



5 Points in 5 Minutes

Qualitative and Quantitative Data

Provided by **Freeman**¹

Top 5 Challenges to Events the Next Two Years

- From 2,000 events across all sectors
- From panel of 20 organizers

Challenge #1: DE&I

Bigger Tent

Replace
retiring
Boomers

Important to
younger
employees
and clients

Enrich your
event and
organization

Counter rising
intolerance

Attendee Inclusivity

July '21 – Present Day

70/30



Male/Female
attendance prior
to Covid

53/47



Male/Female
attendance during
Covid/Virtual/Hybrid

75/25



Male/Female
attendance in-person
since August

Your audience will be different – younger, less loyal to an industry/profession, more digitally-savvy.



Challenge #2 : Talent Acquisition/Retention



- The new “watercooler”
- Apprentice/training ground
- More trust in-person
- Encourage corporate meetings at our events

Challenge #2: Talent Acquisition/Retention

47.4m

or 9% of
the workforce
quit in 2021

50.3%

of people over the
age of 55 have left
the workforce

70m+

potential exhibitors
& attendees lost in
2021 alone

US Bureau of Labor and Statistics February 2022

Challenge #2: Talent Acquisition/Retention

4.53m

changed jobs in
March 2022 –

New all time record

3.5%

Unemployment rate
in March '22 –

*Lowest rate in over
20 years.*

11.5m

jobs available in
April '22

*+/- 10% of total jobs
in the US*

US Bureau of Labor and Statistics May 2022

Challenge #3: Sustainability

Driven by Environmental, Social, and Governance (ESG) Criteria

Walmart 

Zero Waste by 2025

 **VidCon**

Repurpose extra swag

BX **BUILDEX**
VANCOUVER

Donate to
Habitat for Humanity

WORLD
ECONOMIC
FORUM

Recommended
train travel



Greta, she's watching

Challenge #3: Sustainability

“I believe that trade shows can help reduce overall emissions. People who would otherwise need to travel to multiple locations to conduct business instead accomplished it when everyone was in town for a trade show — eliminating the need for thousands of additional flights.”

- Hervé Sedky, President & CEO, Emerald

Challenge #4: World Events



Challenge #4: World Events

83%

of millennials
want companies
to align
with their
values

76%

want CEOs to
speak
out on issues
they
care about

65%

say they have
boycotted a
brand
that took the
opposing stance
on an issue

62%

favor products
that
show off their
political and
social beliefs

Source: 5WPR Consumer Culture Report

Challenge #4: World Events

59%

Businesses have a **geopolitical responsibility** to:

- Cultivate pride in America's values
- Punish countries that violate international law and human rights

85%

Businesses have an **economic responsibility** to:

- Create jobs
- Provide safe and reliable products
- Drive innovation
- Grow the economy

78%

Business have a **societal responsibility** to:

- Provide training
- Support local communities
- Be trustworthy
- Address climate change, pollution, and poverty
- Address discrimination, wage inequality, and healthcare

Challenge #5: Economy/Supply Chain/Inflation



Materials and equipment delayed/not available



Costs skyrocketing for everyone – increased pressure on ROI



Shows cancelled

Data Provided by **Freeman**⁷

