



2:52

5 Data Points in 5 Minutes

Data Point 1

Delta Affected Attendee Confidence

2:52



- Average attendance in the last 90 days → about 50% of 2019.
- In-person attendees since COVID began → far more positive about attending future events.

Data Point 2 Attention Spans Dropping

2:52

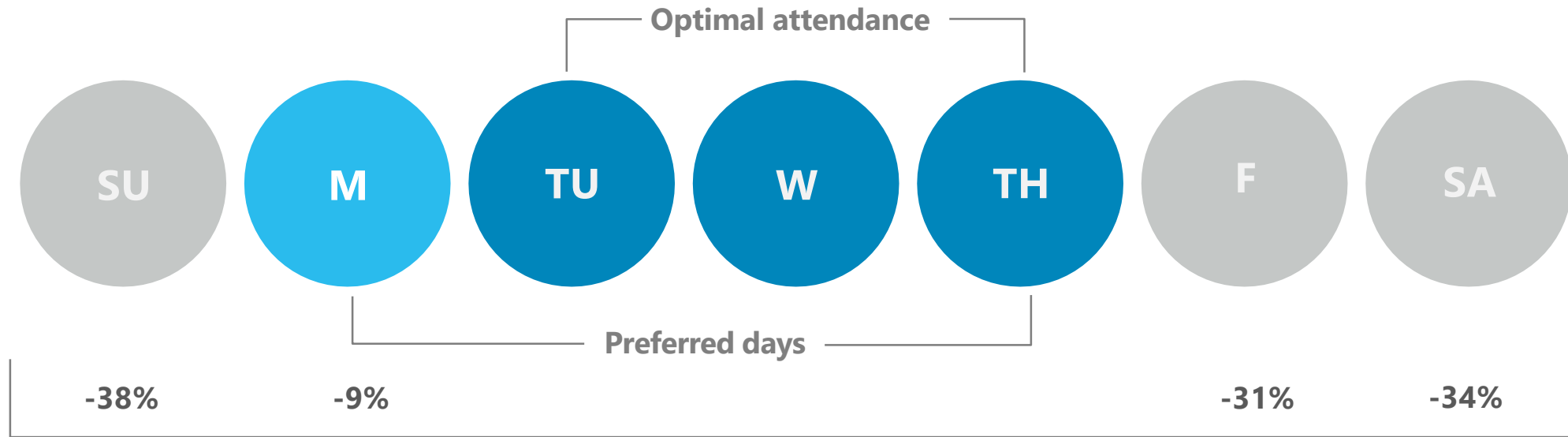


Average time (in hours) spent at virtual events.

Data Point 3

Attendees Want Shorter Events

2:52



3 days is their preference

Data Point 4

No One Attends a Hybrid Event

2:52

In-person	Virtual
1. Exhibits ↕	1. Education sessions
2. Networking	2. Keynotes/general sessions
3. Special events	3. Networking
4. Education sessions	4. Exhibits
5. Keynotes/general sessions	5. Special events

Data Point 5 Exhibitor Sentiment is High

2:52

Exhibitors rating Organizers

