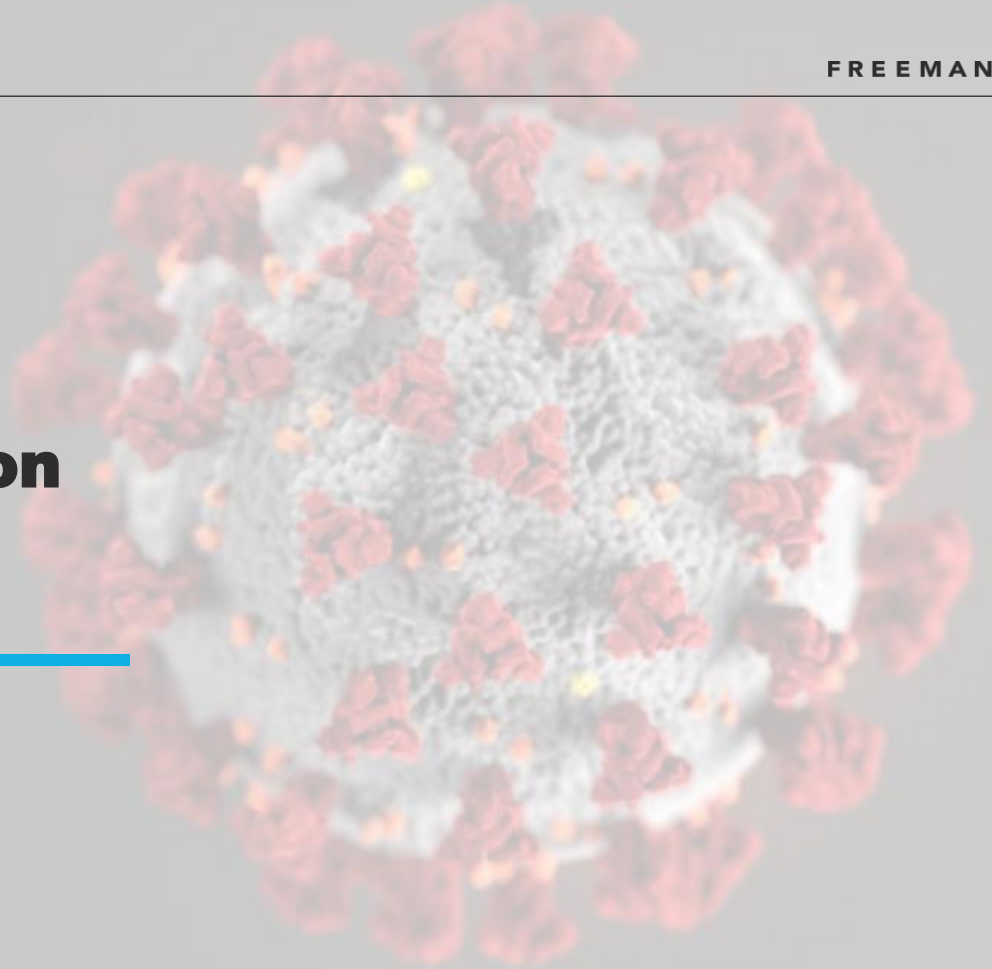




Impact of COVID-19 on Event Attendance June 2020

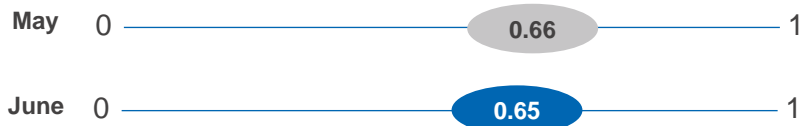
**Attendee Results
June 10, 2020**





Compared with a month ago, significantly fewer expect to attend events through February 2021

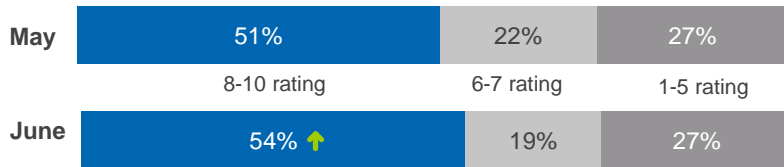
Confidence Index



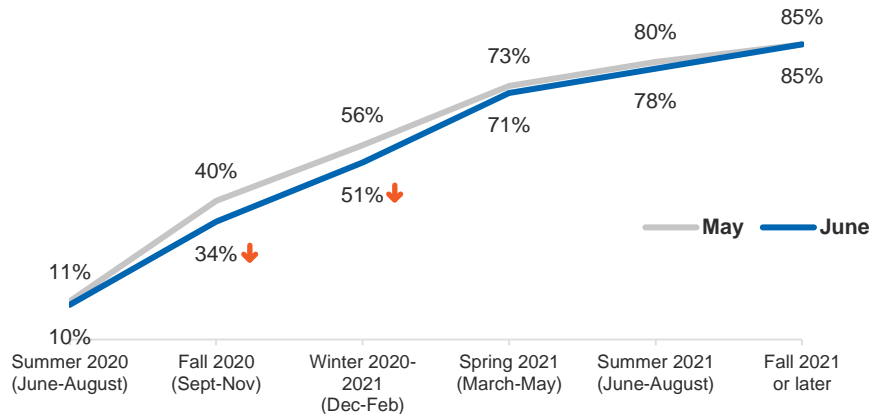
The Confidence Index is calculated with an algorithm using the results of the likelihood of attending and timeframe for attending events. It is expressed on a 0 – 1 scale. An index of 0.9 is desired.

Likelihood of Attending In-Person Events

10=extremely likely and 1=not at all likely



Expected Timeframe of Attending In-Person B2B Events



- Healthcare show respondents: only 30% expect to attend an event through February 2021

Q. Once B2B in-person events are permitted to occur and the coronavirus threat is under control, how likely would you be to attend an in-person B2B convention or exhibition?

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

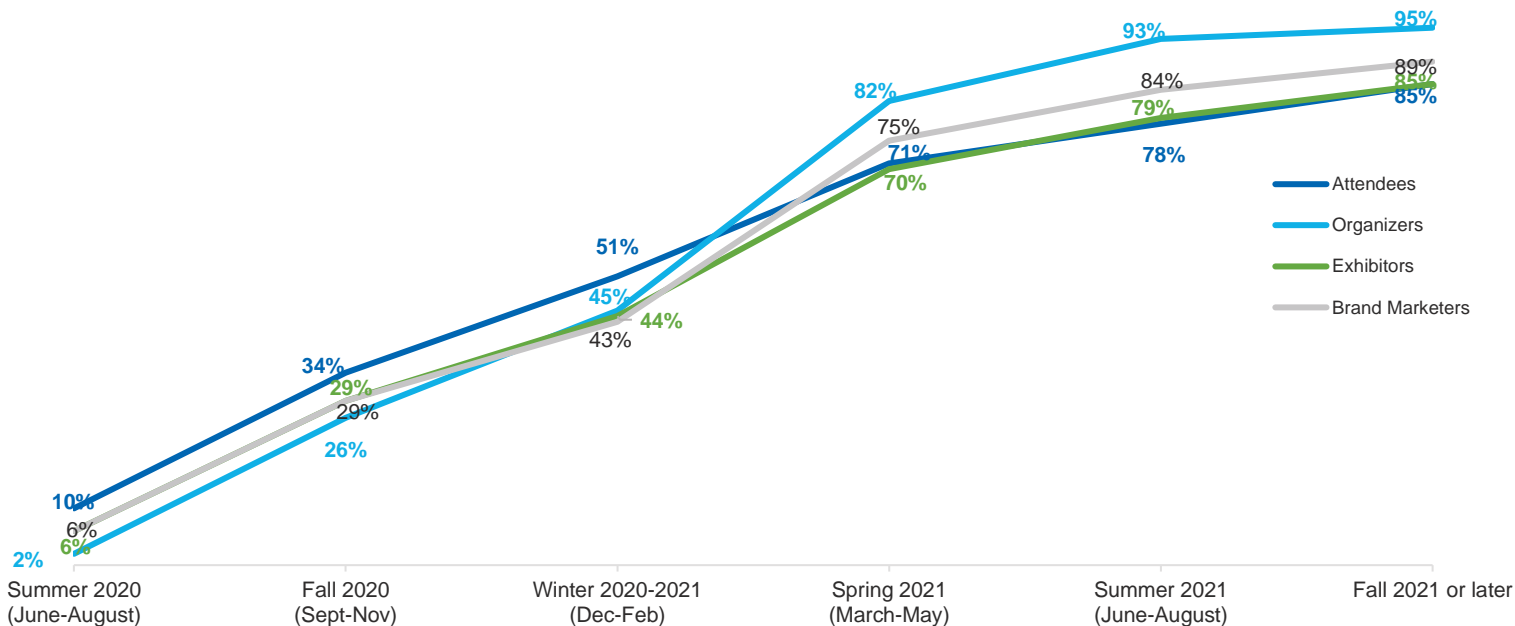
Statistically significant difference from May results ↑ ↓



COVID-19 Sentiment Research (June 2020)

Organizers more likely than others to return to in-person events

Expected Timeframe For Participating in In-Person Events



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



Health and Safety concerns remain paramount for not attending in-person events

Top Reasons for Not Attending In-Person Events	%
Concerned about traveling (airports, airlines, hotels)	70%
Don't trust others to follow safety guidelines	67%
Value of events vs safety – not worth the risk	63%
Vaccine or treatment is needed first	60%
Too risky/don't want to get sick	56%
General uncertainty/not enough known yet	55%
Worried about a resurgence/new diseases	52%
Will give it time after events have been running awhile	46%
Depends how events handle safety measures	44%
Need mass/rapid testing, contact tracing	37%
Concerned about international people/guidelines	33%
I am high risk/family member is high risk	33%
Don't trust information provided/government direction	29%
Don't expect enough people to attend	28%
Live events not needed/alternative methods work well	23%
Corporate restrictions (travel bans, budget reductions)	23%
Can't afford to attend	6%
Base (1-5 ratings, unlikely to attend in-person events)	n=692

Q. Why would you be unlikely to attend a B2B in-person event even after such events are permitted and the coronavirus threat is lessened?

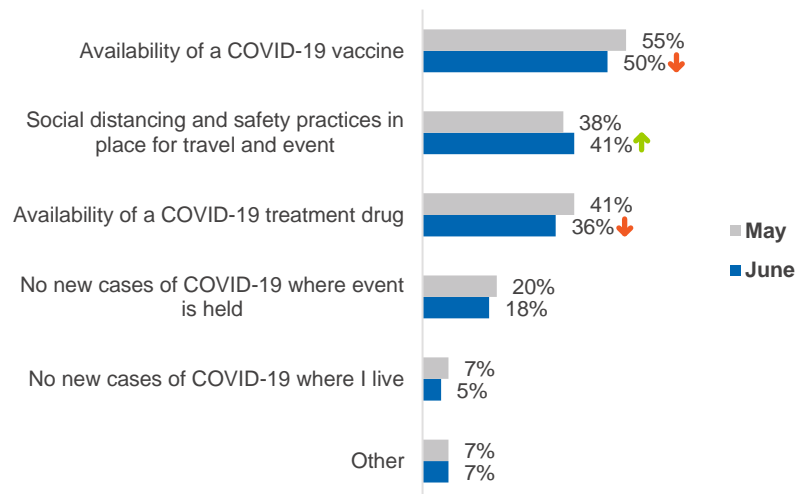


Availability of a vaccine continues to be the primary safety factor when deciding to attend in-person events. Both Safety and Economic factors trending down

Milestones Most Influential on Decision to Attend In-Person B2B Events

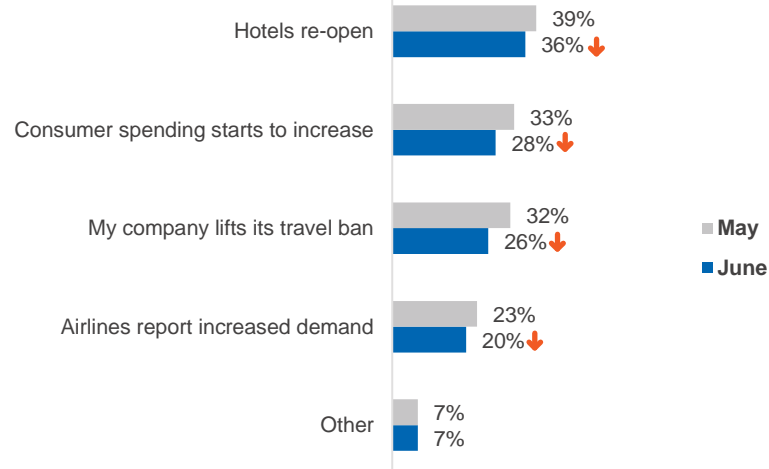
Net Safety
May: 93%
June: 89% ↓

Safety Factors



Net Economic
May: 82%
June: 76% ↓

Business/ Economic Factors

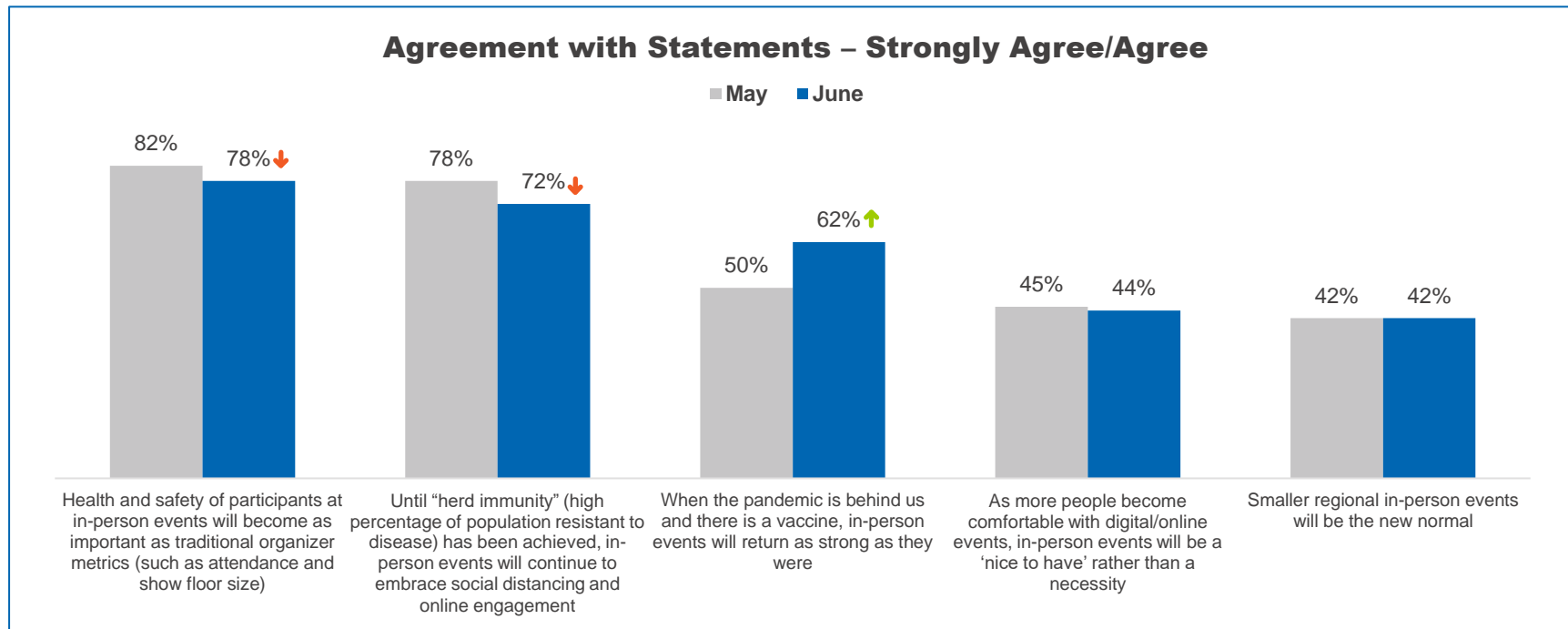


Q. Which of the following milestones will have the MOST influence on your decision to attend in-person B2B events? Select up to 2 milestones in each section

Statistically significant difference from May results ↑ ↓



Significant increase in agreement that events will return as strong as they were once the pandemic is behind us and there is a vaccine



- Healthcare show respondents had higher agreement with all of these statements, except for in-person events returning as strong as they were, in which agreement was significantly lower.



Key Survey Takeaways

ATTENDEE CONFIDENCE LEVEL REMAINS RELATIVELY THE SAME (0.66 to 0.65)

- Overall negative sentiment dropped ever so slightly while overall positive sentiment displayed a slight lift.
- Manufacturing remains the most optimistic (23% positive compared to 17% overall) while Healthcare is the most concerned with only 8% expressing a positive sentiment.
- 56% still feel they do not have enough information to make decisions on when to attend an in-person event.

EXPECTED TIMEFRAME FOR ATTENDING IN-PERSON EXTENDED

- For the next 8 months, fewer expect to attend in-person events compared to last month.
- Now, 34% (vs. 40%) plan to attend through Fall and 51% (vs. 56%) through Winter. (Healthcare is 30%)
- Timeframe to attend Spring 2021 and beyond remains comparable to last month's results.
- Lack of clarity, information and concerns of lifting stay-at-home orders too quickly are creating lasting concerns.

WITHOUT A VACCINE, SOCIAL DISTANCING AND SAFETY PRACTICES RISE TO THE TOP AS CRITICAL MILESTONES

- While availability of a vaccine is still the #1 factor, it drops from 55% to 50% while compliance with social distancing and safety increase from 38% to 41%.
- The state of the economy and uncertainty while still important are trending down as decision-making factors.
- Traveling is the #1 reason for not attending in-person events even after they are permitted.

DISTRACTION AND FATIGUE CONTRIBUTE TO FEWER PARTICIPATION DAYS FOR ONLINE EVENTS

- 63% prefer online events to last only 1-2 days.
- Lack of networking is the #1 frustration attendees experience with online events, followed by 'too much content' and 'speakers not trained to present'.

**For information on conducting
COVID research for your events
contact: jeff.stanley@freeman.com**