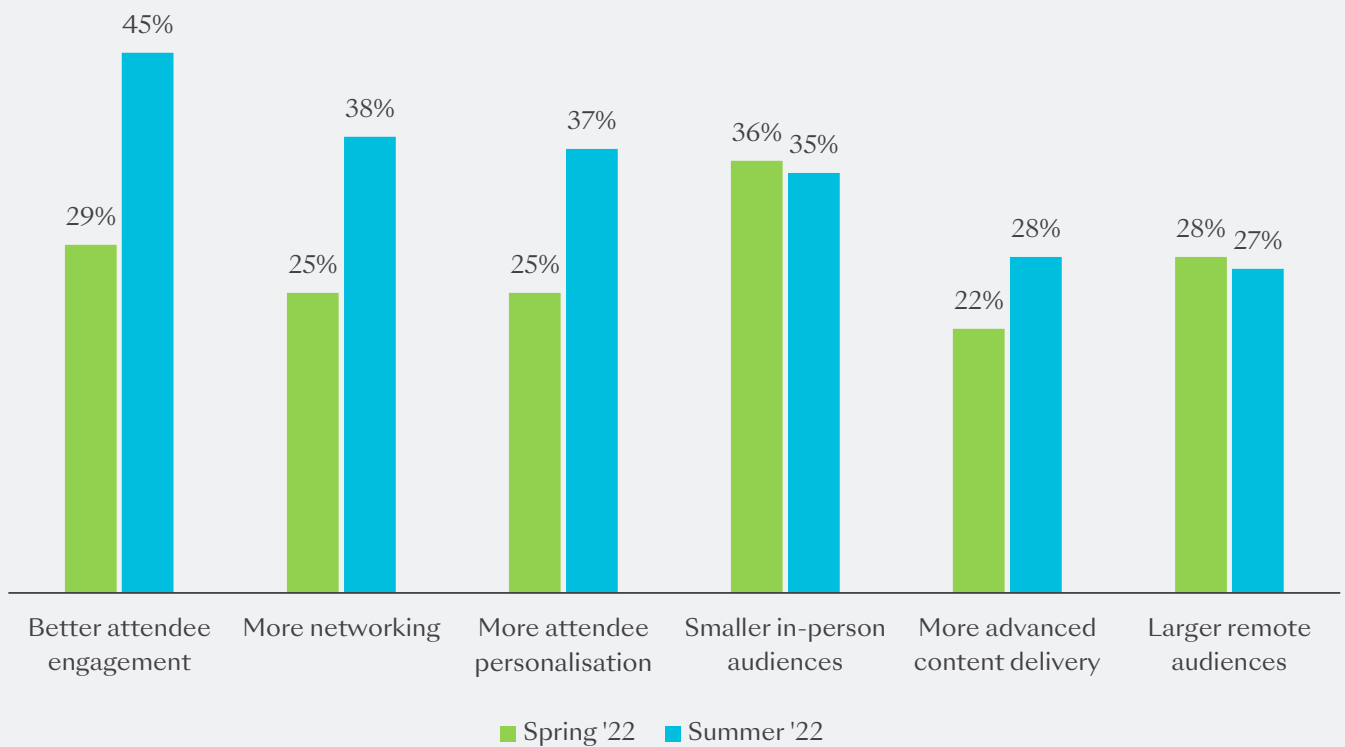
Key finding 5

Participant experience
is becoming a greater
factor with event
planning and its
challenges

In-person events will enhance participant experience

Better engagement, more networking & personalisation most prominent changes

Q – How will future in-person events compare to pre-pandemic in-person events? (Select all that apply)



Additional Options

More pre-recorded content – 22%
Deeper ROI measurements – 20%
Greater frequency – 20%

Broader reach/audience overall – 16%
More post-event content – 16%

More pre-event content – 13%
Less focus on general sessions – 10%



Key finding 6

Hybrid event needs
are shifting to be
more experiential

Engaging and planning for in-person and remote audiences top hybrid challenges

Technology costs, top challenge in Spring survey, rounds out the top 3

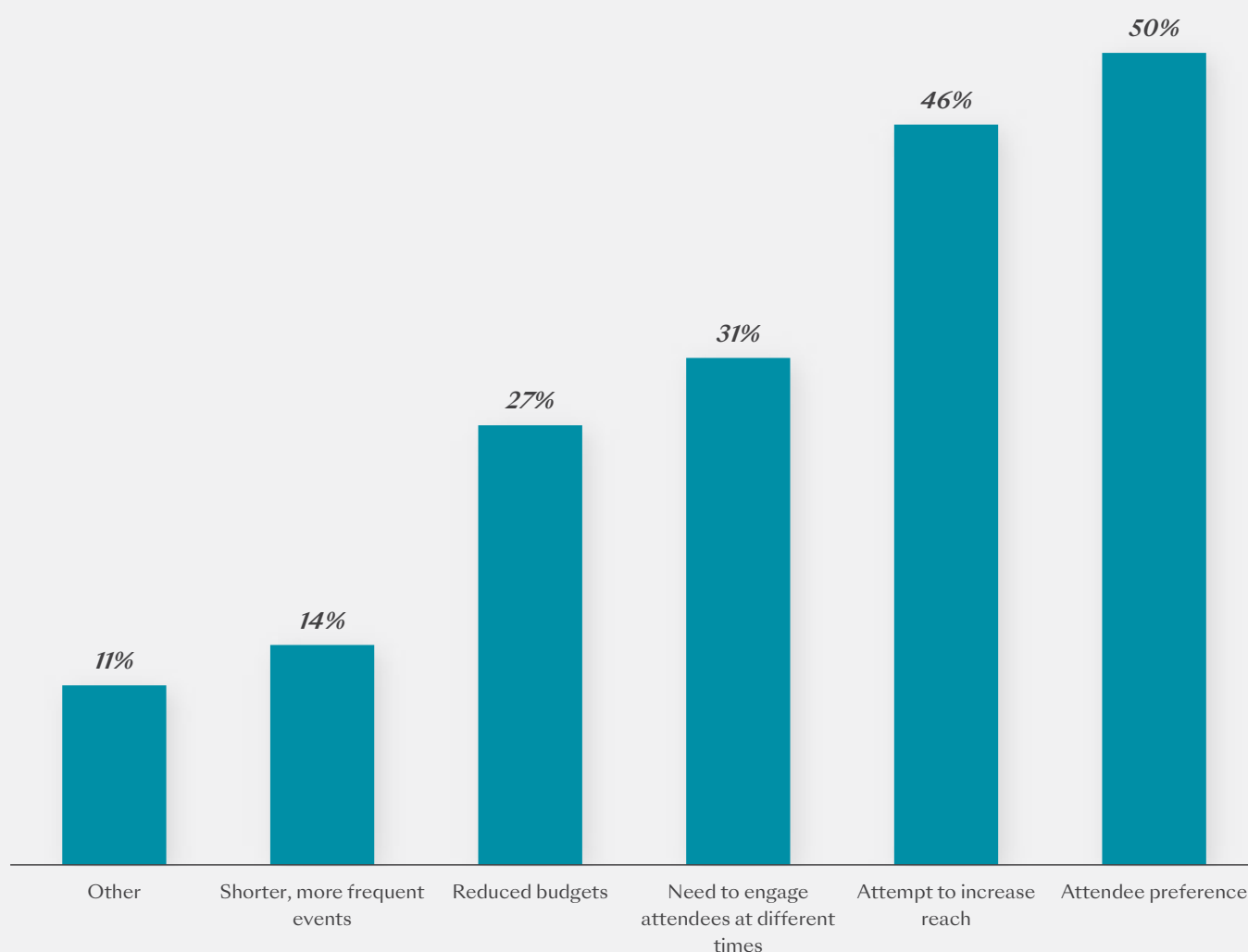
Q – What do you see as the biggest challenge you face planning hybrid events, ranked in order?

Challenge	Top 2 Box Fall '21	Top 2 Box Winter '21-2	Top 2 Box Spring '22	Top 2 Box Summer '22	Change vs. Spring
Effectively engaging both in-person and remote participants	32%	35%	35%	42%	7%
Planning for two separate experiences (e.g. in-person, virtual)	28%	29%	34%	38%	4%
Increased technology costs to enable remote participants	31%	29%	36%	36%	-
Willingness of participants to attend in-person events	43%	38%	32%	34%	2%
Maintaining safety protocols with in-person participants (e.g. distancing)	32%	42%	29%	23%	(6%)
Increased venue costs to enable safety protocols (e.g. larger meeting spaces)	16%	14%	19%	18%	(1%)
Lack of knowledge of how to plan a hybrid event (e.g. technology)	9%	8%	10%	10%	-

Need for hybrid events driven by preference

Planners aiming to increase audience reach and satisfy participants

Q – If applicable, what factors are contributing to your need to plan hybrid events? (select all that apply)





Other resources

- > [Hybrid+ Essentials Workbook](#)
- > [Hybrid+ Event Checklist](#)
- > [Hybrid+ Internet Connectivity Checklist](#)
- > [Enhanced Bandwidth Calculator Tool](#)



encore

EVENTS THAT TRANSFORM

This report provides a summary of opinion-based survey responses and is not intended to present findings of fact or make any fact-based claims or guarantees as to when live, in-person events will resume. Any projections, analysis, modeling or recommendations contained in this report are based on opinion survey results and subject to inherent uncertainty. Actual results may differ from the survey results presented in this report, and Encore does not guarantee the accuracy or the reliability of the opinions expressed herein. This report contains proprietary and/or confidential information of Encore and may not be quoted or reproduced (in whole or in part) without express prior written consent.

©2022 Encore Global LP or its subsidiaries. Proprietary and Confidential Information.