

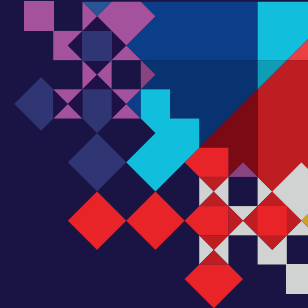
plannerPULSE™

Winter 2022



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EVENTS THAT TRANSFORM



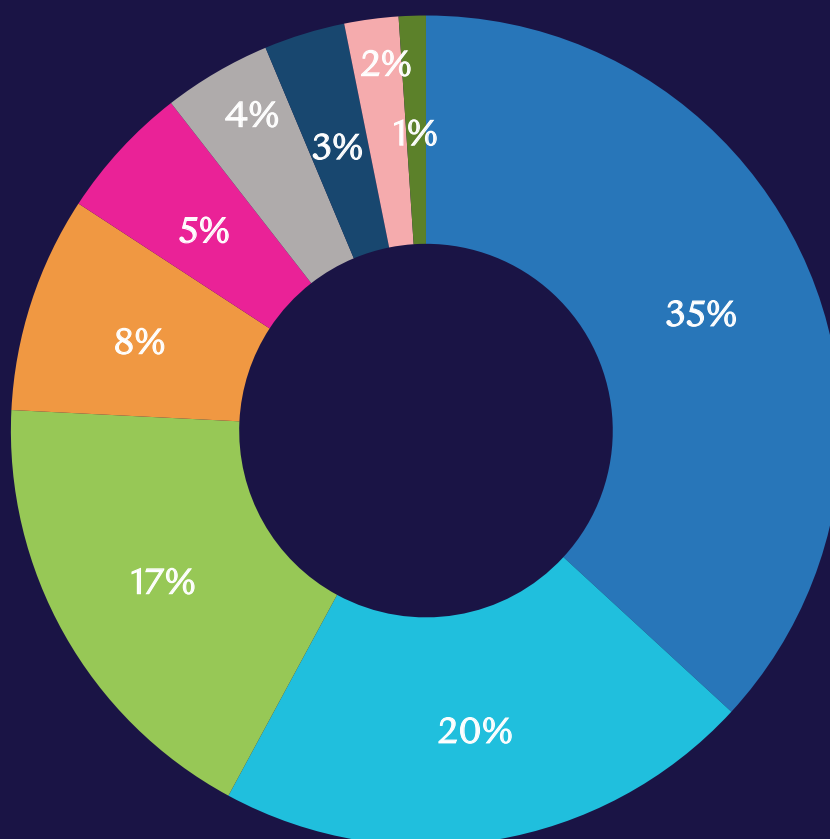
Survey fielded December '22

Objectives

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

Respondents

- > 723 respondents
- > Primarily corporate and association planners (55%)



■ Corporate

■ Association

■ Admin / Other Prof

■ Marketing Prof

■ Third Party

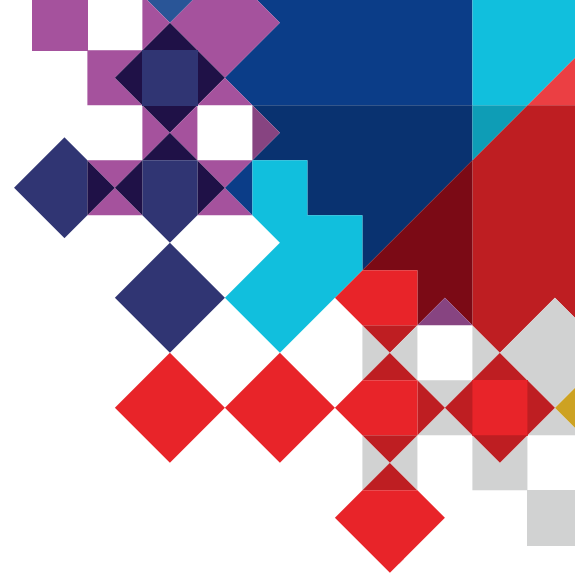
■ Trade Shows & Exhibitions

■ Independent/self-employed

■ SMERF

■ Weddings

Winter 2022 Planner Pulse Key Findings



The need to meet face-to-face will propel in-person events further in 2023

Human connection and engagement are the most impactful values for in-person events 4

In-person events will continue to increase with each new quarter 6

Last year's industry growth will continue despite rising costs

Most planners expect their attendees to grow this year 8

Six of ten planners will see budget increases this year driven by F&B, room rates, and transportation costs 10

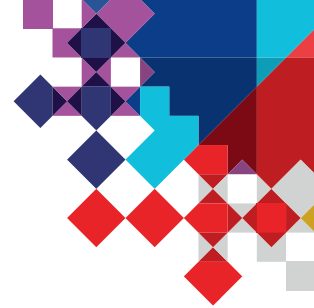
While ESG continues to be an area of opportunity, only half of planners find it important when selecting a venue or event technology partner

DE&I is most important ESG area when selecting a venue or event technology partner 12



Key finding 1

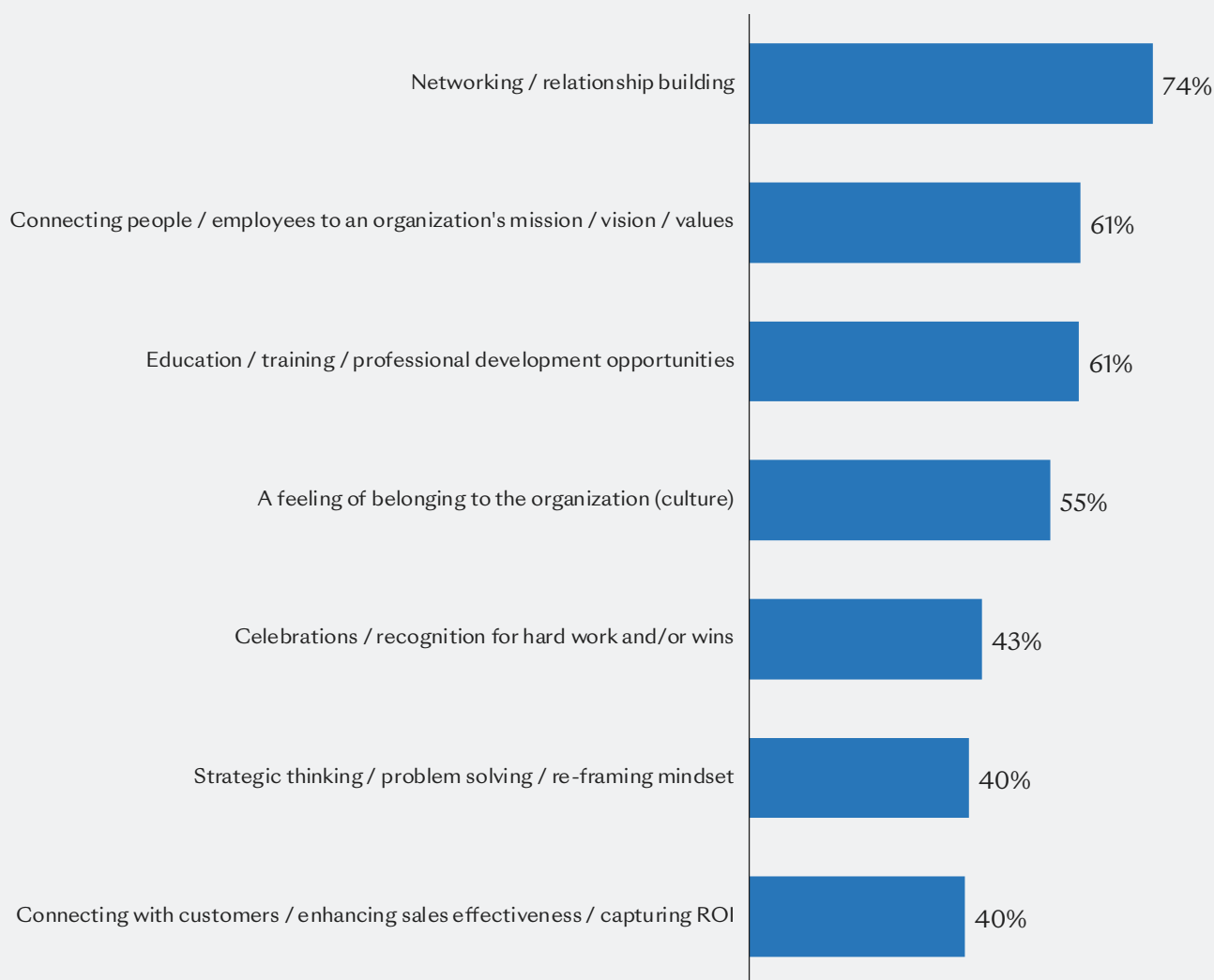
Human connection and engagement are the most impactful values for in-person events



Networking and relationships most valuable to in-person events in 2022

Connecting people to organizations' mission and training/education second most valuable

Q – Looking back on your 2022 in-person meetings/events that you have executed, what value do you feel they have brought to the attendees? (Choose all that apply)





Key finding 2

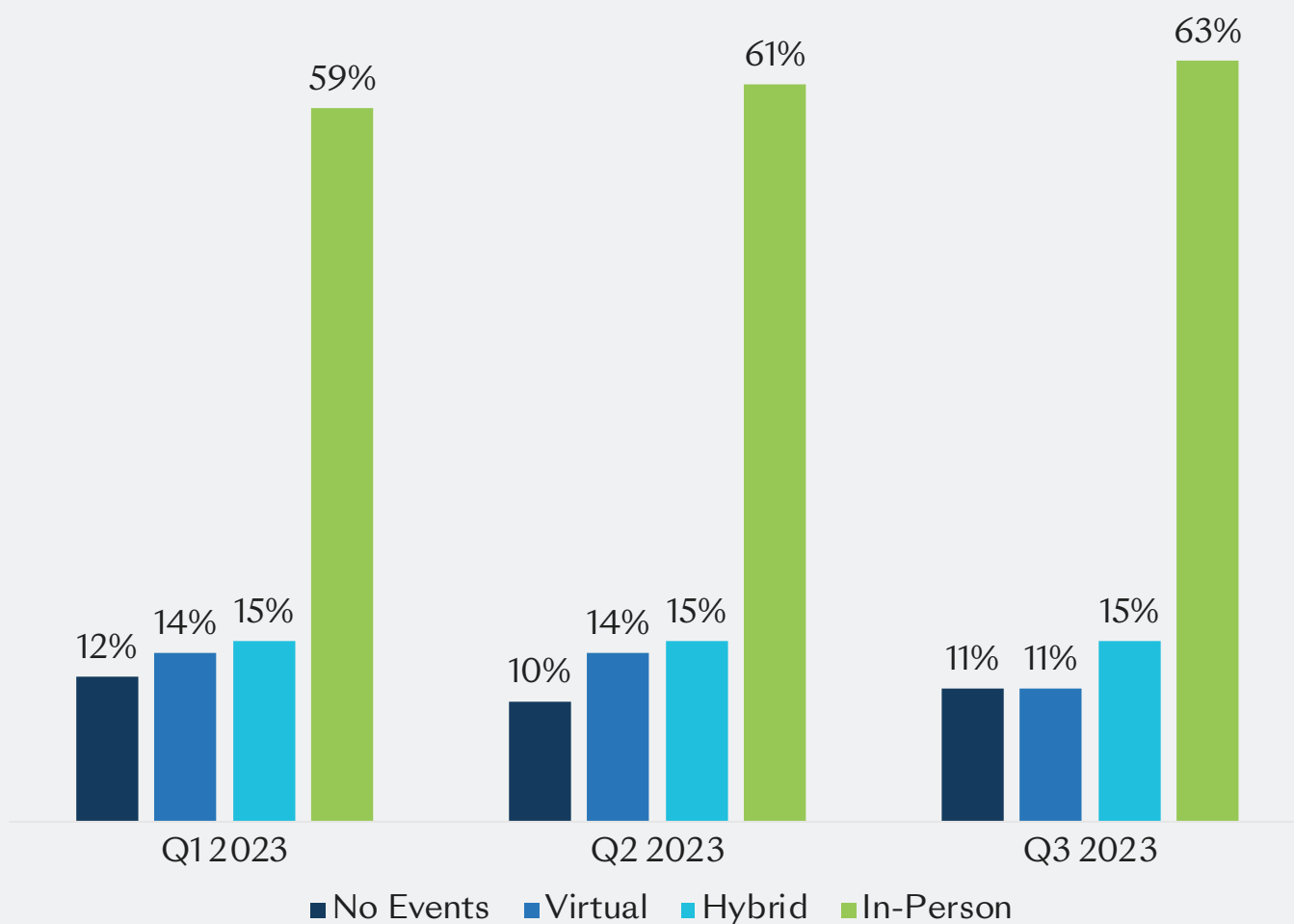
In-person events will
continue to increase
with each new quarter



In-person events still dominant over hybrid and virtual

Notable that 10% of planners are not planning events each quarter

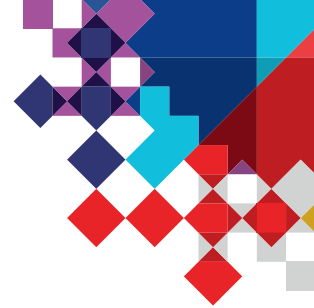
Q – For the upcoming calendar quarters, what delivery format do you expect your events to take?





Key finding 3

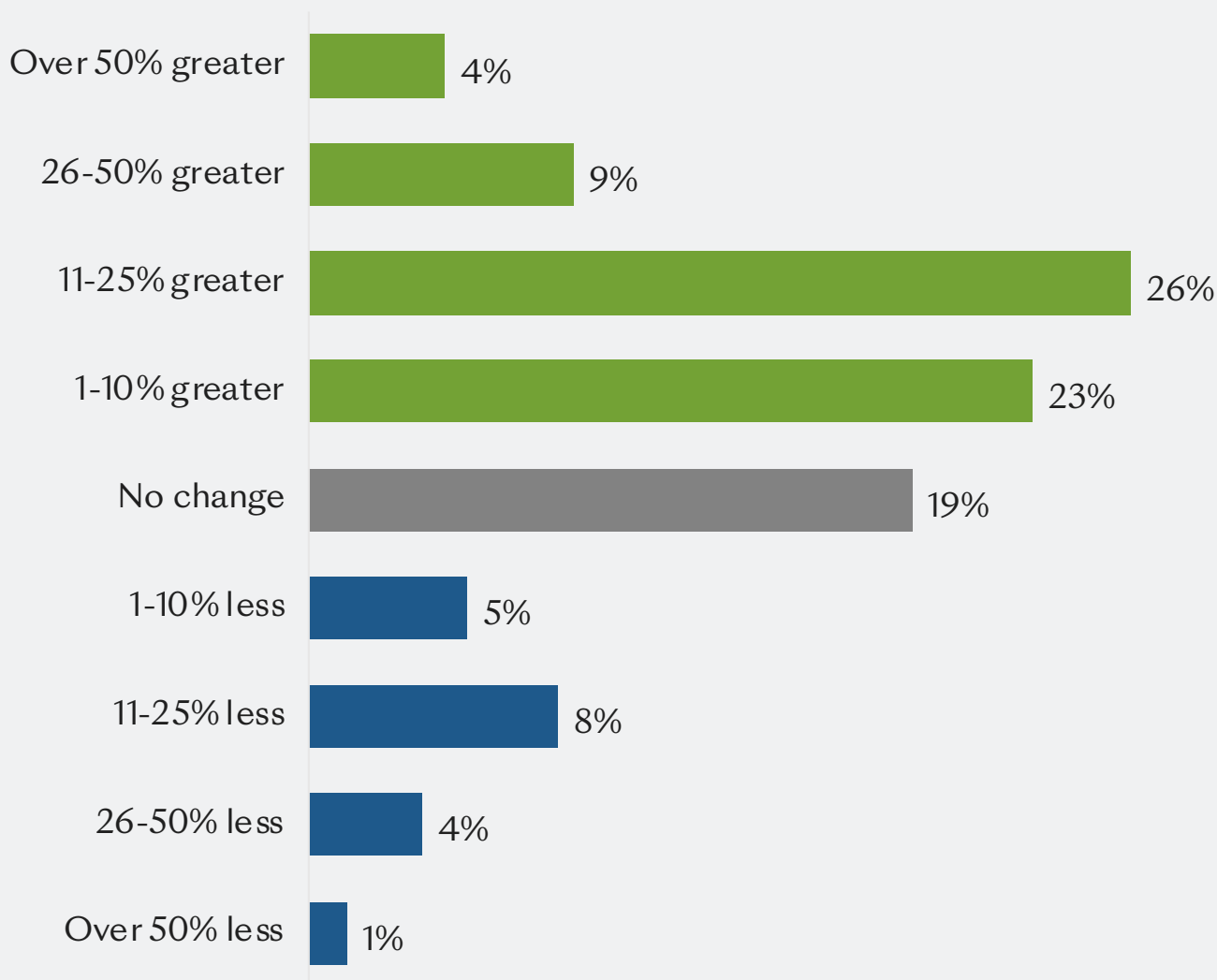
Most planners
expect their attendees
to grow this year



62% of planners expect attendees to increase

Of those expecting increases, 3 in 5 planners believe it will be greater than 10%

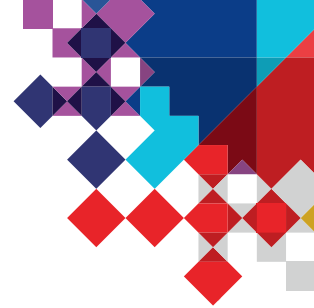
Q – As you prepare for 2023, how do you see the size of your events changing overall in terms of number of attendees?





Key finding 4

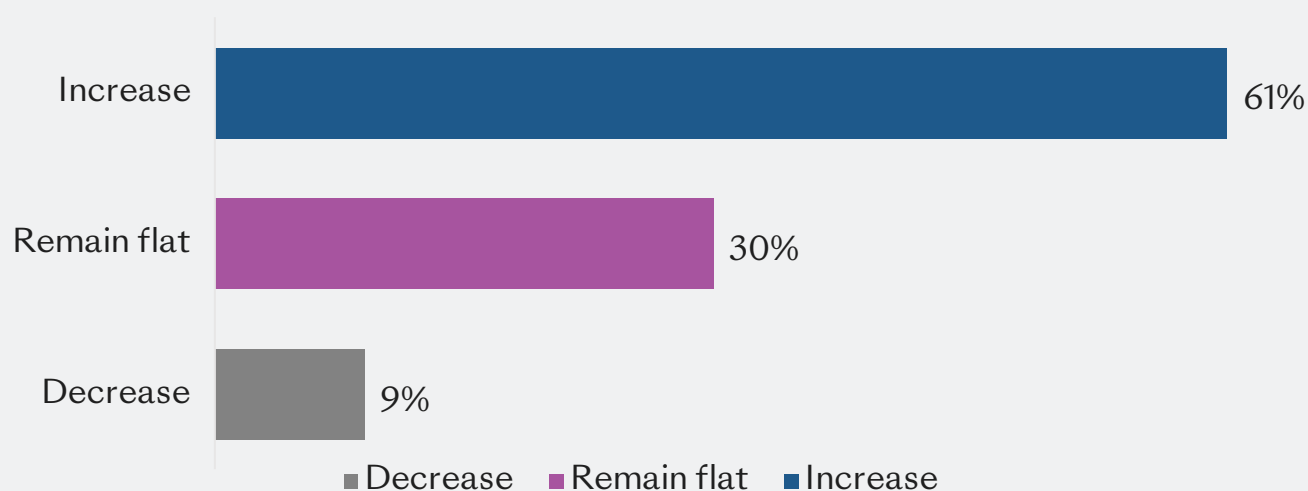
Six of ten planners will see budget increases this year driven by F&B, room rates, and transportation costs



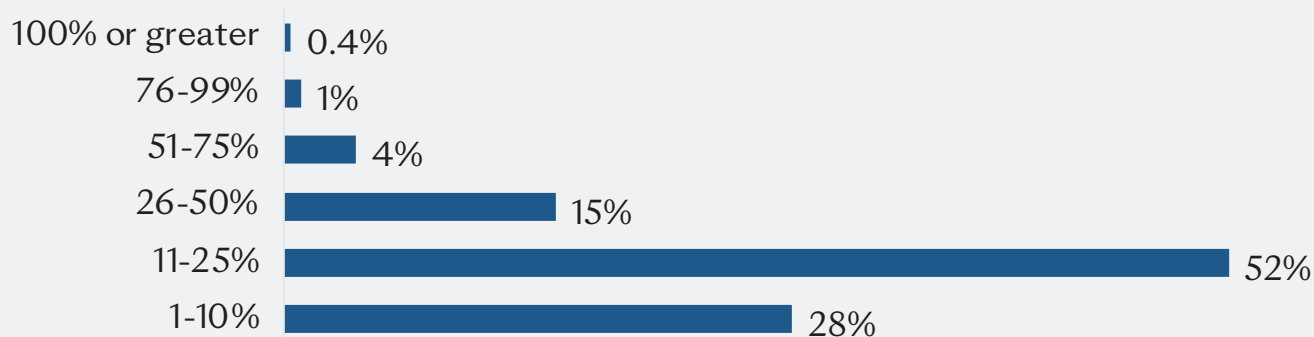
61% of planners expect increase in 2023 budgets

70% of those expecting increases believe it will be by more than 10%

Q – To the best of your knowledge, how do you expect your 2023 meetings/events budgets to change?



Q – How much of an increase do you expect?

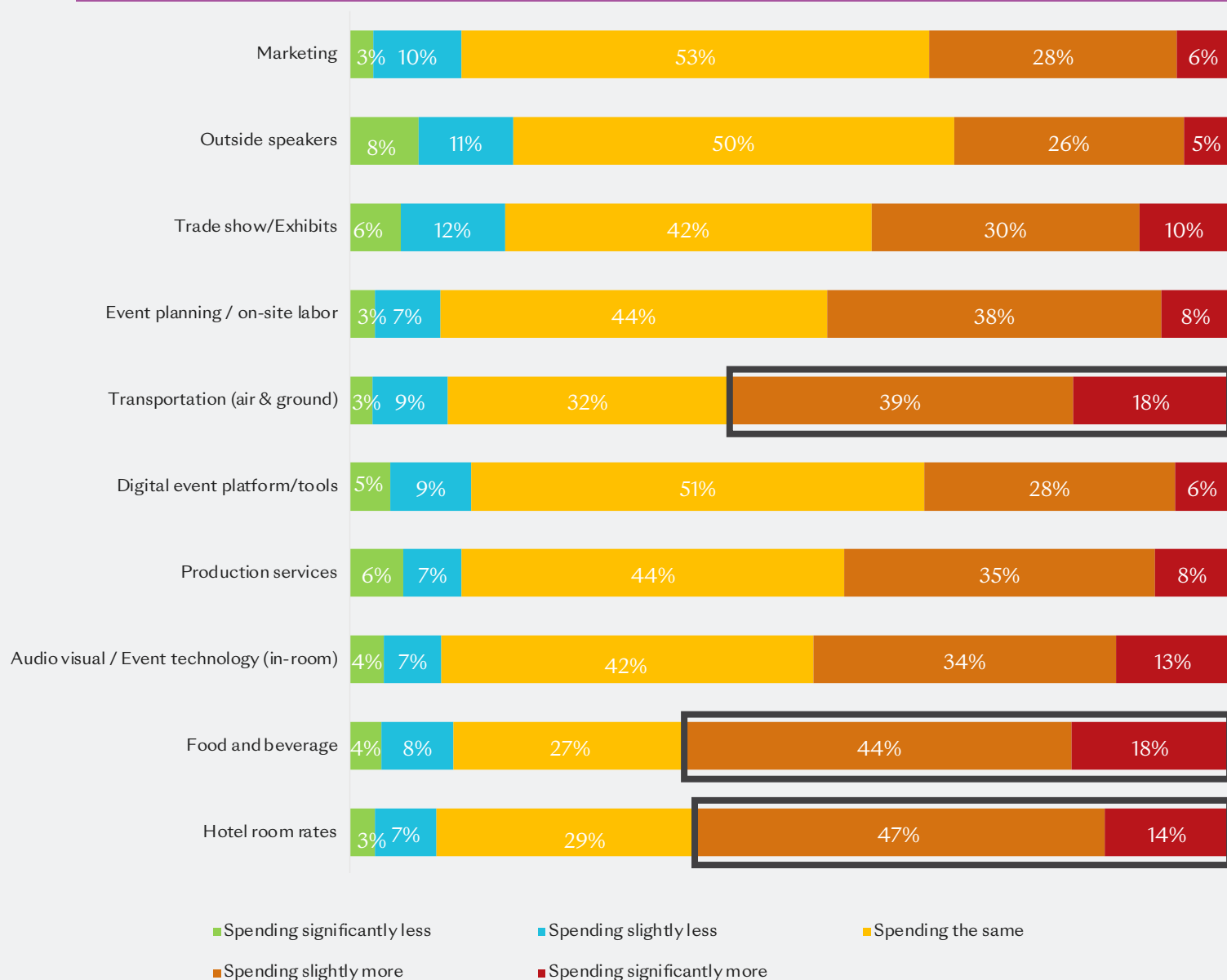




F&B accounting most for 2023 budget increases

Higher room rates and transportation costs not far behind

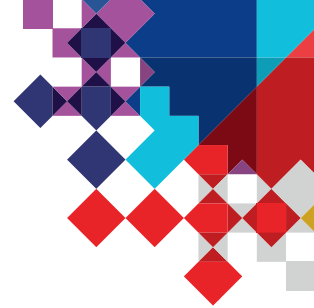
Q – How are your 2023 budget expectations changing for the following areas?





Key finding 5

DE&I is most important
ESG area when selecting
a venue or event
technology partner



Roughly half find DE&I as most important ESG area for selecting venues/event technology partners

All other ESG areas similarly prioritized by planners

Q – How important are the following when selecting a venue?

Attribute	Winter Top - 2%
Diversity, Equity, and Inclusion	55%
Local Legislation aligned with organizational values	45%
Environmental Sustainability	45%
Social Responsibility	42%

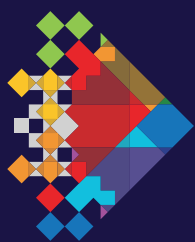
Q – How important are the following when selecting an AV/event technology partner?

Attribute	Winter Top - 2%
Diversity, Equity, and Inclusion	49%
Environmental Sustainability	40%
Local legislation aligned with organizational values	39%
Social Responsibility	35%



Other resources

- > [Boundless Possibilities Guidebook](#)
- > [Camera Solution Guide](#)
- > [Audio Solutions Guide](#)
- > [Enhanced Bandwidth Calculator Tool](#)



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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.

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