

# Global DMC Partners

Q1 2021 MEETINGS & EVENTS PULSE SURVEY



# Key Insights



## **80% OF RESPONDENTS HAVE RECEIVED AT LEAST ONE VACCINE SHOT; MEETING PLANNERS & SUPPLIERS ARE LEADING THE CHARGE**

The meetings industry is eager and ready to get back to business, and this shows with a very high vaccination rate among meeting planners.



## **POSTPONEMENTS, CANCELLATIONS AND UNCERTAINTY CONTINUE INTO 2021**

Despite the urgent need and desire to travel and meet face to face, closed borders and varying vaccine rollout rates continue to impede progress. Cancellations and postponements to 2022 continue, thus impacting the industry.



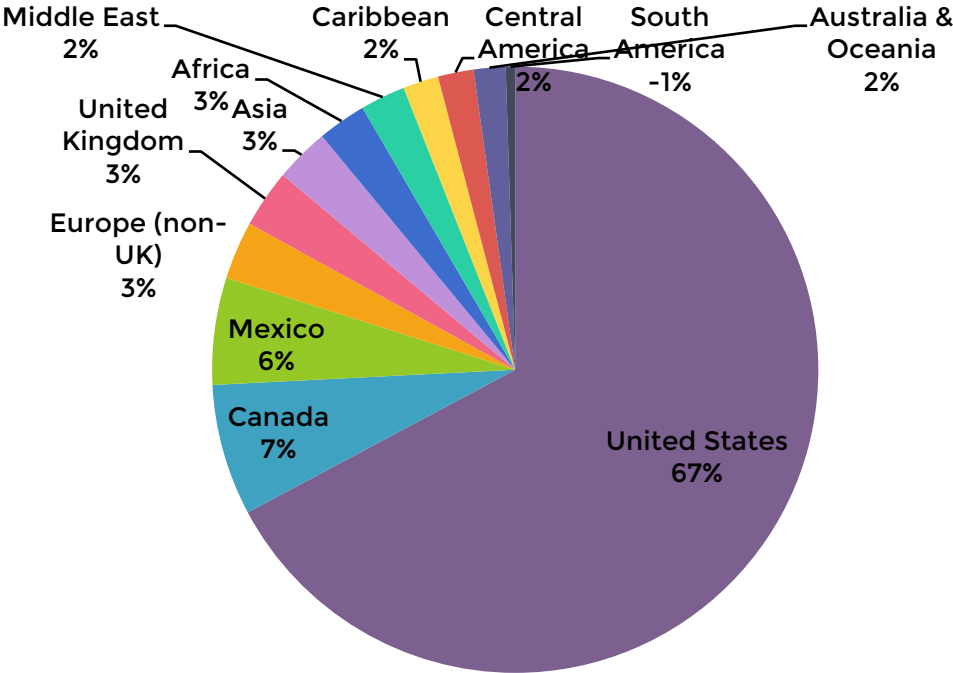
## **FACE-TO-FACE MEETINGS ARE HAPPENING IN 2021, JUST WITH SMALLER ATTENDANCE**

75% of planners say they will hold a face-to-face meeting in 2021; however, the trend has shifted to smaller attendance numbers. 64% of these meetings will have less than 500 people in attendance, which is up 47% from last quarter.

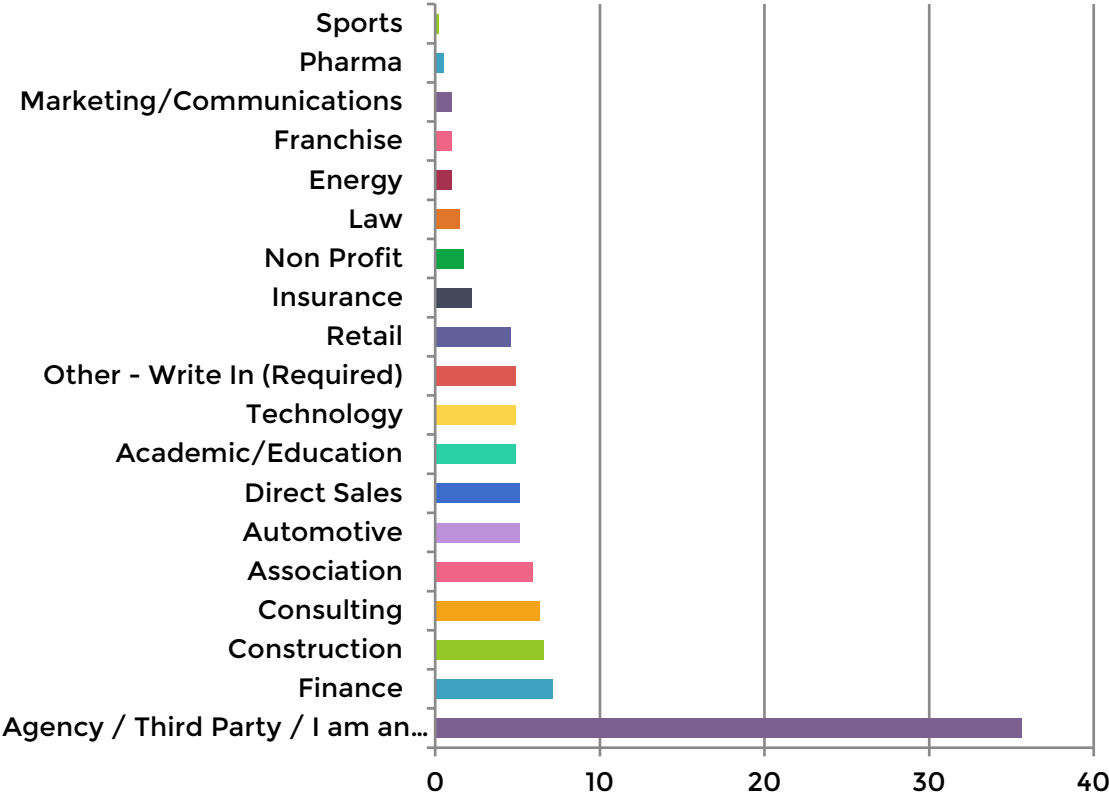
# 583 Respondents: 70% Planners / 30% Suppliers

Survey conducted March 18, 2021- April 9, 2021

Country where they are based:



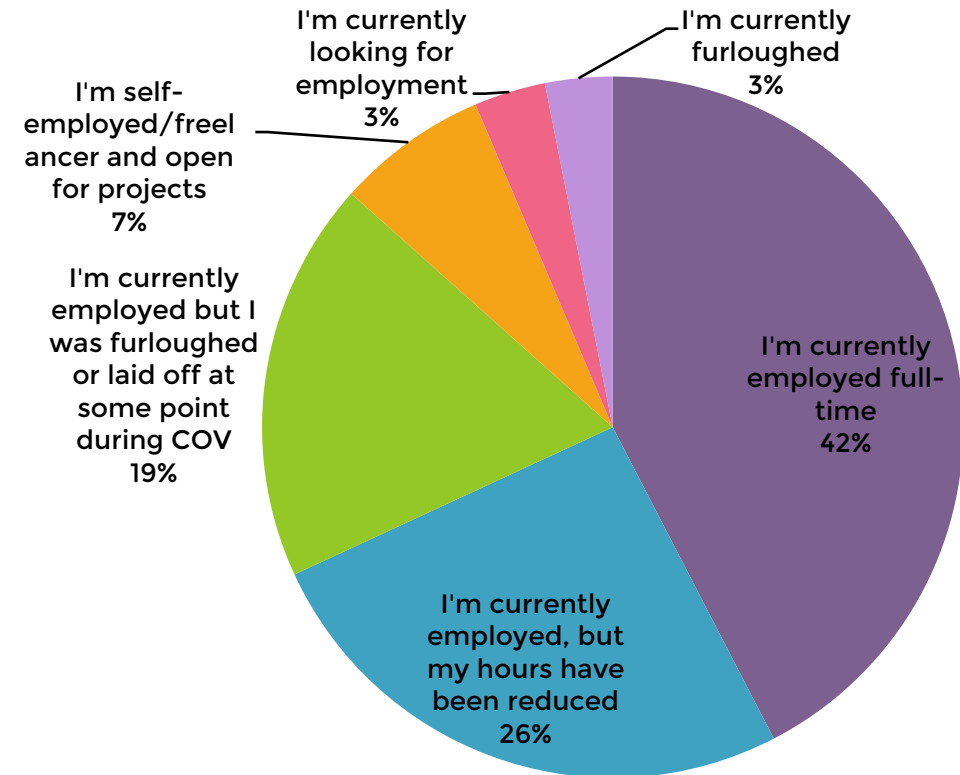
Industries Represented:



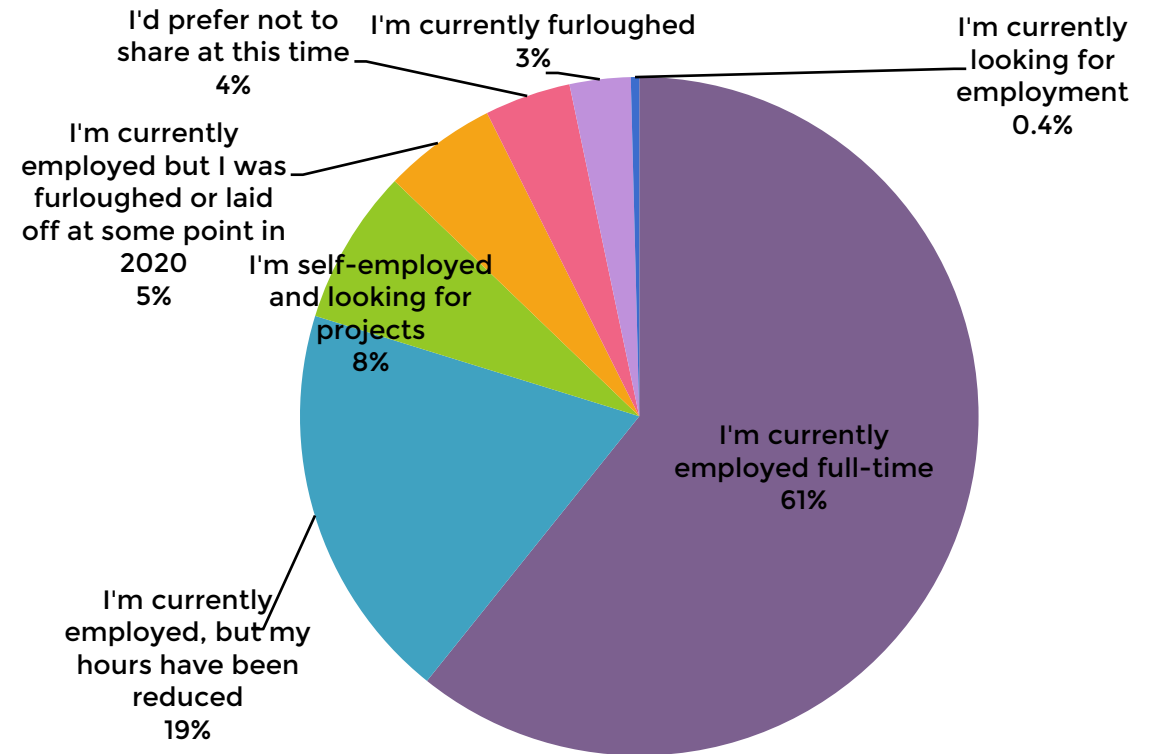
# Employment Status of Respondents

For meeting planners, jobs are more precarious. There was a dramatic shift in employment from Q4 2020 to Q1 2021, with a **19%** drop in full-time employment status. Employees who had been furloughed or given reduced hours has increased from **5%** to **19%**.

## Q1 2021 RESPONSES

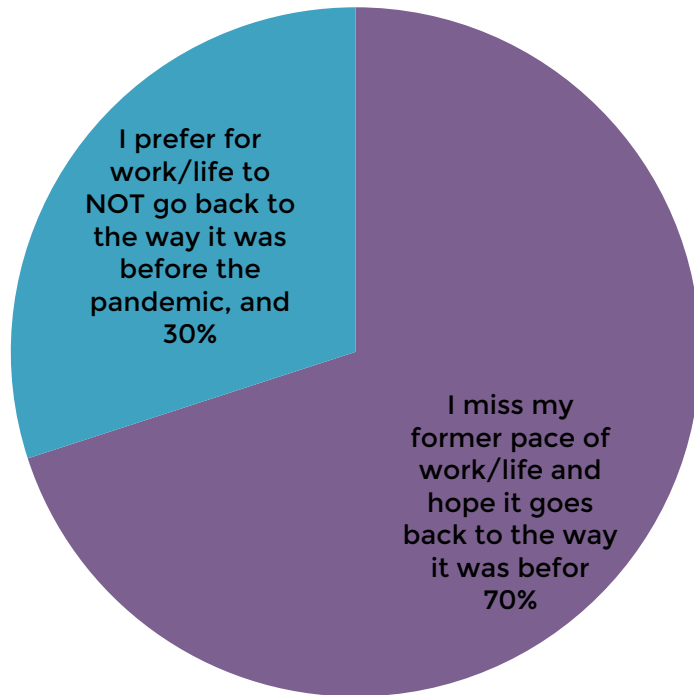


## Q4 2020 RESPONSES



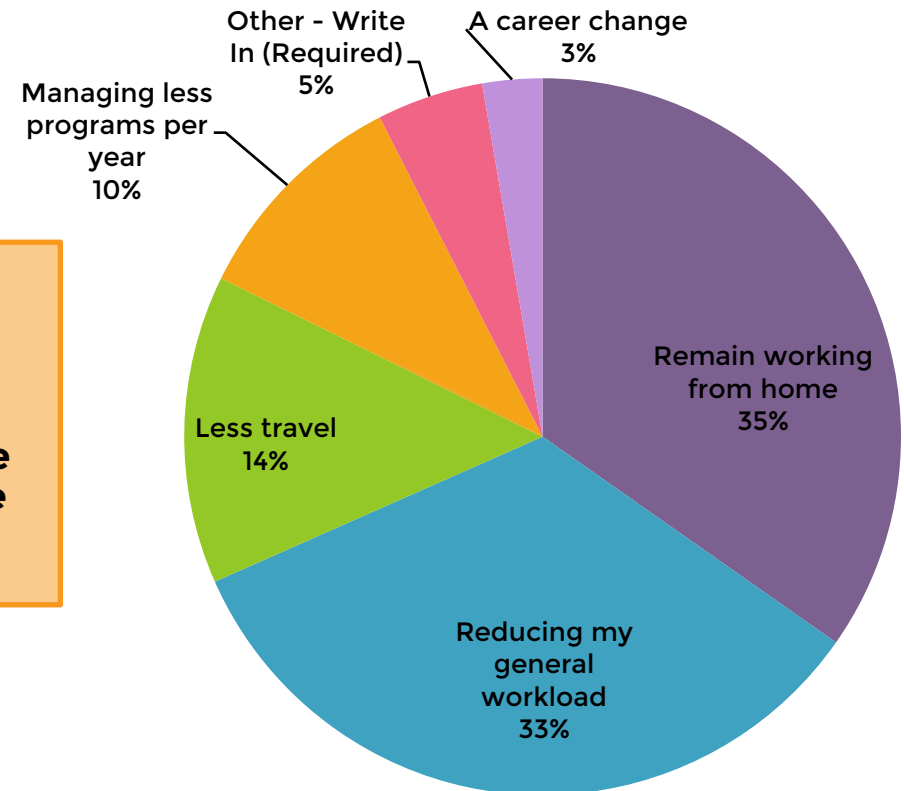
# How has the Pandemic affected you personally?

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?



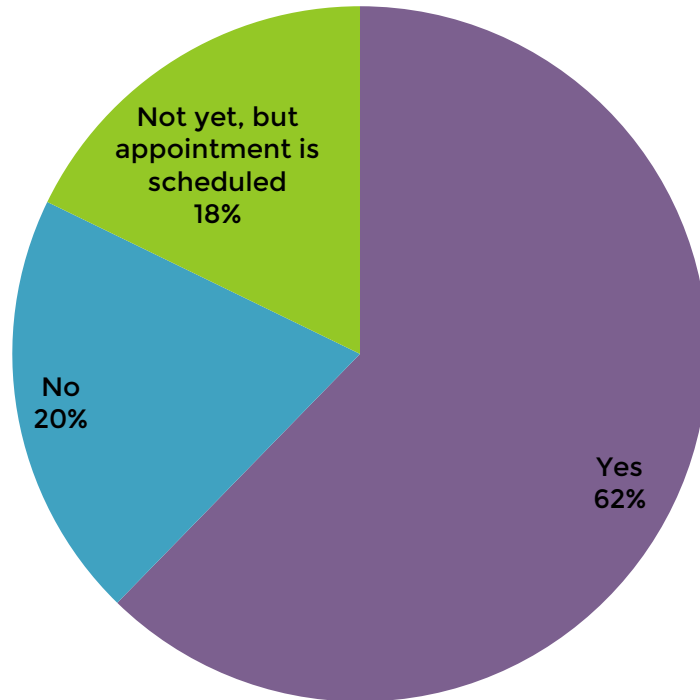
**The desire to get back to business is growing, however, with a strong need to make adjustments to work/life balance by working from home and reducing workloads where possible.**

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



# Vaccine Adoption for Meetings Industry

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

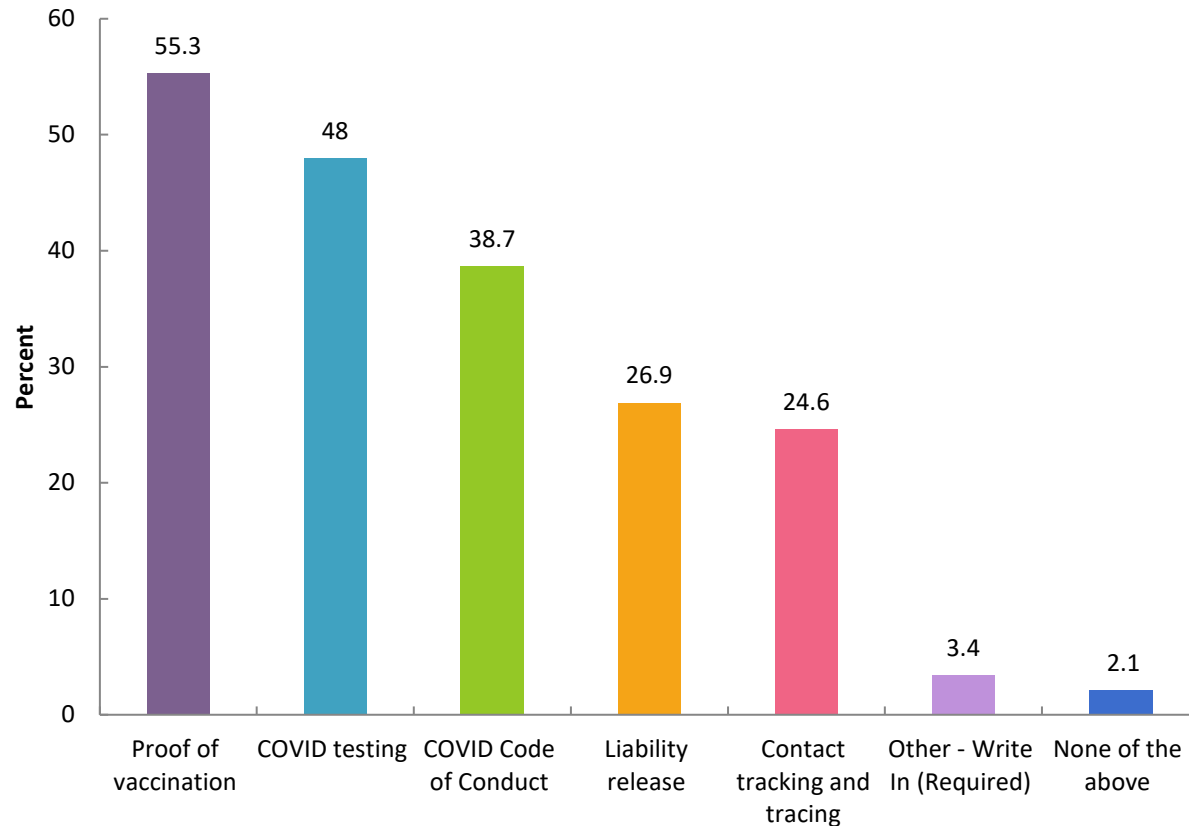


Meeting planners and suppliers are leading the charge in vaccinations, with **80%** with having at least one shot, a sign that this group wants to get on the road as quickly as possible. There is little fear of the vaccine from this sector.

# COVID Related Protocols

What of the below are you considering implementing onsite at your 2021 in-person programs?

*(respondents could check all that applied)*

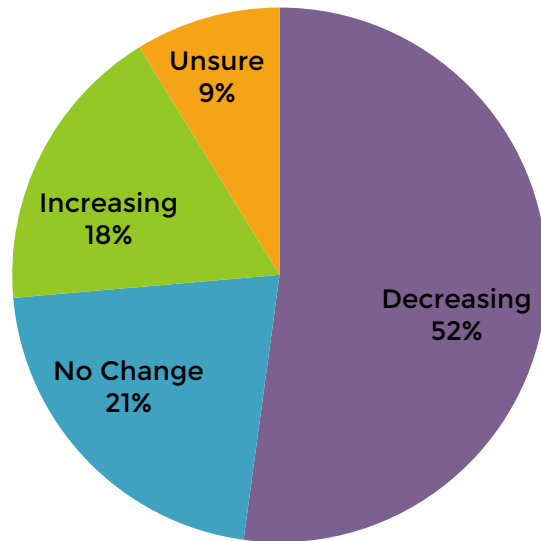


**Proof of vaccine and COVID testing are the main implementations for 2021 programs.**

# 2021 Budgets

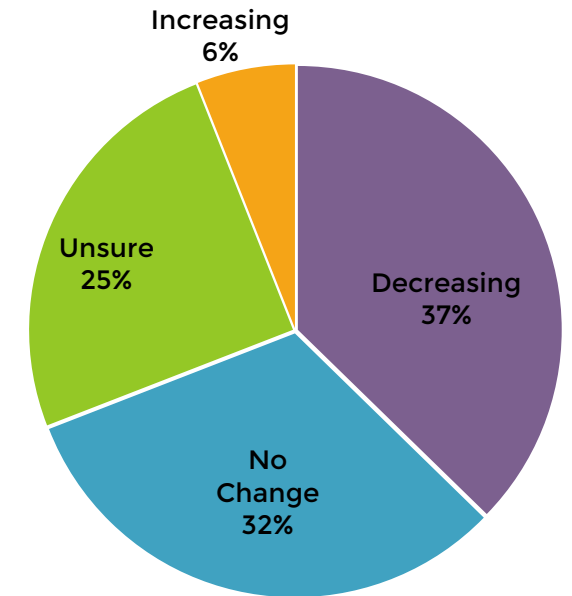
Are your company's and/or clients' event budgets increasing, decreasing, or staying the same from 2020 to 2021?

## Q1 2021 RESPONSES



2021 continues to be a challenging year with **52%** indicating decreased budgets, which is an increase of **15%** over the previous quarter.

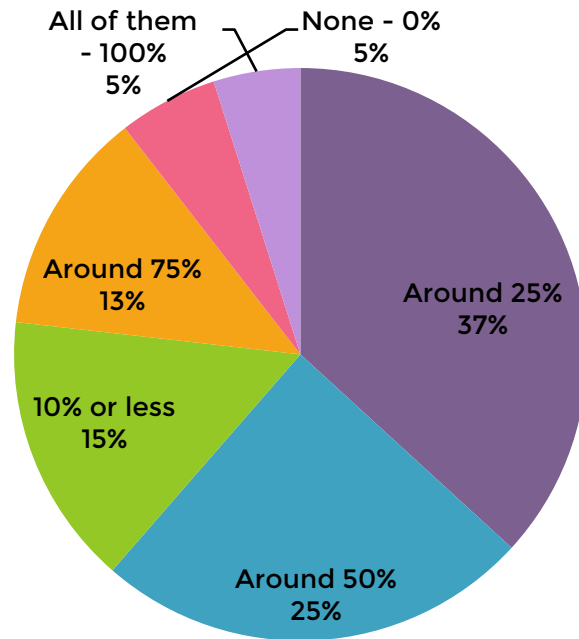
## Q4 2020 RESPONSES





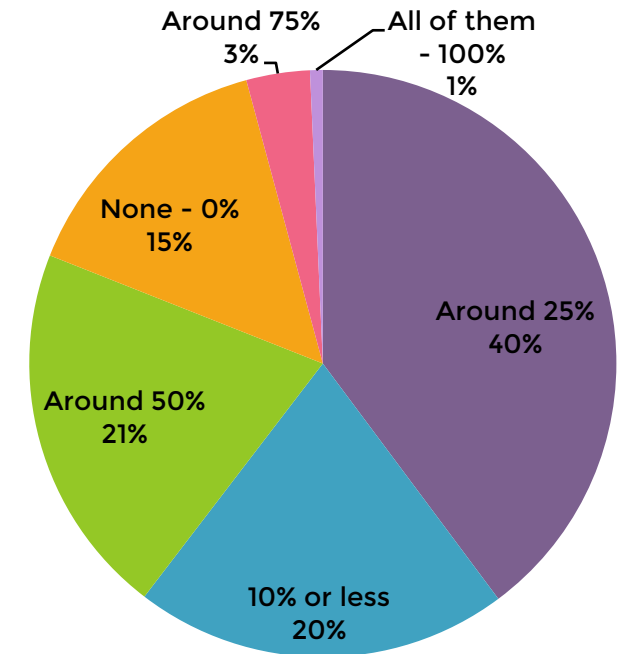
# 2021 Events – Virtual and Hybrid?

What percentage of your programs has your company decided to hold virtually or in a hybrid model?



Percentage of 2021 programs held virtually in 2021

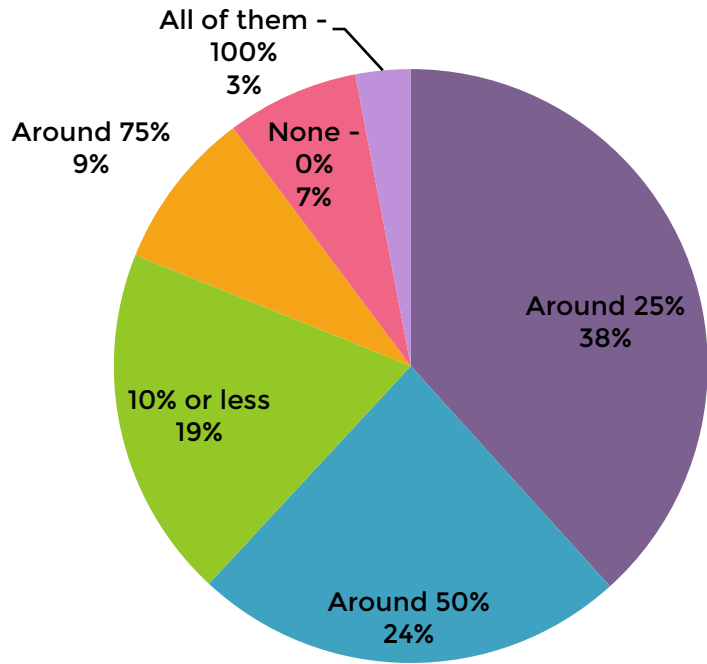
2021 continues to be in flux. However, hybrid meetings, meaning some face to face, is increasing. Only 15% say they won't hold any in-person events in 2021.



Percentage of 2021 programs held as hybrid (in person with live streaming) in 2021

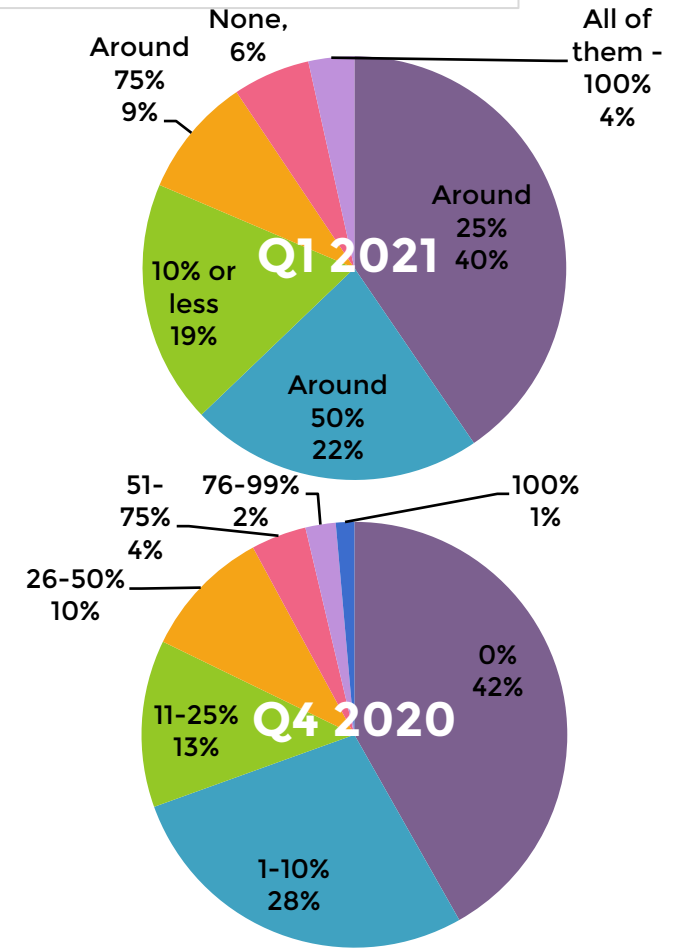
# 2021 Events – Cancelled and Postponed

What percentage of your programs has your company decided to postpone or cancel?



Percentage of 2021 programs cancelled due to the pandemic

There is an increase of **36%** in postponement of 2021 programs, in addition to continued cancellations.

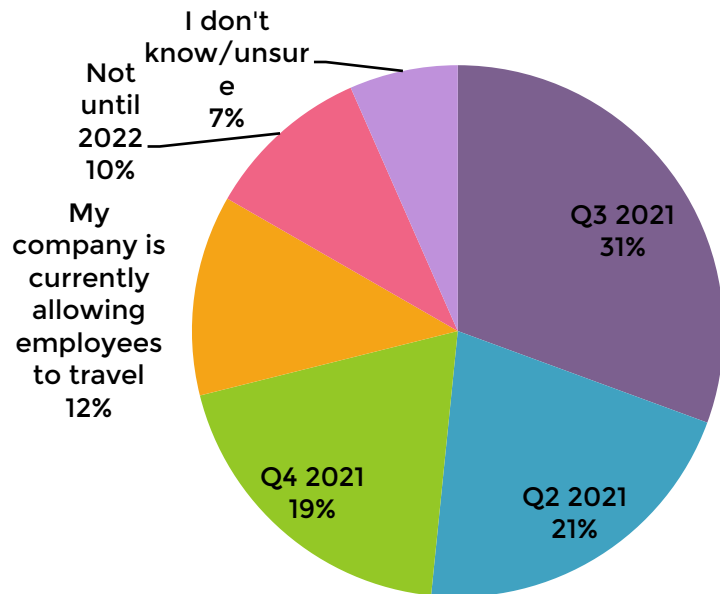


Percentage of 2021 programs that were postponed due to the pandemic

# When will employees travel again?

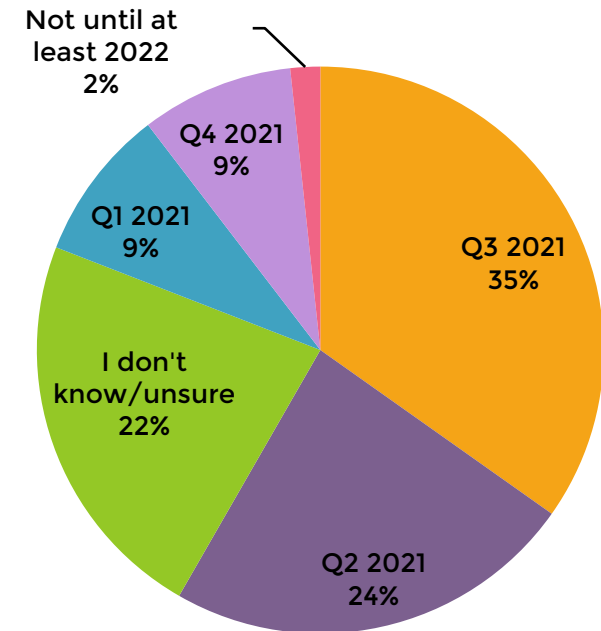
When do you predict your company will allow employees to travel again?

## Q1 2021 RESPONSES



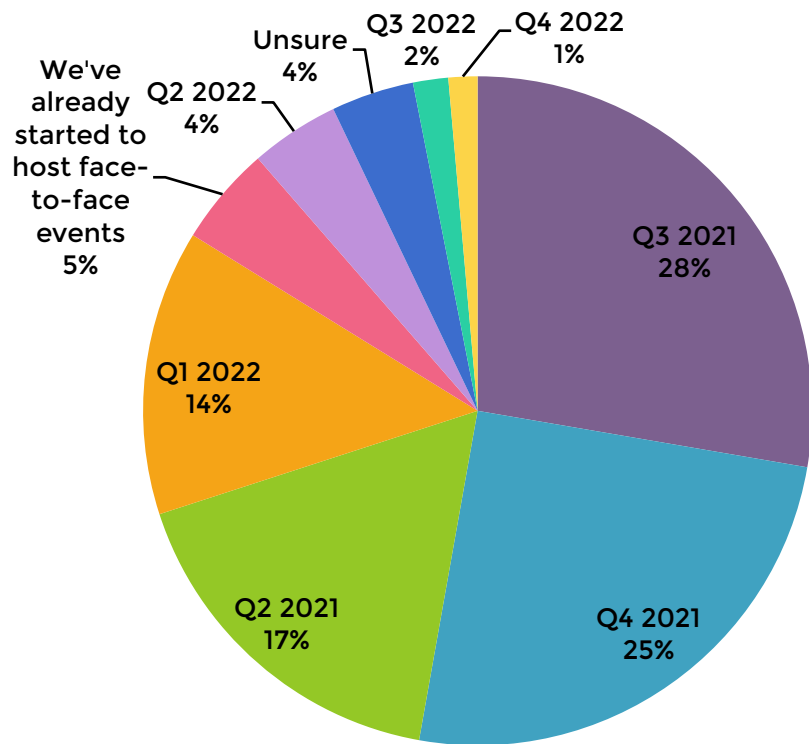
**There is more clarity on when travel will resume. By the end of Q3, it's expected that **64%** of companies will allow their employees to travel, with **83%** traveling by the end of the year.**

## Q4 2020 RESPONSES



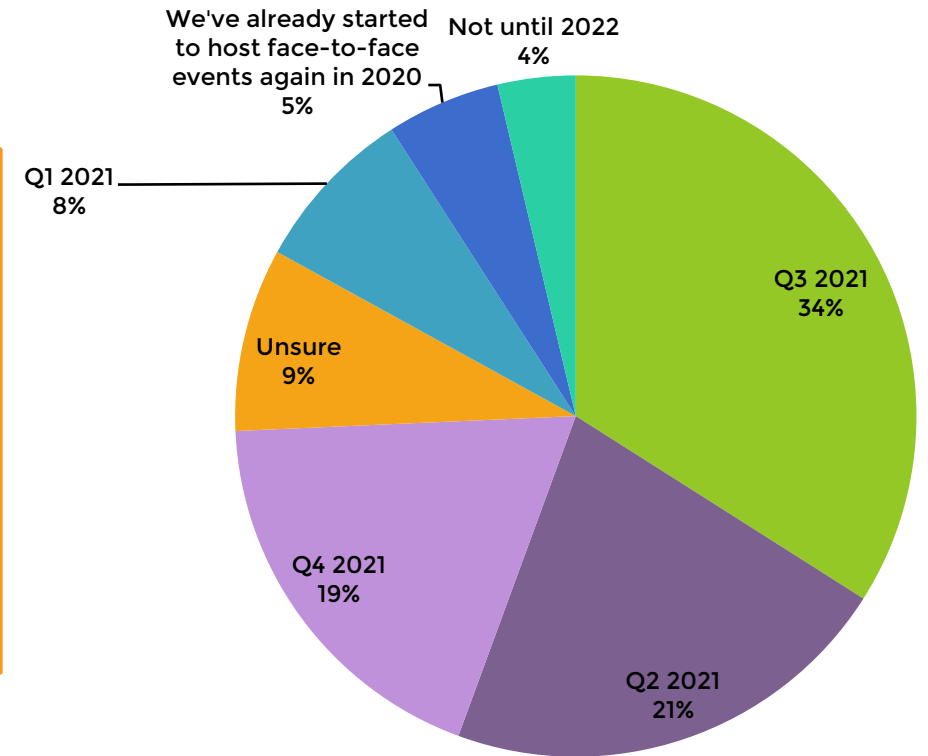
# When will face to face return?

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



Q1 2021 RESPONSES

**75% predict that they will hold a face-to-face event by the end of 2021. However, 21% expect their face-to-face meetings to resume in 2022.**

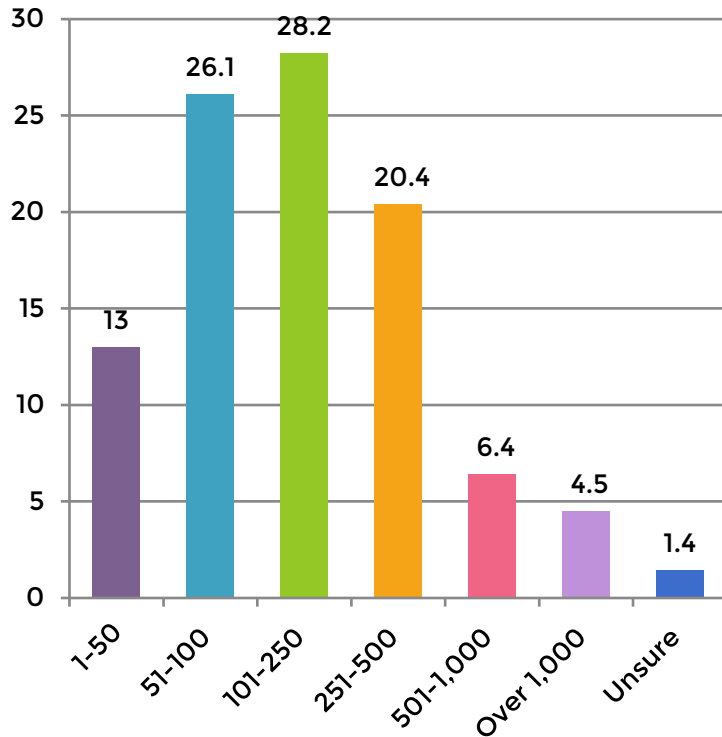


Q4 2020 RESPONSES

# Size of face-to-face events in 2021

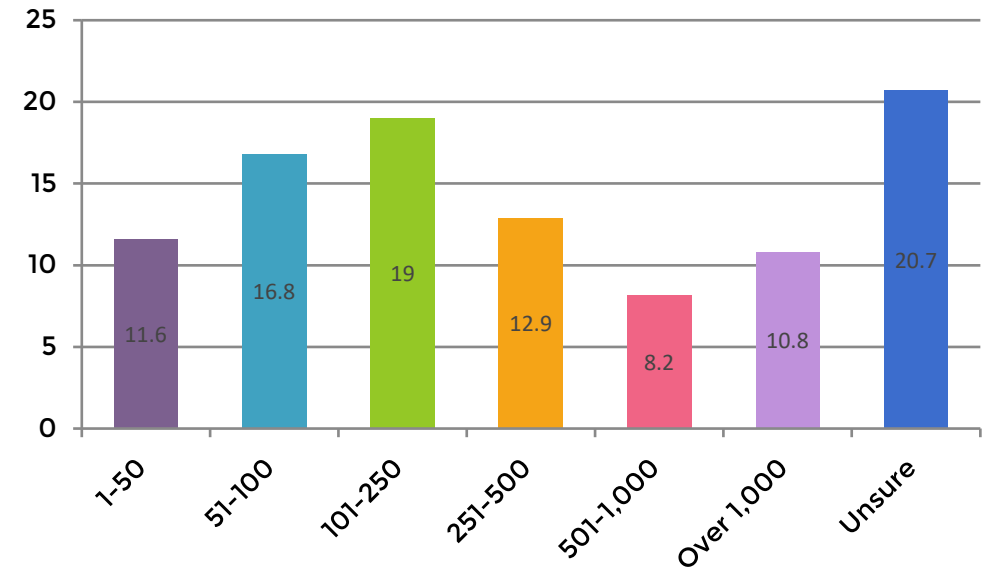
If your clients/company host face-to-face events in 2021, about how many attendees will you aim for at your largest program?

## Q1 2021 RESPONSES



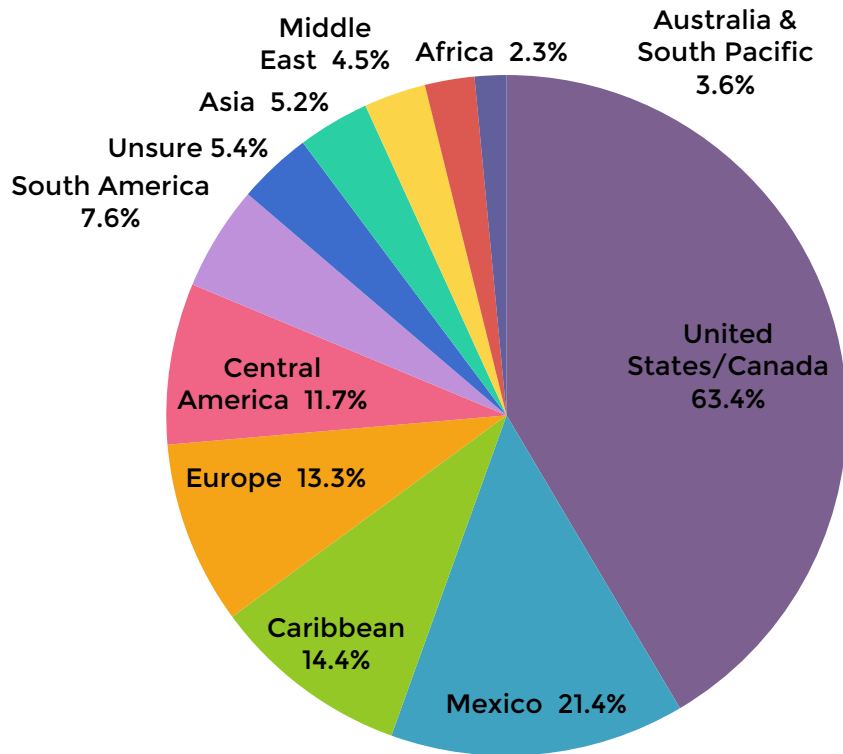
There is more certainty that programs will be small- to mid-sized. While face-to-face meetings will happen in 2021, there will be less people in attendance at these events. **67%** will have less than 250 people attending compared to **47%** in Q4 2020.

## Q4 2020 RESPONSES

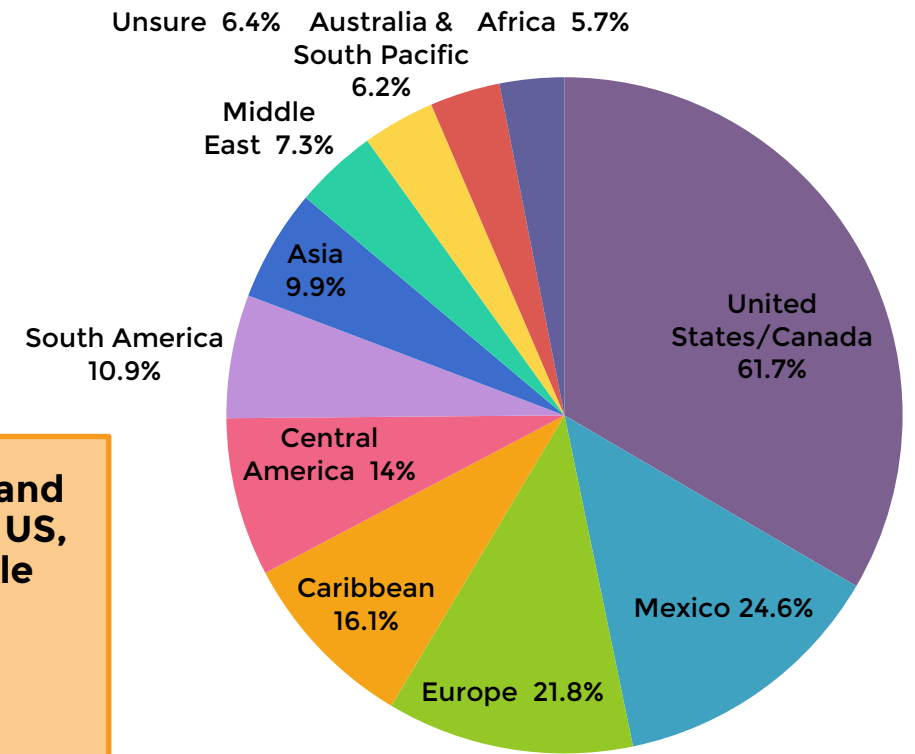


# Where are programs going?

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



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

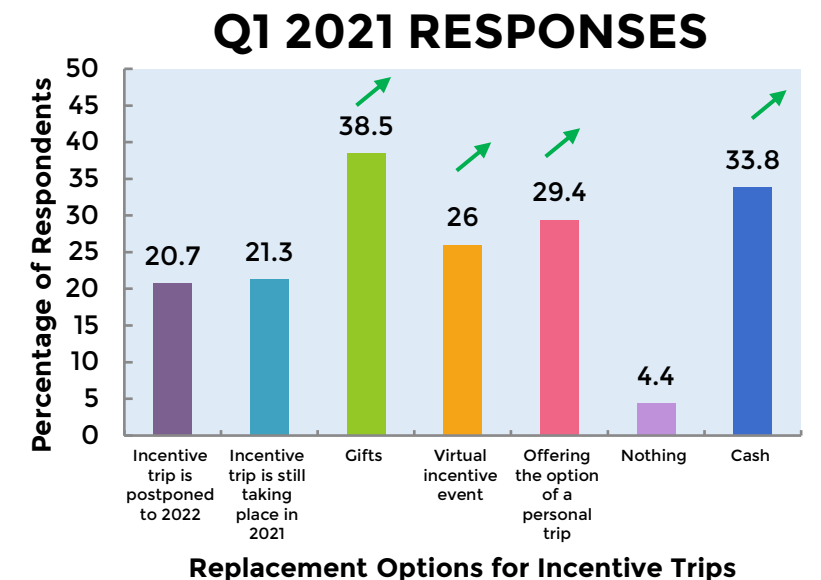
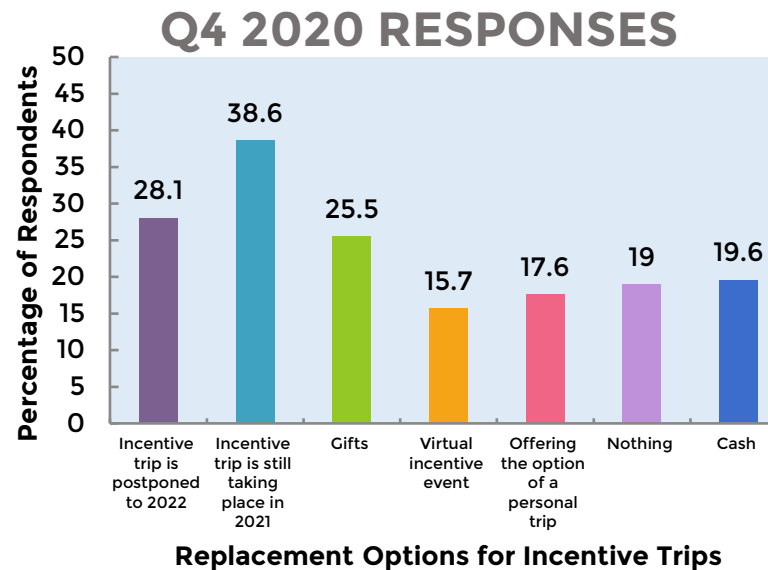
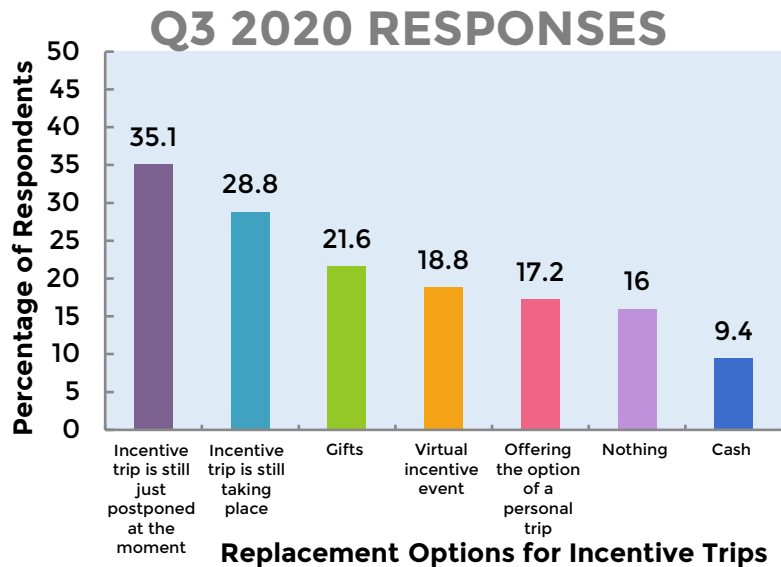


**For 2021, there is more demand for local destinations (US to US, Mexico to Mexico, etc.), while for 2022 there is a larger interest in traveling abroad.**

# 2021 Incentives

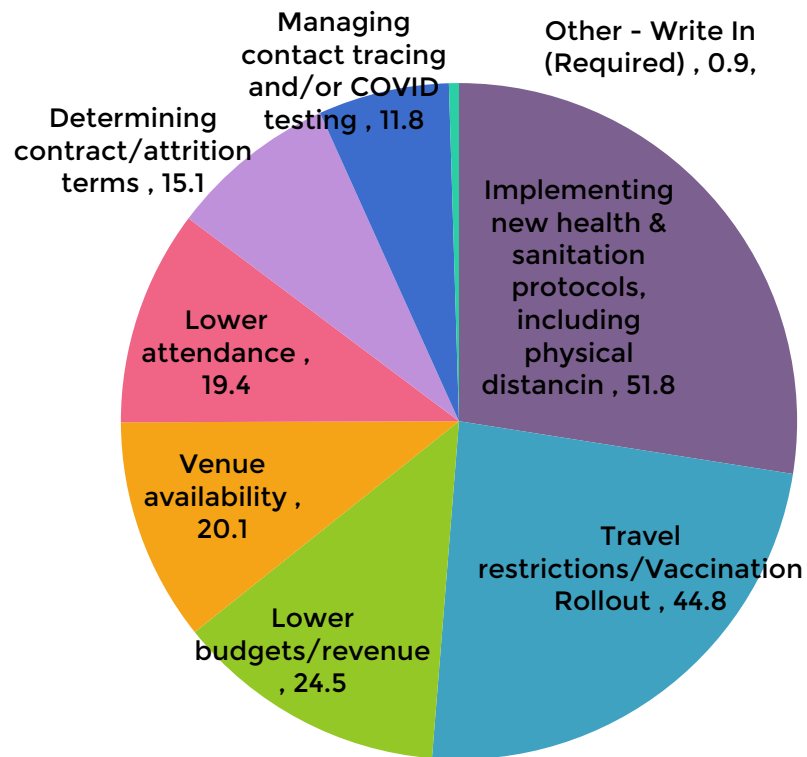
For 2021 incentive programs, what are you (or your clients) offering participants in lieu of a live incentive trip?

There was a decrease by **17%** in the amount of incentive trips taking place in 2021. This resulted in an increase in cash/gifts by **27%**, then followed by Virtual Incentives and offering a personal trip.



# Top Challenges

What are your top 2 challenges you expect to face with your in-person programs once travel resumes?

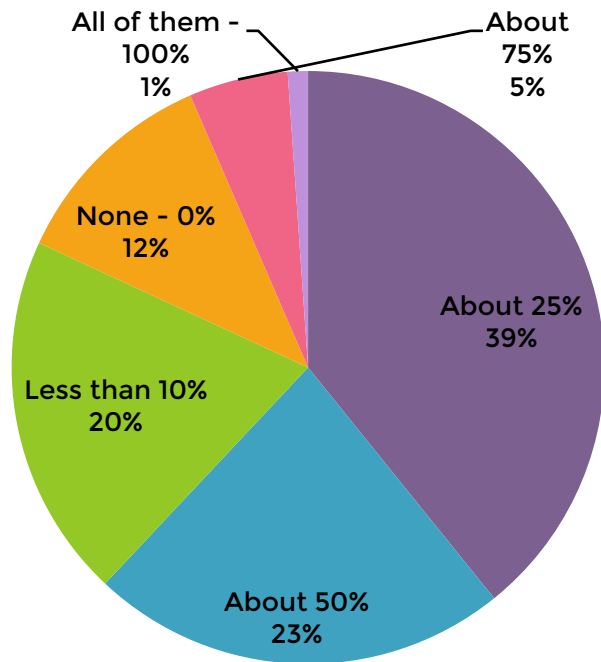


**Implementing the new health and sanitation protocols and managing travel restrictions continue to be planners' top challenges for face-to-face programs.**

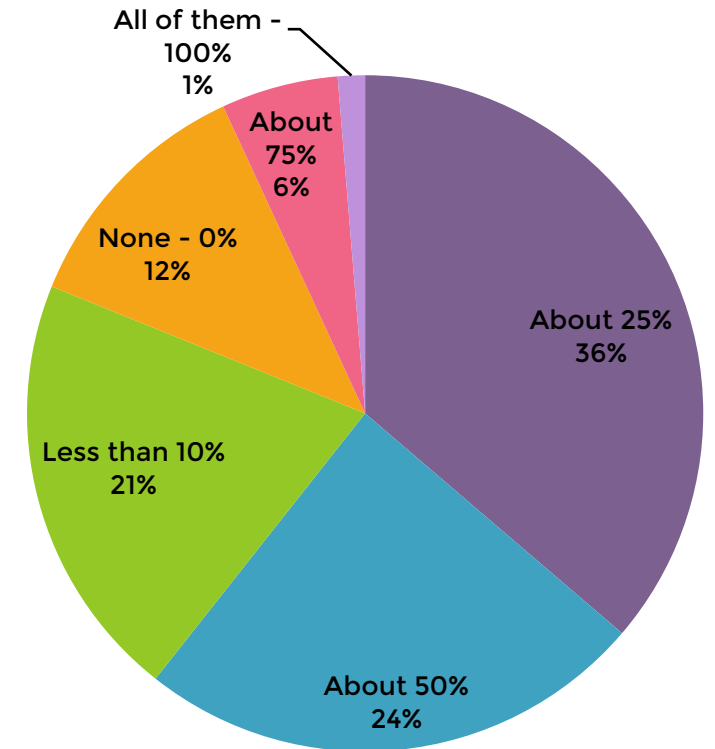


# Permanent Changes

What % of your programs have permanently decided to move to a virtual model, even once face-to-face travel resumes?



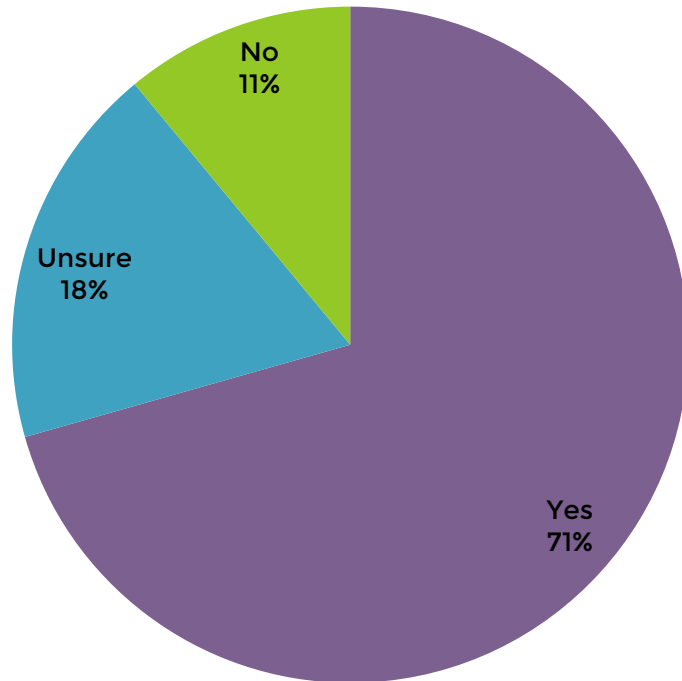
What % of your programs have permanently decided to move to a hybrid model, even once face-to-face travel resumes?



Virtual and Hybrid are here to stay. **60%** will hold over **50%** of their meetings virtually or hybrid in the future, regardless of the pandemic.

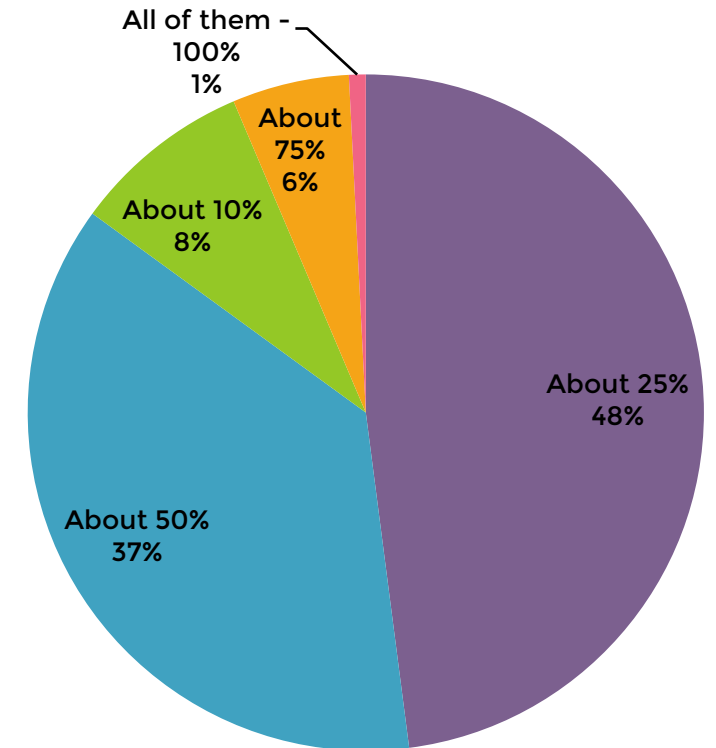
# Corporate Social Responsibility

Is incorporating CSR an important part of your programs?



**71%** of meeting planners find incorporating CSR activities a critical component for their programs. Majority of meeting planners, **(92%)** incorporate CSR activities into over **25%** of their programs.

What % of your programs that your company and/or clients hold per year incorporate CSR activities?



# Contact Global DMC Partners

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