



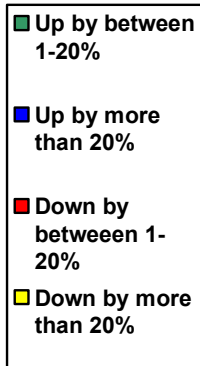
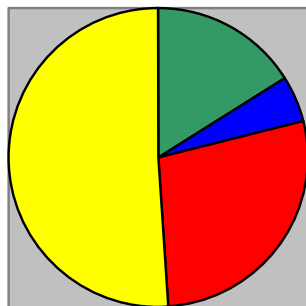
## Events Market Survey February 2009

This online survey of Eventia members was carried out at the beginning of February and generated 65 responses - 22 from major event management agencies, and the remainder from destinations, venues and other supplier members of the Association. The survey objective was to gauge the current state of the events market and to identify key and emerging trends, issues and opportunities. This short paper summarises the principal findings.

### **1. Compared with this time in 2008, would you estimate that your confirmed events business for 2009 is:**

- Up by between 1-20%
- Up by more than 20%
- Down by between 1-20%
- Downy by more than 20%

The results showed:

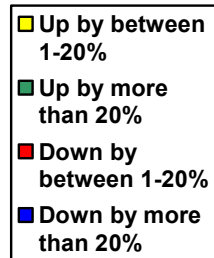
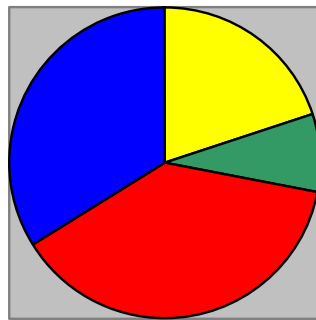


Up by between 1-20% = 16%
Up by more than 20% = 5%
Down by between 1-20% = 28%
Down by more than 20% = 51%

**2. Compared with this time in 2008, are new business enquiry levels:**

- Up by between 1-20%
- Up by more than 20%
- Down by between 1-20%
- Down by more than 20%

The results showed:

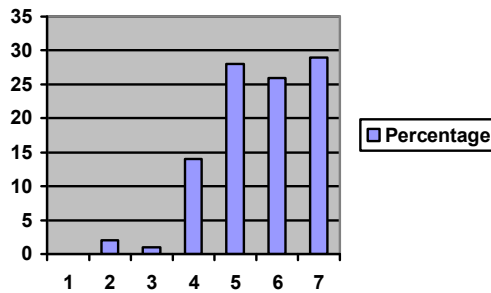


Up by between 1-20% = 20%  
Up by more than 20% = 8%  
Down by between 1-20% = 38%  
Down by more than 20% = 34%

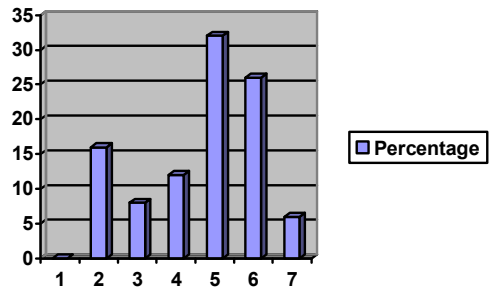
**3. Rate the following industry 'trends' in terms of their prevalence from your experience. Please rate from 1-7 where:**

**1 = uncommon/unusual**  
**7= very common/highly prevalent.**

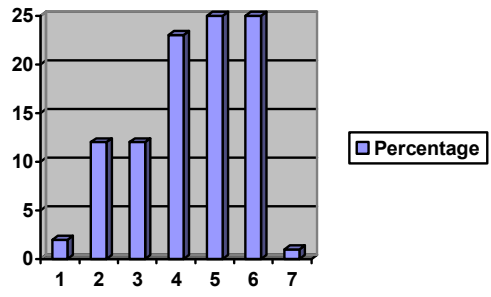
**a) Reduction in event budgets:**



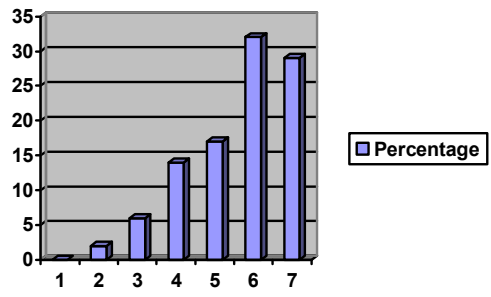
**b) Reduction in the size of events (i.e. delegate/attendee numbers):**



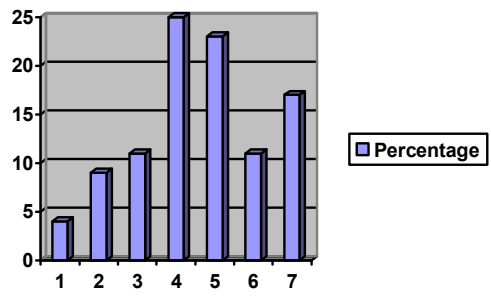
**c) Shorter duration of events:**



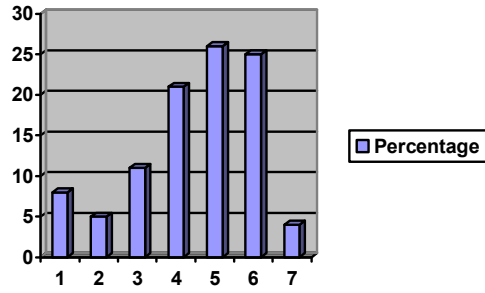
**d) Shortening of lead times for events:**



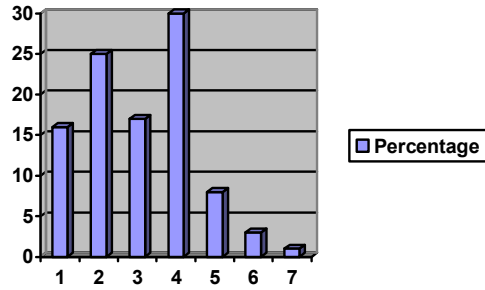
**e) Cancellation of events:**



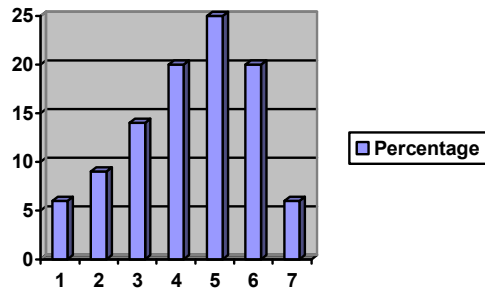
**f) Increased need to demonstrate event ROI:**



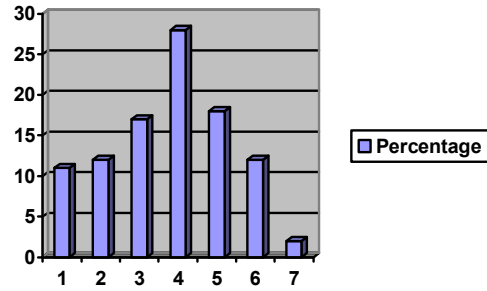
**g) Increased use of technology for virtual meetings/events:**



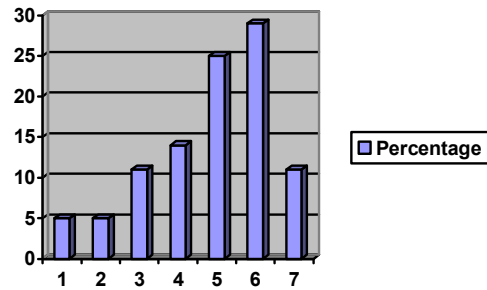
**h) Increased demand for creativity and innovation in event design and management:**



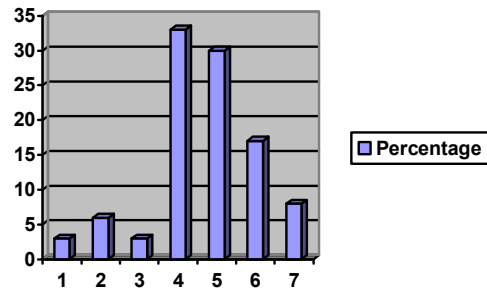
**i) Increasing importance of sustainable events:**



**j) Increased influence of procurement departments on event purchasing and management:**



**k) Recognition that face-to-face meetings and events have the highest return of all marketing tools:**



**4. Please list briefly any other key trends, issues or opportunities facing your business currently.**

- Public perception of events is playing a crucial role, with even some cancellations being put down to how staging of an event would be perceived, rather than due to such issues as financial difficulties. Even when companies have big budgets, they are avoiding exotic overseas destinations
- Private sector events (for example parties and weddings) are still happening but on a smaller scale
- Clients of those surveyed are looking at the financial stability of agencies, to ensure that the agencies themselves will still be around to deliver their events
- The survey highlighted the opportunities afforded by favourable exchange rates, due to sterling's weakness against the dollar and euro
- Business is often not being confirmed until the last minute, creating contractual problems with venues and other suppliers, and often leading to a failure to pay invoices in a timely fashion. A need for tighter contractual agreements
- Direct flights for pan-European events are increasingly important
- Demand for more creativity and added value on a lower budget
- More team events, but reducing the 'WOW' element in events in favour of smaller fun events like paint-balling
- Budget cuts within the corporate hospitality industry, and tighter margins in a reducing market
- With too many briefs and not enough resources to respond to them, organisations have to turn away new business opportunities in some cases
- Value is the most important factor at the moment within the industry