



# BUSINESS EVENTS AUSTRALIA DOMESTIC CORPORATE SENTIMENT RESEARCH - MARCH 2021

Business Events Australia has completed a fourth 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

**457**

decision-makers

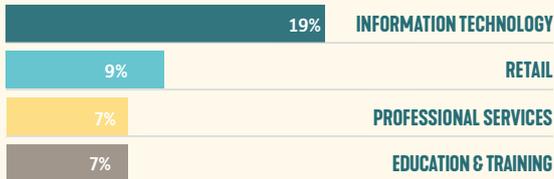
**61%** are the sole or final decision-maker for events in their business

**39%** have significant influence over final decisions for events in their business

**42%** work for businesses with **50-499** employees



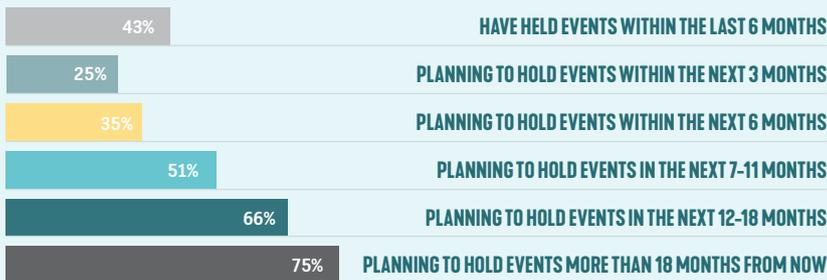
### TOP 3 INDUSTRIES



## 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.

### DOMESTIC EVENT PLANS



### TRAVELLING FOR EVENTS

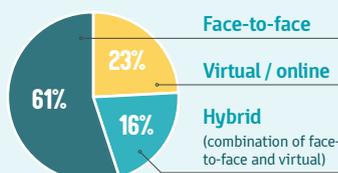
**77%** are comfortable with the idea of intrastate travel for corporate events compared to **67%** for interstate travel

**43%** 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\*

The main barriers to event resumption are primarily health related although travel restrictions are still a factor.

### DECEMBER 2020

### MARCH 2021

**13%**

cited travel restrictions associated with COVID-19

**17%**

cited risk around spreading the virus

**18%**

cited concern for employees' health

**15%**

cited concern for employees' health

**25%**

cited risk around spreading the virus

**14%**

cited travel restrictions associated with COVID-19

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



# BUSINESS EVENTS AUSTRALIA

## DOMESTIC CORPORATE SENTIMENT RESEARCH - MARCH 2021

### 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\*



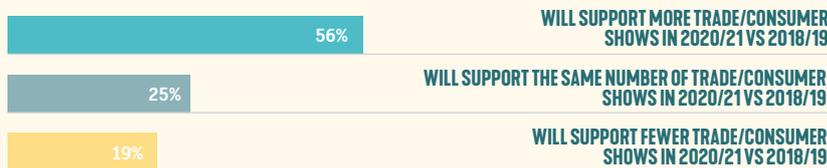
\*Over the next 6-12 months

### 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

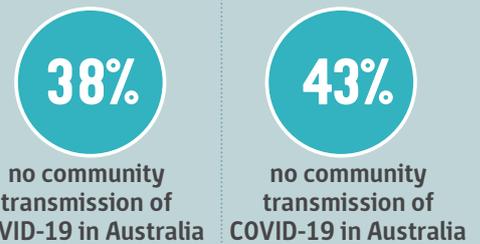
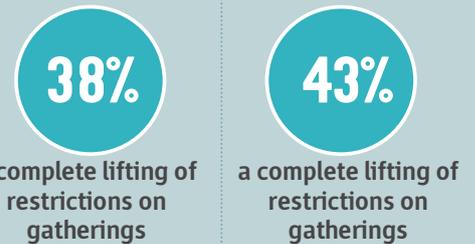
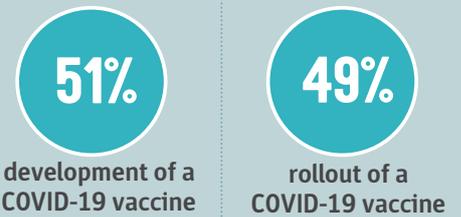


\*The second, third and fourth wave of research was expanded to gauge the sentiment of corporate decision makers attending or sending staff to exhibitions.

## TOP 3 DEVELOPMENTS

THAT WOULD LEAD TO CORPORATE BUSINESS EVENTS RESUMING IMMEDIATELY\*

#### DECEMBER 2020 | MARCH 2021



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

### INTENTION IS GROWING



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