

# Industry Event Attendance Survey

Informa Tech's Enterprise IT Group  
25 March 2021

# Introduction & Methodology

## Overview

Methodology, data collection and analysis by Informa Engage and Informa Tech.

Data collected March 1 through 23, 2021.

Methodology conforms to accepted marketing research methods, practices and procedures.

## Primary Objectives

Assess plans for in-person event attendance in the post-pandemic era, including timelines, safety requirements and travel preferences.

Assess participation in, and satisfaction with, virtual events during the pandemic, including interest in participating in virtual events post-pandemic.

## Methodology

Beginning on March 1, 2021, Informa Tech's Enterprise IT Group emailed invitations to participate in an online survey to past attendees and registrants of select Informa Tech events, including Enterprise Connect, Data Center World, Service Management World, Support World Live, ICMI CC Expo, Interop and more.

By March 23, 2021, Informa Engage had received 1,058 completed surveys. Of those, 954 reported attending at least one in-person industry event annually prior to the onset of the pandemic. The following analyses are based on those 954 respondents.

## Responsive Motivation

To encourage prompt response and increase the response rate overall, a live link to the survey was included in the email invitation to route respondents directly to the online survey.

The invitations and survey were branded with the Informa Tech name and logo in an effort to capitalize on user affinity.

Each respondent was afforded the opportunity to enter a drawing for one of four \$100 Amazon gift cards.

# Research Highlights: In-Person Industry Events

## Interested

Past attendees are eager to return to in-person events. When they resume, most (82%) expressed strong interest in attending, assuming reasonable safety measures are in place. Almost 90% say they would prefer to attend industry events in person once they open back up.

## Able

Nearly 80% report their organizations will allow them to attend in-person events in 2021, and most (65%) have travel budget available to do so.

## Cautious

Most (71%) expect to return to in-person events in 2021, while 13% expect to wait until Q1 2022.

Before attending, most would require in-person events to provide:

- Enhanced cleaning procedures
- Social distancing protocols
- Mask requirements



# Research Highlights: Virtual Industry Events



## Engaged

Most respondents (77%) have attended virtual versions of industry events since the onset of the COVID-19 pandemic.

## Satisfied

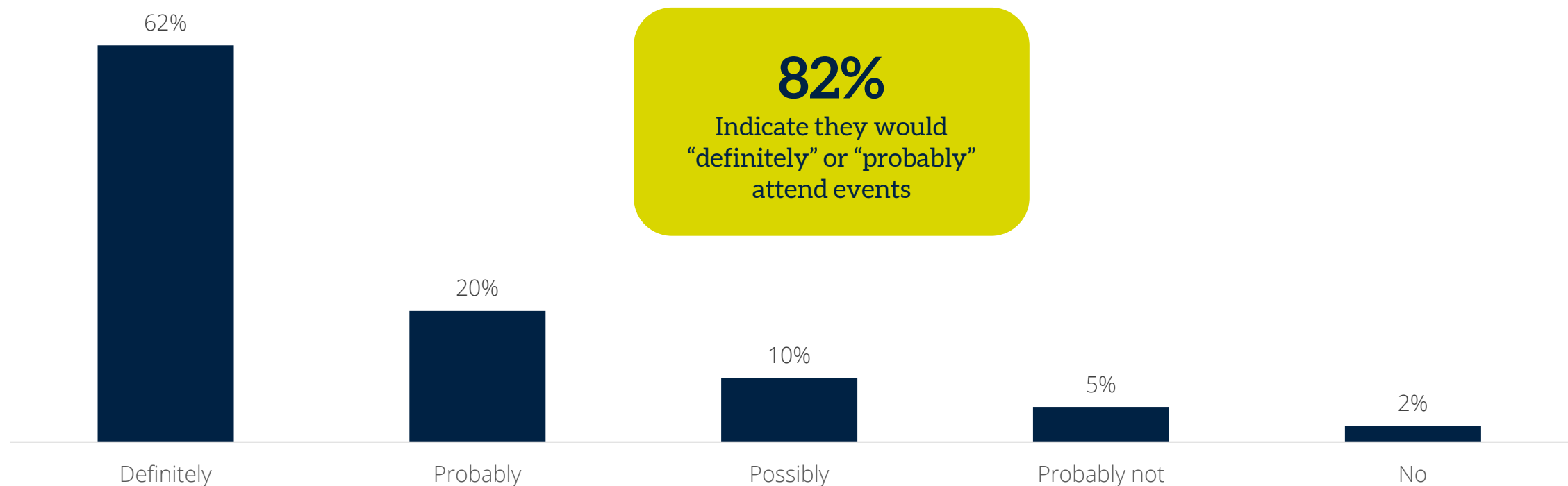
A clear majority (75%) were satisfied with those virtual industry events, and half report they have proven useful in the selection of technology solutions.

## Committed

Just over half (54%) are likely to continue attending virtual versions of industry events once the pandemic is behind us.

# Customers Want to Return to In-Person Industry Events in 2021

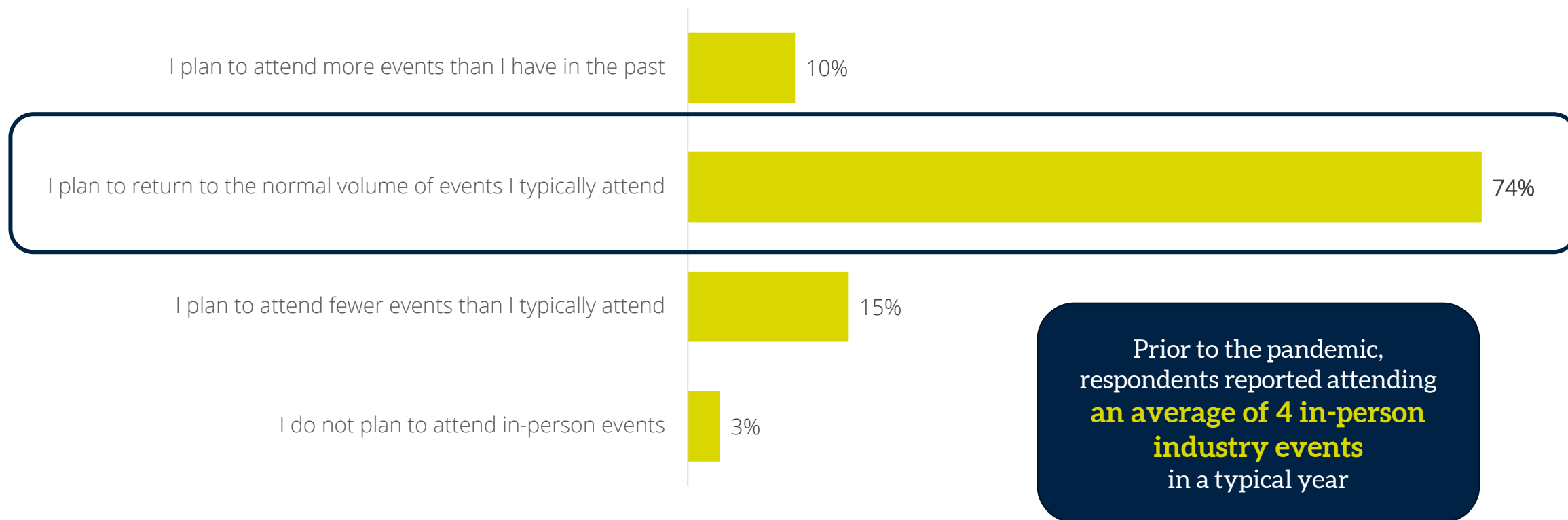
When in-person industry events resume in 2021, most respondents expressed strong interest in attending, assuming reasonable safety measures are in place.



*Question: When in-person events resume in 2021, and reasonable safety measures are in place, would you be interested in attending in-person industry events this year?*  
*Base: 2018-2019 In-Person Event Alumni (n=201).*

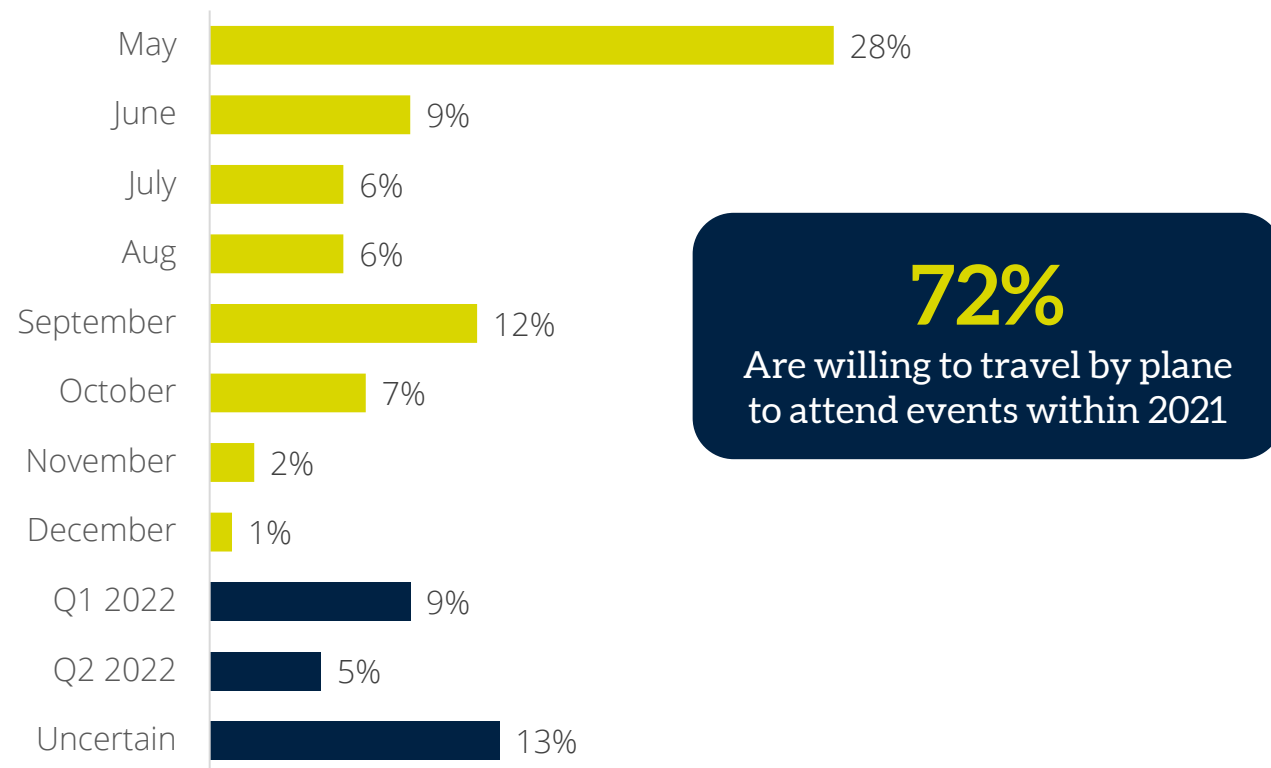
# They Plan to Return to Their Normal Volume of Events

Once in-person industry events start happening again, most plan to attend their normal volume of in-person industry events. About one out of five (18%) plan to attend fewer events post-pandemic.



Question: When in-person industry events start happening again, which best reflects your plan for attendance?  
 Base: 2018-2019 In-Person Event Alumni (n=201).

# A Majority Are Willing to Travel By Plane to Attend Events in 2021

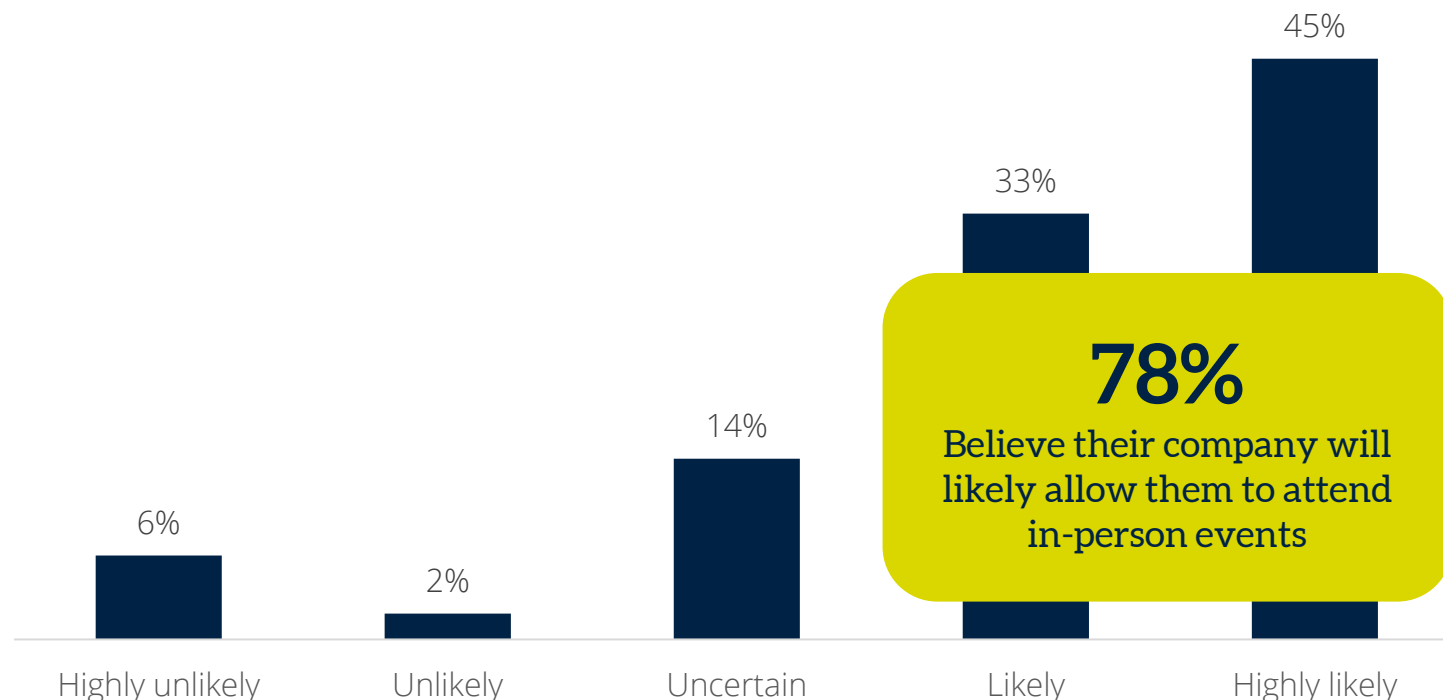


Question: When would you be willing to begin travelling by plane to attend an in-person industry event? Base: 2018-2019 In-Person Event Alumni (n=201).



# Companies Are Supportive of Staff Attending Events in 2021

When in-person industry events resume in 2021, respondents believe their companies are largely open to allowing them to attend, assuming reasonable safety measures are in place.



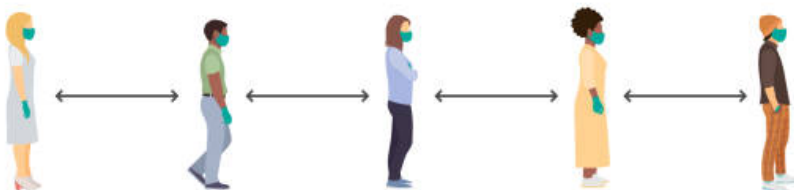
Question: When in-person events resume in 2021, and reasonable safety measures are in place, how likely is your company to allow you to attend in-person industry events this year?  
Base: 2018-2019 In-Person Event Alumni (n=201).



# Attendance Requirements for In-Person Industry Events

Before they would consider attending an in-person industry events, respondents are most likely to require that event offer:

1. Enhanced cleaning/disinfecting (59%)
2. Social distancing protocols (49%)
3. Mask requirements (45%)



*Question: Which of the following would you require of an in-person industry event before you would consider attending? (Select all that apply.) Base: 2018-2019 In-Person Event Alumni (n=186); multiple answers permitted..*



## Ten Priority Commitments at all Informa Events

### • Cleaning and Hygiene

1. Enhanced, deep cleaning before, during and after our event
2. Additional hand washing facilities and hand sanitizing stations

### • Physical Distancing

3. Non-contact registration
4. All events will request that participants avoid physical contact
5. Maintain a density of participants in line with local authority guidance
6. Work closely with venues to employ highest standard of food safety

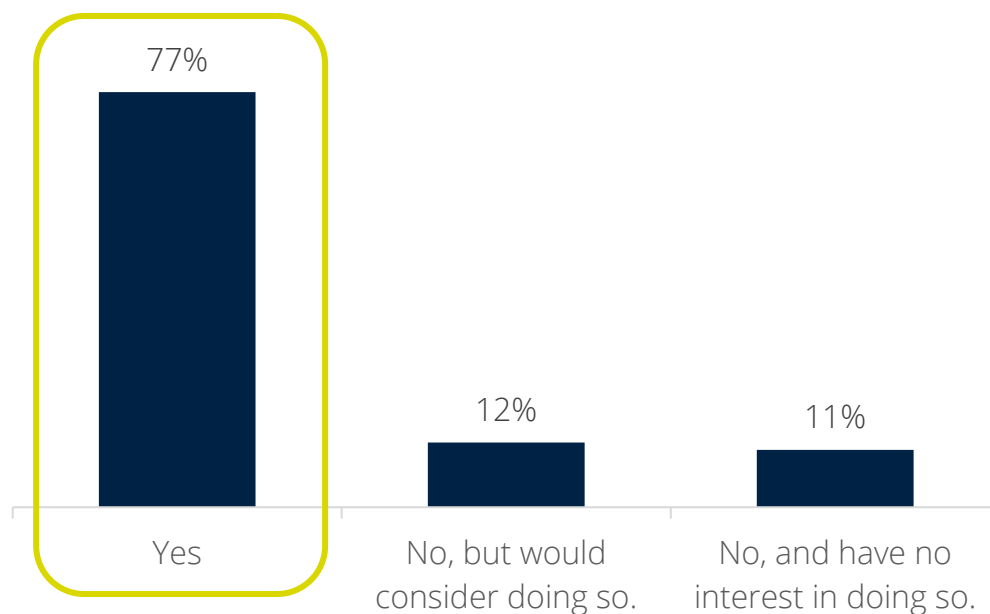
### • Detect and Protect

7. Participants at all events will be asked to wear a face mask on entry
8. Access to a qualified first aider and separate quarantine area, if possible
9. Follow relevant health authority guidance on screening participants
10. Should it be necessary, work with local authorities to trace and contact participants at our events, subject to local privacy regulations

# Virtual Industry Events: Attendance & Satisfaction

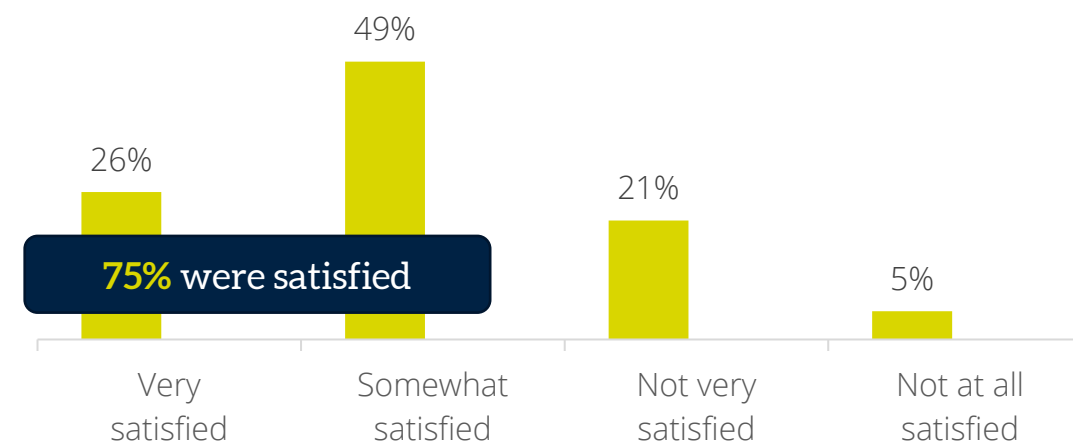
Since the onset of the pandemic, most respondents (77%) have attended virtual versions of industry events and were satisfied with those virtual events (75%).

**Since the onset of the pandemic, have you attended any virtual versions of industry events?**



Question: Since the onset of the pandemic, have you attended any virtual versions of industry events?  
Base: All respondents (n=954)

**How satisfied were you with those virtual events?**



Question: Generally speaking, how satisfied were you with those virtual events? Base: Respondents reporting virtual event attendance (n=736)

# Customers Enjoy Informa Tech Virtual Events

*"This had nearly all the strengths of attending a major industry conference, but I was able to attend with zero friction from my superiors...the value of attending was incredible."*

The event platform was very easy to use and well laid out, and on top of the content being excellent, I would definitely recommend folks attend an event of this quality.

*"It surpassed the expectations as the quality of the delivery was excellent and also the information provided was very useful and will help in our planning for current and future implementations."*

*"I think digital events give people who can't travel to the conference an opportunity to attend the sessions they are interested in. This is one of the best conferences I have attended, but for years I could not attend until now that it is digital."*

"The delivery of this event was superb to other 'virtual events' being offered. The content was relevant, timely, and accurate delivered by knowledgeable presenters with their fingers on the pulse of technology and trends in the IT Service Industry."

## 4/5

Average customer satisfaction score for Informa Tech's 2020 Enterprise IT virtual events

# 2021 Enterprise IT Events

			
<b>August 16-19</b>	<b>September 7-10</b>	<b>September 27-29</b>	<b>November 6-11</b>
Orlando, FL	Dallas, TX	Orlando, FL	Orlando, FL
<p>Leading conference delivers expert insight and strategies on the tech and concepts needed to plan, manage, and optimize the <b>data center</b>.</p> <p><u>Core Themes:</u> Advanced Data Center Strategies; Design, Build, Operate, Control; Data Center Essentials; Data Center Infrastructure and Platforms; Mission Critical Facilities and Energy Mgmt</p>	<p>The highest rated <b>contact center</b> industry event, featuring unmatched content and practitioner insights, networking, and technology solutions.</p> <p><u>Core Themes:</u> Boost Your Culture, Drive the Customer Experience, Elevate Your Strategy &amp; Leadership, Maximize Productivity &amp; Operations</p>	<p>The leading conference and exhibition for <b>enterprise communications and collaboration</b>.</p> <p><u>Core Themes:</u> Unified Communications, Contact Center &amp; Customer Experience, Cloud Communications, Video Collaboration &amp; AV, Embedded Communications &amp; APIs, Practical AI, Team Collaboration, Management &amp; Security</p>	<p>Brings together experts, practitioners, and solution providers to energize and empower <b>service and support</b> professionals.</p> <p><u>Core Themes:</u> All areas of technical support, including service operations, customer and employee experience, service management, and technology</p>
<b>Expo Hall open Aug. 18-19</b>	<b>Expo Hall open Sept. 7-9</b>	<b>Expo Hall open Sept. 27-29</b>	<b>Expo Hall open Nov. 8-10</b>
<b>Simultaneous Digital Summit: Aug 18-19</b>	<b>Simultaneous Digital Experience: Sept. 8-9</b>	<b>Simultaneous Virtual Event: Sept. 27-29</b>	<b>Simultaneous Digital Experience: Nov 9-10</b>

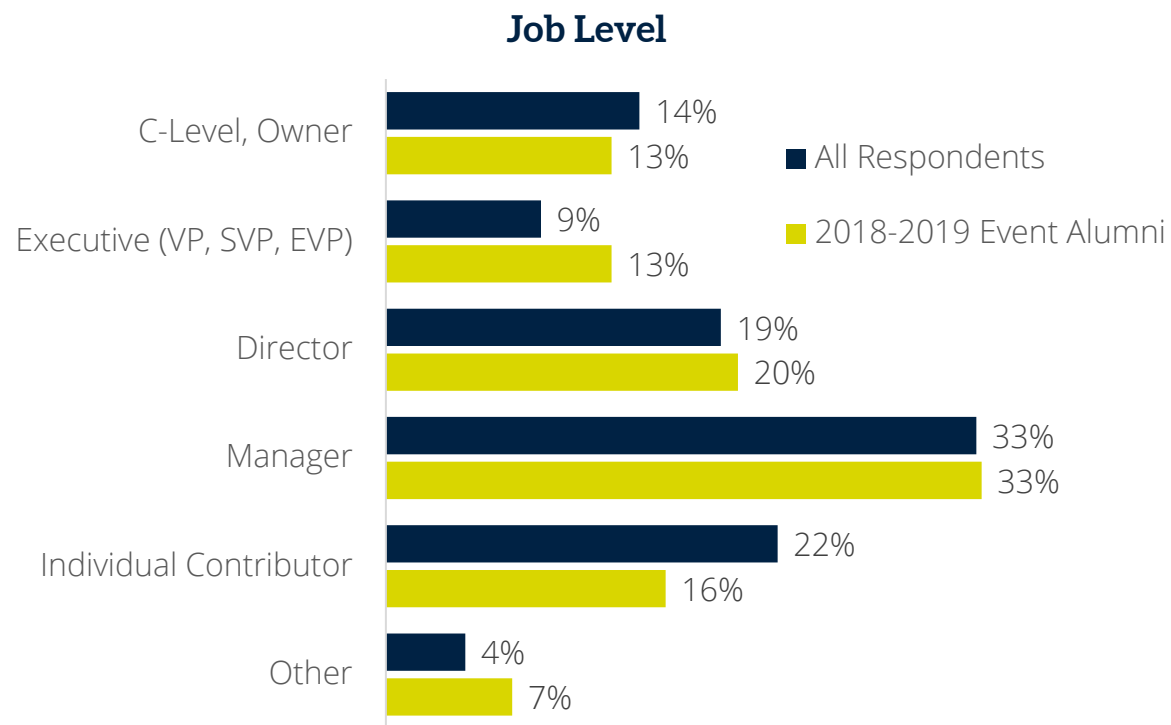
# Thank you

[Informa.com](https://Informa.com)

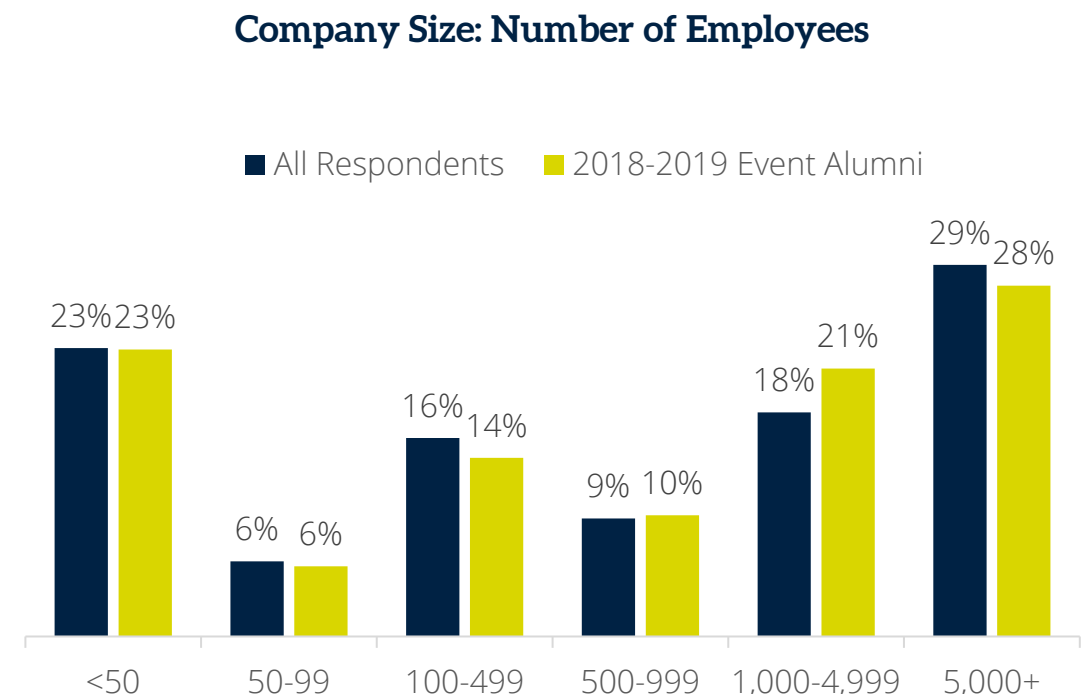


# Job Level & Company Size

Three in four respondents (74%) have some level of managerial responsibility, including 41% who hold Director level or higher positions. Companies of all sizes are represented in the sample.



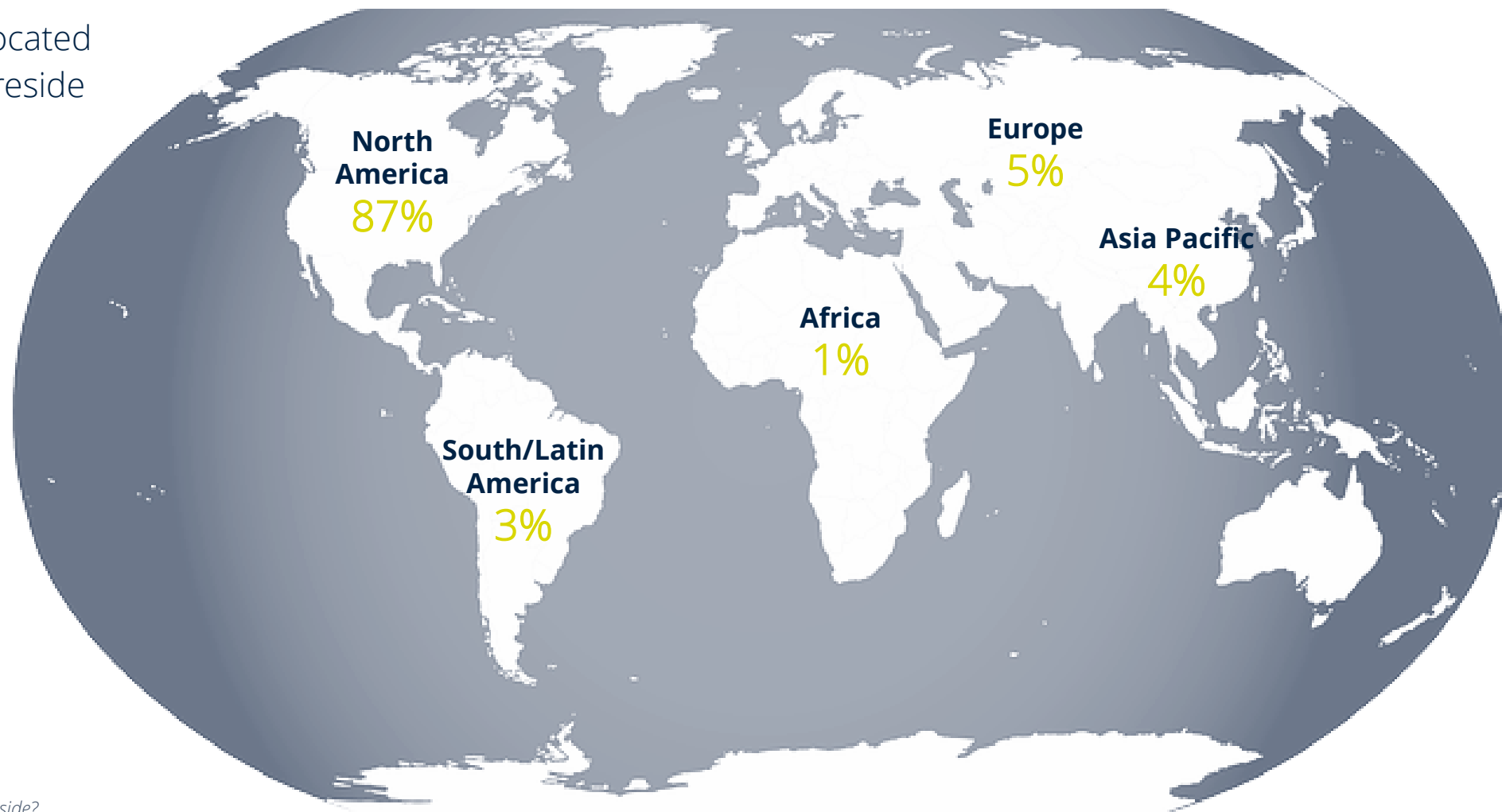
Question: Which of the following best matches your job level? Base: All respondents (n=954); 2018-2019 In-Person Event Alumni (n=200).



Question: How many people are employed by your company, at all locations? Base: Respondents reporting virtual event attendance (n=951); 2018-2019 In-Person Event Alumni (n=200).

# Global Regions of Residence

While respondents are located around the globe, most reside in North America.

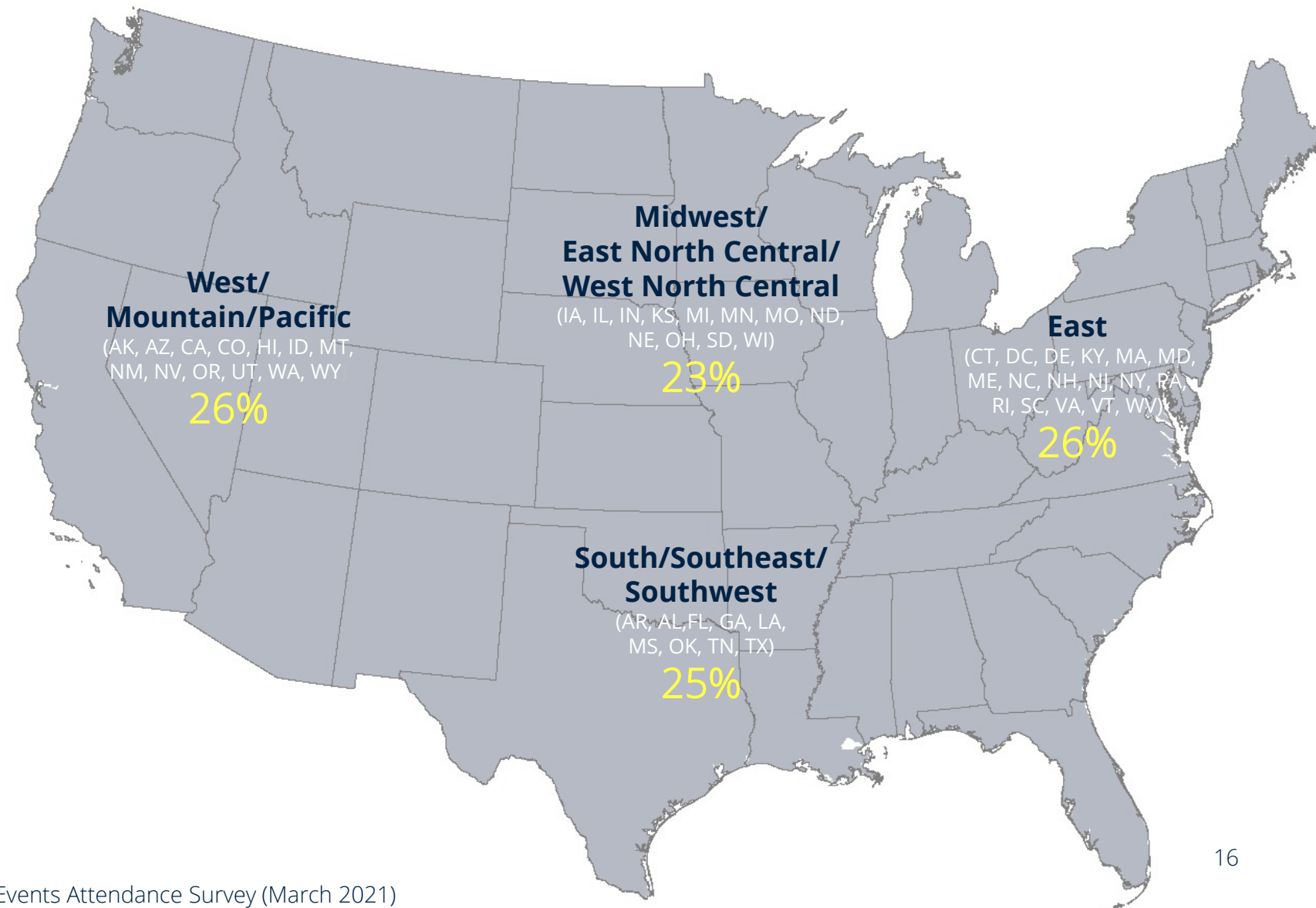


*Question: In which country do you currently reside?*  
*Base: All respondents (n=813)..*



# U.S. States of Residence

American respondents are evenly distributed across the United States.



Question: In which state do you currently reside?  
Base: U.S. respondents (n=670)..