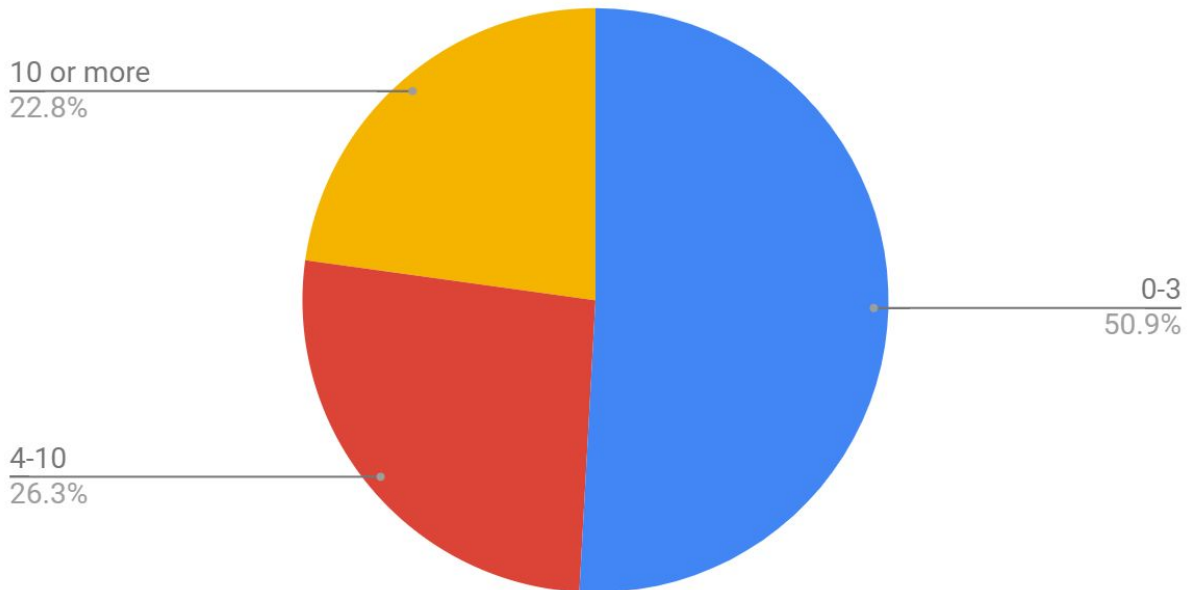
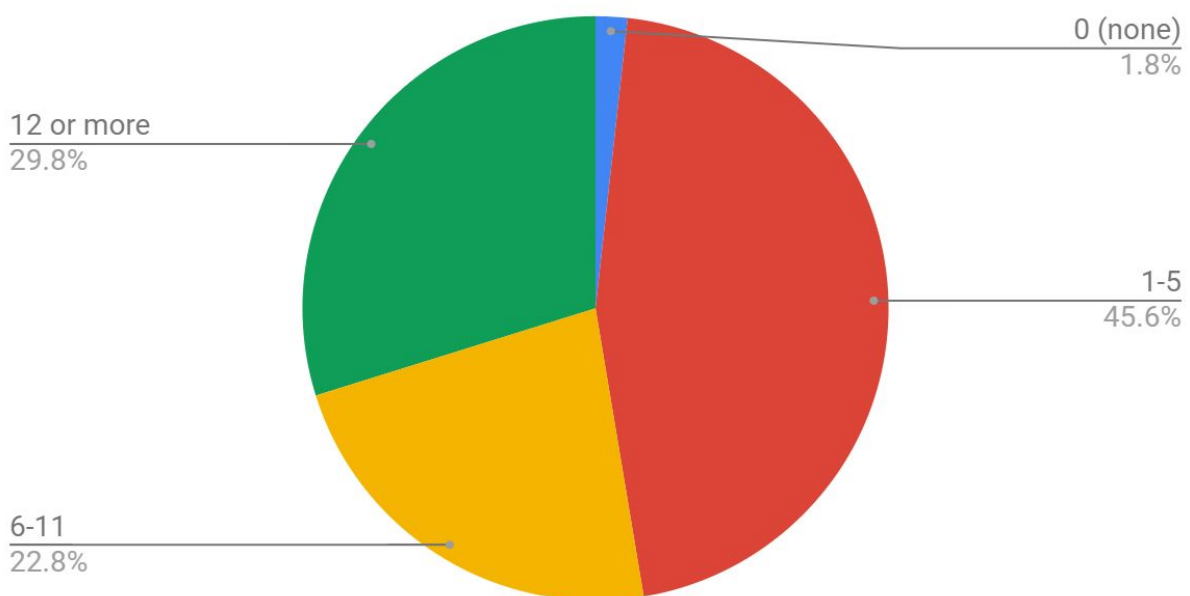


Survey Results, Association Events Directors and Executives Roundtable (January 28th, 2021)

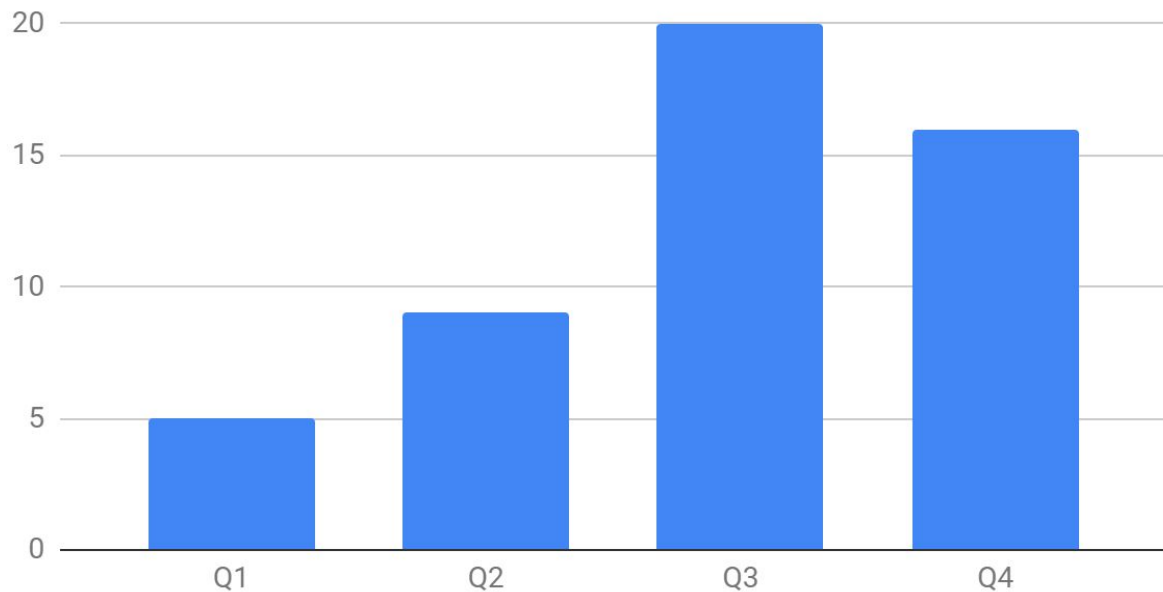
1. In 2020, How many events did you cancel or move forward to another year?



2. In 2020, how many virtual events did your association conduct?



3. When do you expect to hold your first event either in-person or hybrid?



4. What important lessons have you learned from your hybrid event experience (if applicable)?

- 2020 program was shifted in 10 days and presented in March - ignorance was bliss in hindsight. Different environment for March 2021 event; more effort on engagement to attract and maintain an audience.
- Allow ample breaks. Maintain high focus on association business (don't stray from content strategy that attracted attendees pre-pandemic). Master the technology.
- Clear instructions are key - the more complicated the flow of the event, the less likely you are to get attendees or engaged attendees.
- Double the work
- Exhibit halls do not work!
- Great way to re-engage members and prospect for new members
- Increased participation by members.
- It is not an in-person meeting
- it was way too long (stretched over 2 weeks)

- Must be interactive with both locations.
- Need to define technology needs better.
- Need to find a way to connect with the attendee online or the meander and don't spend time learning. I guess that isn't much different than in-person too but it's particularly important to find a way to make eye contact in a digital environment.
- New opportunities to market to larger audience
- Our attendees do prefer in person meetings but there is a segment that would attend virtual meetings because they can't travel
- Planning to have it for our 1st annual event this year.
- Still learning; however, it is turning out to be 2x the work as you need to plan essentially two parallel meetings.
- They are more profitable but take more staff time to manage.
- We could reach a broader audience by holding a virtual conference.
- We did not hold a hybrid event, but we priced it out. It's double the costs with half the attendance. That was a terrible shock to us (compared with an all virtual event that is a fraction of the cost and reduced attendance/revenues). We felt it would be less risky to exercise force majeure and go all virtual than try the hybrid meeting approach.
- We have been doing our BOT meetings hybrid and the biggest challenges have been AV related. Our Annual Meeting will be our largest hybrid event and we are just beginning to plan this (3rd quarter 2021).

5. What strategy/strategies have you developed around future events in 2021?

- Listen to the science - listen to the members - by engaging members, we are learning what they want out of hybrid event - we will be developing more virtual events as non-dues revenue sources
- A strong project plan with clear deliverables and owners.
- As a meeting professional need to bring people to meeting in person, but safely. Also need to look into additional non-dues revenue opportunities and a longer term- year-round educational strategy to better meet our member needs.
- Future face to face events will have to include a hybrid component

- Have a contingency budget and structure in case in-person meetings need to be transitioned online quickly.
- Hybrid offers maximum flexibility but larger workload.
- Hybrid option perpetually available to protect against another pandemic.
- Incorporate a virtual component to everything that we offer!
- Incorporating better technology and engaging membership earlier
- Incorporating engagement/relaxation activities into the program as needs of audience have shifted with virtual program fatigue.
- Looking for software that alerts the exhibitor that someone is in their space and allows the attendee to see that person face to face online and live Chat and show the exhibitor where the person is clicking to determine interests in real time.
- Low cost and affordable, overwhelming options and value
- More virtual content
- Our organization may have to cancel our 2021 in person Annual Conference. We will have a virtual conference.
- Plan for virtual with the option to pivot to live if conditions allow. Hybrid events are like running two separate events simultaneously. Not easy.
- Returning to in-person events will likely include a virtual component to retain increased participation achieved during fully-virtual events. Expect lower in-person attendance than in pre-pandemic years.
- The live, in-person portion have more hands-on, different workshops than virtual streaming lectures.
- Use free events for prospecting
- Virtual events strategy
- Virtual in the Spring and and in person in the fall
- We expect all events to be hybrid for the near future. Not just because of COVID, but also because participation was up for those folks that can't afford to travel.
- We want to make the dialogue more international
- Will be hybrid moving forward.
- Will continue to use virtual in conjunction with in-person meetings.
- Working on strategies on how we start getting back to in person meetings and budgeting accordingly