



Exhibition & Convention Executives Forum

Fourth Annual

5 Key Data Points in 5 Minutes

Sam Lippman
President
Lippman Connects



Data Source

Impact of COVID-19 On Event Attendance — September
Attendee Perspective



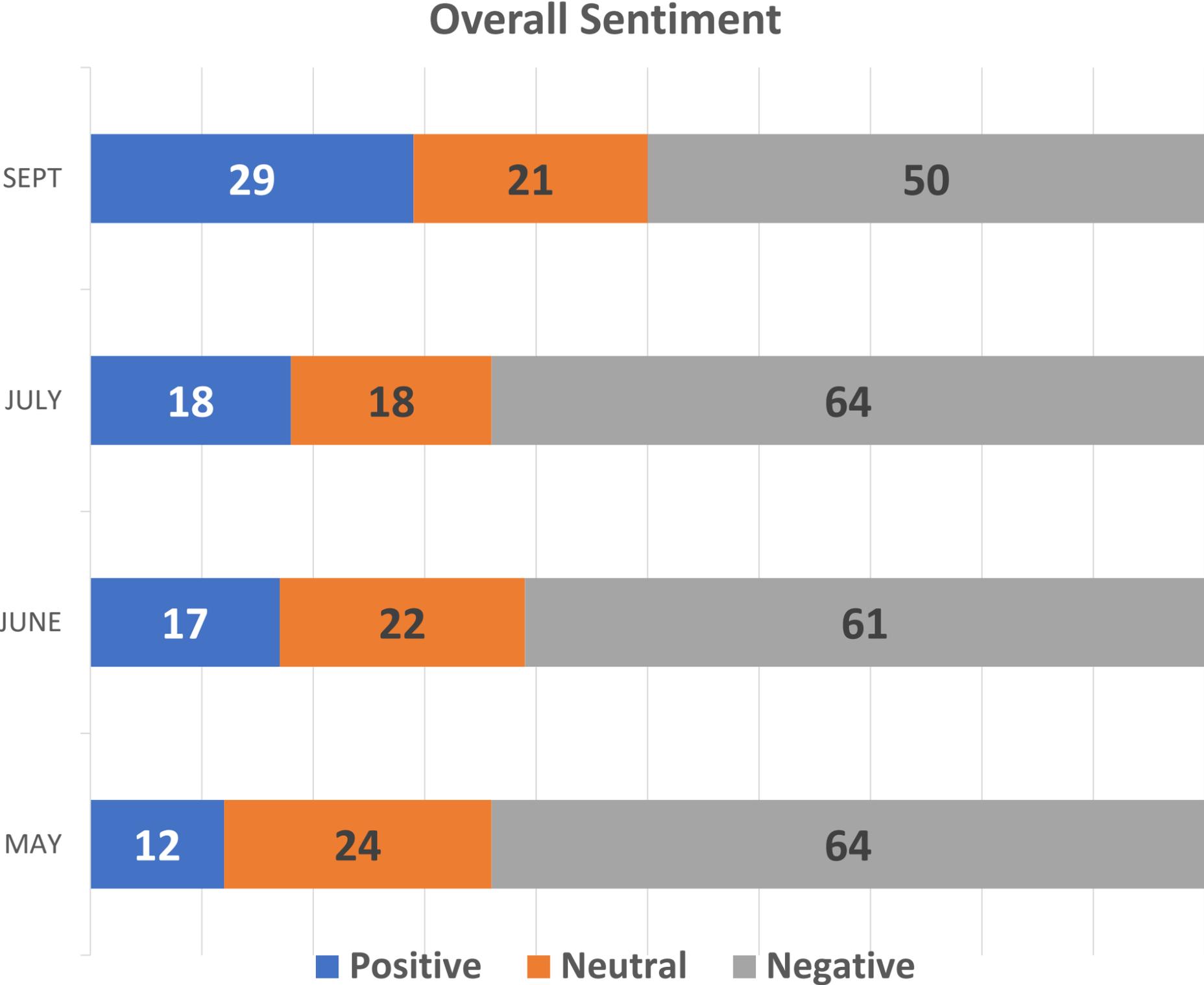
FREEMAN[®]

event
research

 **ECEF**
Exhibition & Convention Executives Forum

Highest Positive Sentiment to Date

Source: Impact of COVID-19 On Event Attendance — September Attendee Perspective



Where We Are Now

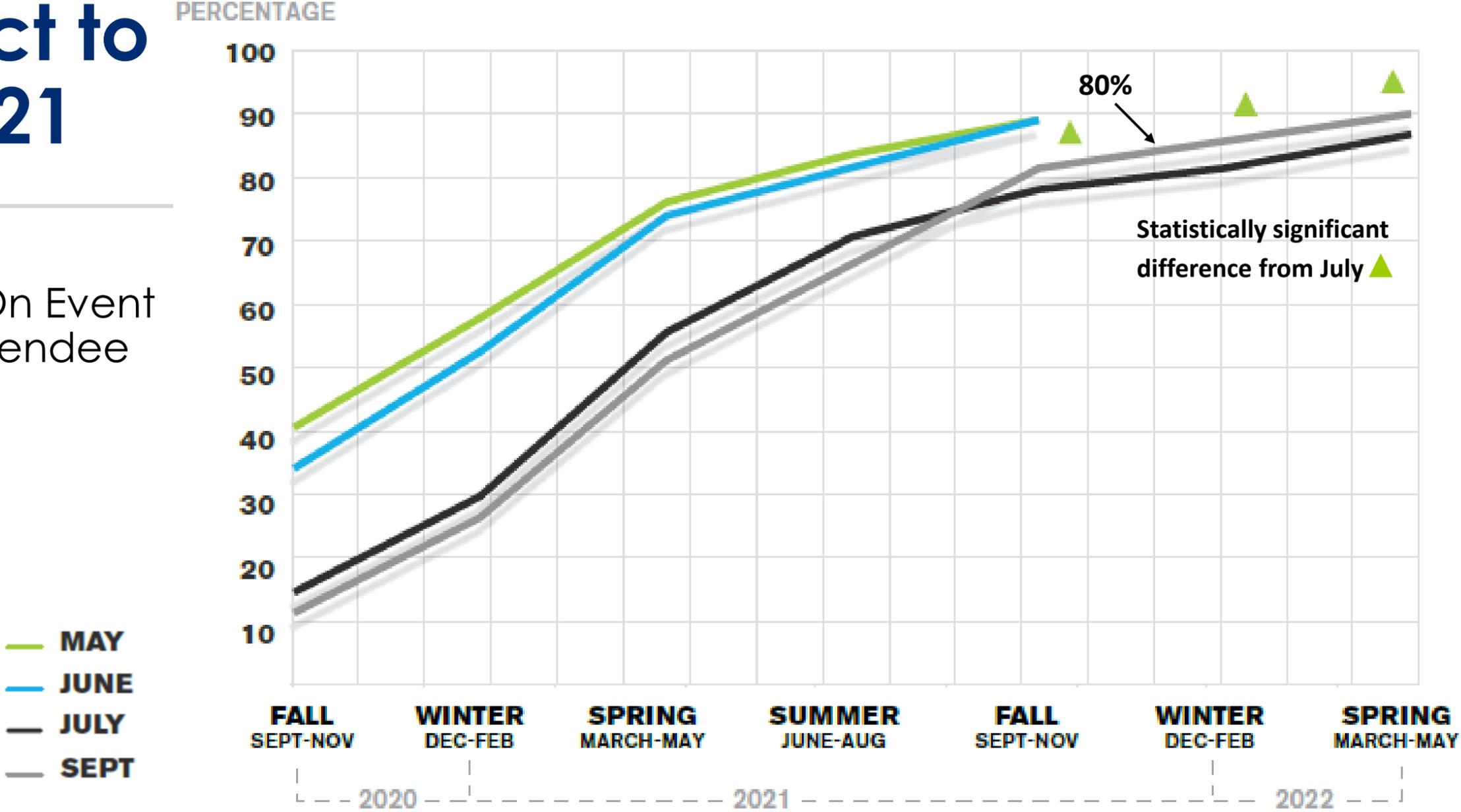
- Organizers are battered and tentative, yet determined
- Our network of venues and contractors is on life support
- Attendee sentiment reflects everything they know about COVID-19
- As of September, sentiment was heading in the right direction



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

Attendees Expect to Wait Until Fall 2021

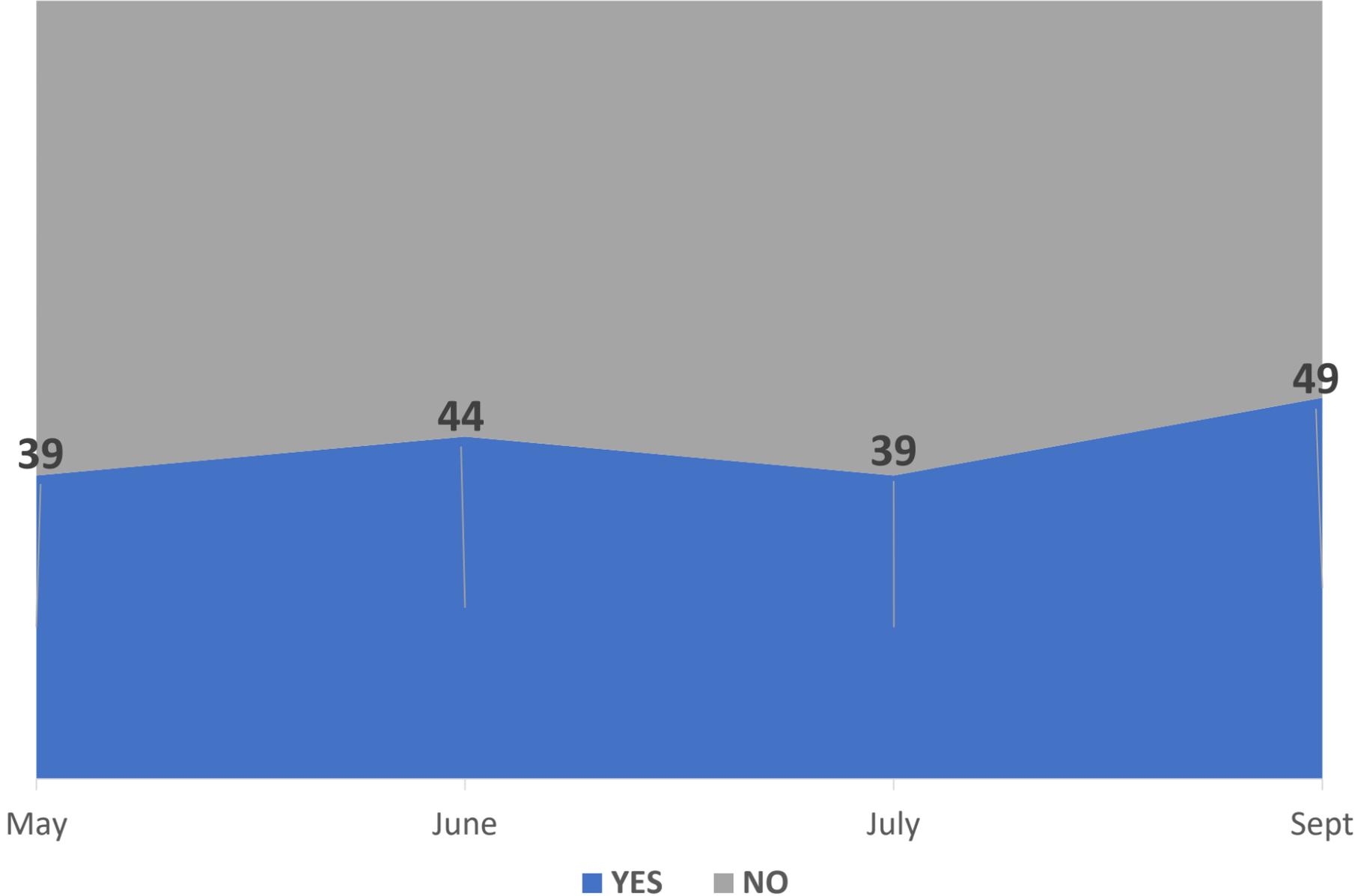
Source: Impact of COVID-19 On Event Attendance — September Attendee Perspective



In-Person Events Are An Opportunity to Build Trust

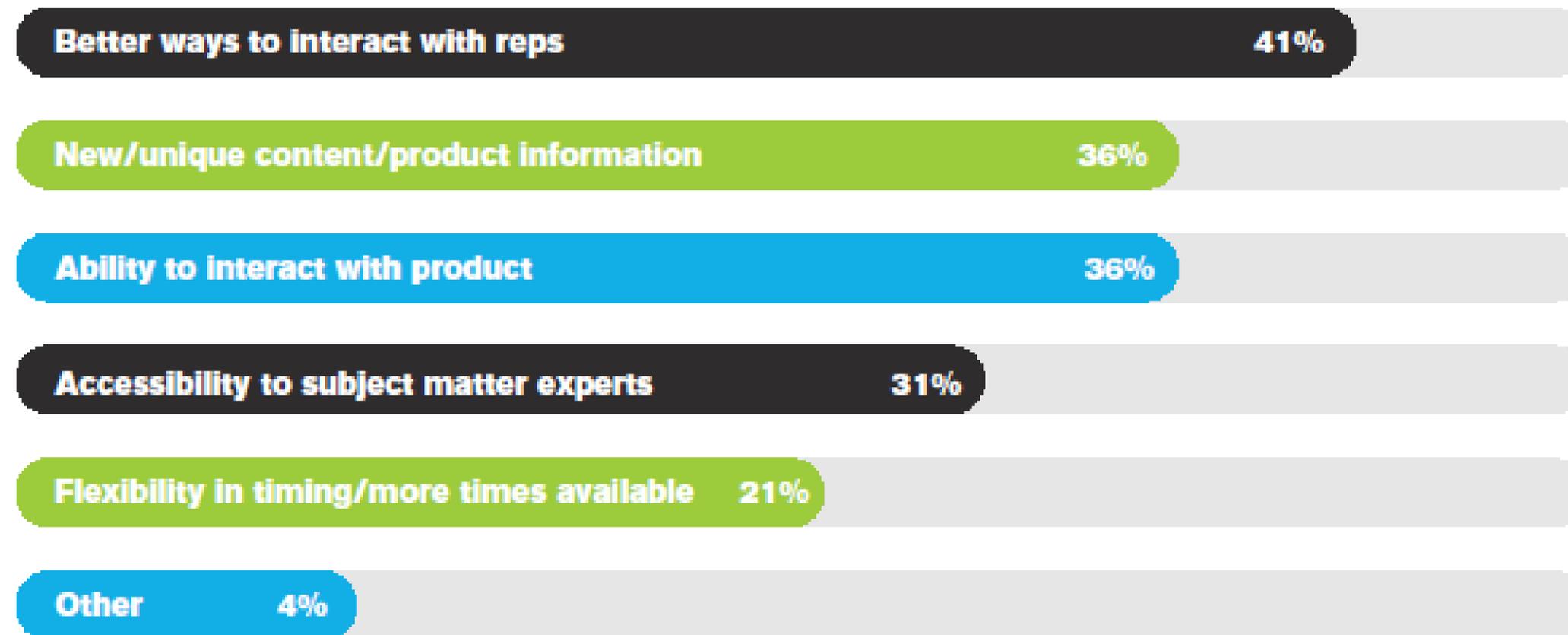
Source: Impact of COVID-19 On Event Attendance — September Attendee Perspective

49% have enough reliable information to decide when to attend an in-person event



Improving Attendee Engagement Online

When engaging with exhibitors/sponsors, what are the two most important areas you would improve?

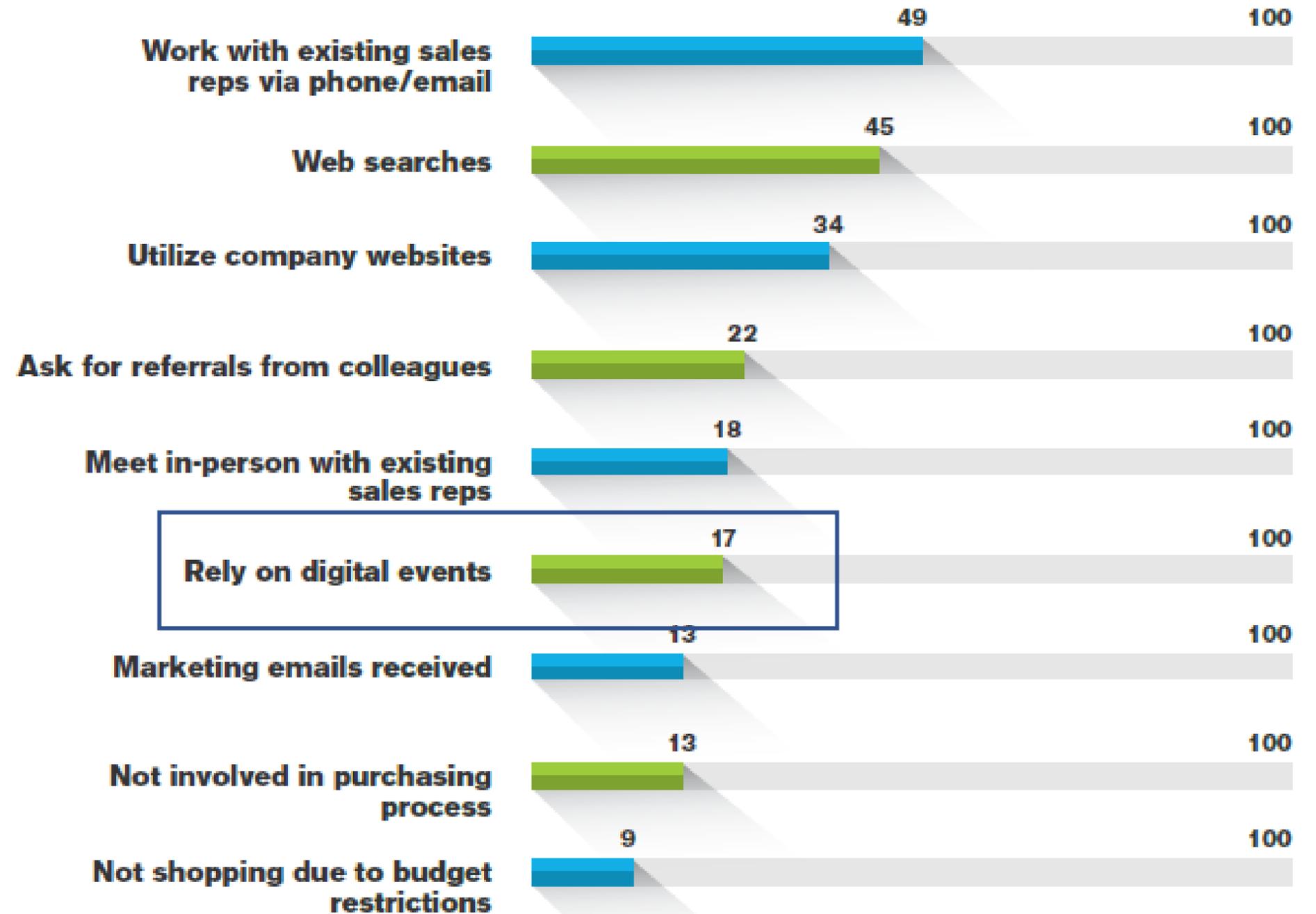


Source: Impact of COVID-19 On Event Attendance — September Attendee Perspective

Digital Engagement Is A Growth Opportunity

Source: Impact of COVID-19 On Event Attendance — September Attendee Perspective

Shopping methods in the absence of in-person B2B events





Digital Events Are Transformative

- Proactive digital marketing medium for 1-to-1 sales contact
- Opportunity for innovation
 - Improve attendee-exhibitor interaction
 - Customer experiences have a ripple effect
- Digital events require new skills
- Accelerate digital transformation throughout the organization

The Path Forward Is Evolving

- In-person + digital extending for weeks or months
- Build adaptability and flexibility into your survival plan
- Support efforts to control, mitigate, protect
- Most exhibitors will return when 80% of audience returns
- Freeman research: confidence level is at two-thirds of where it needs to be

