



2024 STATE OF THE INDUSTRY: CORPORATE REPORT

CONTENTS



Tough times for sourcing talent

3

Event budgets under pressure

5

Location, location, location

6

Steps towards sustainability

8

Event strategies and data

10

DEI in the spotlight

12

Future of events: Trends and challenges

14

Tough times for sourcing talent

Corporate event professionals say recruiting and retaining the right people can be tricky in today's market – while flexible working is top of candidates' wishlists.

There were mixed views among our industry respondents on the ease of recruiting and retaining staff. Although a fifth (20%) said that recruitment and retention are currently easy, the majority (58%) reported they were finding these difficult (or even very difficult).

This may obviously reflect regional and local variations, as well as the varying appeal and fortunes of the corporates concerned. But it seems true talent can be hard to find: many of those surveyed said that while they received plenty of applications for new roles, there was often a lack of suitably qualified candidates.

“We found the quantity of applications overwhelming, but the quality varied hugely,” said one respondent. As another put it, “We received 177 CVs for our last post, and only had three that seemed qualified.”

Others mentioned struggling to find applicants with specific industry skills, such as event production or languages, or sufficient mid-to-senior level experience. “There isn't necessarily the largest talent pool of experience and skillset out there nowadays,” observed one respondent. “Many events pros transferred into the digital and marketing workspace during COVID, and never looked back.”

Great expectations

Allied to this was a strong sense that applicants' salary expectations can be too high – as one put it, “too many are deluded



**WE RECEIVED
177
CVS FOR OUR
LAST POST, AND
ONLY HAD THREE
THAT SEEMED
QUALIFIED**

by what salaries are on offer”. On the other hand, another respondent bemoaned the number of companies “that are not open about their wages and wage brackets”.

A number of respondents referenced the impacts of the current economic climate and cost-of-living crisis on the recruitment market, believing this was making events professionals more risk-averse and reluctant to change jobs. As one said, “The recession may cause people to play it safe and stay in their current role,” while another noted, “People are looking for reliable, stable jobs as the cost of living is high”.

Yet, events professionals are looking for

more than just money to find satisfaction in their roles. Work-life balance and flexible working came up time and time again among those surveyed, while clear career progression, and being appropriately valued and rewarded at work, were also frequently mentioned.

“Recognition and respect,” were key drivers of job satisfaction, according to one respondent. “That means: a living wage with incentives and interesting opportunities that keep people engaged, and an environment that respects individual circumstances, removes barriers to flexible working and allows for work/life balance.”

The battle for work/life balance

As several respondents pointed out, that balance isn't always easy to deliver in a sector that has traditionally involved plenty of travel and out-of-hours working. "As much as the events industry is a wonderful industry to work in, the hours are not nine to five," said one. "Some people may not want to do that. It may not be easy for working parents with childcare."

"The role is intense, and being able to work around this is important to all," noted another. "Providing respite after big projects is vital."

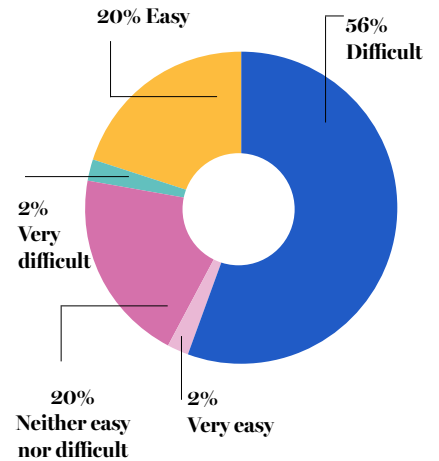
Clearly, one of the big challenges for today's corporate events teams is balancing employee

expectations about remote and flexible working wherever possible, with keeping up with the demands of the profession. One saw "the demand for flexible, remote or hybrid working" as one of the industry's biggest recruitment challenges: "The sector is embracing this in an inconsistent way, and being part of a team and being together in an office can either work really well, or it can be damaging to delivery." Others were struggling to recruit skilled candidates willing to commute into their office.

Offering career progression can also be a challenge for some in-house corporate event teams – one respondent bemoaned the "[limited] opportunities to develop and progress in a company where events are a niche part of the mix and can make climbing the ranks tough."

To attract and retain the right talent, corporate events teams need to be mindful of offering a well-rounded role – and if salary budgets are already stretched, considering other ways of rewarding staff. Suggestions included time in lieu or fair compensation for all hours worked, extra holiday instead of (unaffordable) pay rises,

Recruiting and retaining staff in the next 12 months will be:



allowing remote working wherever possible, skills training, ensuring everyone had their fair share of fam trips and offering a great company culture and benefits package.

“THE EVENTS INDUSTRY IS A WONDERFUL INDUSTRY TO WORK IN BUT THE HOURS ARE NOT NINE TO FIVE. SOME PEOPLE MAY NOT WANT TO DO THAT.”



Event budgets under pressure

More corporate event professionals than not have seen their budgets decrease this year – but they remain optimistic about the future.

Event budgets are always a revealing barometer of how the event industry is faring. This year, experiences were mixed. Nearly a third (31%) of those surveyed said that their event budgets had increased over the past year (although only around one-in-10 (11%) had seen them increase a lot). For a similar number of respondents (29%), event budgets had stayed the same. Meanwhile, 40% said budgets had decreased (although only 7% said they had decreased a lot).

Perhaps not surprisingly, given this mixed picture, expectations around future event budgets were varied – but optimism slightly tipped the balance. Overall, 40% expected their event budgets to increase, although most (36%) were anticipating small increases at best. A third (33%) believed their budgets would remain the same, while just over a quarter (26%) predicted modest or major decreases in budget.

Rising costs hit events

Most events professionals attributed budgetary challenges to the ongoing economic pressures across the regions in which they are working. One summed up the situation as: “The cost of living means things cost

more, but businesses have less to spend.” A British-based respondent commented, “The fact that we are in a recession [means] UK companies are reallocating budgets and event spends are reducing accordingly, as they are seen as a nice-to-have, not a necessity” – while noting that this was not the case for international corporates.

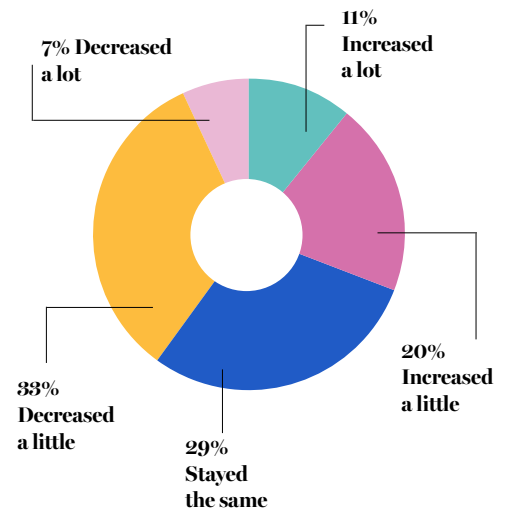
Meanwhile, even those who had been able to increase their budgets were not able to offer as much bang for their buck. “Everything is more expensive,” was a typical comment on this, from one respondent. “Food and beverage (F&B) is ridiculous now. The cost of travel is higher than ever. We are no longer offering the food and drink options we used to.”

While some were scaling back events in response to budgetary challenges, others were having to find savings elsewhere. “Just to keep up with inflation, budgets have had to increase,” said one. “We have to save elsewhere, such as on staffing, putting more pressure on our team.”

Scrutinising ROI

Many found that inflation and rising event costs are driving caution within the corporate events industry, with budgets coming under more scrutiny than ever from senior stakeholders. “Every cost to the business is being scrutinised for ROI, ROE, and perceived value,”

Over the past year, have your event budgets...

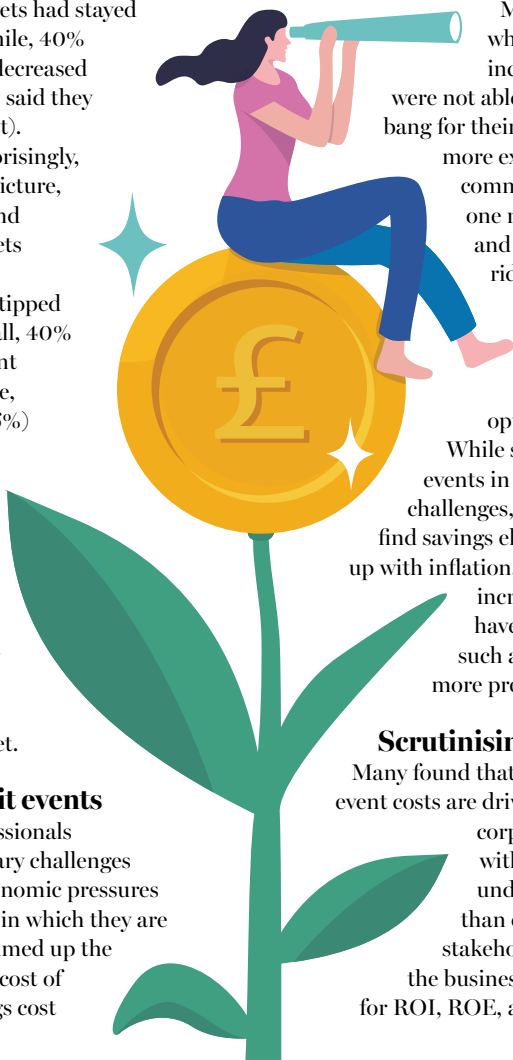


reported one respondent. “The question being asked is: do we need to do this? Is there a downside to not doing this event?”

There were also sensitivities around spending on events when times are tough at many corporates: “Redundancies at larger companies results in either less to spend or a reluctance to spend, due to the negative perception this brings.”

But despite the challenges, for many there was also a sense of optimism about the future – and a thirst to bring employees together, not least if they're now spending more time working remotely. “People are seeing the value in investing in internal and corporate events, more so now than ever before,” said one industry professional, while another was seeing “much more of a push towards in-person events, and also more creativity.”

“This year we are starting to see an uptick in the number of events and people are hopeful for the future,” commented another.



Location, location, location

When it comes to choosing an event location, corporate events professionals are looking for both value for money, and shared values.

Location is everything, so what are event planners looking for in a destination? Accessibility (both in terms of getting there easily, and local transport, infrastructure and access on arrival) was a key concern for those we surveyed, along with safety, culture, sunshine and a good choice of quality venues.

Perhaps unsurprisingly, given the budgetary pressures cited by so many, value for money was also a top consideration. Many events professionals were prioritising locations where their budgets would stretch further, and ruling out some of the traditionally popular global city destinations such as London, New York and Paris (seen as more expensive than ever due to the upcoming Olympics) on the basis of cost. This may ultimately benefit non-capital cities, as well as less conventional destinations. One respondent predicted a “move away from large city centres, and anything ridiculously expensive like Vancouver, Toronto, Washington DC or New York City, to second or third-tier destinations.”

One commented that the US is “back on the agenda – because of the improved exchange rate and better infrastructure”, though others felt US costs were high. Canada is perceived as a more affordable option. London, although convenient for travellers within the UK and Europe, was not only seen as cost-prohibitive, but also hampered by its existing popularity

“WE PREDICT A MOVE AWAY FROM LARGE CITY CENTRES, AND ANYTHING RIDICULOUSLY EXPENSIVE. THIS MAY ULTIMATELY BENEFIT NON-CAPITAL CITIES.”



and other issues. “London as a city appears to be struggling with the vast amount of tourists, struggling transport services, post-Brexit work issues, and cuts to social services,” was the verdict of one respondent. “[It] feels dirty and unsafe, as well as stale.”

Elsewhere in Europe, many event planners highlighted Madrid, and anywhere in Portugal, as “cost-effective” destinations, offering sun and culture without too hefty a price tag, while Malta, Croatia, Bosnia and Slovenia were also cited as good value. One respondent hailed Montenegro as an up-and-coming luxury destination, while Sicily is another hotspot “still riding on the success of [TV hit] *White Lotus*”.

Globally, the Asia-Pacific region was seen

as a “growth opportunity”; and one that, like Africa and Central/South America, offered better value for incentive trips. Individual respondents’ favourites included Singapore (“a fantastic hub that offers everything”) and South Korea and Japan (“these countries have a great relationship with technology”). Elsewhere, several highlighted South Africa (“you have nature, wineries, stunning landscape, safaris and so much more”).

Sustainable journeys

Sustainability was also a key concern for many – and while it did not rule out international travel, it did prompt careful consideration of the journey and end destination. “We are seeing travel



further afield again,” reported one event professional. “The sustainability angle is huge this year, not from the perspective of ‘don’t travel’, but ‘how can we travel and still be sustainable?’”

Many said they were trying to keep travel as easy and straightforward as possible: prioritising destinations that offer plenty of direct international flight connections, are less than an hour from an airport, and ideally are walkable or offer great public transport on arrival.

“Very remote locations that have a big environmental impact to attend,” were off the agenda for some, while those working in-country saw “a shift to more sustainable, regional events in cities with good public transport links”.

While northerly Europe was widely perceived as expensive, it was also noted for its green credentials and quality of life. “Copenhagen, Stockholm and Oslo [are] making large strides in sustainability in hospitality and events,” said one respondent, while another favoured “Scandi countries such as Norway, Sweden and Finland, due

“THE SUSTAINABILITY ANGLE IS HUGE THIS YEAR, NOT FROM THE PERSPECTIVE OF ‘DON’T TRAVEL’, BUT ‘HOW CAN WE TRAVEL AND STILL BE SUSTAINABLE?’”

to the annual reports about them being the happiest countries to live and work”.

Safety and inclusivity

Inevitably, international conflicts and political instability were also impacting on destination choice, with some avoiding, “any of the current geo-political hotspots of Eastern Europe, Central Middle East and Central Africa”. This was also unfortunately impacting on neighbouring countries: “Due to the unrest in Israel and Gaza, the countries nearby such as Jordan, Egypt and Lebanon feel a little uncertain to visit.”



Human rights, inclusive values and LGBTQ+ equality are also a concern for many event planners, with some avoiding destinations such as the United Arab Emirates due to these issues. And it’s not just regions where homosexuality remains illegal that event professionals are steering clear of. As one noted: “In the US, some of my attendees are objecting to meeting in states (Florida, Texas) who have discriminatory policies towards LGBTQ populations.” Inclusivity and shared values are firmly on the agenda of some planners when it comes to destination selection.

Steps towards sustainability

Making events more sustainable is firmly on the agenda for the corporate events industry – even if some acknowledge there is still a long way to go.

Corporate events specialists are adopting a range of measures to increase the sustainability of their gatherings, but venue selection, food and beverage choice and use of public transport were the most popular elements. More than four-fifths (82%) of those surveyed had chosen a venue with sustainable credentials, while more than three-fifths (64%) used public transport such as trains to, from and during events. Another 64% had opted for a sustainable F&B offering, while more than half (56%) specified that they were providing more vegetarian dishes in order to lower overall emissions.

Regarding other travel considerations, around half (51%) were using shared transport to, from and during events. Just less than half (47%) were rethinking or reducing flights, while 38% were actively encouraging delegate walking and cycling.

Perhaps surprisingly, given all the ongoing industry discussion around sustainable events, only around half of those surveyed (51%) were following an agreed sustainability strategy or KPIs for their events. Meanwhile, around two-fifths (44%) were carbon-offsetting some or all of their event footprint, and just over a third (36%) were building more CSR-led activities, such as volunteering, into their events.

Many of those surveyed told us they were still preoccupied with fairly basic steps towards sustainability, such as banishing single-use water bottles or reducing printed materials and signage. It's perhaps not surprising, then, that some of those in the corporate events world feel there is much ▶



51% WERE USING SHARED TRANSPORT TO, FROM AND DURING EVENTS, WHILE

38% WERE ACTIVELY ENCOURAGING DELEGATE WALKING AND CYCLING.



44% WERE CARBON-OFFSETTING SOME OR ALL OF THEIR EVENT FOOTPRINT, AND **36%** WERE BUILDING MORE CSR-LED ACTIVITIES INTO THEIR EVENTS

work to be done. “I think [sustainability in the industry] is improving all the time, but still has a long way to go,” admitted one respondent. “Pricing of sustainable options is still high, and that impacts its appeal.”

Your sustainable priorities

So, what other measures were industry professionals prioritising on the sustainability front?

“All events need to have clear goals, measurable KPIs and a purpose in advance,” said one respondent. “By having this, we know the event has a reason to exist and all our decisions about waste/recycling/travel/catering etc. will flow from this. If the event could have just been an email, then don’t do the event.”

Many were focused on developing better sustainability reporting data, by “making progress in reporting tangible statistics” or developing “accurate tracking, measurement and parameters”. Rigorously vetting venues and suppliers was also a common priority: “Learn to ask the right questions of suppliers across all aspects of events – it is not just about plastic or no plastic,” said one respondent.

Event planners are also using the events themselves as teachable moments,

“LEARN TO ASK THE RIGHT QUESTIONS OF SUPPLIERS ACROSS ALL ASPECTS OF EVENTS – IT IS NOT JUST ABOUT PLASTIC OR NO PLASTIC.”

such as “letting attendees know what sustainable choices we have made, [to help] them make more informed choices” or “focusing content on sustainability, so we are talking about it at our events”.

Shaping a responsible industry

Those surveyed had plenty of suggestions for how the corporate events industry as a whole could become more sustainable. For some, there was a need for clearer standards and regulations within the sector, such as an “industry-wide sustainability charter”, “accountability [including] public reporting on waste” and “better reporting and making green accreditations mandatory for all event venues”.

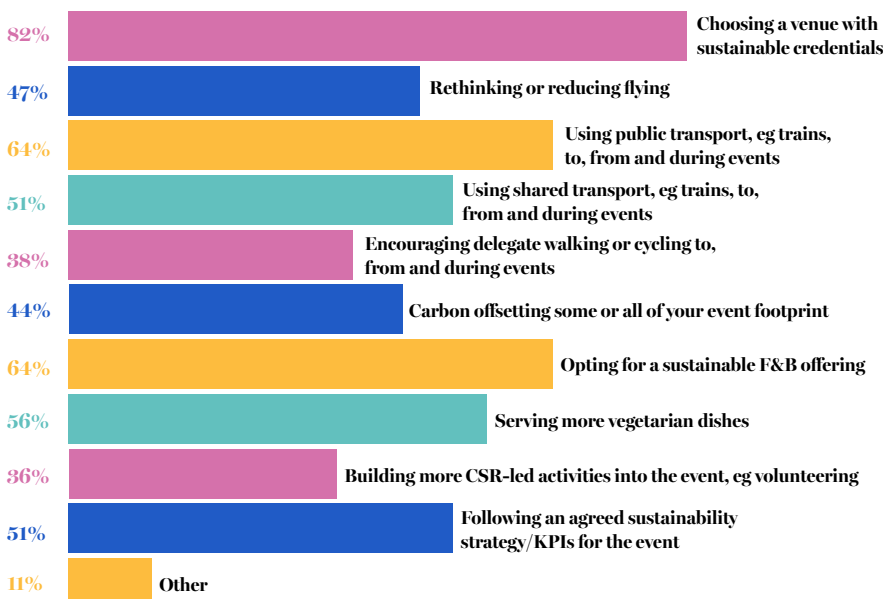
As one respondent saw it, the industry needs to talk “about the elephant in the room – TRAVEL”. As we’ve seen, nearly half of event professionals are already reducing their

GREENER EVENTS

Some of the steps you told us you’re prioritising to ensure more sustainable event programmes:

- Zero-to-landfill waste management
- Supporting local communities in event territories
- Finding suppliers with genuinely meaningful certification
- Creating a long-standing relationship with recycling/donation schemes
- Reducing food waste and donating leftover produce to a food bank
- Removal of all single-use items
- Reusing event collateral where we can
- Providing virtual options to reduce transport carbon costs
- Carbon credits

Which, if any, of the following measures have you taken to increase the sustainability of your events?



use of flights where possible; some are finding other ways to minimise delegate travel, such as “town hall-style linked events with [a] digital interface, not large gatherings”.

Others said it was important for the industry to embrace “events with purpose”. For one respondent, rather than simply signing up to carbon-offset schemes, it was preferable to “offset by delivering events in areas of commercial, health and social need, and ensure your event and delegates do things to benefit this, both before, during and after”.

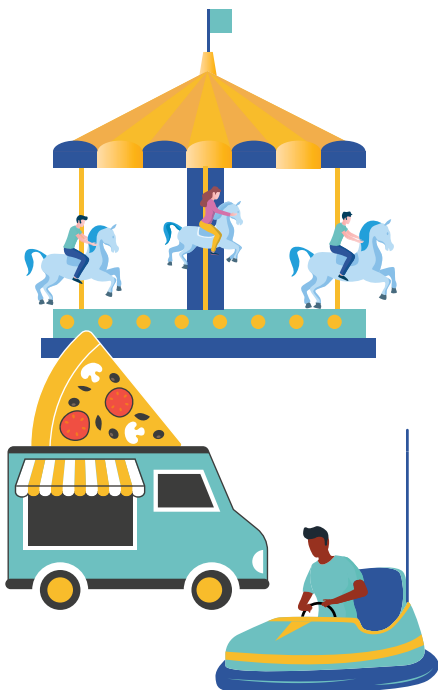
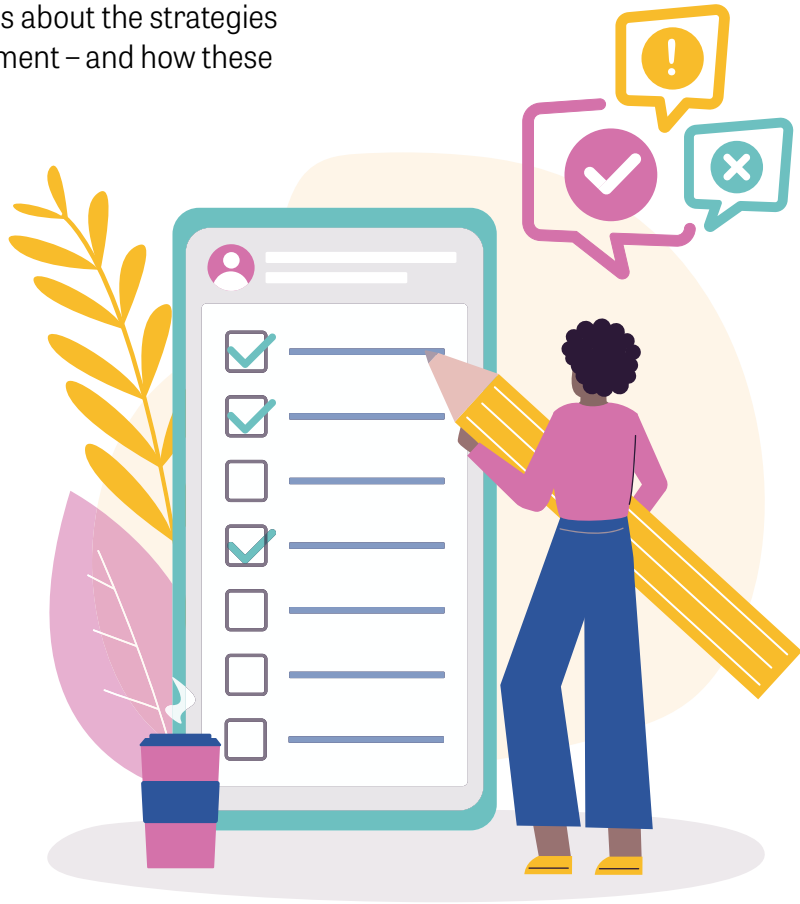
Inevitably, not everyone in the corporate events industry is making as much progress on sustainability as others, but there was a sense that the sector as a whole needs to shift the dial. As one respondent put it: “Generally, everyone needs to buy into sustainability – it will not meet standards with just a few taking the lead.”

Event strategies and data

We asked corporate event professionals about the strategies they're using to drive audience engagement – and how these are underpinned by data.

Those we surveyed were using a range of engagement strategies to connect with corporate audiences, while some were far more sophisticated than others in their use of data to inform future events. Some talked about using behavioural science and targeted marketing platforms to address attendees, while others were building out new ELG (event-led growth) strategies to better understand and demonstrate the business value of their event programmes.

The personalisation of events remains a key trend, with many saying they were offering delegates “greater choice” and opportunities to customise their experience. These included: “allowing audiences to tailor agendas to their interests”, “providing opportunity pre-event to submit both topic suggestions and ideas on how to make the event more accessible” and “personalised events (choice of topics, workshops etc.).



regular movement within the event, constant feedback rather than didactic presentations”.

Keeping things interactive and dynamic was a recurring theme, with one respondent offering “workshops, more networking options and collaborative exercises, rather than too many presentations” and another “incorporating plenty of peer-to-peer networking, alongside the opportunity for attendees to have quality one-on-one time

with experts presenting at the events”.

For some, it was all about making delegates feel part of something bigger. “Inclusion in aspects of conference content and legacy,” was a key part of the experience for one respondent, “ensuring they know they have made a difference”.

Experiences not events

As one event professional put it, “Delivering an experience rather than just an event” is the order of the day, and some were including a strong element of festivalisation. “Interactive entertainment such as game shows, bingo, free play games, roaming bands and more,” suggested one respondent, along with “corporate festivals with inclusive activities, from funfair rides, stalls and inflatable games to live music.”

Providing interconnected in-person and ▶

“EVENTS CAN BE EXPERIENCES, FESTIVALS WITH INCLUSIVE ACTIVITIES, FROM FUNFAIR RIDES, STALLS AND INFLATABLE GAMES TO LIVE MUSIC.”

digital experiences was important for many. “Physical and virtual models of assets that give an interactive experience and something to ‘touch and feel’, avoiding long periods of ‘broadcast’ or being spoken to,” were key for one respondent. Another was embellishing their digital offering around the event with “Virtual event invites with an interactive entertainment app, Q&A digital polls [and] gamification”.

Making the most of data

When it came to collecting and utilising event data, most were broadly happy with their performance. Around two-fifths (42%) said their use of data was good or very good, while 29% said their use of data was satisfactory.

The same number, though, said their use of data currently needs improvement – with around one-in-10 (13%) saying it needed ‘a lot’ of improvement. As one respondent admitted, “We could do a lot more. We look at each event separately rather than using that data to shape the future.”

Event metrics

So, what kind of metrics were event organisers gathering, and how were they using these to inform their future programmes? Obviously, attendance data was crucial, but as one noted, “Many stats on attendance don’t give us insight into the success or failure of any event.”

Therefore, many respondents were trying to dig deeper with their post-event surveys and, alongside demographic data and satisfaction scores, were asking delegates “why they were

How would you rate your current use of event data?

Good or very good



Satisfactory



Needs a lot of improvement



HOW YOU'RE BOOSTING ENGAGEMENT

- “Social, contests, know-before-you-go targeted mailings”
- “Incentives that help the planet”
- “Collaboration activations with suppliers to maximise audience reach”
- “Incorporating clever event design/layouts”
- “Utilising an event app to engage guests pre-, during and post-event”
- “Making networking opportunities the place to be and using social media to create buzz”
- “Before and post-event targeted comms and offers”

there, what they got from the event, what they would want to see more of – and using that to shape future events”.

For some, collecting detailed demographic data on attendees’ career stage, ethnicity, gender, disability, accessibility information, geo-location and travel choices was helping tailor their programmes: “We regularly look at what sort of audiences attend our events and how we can improve the experience for them going forward.”

Others were tracking social media engagement, digital dwell times, and attendee sentiment at the actual event. Whilesome were experimenting with AI tools, others were more sceptical. “We looked at earlier versions of IBM watsonx.data and found that the AI assumptions of consumer profiles/behaviour were off-base,” said one. Another said their corporate focus was on the “human touch vs automatic/digital.”

Meanwhile, numerous event professionals were busy getting on top of sustainability reporting – including gathering data on CO₂ emissions, methods of travel, wastage, food, trucking and suppliers’ own sustainable practices – in order to identify areas for improvement.



DEI in the spotlight

Building an events industry that embraces DEI (diversity, equity and inclusion) is a hot topic these days – so how is the sector actually performing?

The majority of those surveyed were adopting measures to incorporate DEI into their events, although others were lagging behind. More than three-quarters (78%) of those surveyed were allowing attendees to share their accessibility needs upfront (although arguably this seems so basic, it's a little surprising that nearly a quarter still aren't).

A similar number (76%) were ensuring a diverse range of speakers at their events, and 73% were accommodating special dietary requirements into their food and beverage offering.

As one respondent stated, prioritising DEI means, "Ensuring it's always a topic on the planning agenda and establishing requirements to ensure our events

are inclusive – from venue to F&B to event structure, we need to consider the needs of our delegates."

Most event professionals – although not all – were also prioritising an accessible venue (69%), providing adjustments such as closed captioning for those with special access needs (67%), and offering fully accessible activities at the event (62%).

For some, that meant: "Making sure optional activities and meals cater for all, but without it being obvious that that's what you're doing – it should simply be inclusive by nature."

Meanwhile, more than half (56%) of event professionals were incorporating a wellbeing element into their programmes, and just over half (53%) were now allowing attendees and/or speakers to specify their preferred pronouns.

Yet, less than a third (31%) were following an agreed DEI strategy or KPIs for the event – suggesting that the industry is lagging further behind on DEI than sustainability when it comes to setting key performance metrics.

"We're very much still in phase 1 of our DEI journey as an industry," admitted ▶

78% WERE ALLOWING ATTENDEES TO SHARE THEIR ACCESSIBILITY NEEDS UPFRONT

76% WERE ENSURING A DIVERSE RANGE OF SPEAKERS AT THEIR EVENTS, AND **73%** WERE ACCOMMODATING SPECIAL DIETARY REQUIREMENTS INTO THEIR FOOD AND BEVERAGE OFFERING.

67% OF EVENT PROFESSIONALS WERE PROVIDING ADJUSTMENTS FOR THOSE WITH SPECIAL ACCESS NEEDS



one respondent. “Let’s keep knowledge-sharing and innovating.”

Top priorities for event DEI

Many event professionals we surveyed were sensitive of the need to champion DEI without making any attendees feel ‘different’ – or as one respondent termed it: “Baking DEI into our best practice without labelling it”. Another explained: “We are a unique industry and bring together people from all walks of life, but have consistently isolated or identified individuals as different, due to ‘special requirements’. We need to eliminate the need to identify or single-out, and events need to be completely inclusive.”

53% WERE NOW ALLOWING ATTENDEES AND/OR SPEAKERS TO SPECIFY THEIR PREFERRED PRONOUNS

“WE NEED TO ELIMINATE THE NEED TO IDENTIFY OR SINGLE-OUT THOSE WITH ‘SPECIAL REQUIREMENTS’. EVENTS NEED TO BE COMPLETELY INCLUSIVE”

One way of making events more inclusive is to “work with event suppliers and partners who reflect and share your DEI strategy”. And in practical terms, this could mean bringing in diverse consultants with a wider set of opinions. In other words “considering it from kick-off”. Fundamentally, events need to be “a safe and open space for all genders, races and non-binary individuals” and include quiet spaces for neurodivergent attendees.

How the industry can improve DEI

While there was the odd dissenting voice about the necessity for improvements in attitudes towards DEI there is broad

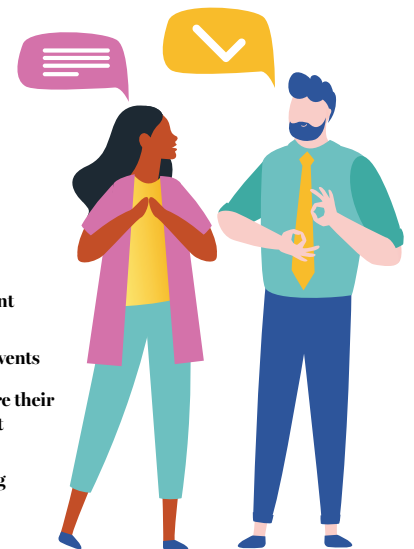
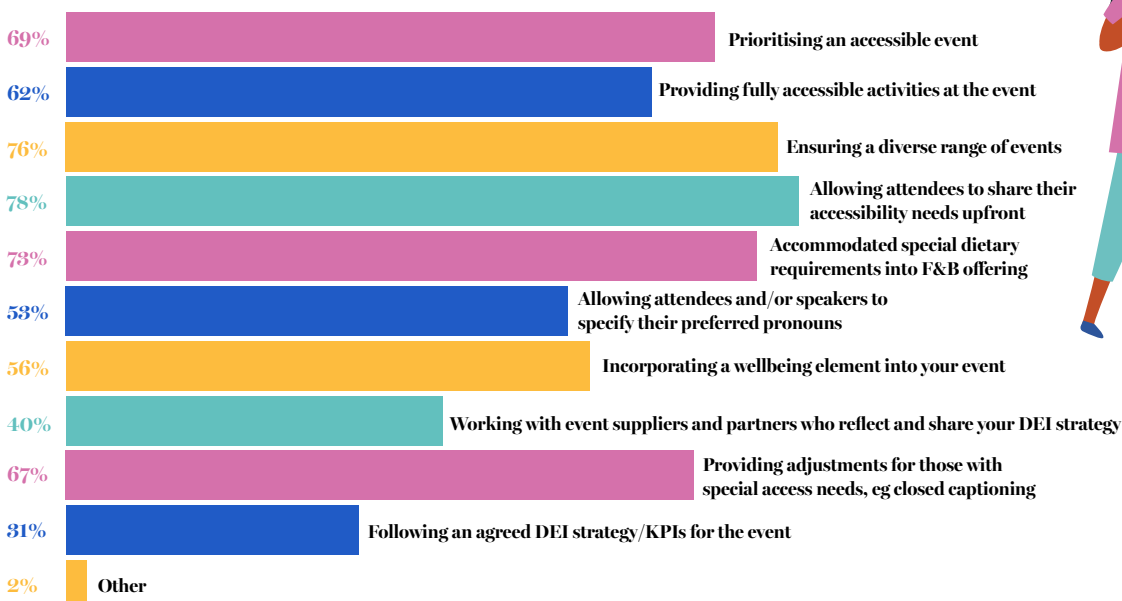
agreement that the industry can’t just shrug and take a ‘build it and they will come’ attitude. “Looking at the event through a DEI lens at all times” is one holistic attitude. “Stop treating DEI as if it’s a special brownie point to achieve,” is another. “We shouldn’t have to make this a separate point.”

Venue accessibility needs to be “non-negotiable”. One person said: “Make a lot of the adjustments standard practice rather than special requests. Venues need to expand their menus to cover dietary requirements much more extensively.”

Cost is a factor so there was a plea for “affordable tools to deliver DEI” or, more bluntly, “put your money where your mouth is. Make big changes to make sure that DEI is at the heart of what you do – and be prepared to sacrifice to accommodate.” Use sign language interpreters and captioning, for example.

One suggestion to execute DEI needs is to “showcase/promote agencies and speaker bureaus that work with diverse talent” so that ultimately events are “championing diverse voices across the industry”.

Which, if any, of the following measures have you taken to incorporate diversity, equity and inclusion (DEI) into your events?



Future of events: Trends and challenges

As corporate events professionals work to balance client expectations of sustainability against higher food and beverage prices, the biggest challenges of 2024 are in costs and budgeting.

Sustainability and eco-responsibility rated high for most respondents, along with event technology. But with AI there were mixed messages. According to one respondent: "AI is changing how things are done as we all learn to work with and incorporate it." But to another: "AI and VR/AR seem to dominate headlines and wishlists from clients, but with no clear reason behind it. So it feels quite 'faddy'."

The escalating costs of F&B have prompted a number of event planners to scale back on this front.

The types of activities and sessions at events are changing. "The request for team-building activities and experiences is constantly increasing and it's taking over from events where people just want to have a 'jolly,'" said one respondent.

Especially for incentive-driven events, there is an increasing desire for activities that involve "learning alongside, collaborating and coming together".

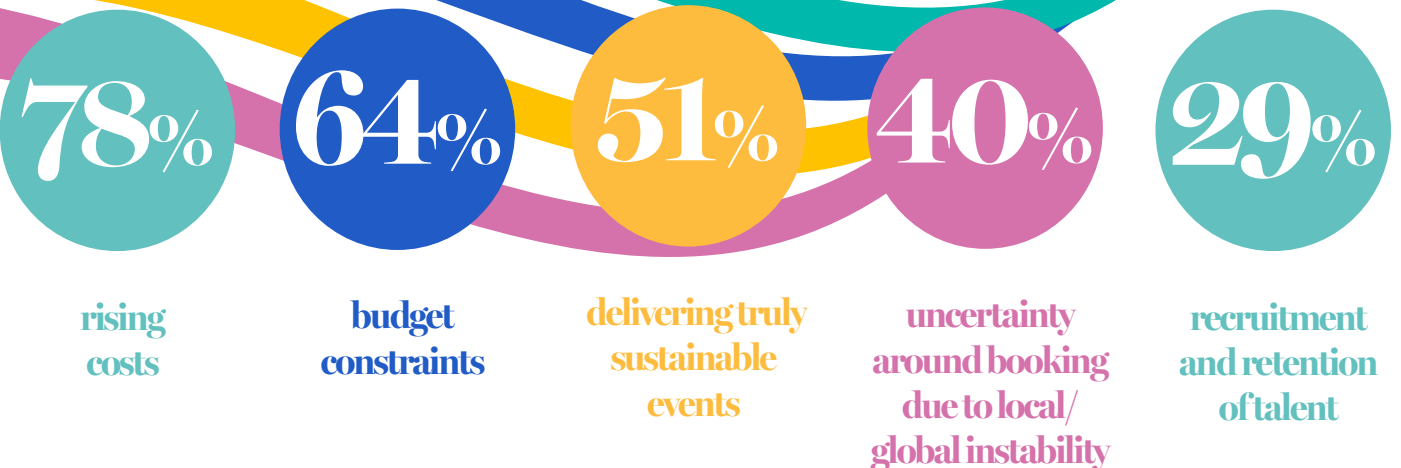
The majority of event professionals cited their rising budgets as the greatest challenge. "Budgets are not increasing so it is hard to keep high standards against a background of rising costs," said one respondent. Expectations of delivery are the same or higher but rising costs and squeezed budgets make that a hard circle to square.

Added into the cost pressures is the need for events to be sustainable: "Everything *must* be sustainable! Lazy practice is not accepted now and will be called out on social media. Audiences don't hold back on opinion, especially if online."



"BUDGETS ARE NOT INCREASING SO IT IS HARD TO KEEP HIGH STANDARDS AGAINST A BACKGROUND OF RISING COSTS."

The challenges





Corporate Report

www.cit-world.com

haymarket®

IN ASSOCIATION WITH

MB Meet
BOSTON