



The State of Events

New research into events' next chapter

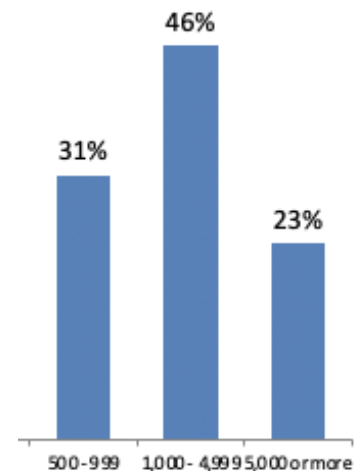


LIVE

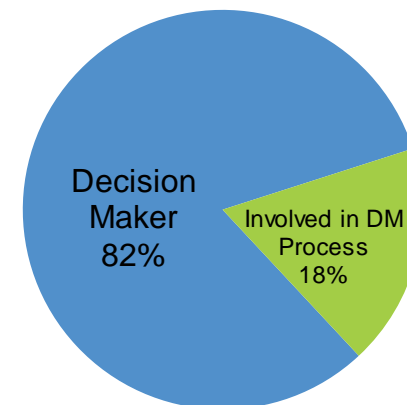
Methodology & Demographics

- Online survey of 500 marketers in August 2020.
 - United States: 350
 - United Kingdom: 150
- Sample provided by Market Cube.
- Respondents invited via an email invitation.
- Respondents incented to participate via the Market Cube's points program.

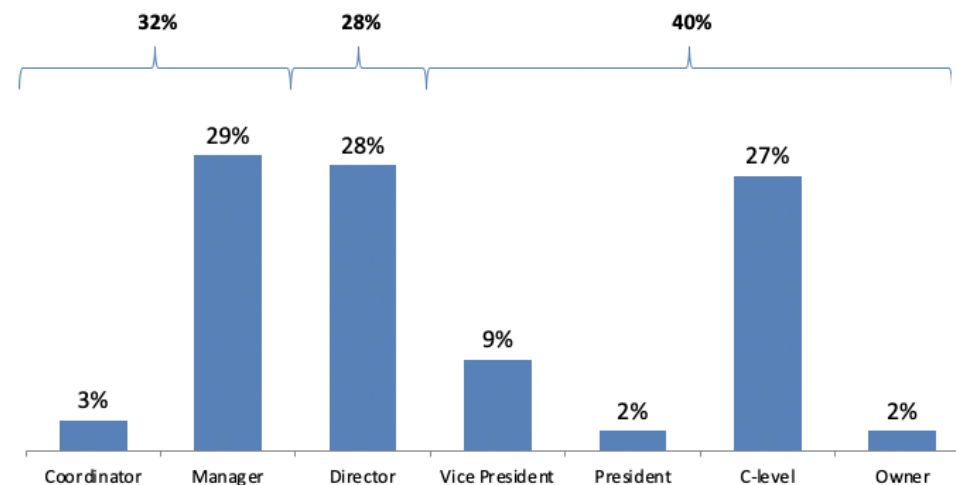
Company Size



Decision Making Status Related to Events

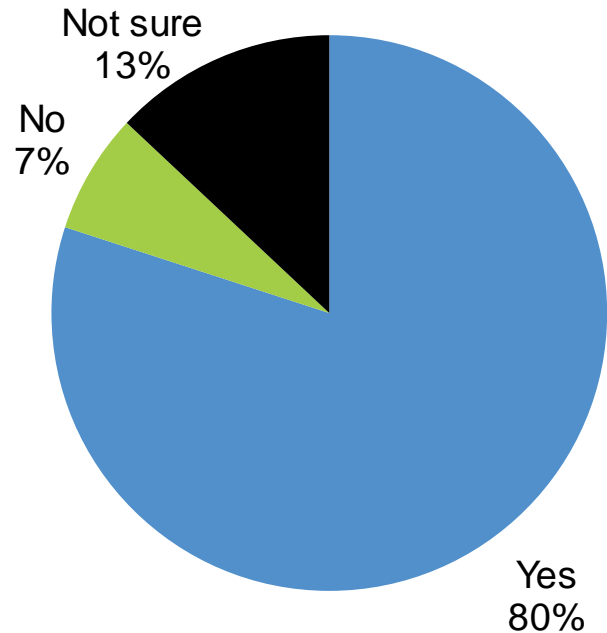


Seniority

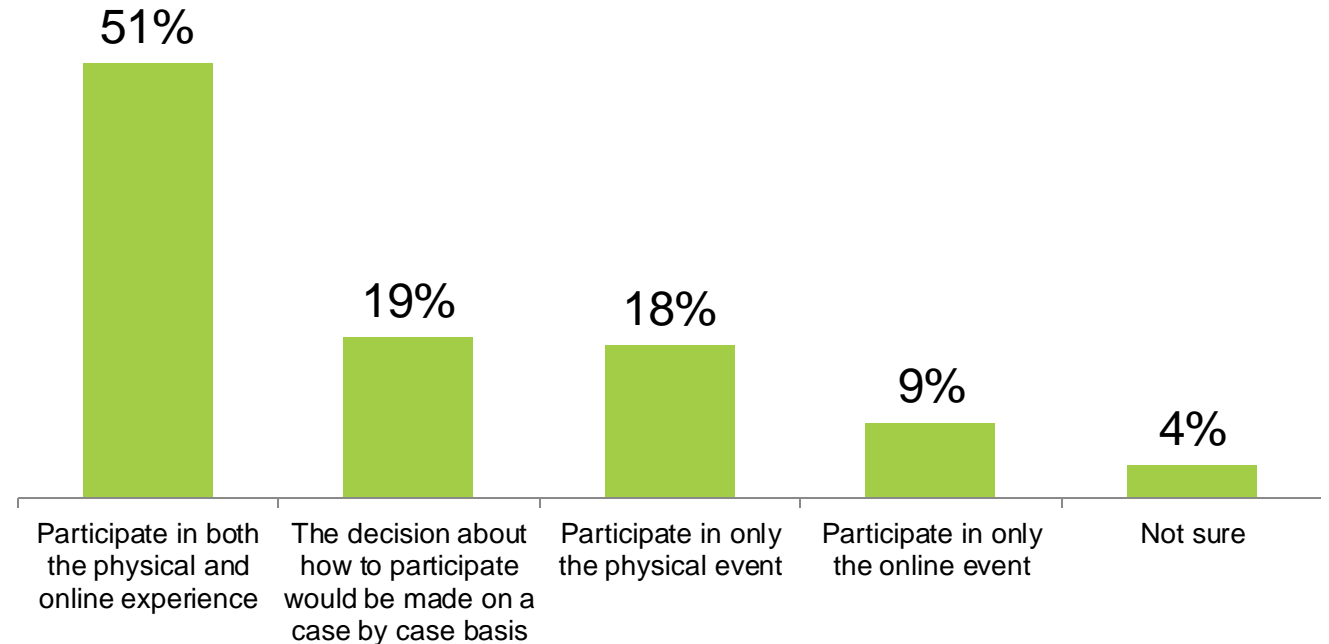


Marketers are entering a hybrid future where in-person and virtual events will coexist

Marketers' Predictions: Will There Be Both Physical and Online Experiences?¹



Participation in Physical and Online Experiences²

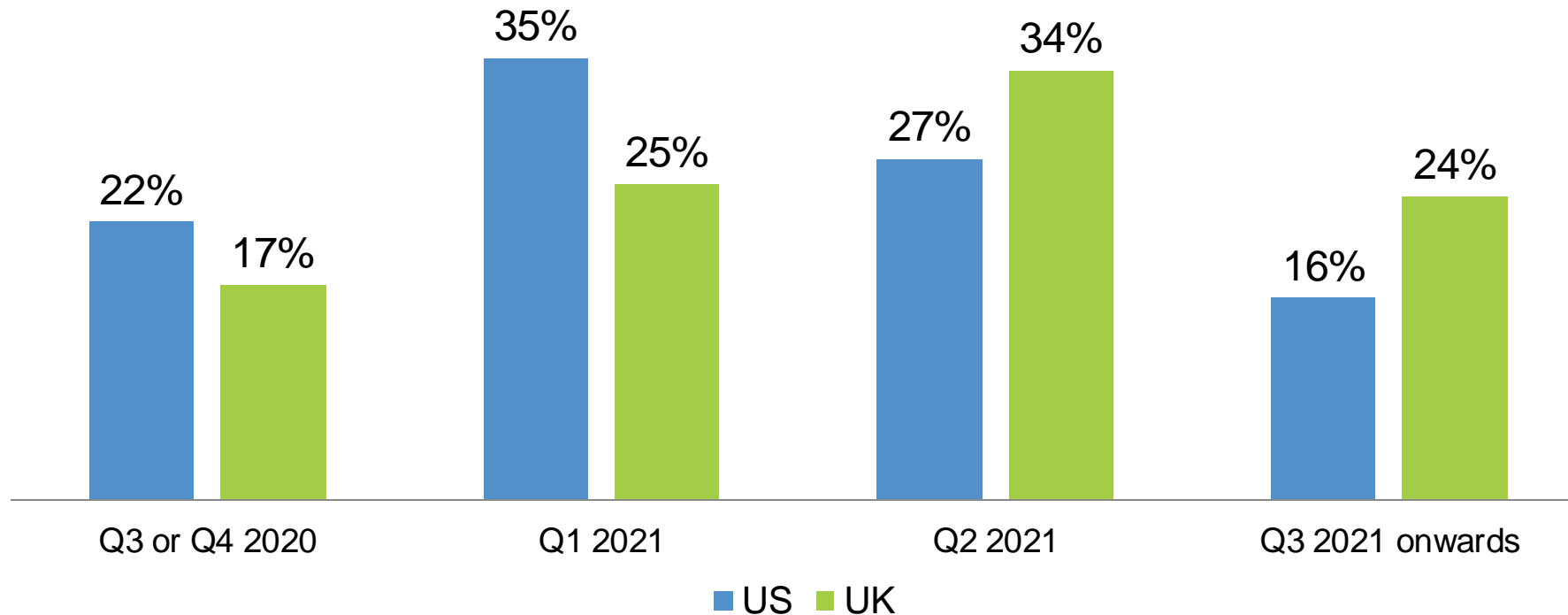


1 – When physical events return, do you believe 1st and 3rd party events will include both a physical and online experience?

2 – If both physical and online experiences were offered by vendors, would your company...

Most marketers predict the return of in-person events in the first half of 2021

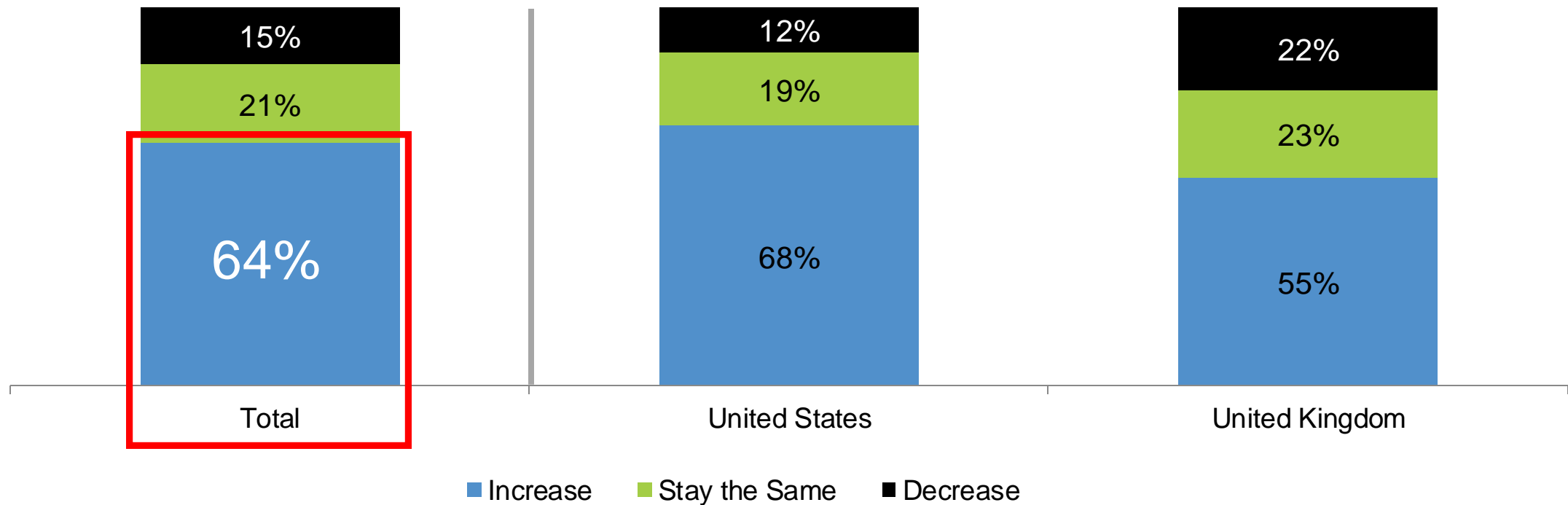
Prediction for Return of In-Person Events¹



1 – When do you anticipate your organization will begin reinvesting in physical events?

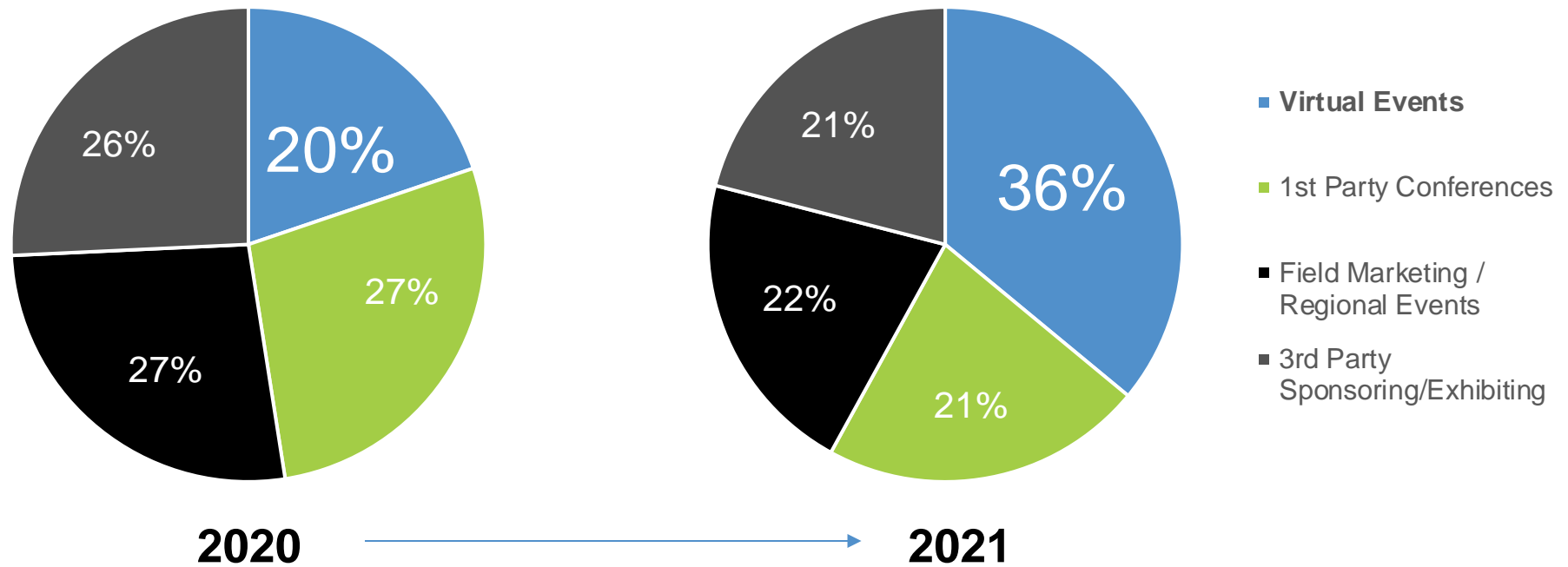
Marketers expect to increase their 2021 event marketing budget compared to 2020

Event Budget Changes from 2020 to 2021¹



1 – How will your 2021 events budget change as compared to 2020?

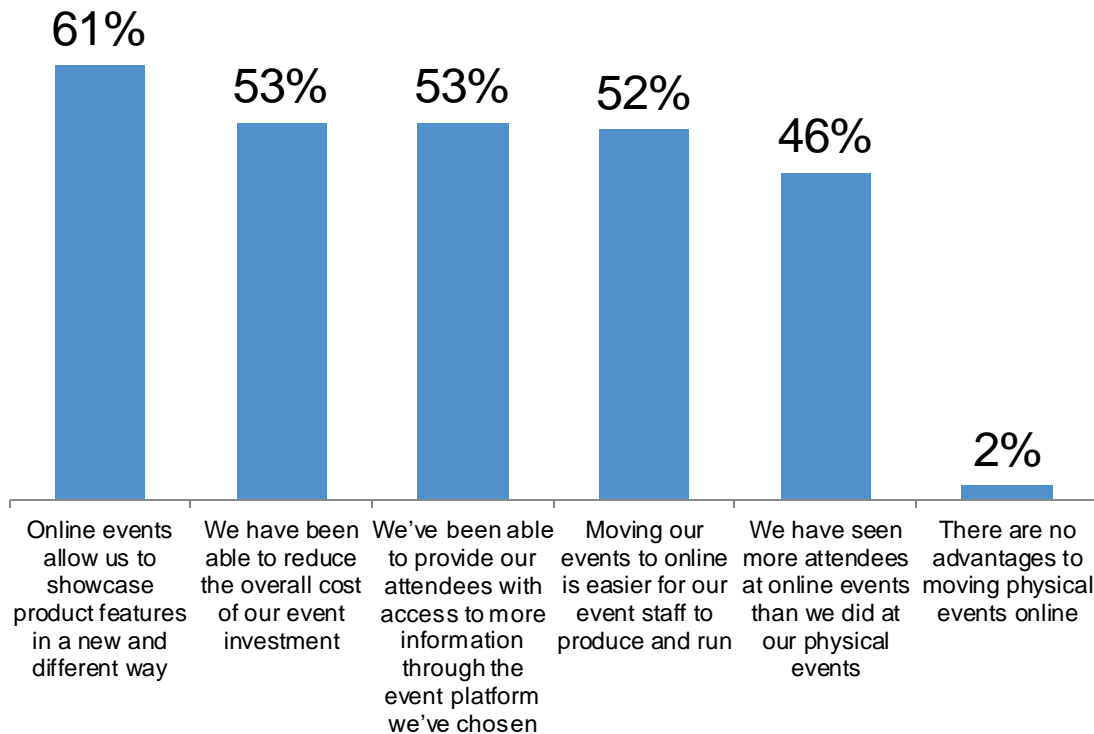
Marketers predict an increased investment in virtual events in 2021



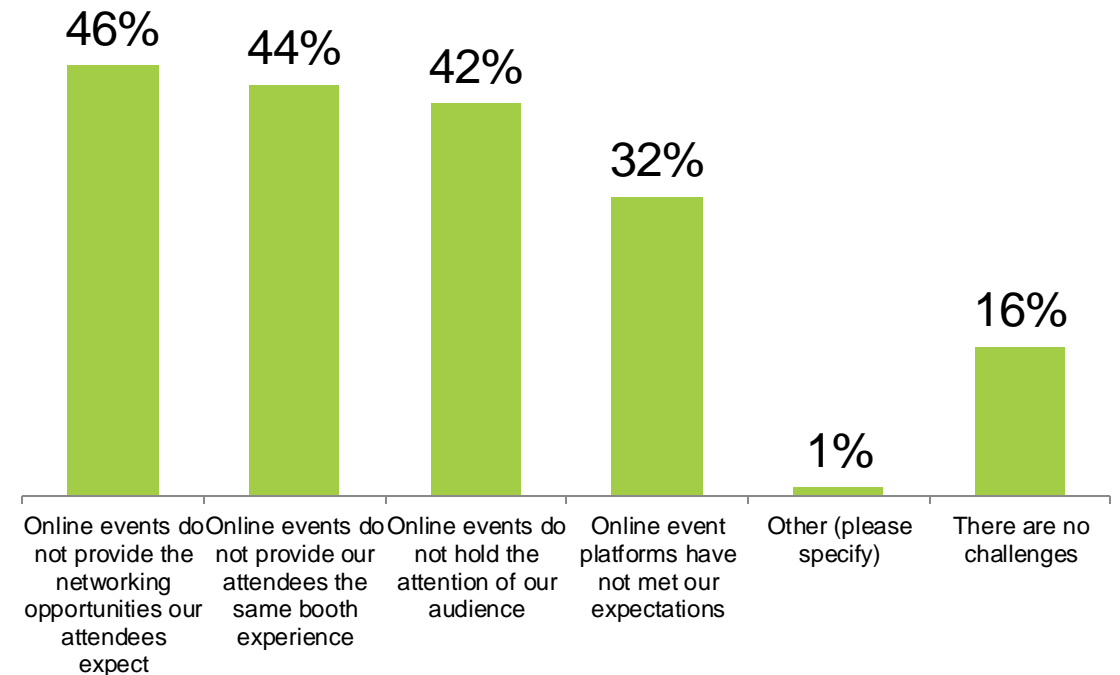
1 – 2020 pre-COVID-19 event budget allocation vs. 2021 forecasted event budget allocation

While virtual events can reach broader audiences, they face challenges in engaging those audiences

Advantages of Moving In-Person Events Online¹



Challenges of Moving In-Person Events Online²



1 – What are the advantages to moving your physical events online? Select all that apply.

2 – What are the challenges with online events as compared to physical events? Select all that apply.

The hybrid future of events will require event marketers to learn new skills and adapt to new ways of working

Event Marketers' Changing Roles¹

58%

I need to rethink our events strategy in a new way to ensure that it is successful and meets the goals of my organization

47%

I need to work with different people / teams in my organization in order to get my job done

43%

I need to learn new skills and technology in order to shift my in-person event focus

31%

I need to hire different vendors than those I usually engage with for in-person events

1 – How has your role as event marketer changed in 2020 since the COVID 19 pandemic began? Select all that apply.