

Are You Ready to Go Back to Live Events?

White Paper



PRESENTED BY

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Introduction: A Look at the Events Industry, One Year Into COVID-19

Roughly a year after the economy began to recover from the initial wave of the global COVID-19 pandemic, the events industry landscape has been dramatically reshaped. While live events were beginning to mount a comeback by Q2 2021, post-pandemic events — live as well as the virtual events the industry relied on during months of lockdowns, cancellations and travel prohibitions — are going to look very different than they did in the past.

Aventri has been canvassing industry professionals to find out what changes they're seeing and implementing. This research offers visibility into event organizers' top concerns about post-pandemic meeting- and event-planning, and provides insights into the top solutions they are using. Aventri's long history of research, surveys and analysis give it the positioning and insight to know how to interpret these major changes, and how to give organizations a competitive advantage to improve their outcomes — even with an economy still recovering from a worldwide public health disaster.

The survey captured responses of nearly 400 event industry professionals, an approximate two-thirds of whom characterized themselves as “Event Planner/Producer/Organizer/Manager/Designer.” (Figures in this report might not total 100% as a result of rounding.)

While the vast majority of survey participants were from the United States among the 331 who provided a location, respondents also hailed from five Canadian provinces and other countries including Australia, Brazil, Colombia, France, Greece, India, Lebanon, Mexico, Panama, Spain and the United Kingdom.



Conclusion: Planning For the Future of Live Events Means Preparing Now

It is clear that both organizational and attendee sentiment are evolving and remain very much in flux despite the progress being made to resume face-to-face meetings and events.

Event organizers are relying on technology more than ever before to manage a growing list of requirements: Seamlessly connecting remote attendees to breakout sessions, contact-tracing and verifying that attendees have followed the proper health protocols before attending face-to-face events, and making sure that sponsors, investors and other financial stakeholders are able to achieve the returns they expect.

Articulating the primary goal of the event in collaboration with a best-in-class hybrid events management platform provider improves the odds that events will be supported by the kind of technological infrastructure that can drive the desired outcome.

Achieving this dictates the need to partner with providers of best-in-class tools as well as consultative expertise to help face-to-face meetings survive and thrive as the live events industry recovers from the blow of the pandemic.

Organizers need a hybrid event management platform vendor with a robust suite of flexible, scalable offerings. To see how Aventri's best-in-class solution can deliver on that promise for your next virtual, hybrid or in-person event, [click here](#).