

# 5 Points in 5 Minutes

#### **Qualitative and Quantitative Data**

Provided by Freeman.

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

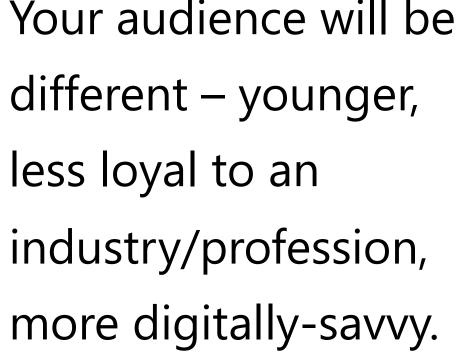
75/25

Male/Female attendance in-person since August





Your audience will be different – younger, less loyal to an 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 in2021 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



Zero Waste by 2025

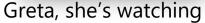


Repurpose extra swag













#### **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®



