

The background of the slide features a blue gradient with vertical stripes of varying shades. Scattered across this background are several small, dark silhouettes of people in various running or athletic poses, suggesting movement and energy.

The Future of Events

Bob Priest-Heck
CEO of Freeman

The Event Ecosystem



Key Take Aways

Sentiments point to events returning 2021



New decision makers involved in the process

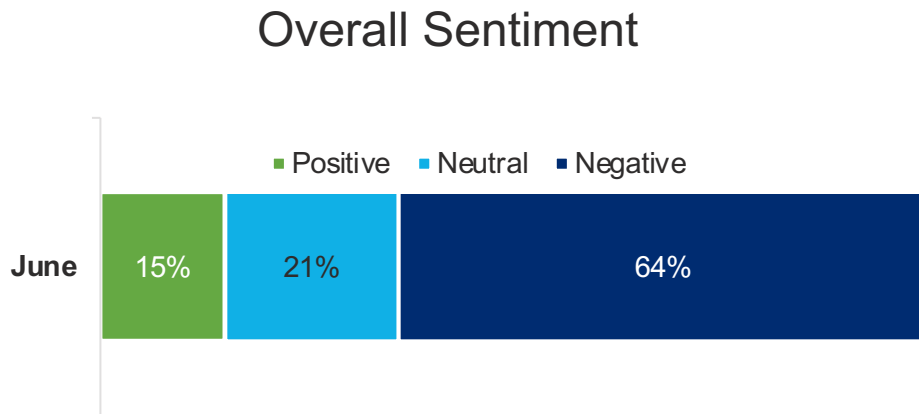


Sentiment gaps exist among stakeholders



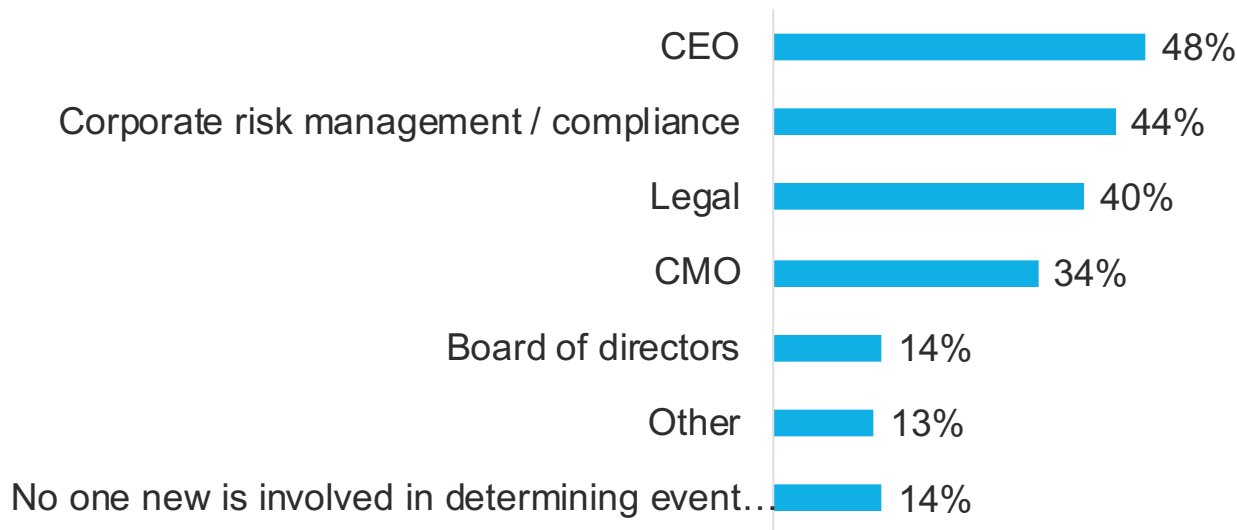
Events will change to address new normal

Overall sentiment is negative



Q. What ONE word best describes your current emotional state towards the pandemic and exhibiting at in-person events? (unaided)

New decision makers involved in event strategy

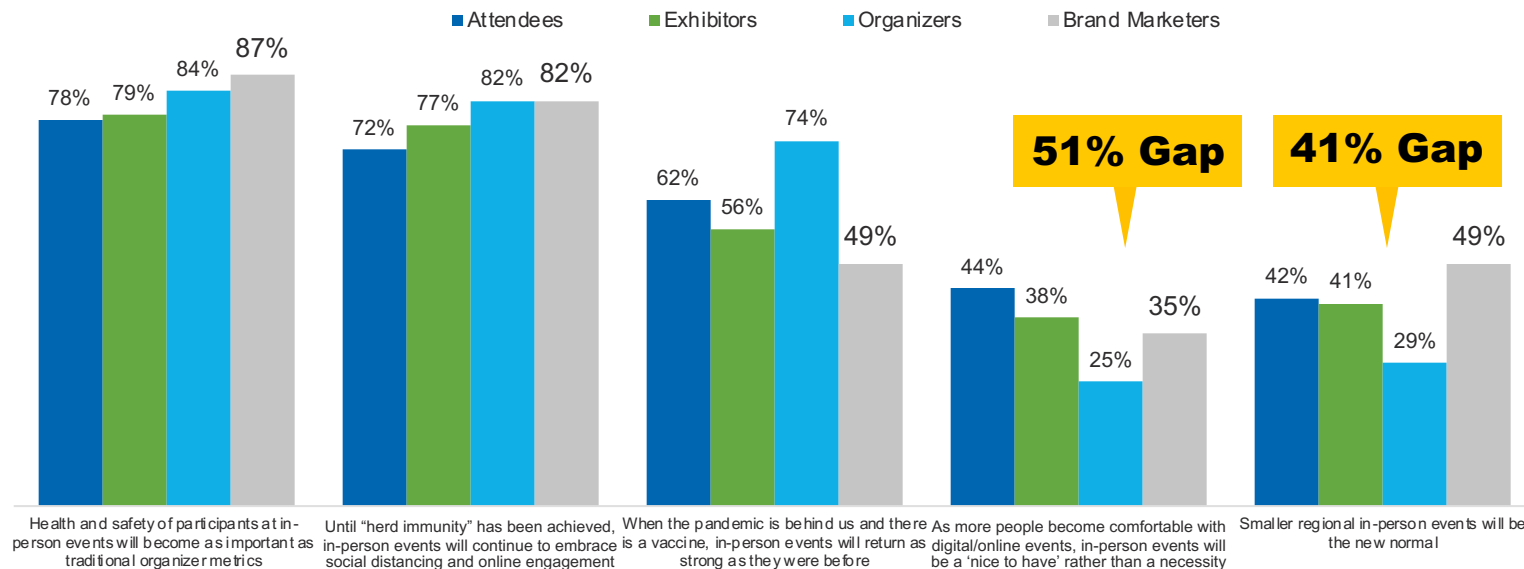


Q. What decision makers are now more involved in reviewing/approving event strategy, since before the COVID-19 pandemic? Select all that apply.

Organizers are most positive towards in-person events

Agreement with Statements

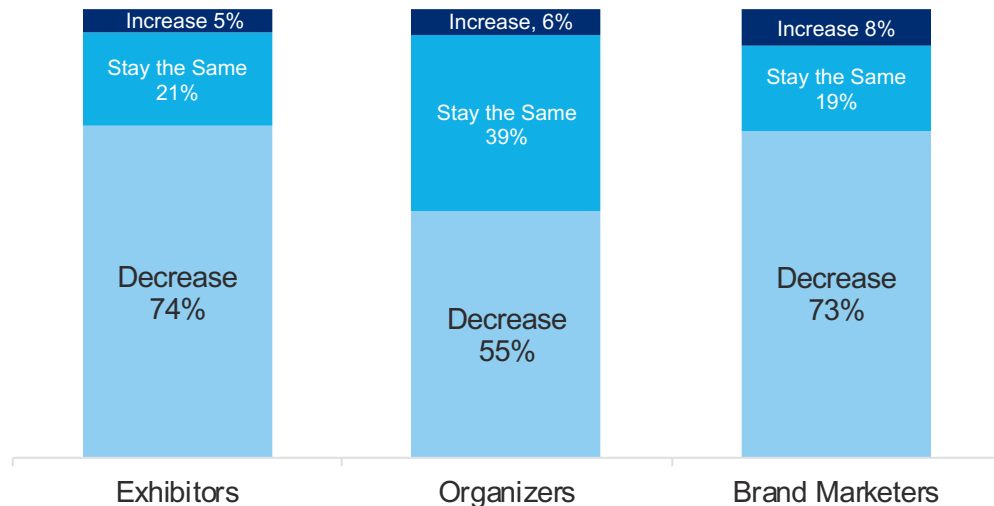
(Strongly Agree/Agree)



Q. Given your background and experience at events, rate your level of agreement with each of the following statements.

75% of Exhibitors and Brand Marketers expect to decrease the number of in-person events produced, only half of Organizers agree

Change in In-Person Events Post-COVID








Q. Overall, how do you expect the number of in-person events your company produces to change post-COVID?

Online events do not satisfy audience needs

92% of online audience are frustrated by online event experience

Networking continues to be #1 problem

Q. What challenges/frustrations have you faced with the digital/online events you participated in?

Challenges with online events	June	July
Ineffective networking/interaction with other attendees	42%	48%
Too much online content right now/overload	36%	37% 
Online content is just not a substitute for in-person learning at events	31%	37%
I have too many distractions	32%	32% 
Speakers not trained to present online	34%	31%
General technology issues	31%	30%
The presenter didn't hold my interest	34%	29%
Delivery formats were all the same/boring	25%	26% 
Sessions too long	25%	19%
Platform wasn't user friendly	14%	19% 
Sponsors/exhibitors not integrated into online program	13%	17% 
The content did not deliver what it promised	18%	15%
I wasn't given an opportunity to ask questions/engage	16%	14%
No agenda provided in advance	16%	13%
Content did not offer language translations	2%	2%
None, no challenges or frustrations	6%	8%
Base (participated in online/digital events since April 1, 2020)	1,162	2,155

Organizers & Brand Marketers

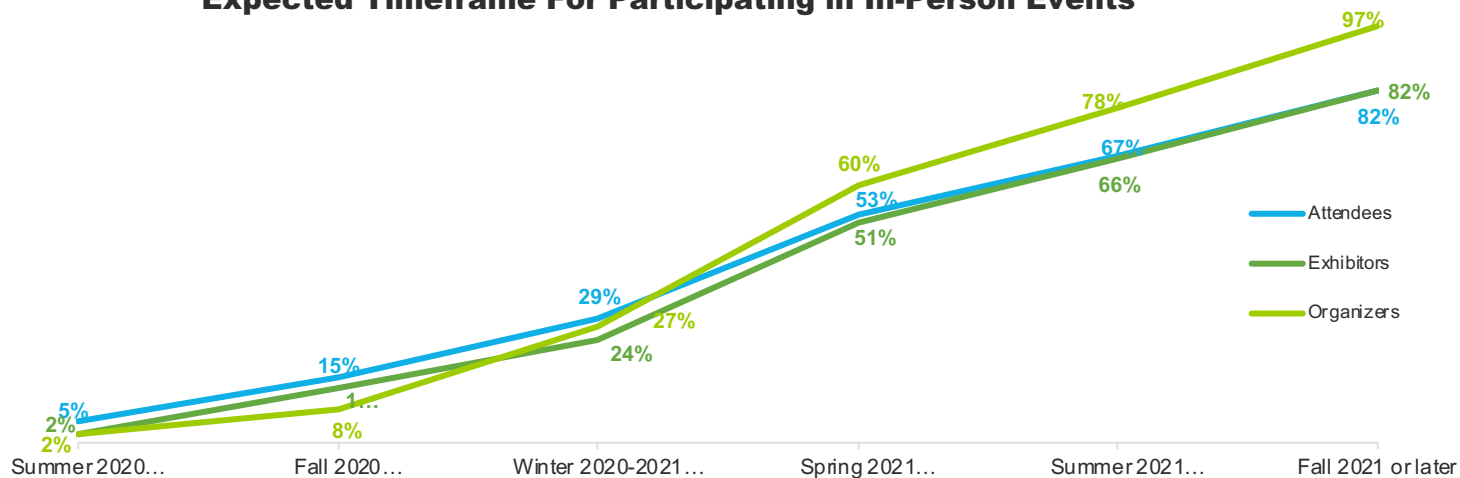
#1 priority: what is future of events



Q. When thinking about your vendor partners in the live event industry, how can they best support you now and prepare you for business after COVID-19 crisis?

Attendees, Exhibitors and Organizers most aligned around Fall 2021 timeframe

Expected Timeframe For Participating in In-Person Events



Q. When do you see yourself participating in-person B2B events again?

Moving Forward



Health & safety required

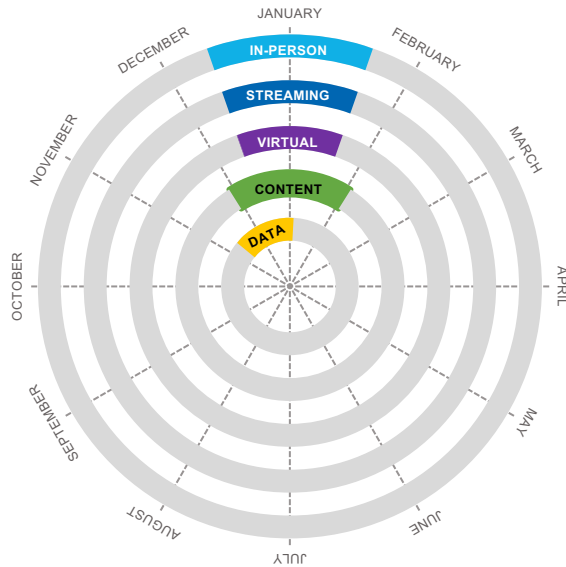


Data driven insights



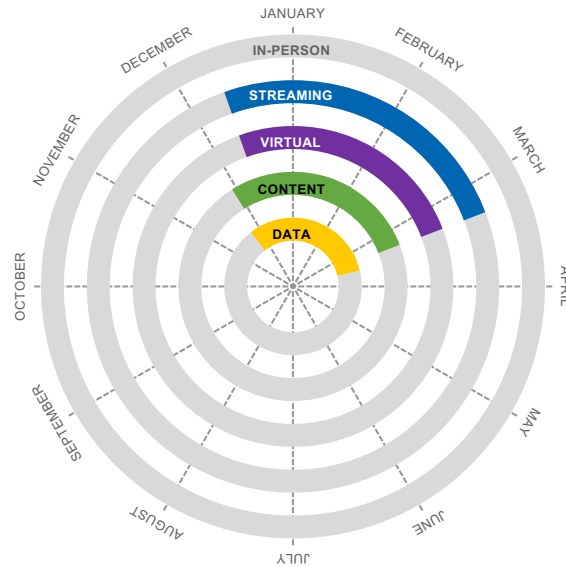
Hybrid events

The future of LIVE events



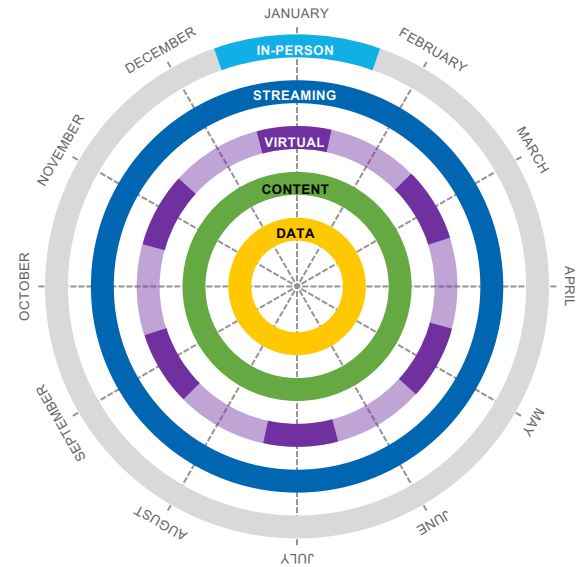
**PRE-COVID
EVENT SERVICE MIX**

An engagement strategy built around
the experience as a-point-in-time-in-a-location



**CURRENT STATE
EVENT SERVICE MIX**

An engagement strategy built around
the experience as a-point-in-time



**HYBRID-MODEL
EVENT SERVICE MIX**

An engagement strategy built around
the experience as a-year-long-multiplatform-dynamic-conversation



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