



BUSINESS EVENTS AUSTRALIA DOMESTIC CORPORATE SENTIMENT RESEARCH - DECEMBER 2020

Business Events Australia has completed a third wave of research to understand the trends and attitudes of corporate decision makers towards holding business events as the industry recovers from the impact of COVID-19.

RESPONDENT PROFILE

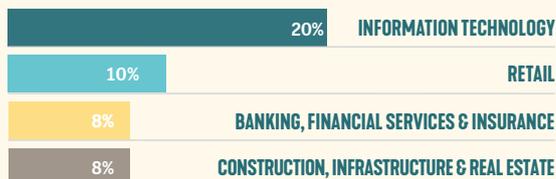
453
decision-makers

63% are the sole or final decision-maker for events in their business

37% have significant influence over final decisions for events in their business

43% work for businesses with **50-499** employees

TOP 3 INDUSTRIES



ATTITUDES

84% OF THOSE WHO USUALLY HOLD ONE OR MORE EVENTS OVERSEAS EACH YEAR ARE LIKELY TO RELOCATE AT LEAST ONE OF THESE EVENTS TO AUSTRALIA OVER THE NEXT 12 MONTHS, UP 1% FROM OCTOBER 2020.

DOMESTIC EVENT PLANS



TRAVELLING FOR EVENTS

72%

are comfortable with the idea of intrastate travel for corporate events compared to **66%** for interstate travel

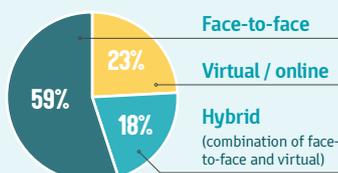
40%

say COVID-19 safety overrides any other factors related to travelling interstate for corporate events

FACE-TO-FACE VS VIRTUAL

There is a strong desire to get back to face-to-face events, though there is recognition of the need for virtual and hybrid events

Plans for the format of future events



WHAT NEEDS TO CHANGE?

TOP 3 BARRIERS TO RUNNING EVENTS*

While the current restrictions on gatherings are still a barrier, decision makers are more concerned about the wellbeing of their staff.

OCTOBER



cited concern for employees' health

DECEMBER



cited travel restrictions associated with COVID-19



cited risk around spreading the virus



cited concern for employees' health



cited travel restrictions associated with COVID-19



cited risk around spreading the virus

*For those that have not run any events in the last 4-5 months



BUSINESS EVENTS AUSTRALIA

DOMESTIC CORPORATE SENTIMENT RESEARCH - DECEMBER 2020

FOR THOSE PLANNING EVENTS WITHIN THE NEXT 18 MONTHS

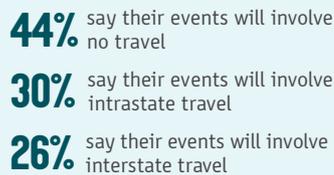
TOP 3 EVENT TYPES



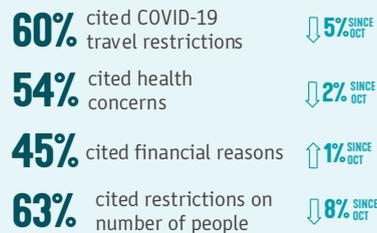
TOP 3 REASONS TO HOLD EVENTS



EVENT TRAVEL



FACTORS INFLUENCING EVENT CONFIDENCE*



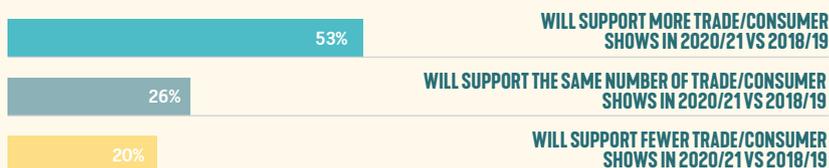
*Over the next 6-12 months

BUDGETS



EXHIBITIONS*

6 in 10 businesses will exhibit or send staff to an exhibition in the next year and three-quarters claim they will support the same number of shows or more in the next 12 months vs. 2018-19



TOP 3 BARRIERS TO SENDING STAFF OR EXHIBITING AT AN EXHIBITION



*The second and third wave of research was expanded to gauge the sentiment of corporate decision makers attending or sending staff to exhibitions.

TOP 3 DEVELOPMENTS

THAT WOULD LEAD TO CORPORATE BUSINESS EVENTS RESUMING IMMEDIATELY*

OCTOBER

47%

a complete lifting of restrictions on gatherings

45%

development of a COVID-19 vaccine

45%

interstate borders re-opening

DECEMBER

51%

development of a COVID-19 vaccine

38%

a complete lifting of restrictions and gatherings

38%

no community transmission of COVID-19 in Australia

*For those who have not run any events in the last 4-5 months

INTENTION IS GROWING

75% ↑ 4% SINCE OCT

of respondents believe their business will run the same number or more events after COVID-19 compared to before the pandemic