



Global DMC Partners

Q2 2021 MEETINGS & EVENTS PULSE SURVEY



Key Insights



NEW CHALLENGES ARE ARISING: VENUE AVAILABILITY & STAFFING SHORTAGES

As in-person events slowly start to return, travel restrictions and venue availability/staffing shortages are the top two concerns around planning events. Concern about venue availability/staffing shortages moved up from the fifth largest concern to the second largest concern between Q1 and Q2 survey results.



MARKET DEMAND IS STARTING TO SHIFT AND WIDEN, ESPECIALLY IN 2022

Q2 results are showing more demand for Europe as compared to Q1 findings, and more regions across the globe are receiving interest from planners as we head into 2022 and as borders continue to open around the world.



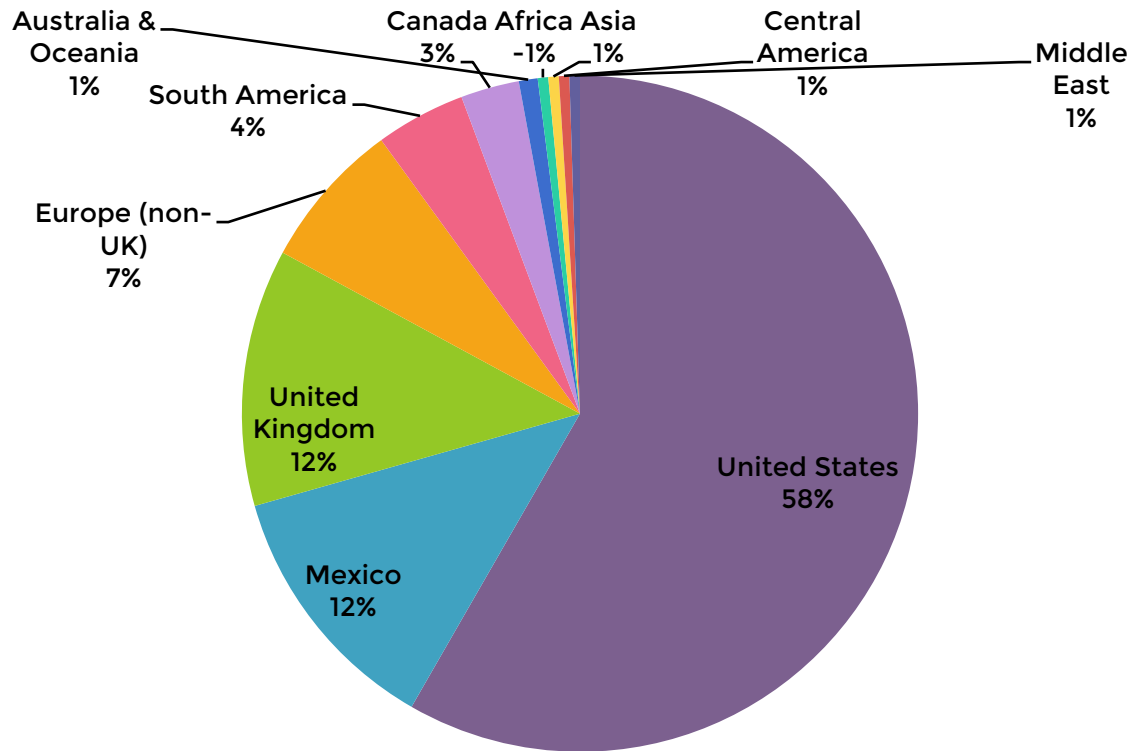
INDICATORS POINT TO MEETING AND EVENT BUDGETS BEGINNING TO INCREASE

As compared to 12% in Q1 findings, 26% are now reporting that their meeting and event budgets are increasing. 33% of planners reported budgets were decreasing in Q1, with only 23% reporting they are decreasing in Q2.

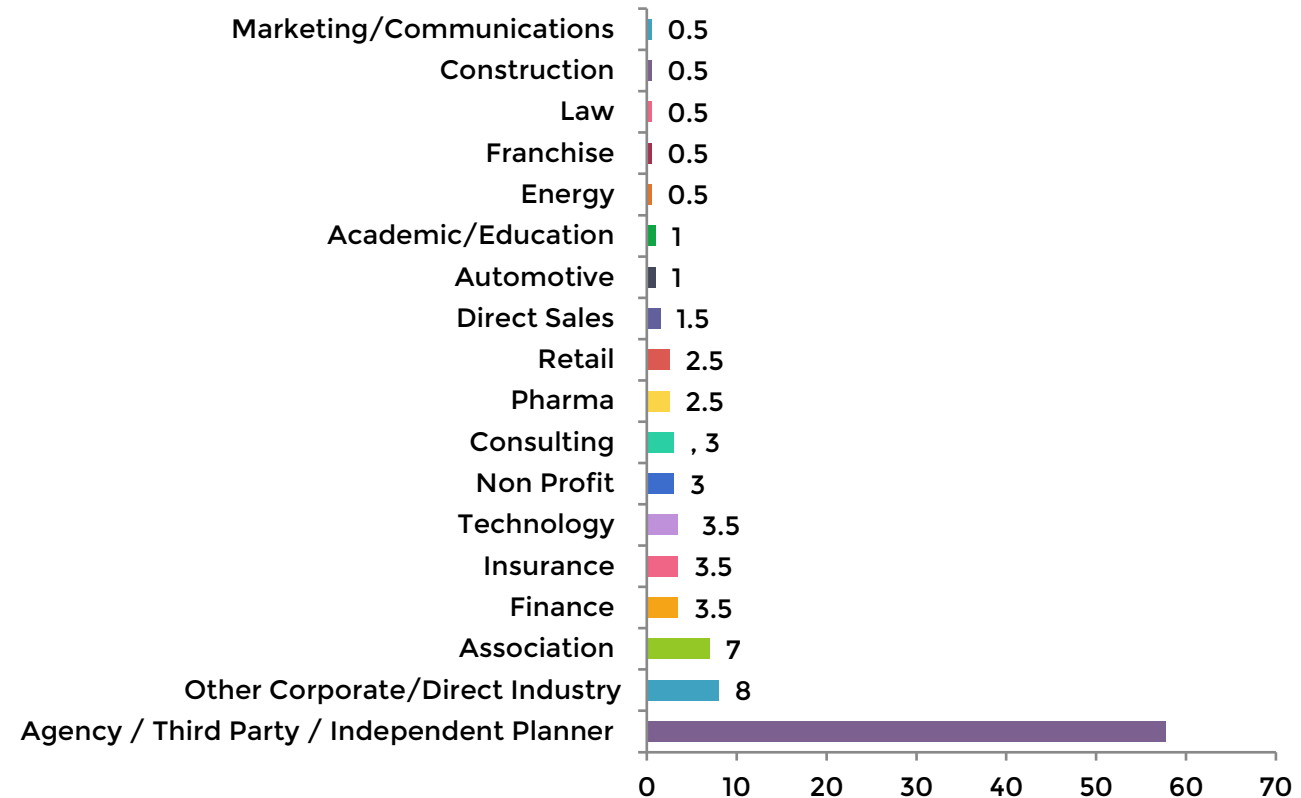
211 Respondents: 95% Planners / 5% Suppliers

Survey conducted May 26 - June 23, 2021

Country where they are based:

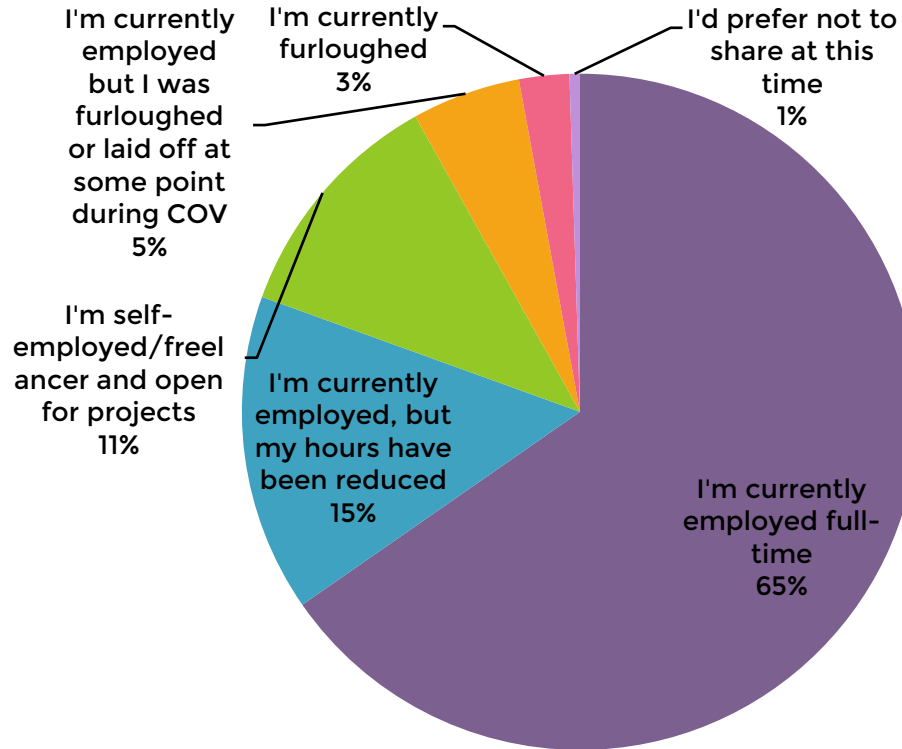


Industries Represented:



Employment Status

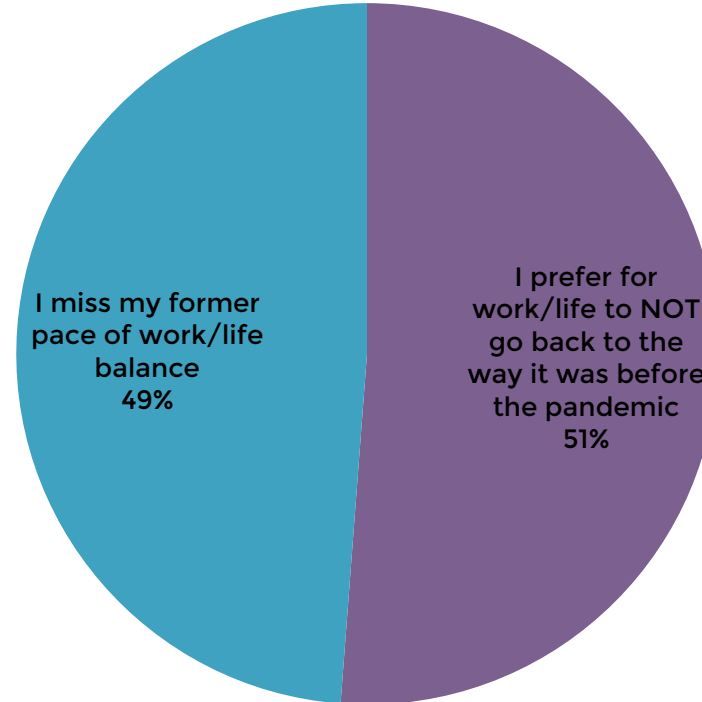
What is your current employment status?



“I’m currently employed full-time” increased by 5 percentage points between Q1 and Q2 responses.

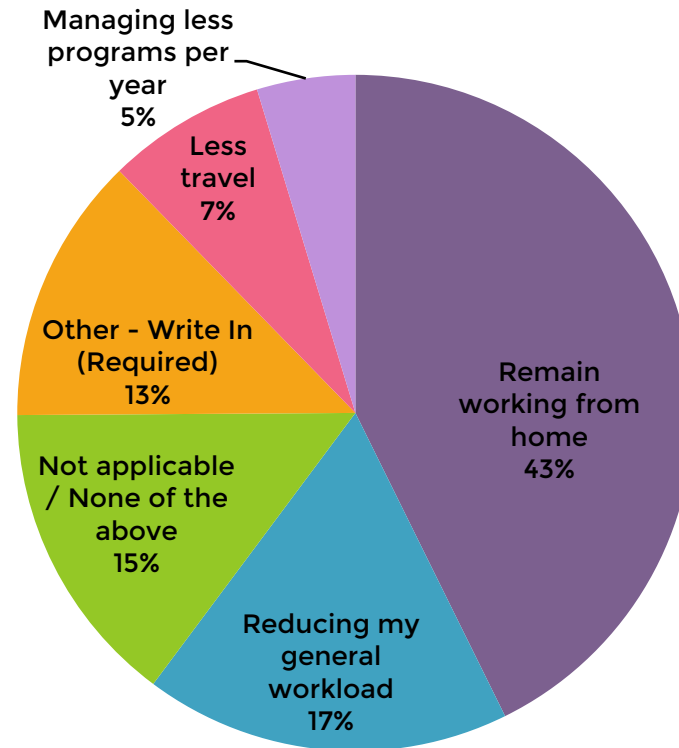
Work/Life Balance

Do you miss your former pace of work/life and hope it goes back to exactly like it was before the pandemic, OR are you hoping for a more balanced pace of work/life?



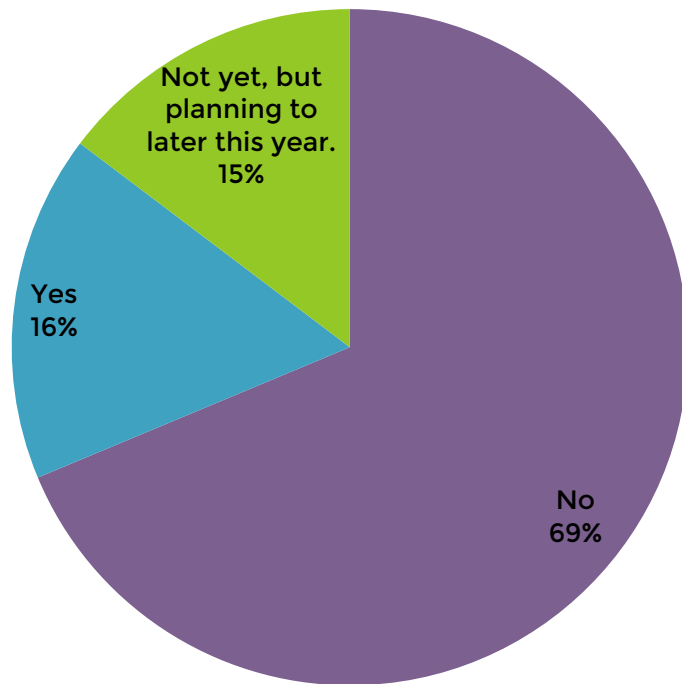
Work/Life Balance

Out of the list below, what is the #1 thing you hope to incorporate in your post-pandemic work/life?



Hiring and Staffing

Are you and/or your company hiring meeting planners right now?

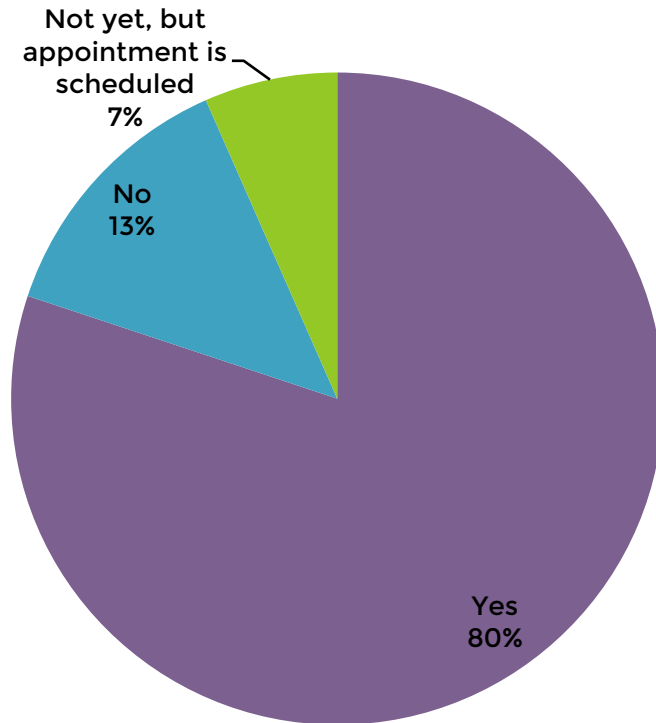


If you/your company is hiring, what type of role are you looking to fill?

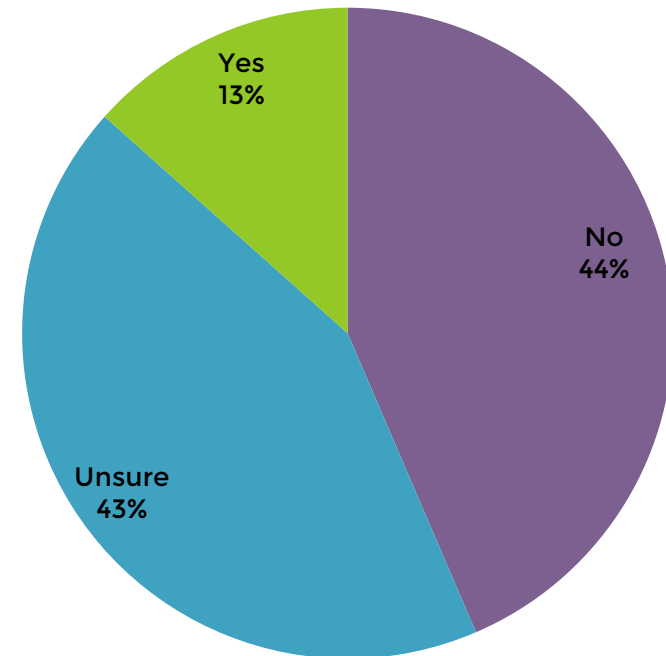
Value	Percent
Someone who has experience with all three (in-person, virtual and hybrid events)	48.5%
In-Person Event Planner (or someone with related experience)	28.8%
Other	10.6%
Virtual Event Planner (or someone with related experience)	6.1%
Hybrid Event Planner (or someone with related experience)	6.1%

COVID-19 Vaccine

Have you received either one or two doses of the COVID-19 vaccine?



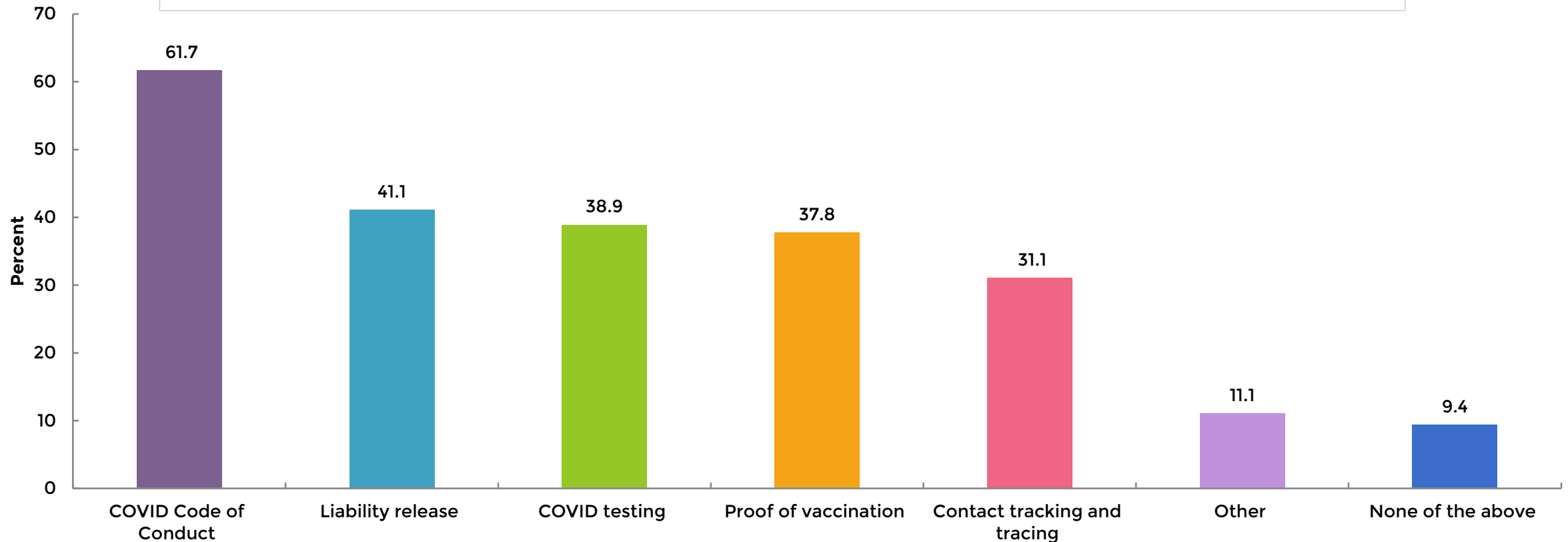
Will the face-to-face meetings that your company and/or clients are planning only be available to attendees that are vaccinated?



Onsite Procedures

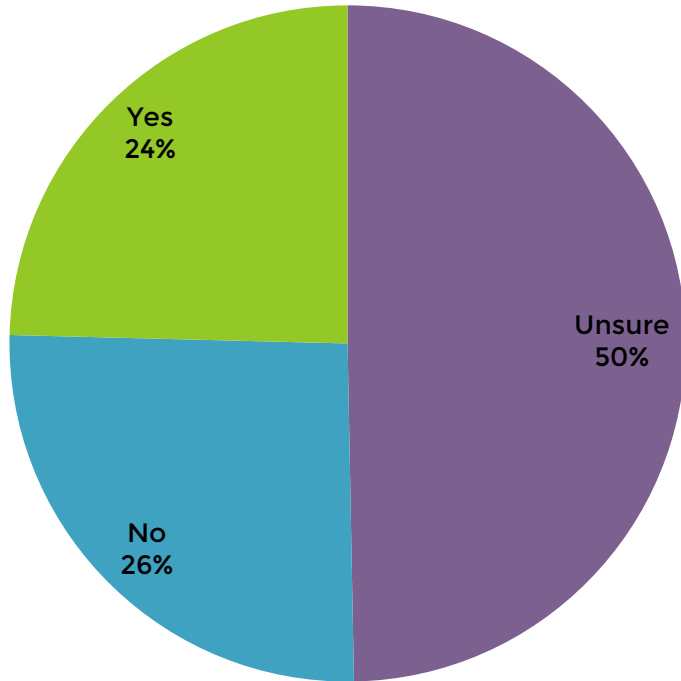
Of the below, what are you considering implementing onsite at your 2021 in-person programs?

Respondents were able to check all that applied

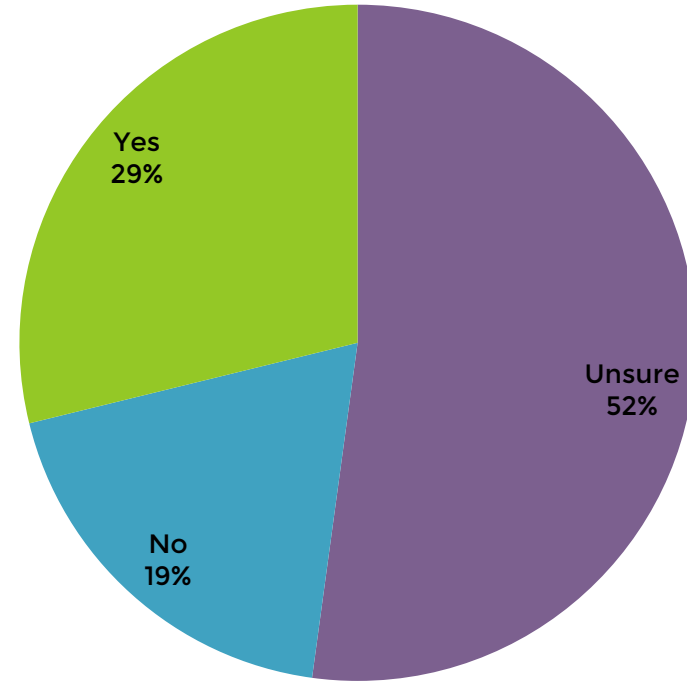


Face Masks

Do you anticipate mandating masks for your face-to-face meetings in the United States in the near future?

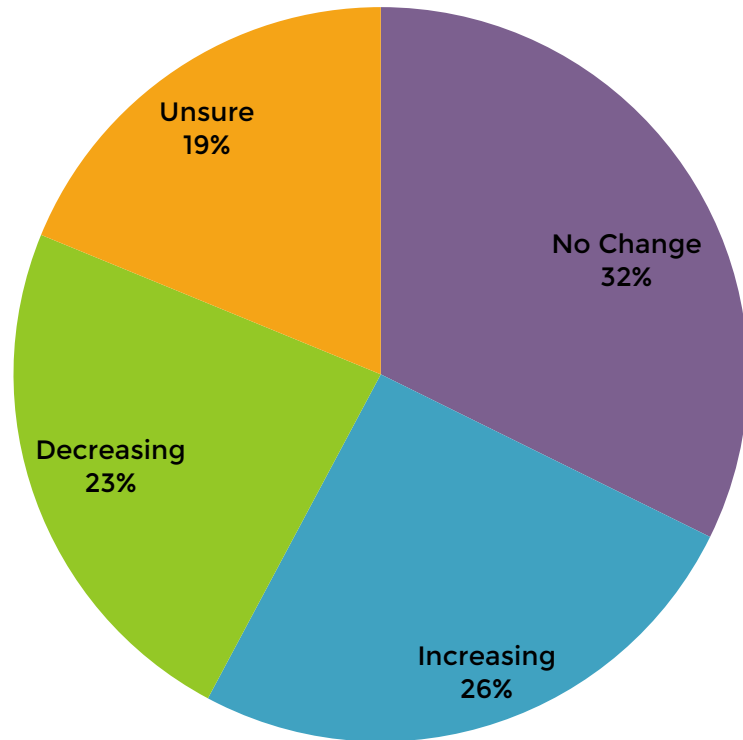


Do you anticipate mandating masks for your face-to-face meetings outside the United States in the near future?



Budgets

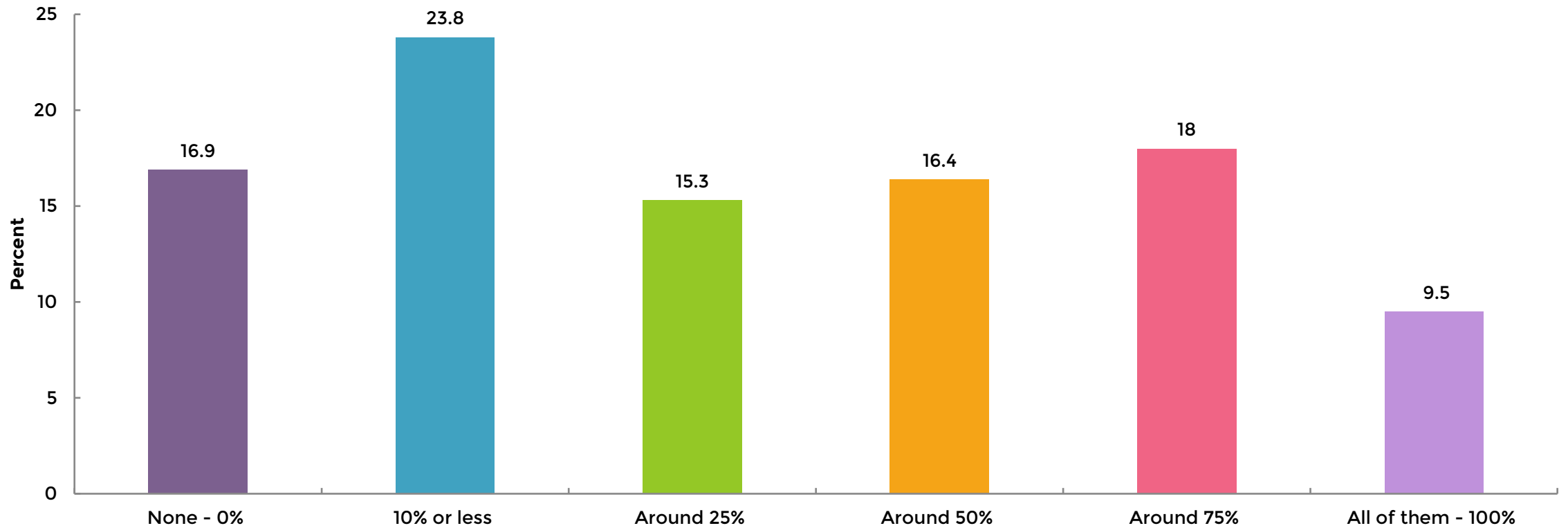
In light of markets reopening, are your company's or clients' budgets for in-person meetings increasing, decreasing or staying the same?



We are seeing budgets starting to increase as compared to Q1 findings. “Budget is increasing” increased by 14 percentage points between Q1 and Q2 results.

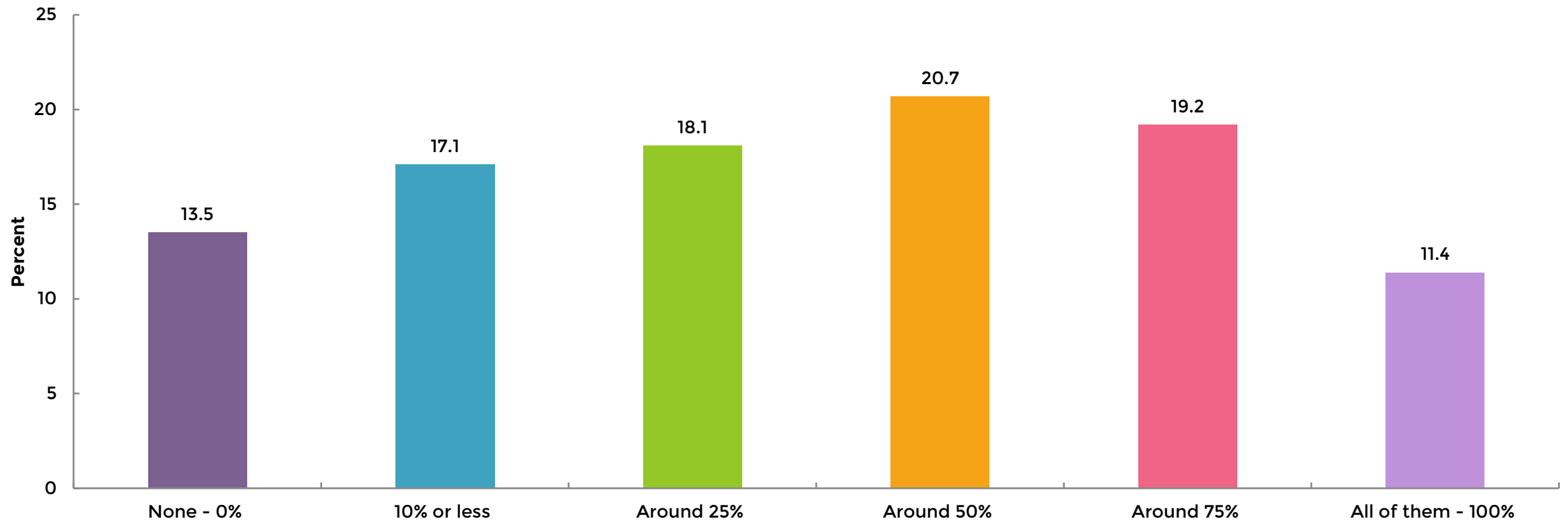
Cancellations

Out of all your company's and/or clients' programs, what percentage of your 2021 programs have been cancelled due to the pandemic?



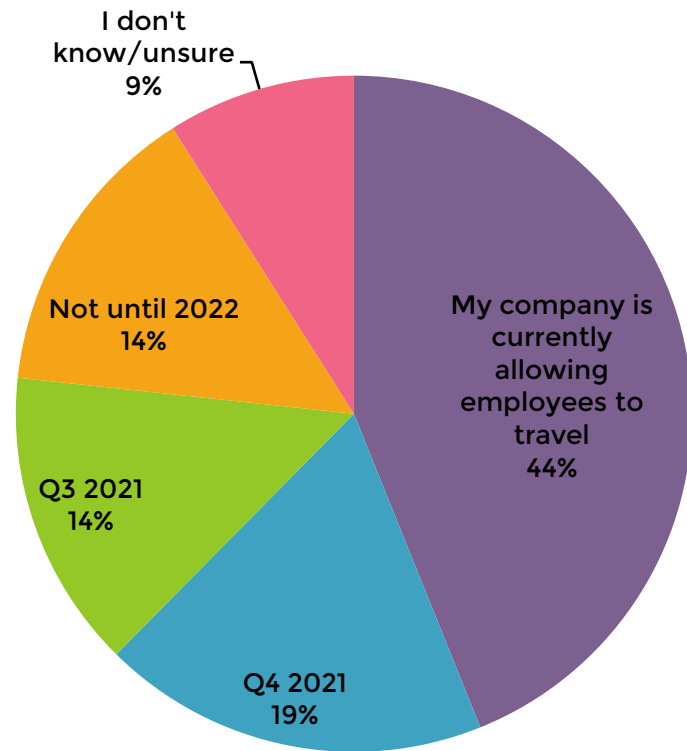
Postponements

Out of all your company's and/or clients' programs, what percentage of your 2021 programs have been postponed due to the pandemic?



Travel Resuming

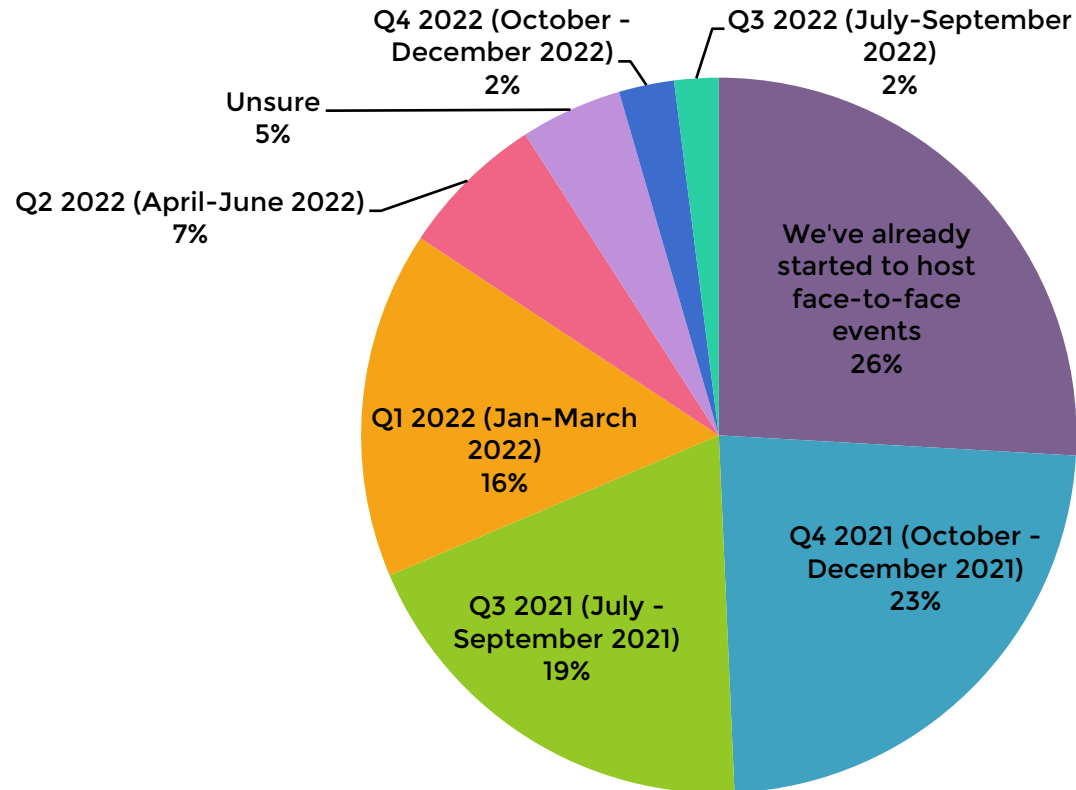
When do you predict your company will allow employees to travel again?



We are seeing a slight increase in travel, as those whose companies are currently allowing employees to travel has increased by 8 percentage points between Q1 and Q2 results.

The Return of Face-to-Face Events

When do you predict that your company (or clients) will start to host face-to-face live events, meetings, or incentives again?



The majority of planners have already started hosting in-person events, followed by many saying Q3 or Q4 this year.




Size of Face-to-Face Events

If your clients/company has plans to host face-to-face events, meetings, or incentives again in 2021, about how many attendees will you aim for at your largest program?

Q1 RESULTS

Value	Percent
1-50	18.4%
51-100	20.9%
101-250	20.9%
251-500	15.8%
501-1,000	7.6%
Over 1,000	12.0%
Unsure	4.4%

CURRENT RESULTS

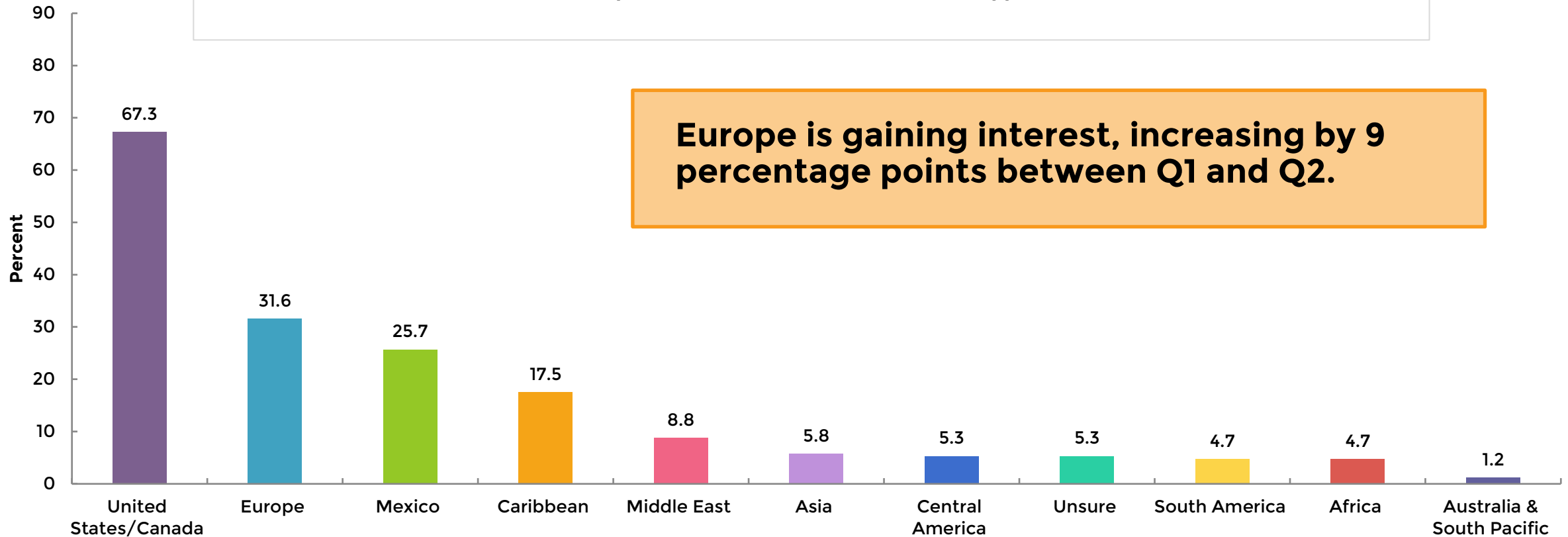
# of Attendees	Percent
1-50	13.4%
51-100	18.6%
101-250	26.2% 
251-500	16.9% 
501-1,000	9.3% 
Over 1,000	9.9%
Unsure	5.8%

There are indications that the size of groups/meetings may be starting to grow. The majority of planners currently report that programs will be 101-250 in size.

Regions of Interest (2021)

What regions are you considering for your in-person programs in 2021?

Respondents were able to check all that applied



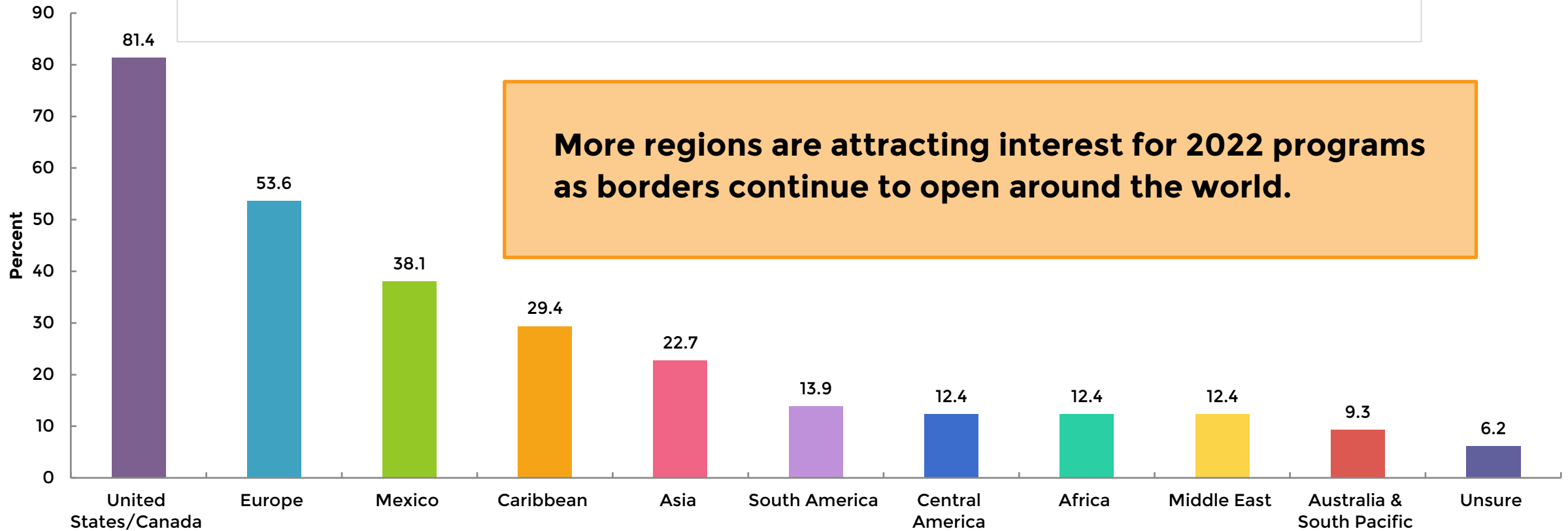
Europe is gaining interest, increasing by 9 percentage points between Q1 and Q2.

Regions of Interest (2022)

What regions are you considering for your in-person programs in 2022?

Respondents were able to check all that applied

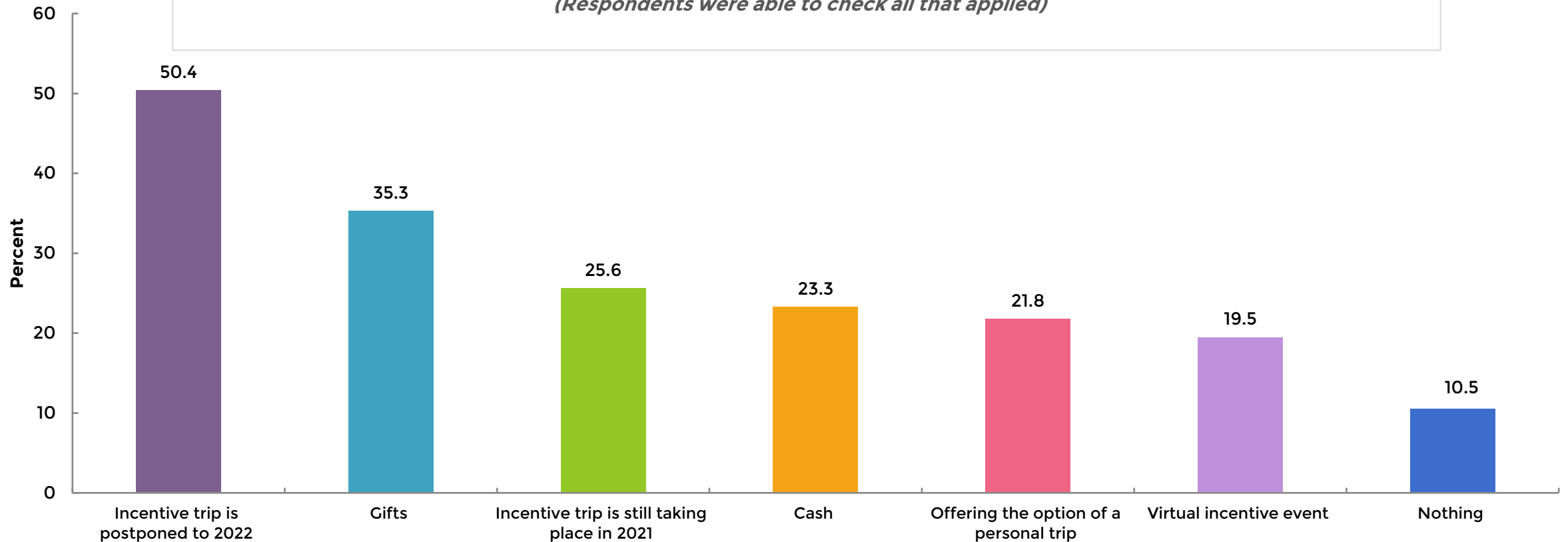
More regions are attracting interest for 2022 programs as borders continue to open around the world.



Incentive Programs

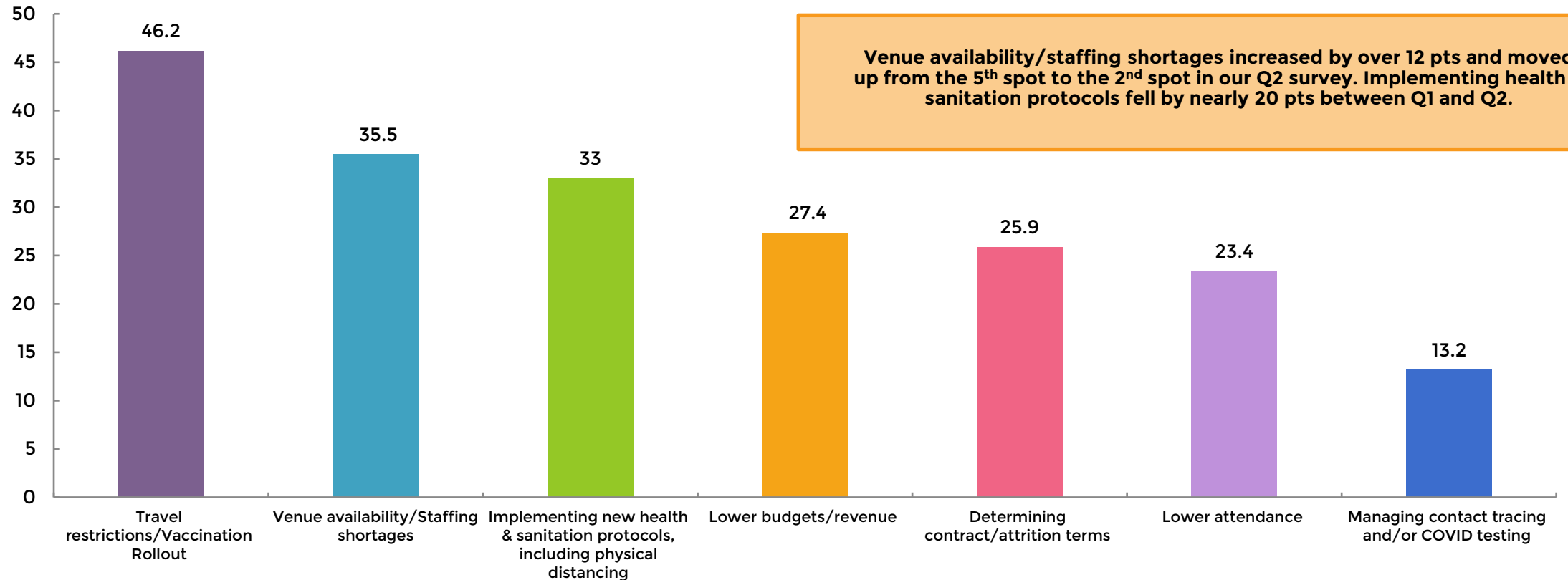
For 2021 incentive programs, what are you (or your clients) offering participants in place of a live incentive trip?

(Respondents were able to check all that applied)



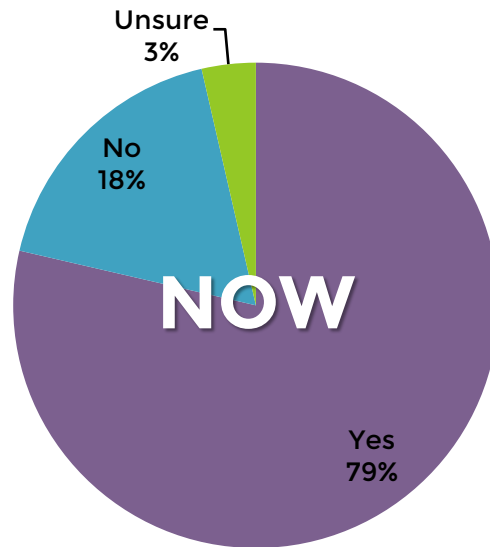
New Challenges with Face-to-Face

What are the top 2 challenges you expect to face with your in-person meetings, events, and incentives once travel resumes more broadly?

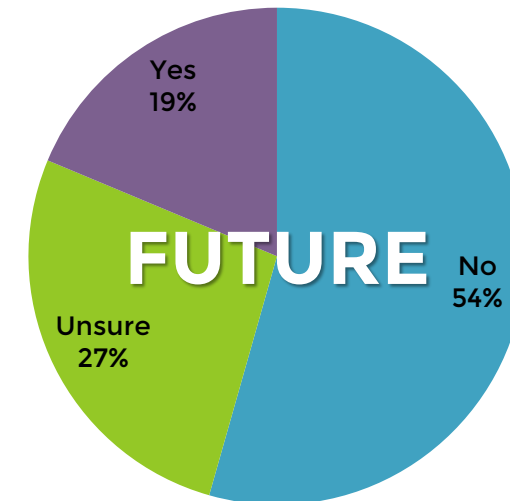


Virtual Events: Now & The Future

Is your company and/or clients hosting virtual events in 2021?



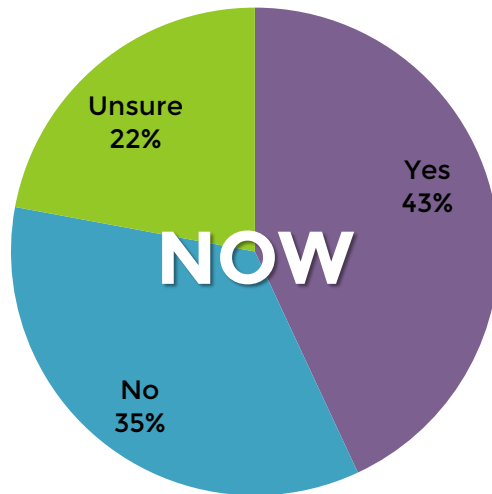
Has your company and/or clients decided to permanently hold certain programs virtually, even once the pandemic has ended and travel/face-to-face events resume?



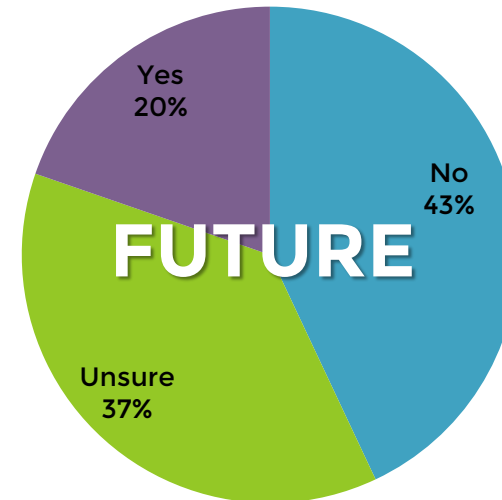
Virtual is still very popular in 2021, but as we move into the future, we are seeing significantly less interest in holding virtual programs.

Hybrid Events: Now & The Future

Is your company and/or clients hosting hybrid events (in-person event with live streaming) in 2021?



Has your company and/or clients decided to permanently hold certain programs as hybrid events (in-person program with live streaming component), even once the pandemic has ended

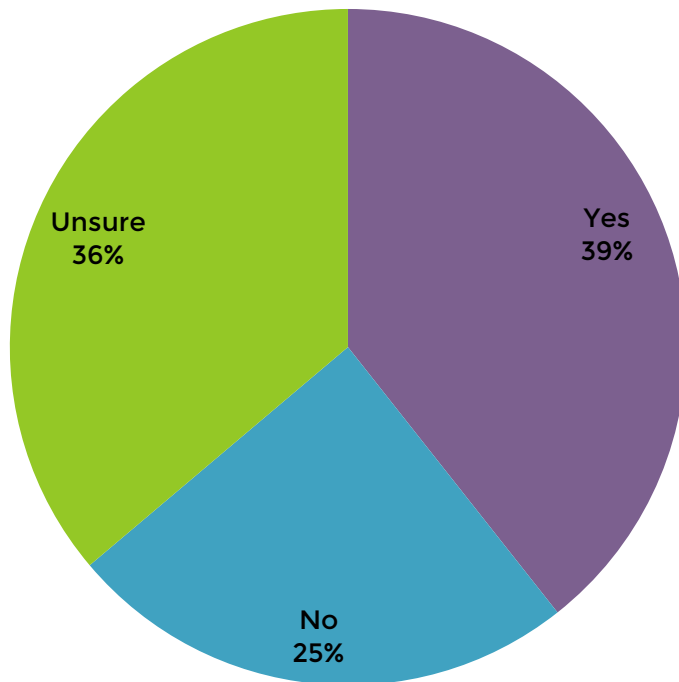


While almost half of respondents report hosting hybrid events in 2021, there is a great deal of uncertainty around whether hybrid events will be a permanent fixture in the future.

Other Trends

Corporate Social Responsibility

Is incorporating CSR an important part of your company's/clients' programs?



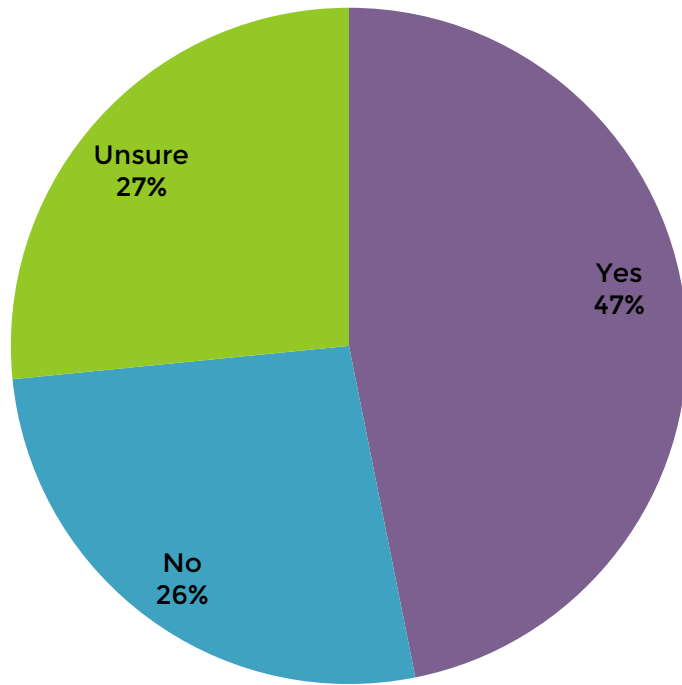
What type of CSR activities will your company/clients be looking to implement in their programs?

Respondents could check all that applied

Value	Percent
Community/Social Support (Habitat for Humanity, local orphanages, homeless shelter etc.)	66.2%
Supporting Education (school supplies/donations/student support)	60.8%
Environmental Projects (neighborhood clean up, building painting, wildlife education/cleanup)	56.8%
Charitable Giving or Donations	50.0%
Other	5.4%

Sustainability/Environment

Is incorporating sustainability or environmentally-friendly practices a critical component of your company's/clients' programs?



What environmentally-friendly practices do you aim to incorporate into your programs?

Respondents could check all that applied

Value	Percent
Reducing and managing event waste	78.9%
Reducing or offsetting carbon footprint at events	67.8%
Conservation of resources at event (including water, energy, natural resources, food)	67.8%
Using biodegradable/compostable event material	60.0%
Supply chain management and responsible purchasing	40.0%
Working only with vendors that have sustainability protocols	34.4%
Other	4.4%



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