

ECEF 25th Annual Meeting

May 27, 2026

Poll results

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- What is the revenue forecast for the next edition of your largest show?
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- Has your perception of trade association and event organizer partnerships changed?
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What is the revenue forecast for the next edition of your largest show?

062

Up 10%+



8 %

Up 1 to 9%



60 %

Flat



21 %

Down 1 to 9%



11 %

Down 10%+



0 %

What destination have you traveled to that changed your perspective?

105



Do you work with international Trade Associations or Consulates?

1 1 4

Yes



No



Interested



Have you ever recommended a smaller footprint?

064

Yes



No



Conduct on-site space selection?

088

Yes



No



Did it, then stopped



We're considering it



What comes to mind when you think about a trade association and an event organizer working together?

092



Has your perception of trade association and event organizer partnerships changed?

0 4 6

Yes



43 %

No



57 %

What is the **BIGGEST** opportunity you have to improve your event content?

(1/2)

066

More personalized learning



27 %

More participatory formats



38 %

Better integration of AI



6 %

Better speaker relevance



12 %

More in-person value/differentiation from other learning options



15 %

What is the BIGGEST opportunity you have to improve your event content?
(2/2)

066

Other

 2 %

How personalized is your event learning?

064

Highly personalized



Somewhat personalized



Mostly track-based



One-size-fits-all



We're still figuring it out

