

The Experiential Marketing COVID-19 Economic Impact Report

In-depth data on:

- + The overall effectiveness of virtual events
- + When and how event marketers believe the industry comeback will begin
- + How event departments have been affected by job losses and furloughs
- + The state of RFPs, budgets, and what to expect through 2020

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RECOVERY RESEARCH Q2 2020

THE EXPERIENTIAL MARKETING COVID-19 ECONOMIC IMPACT REPORT

The impact of the pandemic on event industry
spending, staffing and processes

It's a brave new world, and the experiential marketing industry is preparing to clear major hurdles in order to reignite programming amid a historic, global pandemic. This quarter, we switched gears in launching an all-new Experiential Intelligence Report that digs into the specific economic issues impacting events and event marketing jobs. Critical questions covered in this study include: Are virtual events working? What's the status of RFPs and budgets? What impact is this all having on the event industry's workforce? We've compiled the ultimate pulse-check with unique analysis of:

- + The overall effectiveness of virtual events
- + When and how event marketers believe the industry comeback will begin
- + How event departments have been affected by job losses and furloughs
- + The state of RFPs and budgets, and what to expect through 2020
- + And many other key questions and metrics as well as comments from top event and experiential marketers

To develop the analysis, Event Marketer conducted a survey of leading event and experiential marketing brand executives. The survey was conducted in May and more than 600 companies responded.

A comeback is on the horizon, and the landscape may look different from where we left it when the pandemic forced the industry to press pause, but understanding the economic impact and where to pinpoint recovery efforts will be crucial to rebuilding and reimagining the industry through 2020 and into 2021.

Event Marketer thanks all of the respondents for their invaluable contribution to the study.

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Over a matter of only a few months, and for some sectors and regions, a few weeks, the world changed for nearly all organizations tied to experiential marketing, corporate meetings, entertainment-based events and other large group activities. While high-profile events like CES are planning a January 2021 comeback, there is still uncertainty about the length of this pause on events and the time it will take for the reactivation and full recovery of events and social gatherings. No matter what the long-term changes are, events and experiential marketing remain vital for business. The questions now are: How long will the recovery process take? How will it differ across industries, various demographics, and around the world?

Below are some of the key insights from the new research.

CANCELLATIONS: Nearly Half of Events and Experiential Activations Have Been Canceled Outright Due to the Outbreak, but Only 16% Have Been Moved to Virtual/Online to Date

Brands indicate that 47% of their events and experiential activations that had been scheduled for March or later in 2020, have been canceled outright. On average across the industry, 17% of brand event portfolios have been postponed and rescheduled, and an additional 13% of events have been postponed, but not yet rescheduled (as of late May). Sixteen percent have been moved to virtual/online. Only 7% of the portfolio originally scheduled for 2020, mostly in the fall, are still being planned as live in-person events.

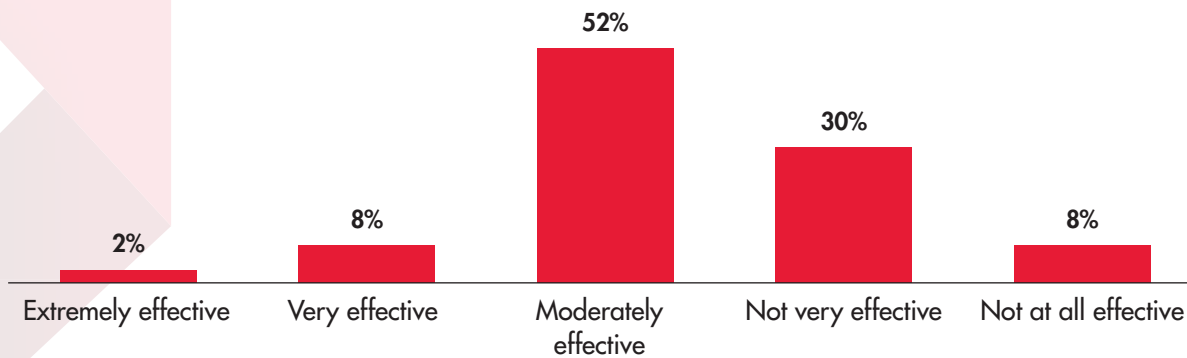
Average Event Portfolio Status Post-Outbreak

Events and Experiential Activations	All Brands
Canceled outright	47%
Postponed and rescheduled	17%
Postponed but not yet rescheduled	13%
Went virtual/online	16%
Keeping originally scheduled dates for later in 2020	7%
Total	100%

VIRTUAL EVENTS: Virtual/Online Events Are Only Considered Moderately Effective Compared to Live In-Person

The survey asked brands how effective virtual/online events are compared to live, in-person events. The responses to this question show that, overall, a large majority of brands feel that virtual/online events are only moderately effective or not effective. Event marketers were also asked to expand on this question with additional comments. A key theme found in these comments is that the effectiveness varies based on type of event and objectives. Also, a number of brands mentioned the potential to reach a wider audience online, and that virtual/online events can be effective for content delivery. On the negative side, brands mentioned concerns about audience screen time overload, and the difficulty with attendee engagement and networking.

Effectiveness of Virtual/Online Events vs. Live In-Person



STAFFING INSIGHT: 20% of Event Marketing Staff Industry-Wide Have Been Laid Off and 16% Have Been Furloughed

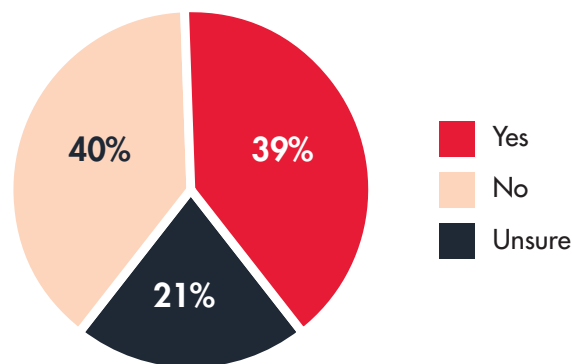
Overall, 20% of event marketing staff industry-wide have been laid off and 16% have been furloughed. Only 5% have been moved to other groups or divisions within companies.

All Brands	
Laid off	20%
Furloughed	16%
Moved to other groups/divisions	5%

BUDGET: Percentage of Event Marketers that Feel Their Budget for Live In-Person Events Will Be Restored for 2021

Nearly four out of 10 brands (39%) feel that their pre-outbreak event and experiential marketing budget will be restored for 2021. Yet nearly the same percentage of brands are unsure of the budget outlook at this time.

The survey asked brands: *Will the pre-outbreak budget for live in-person events be restored in 2021?*



PREDICTIONS: There's No Consensus on When Event Marketers Believe the Initial Recovery for Live Events will Begin—Although 39% Expect it Will Start in the First Quarter of 2021

The survey asked brands: *In what month do you think the industry's gradual comeback for live in-person events and activations will start?* The industry sentiment on when the event and experiential marketing industry's initial recovery will start is varied. For example, 22% of brands expect the gradual start of the recovery in September and October 2020, while 39% expect this to start in the first quarter of 2021.

About the Respondents

The survey polled leading brand event marketers at large companies in a range of categories including entertainment and media, technology, medical and pharmaceuticals, consumer products, sports and recreation, automotive, financial services and other key sectors. Sixty percent are with business-to-business brands and 40% work for consumer-facing brands.

**The findings in this Executive Summary provide only a small portion of the insights from the study. The full report provides additional insightful data, analysis and benchmarks.*

I. Event Portfolio Status and Budgets

This section starts with an overview of event and experiential portfolio status—the percentage of events canceled, postponed, moved to online, as well as those keeping originally scheduled dates later in 2020—across the industry and broken out for business-to-business and consumer brands. This is followed by a number of budget-related questions.

Event Portfolio Status

Survey Question: Considering your 2020 event portfolio (excluding third-party events) since March, what percentage of your events have been canceled, postponed or rescheduled, went virtual, or are holding their originally scheduled dates later in the year?

Since March 2020, nearly half of brand events and experiential activations (47%) industry-wide have been canceled outright. On average across the industry, 17% of brand event portfolios have been postponed and rescheduled, and an additional 13% of events have been postponed, but not yet rescheduled (as of late May).

Sixteen percent of events have been moved to virtual/online platforms. Only 7% of the portfolio originally scheduled for later in 2020, mostly in the fall, are still being planned as live in-person events. More business-to-business events have pivoted to virtual/online compared to consumer brands (21% b-to-b vs. 9% b-to-c).

	All %	B-to-B	B-to-C
Canceled outright	47%	44%	52%
Postponed and rescheduled	17%	16%	18%
Postponed but not yet rescheduled	13%	12%	14%
Went virtual/online	16%	21%	9%
Keeping originally scheduled dates for later in 2020	7%	7%	7%
Total	100%	100%	100%

Percentage of Brands that Have Cut or Frozen Event and Experiential Budgets

Survey Question: *Has your live in-person event budget for 2020 been cut or frozen?*

Over half of brands (51%) indicate their event and experiential budgets have been cut, and 39% say they have been frozen. Only 10% say there has been no change to their budgets for 2020, according to the respondents. Fifty-five percent of business-to-business brands have experienced a budget cut compared to 47% of consumer-facing brands. Consumer brands have been more likely to freeze their budgets.

	All %	B-to-B	B-to-C
Budget cut	51%	55%	47%
Budget frozen	39%	36%	42%
No budget change	10%	9%	11%

Average Budget Cut Percentage

Survey Question: *If your live, in-person event budget for 2020 has been cut, by what percentage?*

For the brands that have seen their budgets cut, the average cutbacks are in the table below. The average cutback across the entire industry has been a significant 62% reduction.

	All %	B-to-B	B-to-C
Average budget cut	62%	59%	68%

Percentage of Event Marketers that Feel Their Budget for Their Live In-Person Events Will Be Restored for 2021

Survey Question: *Do you think the budget for live in-person events will be restored for 2021?*

Nearly four out of 10 brands feel that their pre-outbreak budget level (essentially their budget that was set before March 2020), will be restored for 2021. Yet, nearly the same number of brands are understandably unsure at this time. Business-to-business brands are slightly more optimistic on this question than consumer brands.

	All %	B-to-B	B-to-C
Yes	39%	41%	38%
No	21%	22%	18%
Unsure	40%	37%	44%

II. Virtual/Online Events

One of the biggest impacts of the outbreak has been a pivot to virtual and online events. But as noted in the previous section, only 16% of all events, industry-wide, have been changed to virtual/online at this stage. The percentage of business-to-business events that have been moved to virtual/online is higher than the industry average at 21%, but this is still a relatively low percentage. For consumer brands, also as noted in the previous section, only 9% of their events have been moved to be virtual/online.

Effectiveness of Virtual/Online Events vs. Live In-Person

Survey Question: *How effective are virtual/online events compared to live in-person?*

Overall, the responses to this question show that a large majority of brands feel that virtual/online events are only moderately effective or not effective when compared to live in-person.

	All %	B-to-B	B-to-C
Extremely effective	2%	3%	1%
Very effective	8%	9%	7%
Moderately effective	52%	57%	46%
Not very effective	30%	24%	40%
Not at all effective	8%	8%	6%

The event marketers were also asked to expand on this question with write-in comments. The key themes found in these comments include:

- + Virtual/online event effectiveness varies based on type of event and objectives
- + Potential to reach a wider audience
- + Effective for content delivery
- + Concerns about audiences' screen time overload
- + Difficult for attendee engagement and networking
- + Difficult servicing exhibitors in an online "booth" or exhibit format

Select write-in comments:

"Consumers are exposed all-day to the computer and frankly tired of the virtual experience."

"Content is actually better, more focused and useful."

"Content-wise, effective. Sponsor and exhibitor marketing engagement, not effective."

"Depends upon the KPIs and goals."

"Despite best efforts and sincere hopes, virtual events will never replace one-to-one human interaction in real life, for marketing purposes or anything else."

"Different strategy and goals as well as attendee engagement concerns."

"Effectiveness depends on strategy to redesign the whole event."

"Engagement is difficult to achieve."

"Executive meetings are OK virtually, everything else is not going to work virtually."

"Experiential stands because you get to play with all five senses. We've all read the studies; you're ~50% more likely to remember something when you experience it in person than online, it's why our profession exists. You can get some things across online, but it's an even more crowded field than usual, and attention spans are way down from normal. We're doing what we can with the resources we have, but nothing truly replaces in-real-life experiences."

"Face-to-face events and exhibitions are essential to the business world. Online events are susceptible to technical difficulties and don't allow for meaningful interaction."

"Hard to measure and hard to stand out."

"Hard to sit in front of a laptop for hours per day."

"I believe they will be more effective when used in tandem with live in-person events."

"Inability to demo."

"In-person networking cannot be replaced."

"It depends on the dynamic and engagement involved. I have seen some crash and burn while others maintain quality interactions."

"It really depend on your goals of the event. In some cases virtual just does accomplish it. Virtual works if you need to get out a bunch of information to an audience, but I still haven't found the type of engagement or experiential you can get like when you meet in-person."

"Most virtual solutions we have reviewed have attempted to duplicate the event they are replacing. They don't address why the target audience would want to participate. They are very client-focused and not audience-focused."

"No emotional connection. No networking. Lots of distractions since not in the same room as a speaker. Brands are fooling themselves if they think virtual is a long-term strategy. The engagement is so much less."

"Nothing can replicate the one-to-one interactions and experiences live events produce for brands and their audiences."

"Obviously, virtual lends itself well to panel discussions, but nothing replaces the impact of live events."

"Planning a successful virtual event takes a complete rethink of the experience and shifting everything based on the goals of the event, and even still, it is incredibly difficult to create a successful online event in times when (online video conferencing) fatigue is real. Nothing can replace the energy of being in a room full of people."

"Sorry but two and three day events or even four hours online is tiresome and doesn't create a bond or develop business relationships."

"Technology challenges and a good attendee experience don't deliver to meet a brand's needs."

"The networking component is difficult to replicate. It feels forced."

"The whole tech component complicates it and you cannot control what the end users' technology is. Also the loss of human interaction."

"They are effective now because it is important to business continuity. You still have to manage your business and this is the alternative right now to drive sales/marketing initiatives."

"They can be very effective at delivering the right type of messages. And I think increased communication via virtual platforms is a very good thing. Virtual for routine communications and live for big announcements and critical hands on training."

"While being better than nothing, they are two completely different mediums. I consider most virtual events digital engagement and activation. It feels like a stretch to call online events experiential."

"Works OK for the sessions, but a little more difficult for the expo."

Top KPIs: How Virtual/Online and Live Events Compare

Survey Question: *How does virtual/online compare to live events according to your top KPIs?*

Only 17% of brands feel that virtual/online events are very close or moderately close when compared to in-person events in terms of KPIs (key performance indicators). Thirty-five percent of consumer brands say a comparison cannot be made—that virtual/online events have completely different KPIs.

	All %	B-to-B	B-to-C
Very close comparison	1%	2%	1%
Moderately close comparison	16%	21%	11%
Not very close comparison	27%	26%	28%
Not at all close comparison	24%	23%	25%
Can't compare, virtual/online events have completely different KPIs	32%	28%	35%

Select write-in comments:

"Absent is the in-person networking."

"Can't make as much money."

"Digital replacement of live events only works for conferences and panels."

"I think some of the KPIs carry over between the two mediums, but primarily only the very surface level metrics. Otherwise it's a totally different ballgame."

"I wish there was another option. It's too early to tell."

"Live events deliver experiences. Virtual events cannot emulate these."

"More sign-ups, especially if free, with about the same as in-person actually showing up to virtual event. Speakers and topics are rating high at both. Sponsors are unhappy."

"Our KPIs for each event are tracked for six months due to a sales cycle being long. Hard to compare only two months into this."

"The KPIs are dictated by the audience. People come for the content, people and the experience. There's too much focus on client convenience and not on results."

"The ROI for virtual is better than live."

"Typical KPIs are building relationships, which is super challenging with virtual events."

"What virtual events cannot replace is the opportunity to have conversations with hundreds of existing customers and prospects."

Typical Length of Virtual/Online Events

Survey Question: *Typically, are your virtual/online events hours or days long?*

By a large margin, most virtual/online events are under five hours per day and are only held that single day, often with an archived or on-demand feature for future viewing. Twelve percent of business-to-business events are held over two days, and a total of 8% are three or four days or longer.

	All %	B-to-B	B-to-C
Under 5 hours in one day	72%	70%	77%
1 full day, over 5 hours	8%	10%	4%
2 days	10%	12%	6%
3 days	5%	5%	5%
4 or more days	5%	3%	8%

Virtual/Online Event Attendance

Survey Question: *How many attendees have you been attracting to your most important, highest profile virtual/online events?*

Industry-wide, the average virtual/online event has been drawing 5,000 attendees. The typical business-to-business virtual/online event is attracting closer to 2,500 attendees and consumer event attendance is usually more than 9,000. It should be noted that the question asked about attendance levels seen at their *most important, highest profile virtual/online events*.

	All %	B-to-B	B-to-C
Average	5,007	2,557	9,032
High	250,000	100,000	250,000
Low	10	10	10

III. Staff and Agencies/Vendors

The heart of event and experiential marketing are the people involved in planning and executing events, and ultimately, those people who engage directly with attendees. This section provides insights on staffing, agencies and vendors RFPs.

Event Department Layoffs, Furloughs or Move to Other Groups

Survey Question: *Have any staff in the events department been laid off, furloughed or moved to other groups/divisions in your company?*

Unfortunately, 36% of the survey respondents indicate their organization has had to lay off some event and experiential marketing group employees, and 35% have conducted furloughs.

	All %	B-to-B	B-to-C
Laid off	36%	35%	37%
Furloughed	35%	35%	36%
Moved to other groups/divisions	9%	10%	9%
None/not applicable	41%	41%	41%

Staff Status

Survey Question: *What percentage of your department has been laid off, furloughed or moved to other groups/divisions in your company?*

Overall, 20% of event marketing staff industry-wide have been laid off and 16% have been furloughed. Only 5% of staff have been moved to other groups or divisions within their companies.

	All %	B-to-B	B-to-C
Laid off	20%	19%	23%
Furloughed	16%	17%	15%
Moved to other groups/divisions	5%	5%	5%

Length of Furloughs

Survey Question: *How long are the furloughs in terms of weeks or months?*

The length of furloughs vary widely, although a total of 40% of brands say it ranges from one to three months. Thirty-two percent of business-to-business brands say the length is indefinite compared to 20% of consumer brands.

	All %	B-to-B	B-to-C
Three weeks	2%	0%	4%
Four weeks	3%	3%	4%
One to two months	14%	12%	16%
Two to three months	26%	24%	28%
Three to six months	12%	12%	12%
More than six months	3%	6%	0%
Indefinite	26%	32%	20%
Not sure	14%	11%	16%

Paid vs. Non-Paid Furloughs

Survey Question: *Have the furloughed employees been given paid or non-paid furloughs?*

Two-thirds of furloughs across the industry are non-paid.

	All %	B-to-B	B-to-C
Paid	12%	17%	4%
Non-paid	66%	66%	64%
Depends on position	22%	17%	32%

Agency and Key Vendor RFPs

Survey Question: *Are you currently issuing agency and key vendor RFPs, and if yes, for what month/year?*

Just under one-quarter of brands are currently issuing agency and key vendor RFPs.

	All %	B-to-B	B-to-C
Yes	24%	23%	26%
No	76%	77%	74%

Below are the number of mentions in write-in responses on when agency and key vendor RFPs have been or are expected to be issued.

2020

- May 2020 (2)
- June 2020 (3)
- July 2020 (2)
- August 2020 (7)
- Summer 2020 (2)
- September 2020 (6)
- October 2020 (5)
- November 2020 (3)
- December 2020 (1)
- Q3/Q4 2020 (5)

2021

- 2021 (6)
- January 2021 (6)
- March 2021 (1)
- April 2021 (4)
- May 2021 (2)
- June 2021 (1)
- July 2021 (1)
- Summer 2021 (1)

Status of Agency and Key Vendor RFPs

Survey Question: *What percentage of your RFPs for agency and key vendor services were canceled or paused?*

Sixty-five percent of brands have canceled or paused at least one agency or key vendor RFP as a result of the outbreak.

	All %	B-to-B	B-to-C
Average	65%	66%	64%

IV. Reactivation Outlook

This section of the report covers four key questions:

- + Do brands have a plan in place for live in-person event program reactivation?
- + Where do brands see the greatest challenges in reactivation once the crisis is past?
- + In what month do event and experiential marketers think the industry’s gradual comeback for live, in-person events and activations will begin
- + When event and experiential marketers expect a wider comeback will be realized—i.e., when their live in-person event programs overall reach at least 75% of what they were pre-outbreak?

Percentage of Event Marketers with a Plan for Live In-Person Event Program Reactivation

Survey Question: *Do you have a plan in place for live in-person event program reactivation?*

Nearly half of brands (47%) have a plan in place for live in-person event program reactivation. Twenty-three percent do not have a plan in place yet, and 30% are still undecided on their direction at this time.

	All %	B-to-B	B-to-C
Yes	47%	48%	47%
No	23%	22%	25%
Undecided	30%	30%	28%

Event Marketers on the Greatest Reactivation Challenges

Survey Question: *Where do you see the greatest challenges in reactivation once the immediate crisis is past?*

By far, the key theme in the write-in answers relates to the fundamental issue of audience confidence and, specifically, whether they will feel safe when attending live in-person events and experiences again. Related to this are travel concerns and when people will be ready to get on airplanes, as well as the outlook for corporate travel and marketing budgets. Then there are a range of operational concerns related to social distancing and location sanitation protocols when activating events on-site. All other comments and issues can be considered secondary, but here are additional themes from the responses:

- + Inconsistent city and/or state gathering protocols and guidelines
- + Insurance and liability concerns
- + Contractual changes
- + Developing hybrid live and online events
- + Audience engagement
- + Fostering networking
- + Food and beverage requirements
- + Impact on costs due to new operational requirements

Select write-in comments:

"Adapting to a social distancing climate."

"Addressing attendee fears and driving attendance. Competing with others in the industry also trying to host lots of events when this ends. Lots of competition for the same people."

"All the additional precautions that venues will have to undertake to adhere to guidelines and/or make patrons feel safe. It's going to be tedious and costly."

"Attendee and corporate confidence to travel and be at large group gatherings. People will come, but not in great numbers. Many corporations and whole industries (i.e., education) are restricting or stopping staff travel for the foreseeable future."

"Attendee fear, reductions in corporate sponsorship spending, restrictions on international travel."

"Better force majeure clause in contracts."

"Biggest challenge is defending this activity as essential vs. professional development, networking and extension learning which can be done in less intrusive ways."

"Budgets will be low and attendance will likely be low."

"Catering, meeting room sets, cleanliness of hotels, safe to travel."

"Consumer comfort levels, event programs being able to achieve ROI on the expenditure side for a smaller scale. The experience being compromised for new safety regulations."

"Crowd control to allow for social distancing."

"Everyone is waiting to see what others do. Nobody wants to be first, so it will be slow and they will have to see others succeed before gaining approval from management to move forward on their own."

"Format of live engagement will change, effectiveness will be reduced, expenses will be hard to justify."

"Getting executive leadership comfortable with doing in-person events knowing that we have to rely on so many others to make sure protocols are followed."

"Getting people to events and getting past government restrictions."

"How to control attendees on the show floor."

"International travel regulations (e.g. quarantine), executive travel restrictions imposed by companies / insurance, essential travel only, concern."

"Justifying the cost now that we've experienced virtual."

"Live, in-person networking."

"Maintaining safety standards that are undefined, unclear, or that vary from state-to-state and city-to-city."

"Making sure our staff is supported, feels safe, and is mentally at ease with large person gatherings again in order to be able to do their jobs without sacrificing their personal wellbeing."

"Momentum and customer budget cuts related to recession."

"Overload of events."

"Preparing for physical changes in the event environment that will be required, as well as client confidence to go live again."

"Safety and hygiene measures 'buzz killing' events. Higher prices and more restrictive venue contracts."

"Small gatherings and public places will open, but in events capacity and venue mean so much to the price and how an event runs. Particularly in the music and sports realms, when will they fill those places to capacity. Will that affect ticket price to the consumer? And as a beverage brand, what is that going to do to volume moving venues?"

"Sponsorship ties to an unclear date."

"Talent willingness to travel to large conventions."

"The food/beverage portion of an in person meeting and the cleanliness of hotels/conference centers."

"The liability issues outweigh all others. People will not attend until they have accurate information, believe it and feel safe."

"Travel, attendance, effectiveness, ROI."

"Trust in other people and the efficacy of testing."

"We will not be able to fully activate until there is a vaccine."

"What about people who refuse to get (the vaccine) once it's available? How do we know that and do we let them attend our event?"

When Event Marketers Believe the Initial Recovery for Live In-Person Events Will Begin

Survey Question: *In what month do you think the industry's gradual comeback for live in-person events and activations will start?*

The industry sentiment on when the event and experiential marketing industry's initial recovery will start is varied. Twenty-two percent of brands expect the gradual recovery to begin in September and October 2020. But a larger 39% expect this to start in the first quarter of 2021.

	All %	B-to-B	B-to-C
June 2020	0%	0%	0%
July 2020	2%	0.5%	4%
August 2020	4%	3%	4%
September 2020	11%	8%	16%
October 2020	11%	11%	11%
November 2020	3%	4%	3%
December 2020	3%	2%	4%
January 2021	20%	24%	13%
February 2021	4%	4%	5%
March 2021	15%	19%	11%
April 2021	6%	6%	4%
May 2021	2%	2%	3%
June 2021	6%	5%	7%
July 2021	1%	0%	1%
August 2021	1%	0.5%	1%
September 2021	3%	4%	2%
October 2021	2%	2%	2%
November 2021	0%	0%	0%
December 2021	0%	0.5%	0%
Q1 2022	2%	1%	3%
Q2 2022	2%	0.5%	3%
Q3 2022	0%	0.5%	0%
Q4 2022	0%	0%	0%
2023 or later	0%	0%	0%
Don't know	2%	2%	3%
Never	0%	0%	0%

When Event Marketers Expect Their Live In-Person Event Programs to Reach 75% or More of the Pre-Outbreak Level

Survey Question: *When will a wider comeback be realized, i.e., when your live in-person event programs overall reach 75% or more of what they were pre-outbreak?*

Getting back to a more “normal” industry is expected to take longer. But the industry is split into different groups when gauging the outlook. Twenty-five percent of the respondents expect to see the 75% per-crisis level back in the second quarter of 2021. Twenty-two percent are forecasting this level of recovery in the second half of 2021. Another 21% do not expect this rebound threshold to be met until 2022.

	All %	B-to-B	B-to-C
June 2020	0%	0.5%	0%
July 2020	0%	0%	0%
August 2020	0%	0%	1%
September 2020	1%	0%	2%
October 2020	1%	1%	2%
November 2020	1%	0.5%	1%
December 2020	2%	0.5%	3%
January 2021	8%	8%	9%
February 2021	1%	0.5%	1%
March 2021	10%	10%	9%
April 2021	7%	9%	6%
May 2021	7%	7%	8%
June 2021	11%	12%	11%
July 2021	5%	2%	8%
August 2021	3%	5%	1%
September 2021	10%	12%	6%
October 2021	2%	3%	2%
November 2021	1%	0.5%	1%
December 2021	1%	0%	1%
Q1 2022	12%	12%	12%
Q2 2022	5%	3%	7%
Q3 2022	3%	4%	1%
Q4 2022	1%	1%	0%
2023 or later	1%	0.5%	2%
Don't know	5%	5%	5%
Never	2%	3%	1%

About the Respondents and Methodology

In May 2020, *Event Marketer* conducted a survey of leading event and experiential marketing brand executives with a focus on large companies in both consumer and business-to-business markets. The survey received 622 responses.

Industry Sector

	%
Entertainment and Media	16%
Information Technology	10%
Medical, Healthcare and Pharmaceutical	6%
Consumer Products	5%
Education	5%
Food and Beverage	5%
Mobile Technology/Telecommunications	5%
Sports and Recreation	5%
Automotive	4%
Financial Services	4%
Restaurants and Hospitality	4%
Retail	4%
Consumer Electronics	2%
Energy or Natural Resources	2%
Transportation	1%
Other	22%

B-to-B or B-to-C Focus

	%
Business-to-Business events (over 50% of event budget)	60%
Business-to-Consumer events (over 50% of event budget)	40%

eventmarketer

761 Main Avenue
Norwalk, CT 06851
Tel: 203.854.6730
www.eventmarketer.com

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