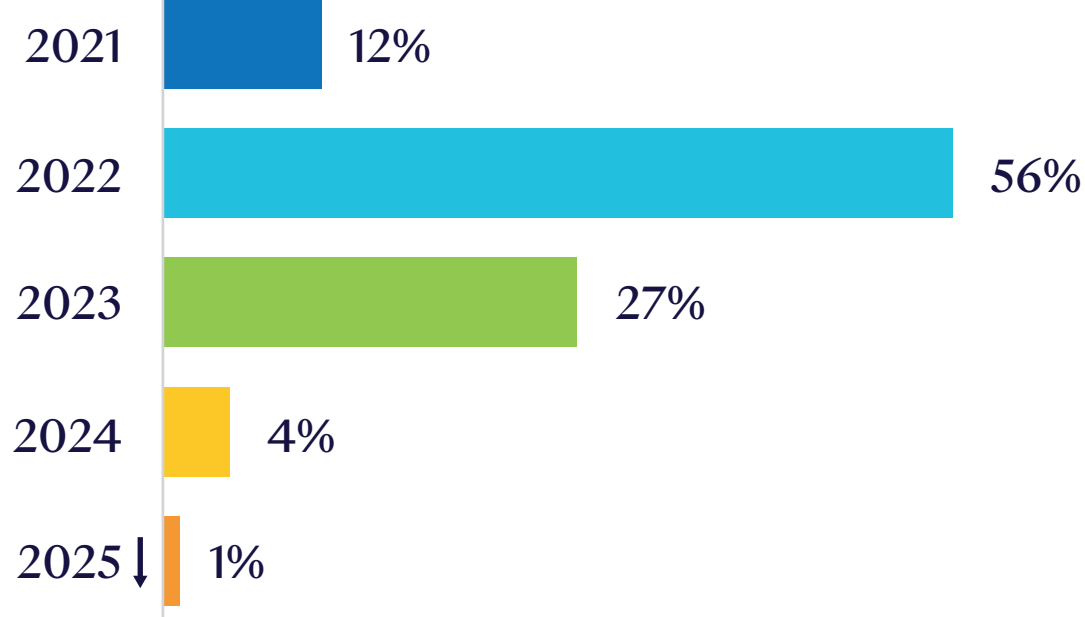
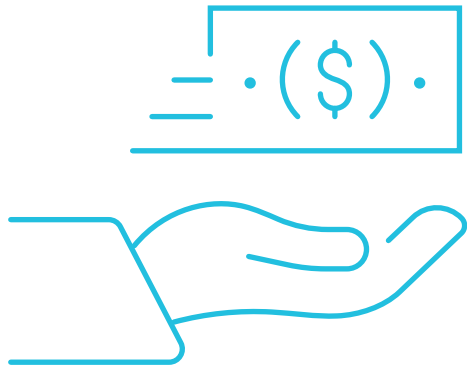


## Increased optimism about return of events

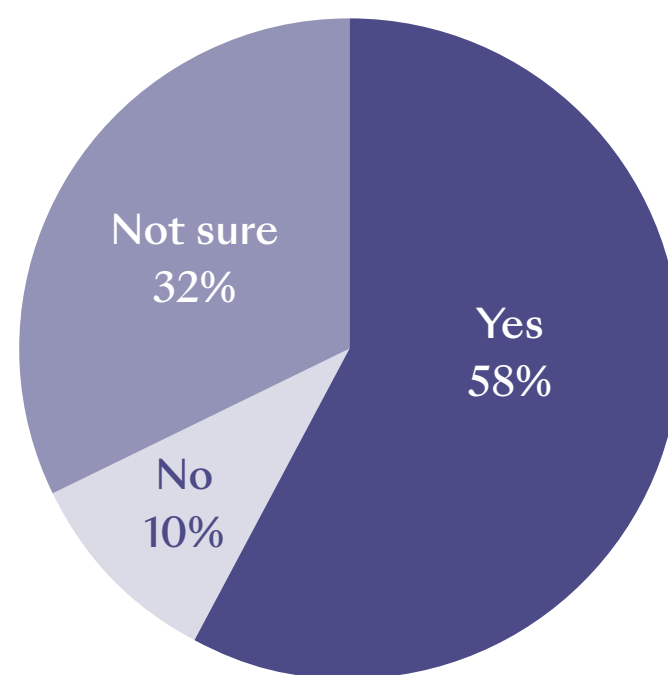
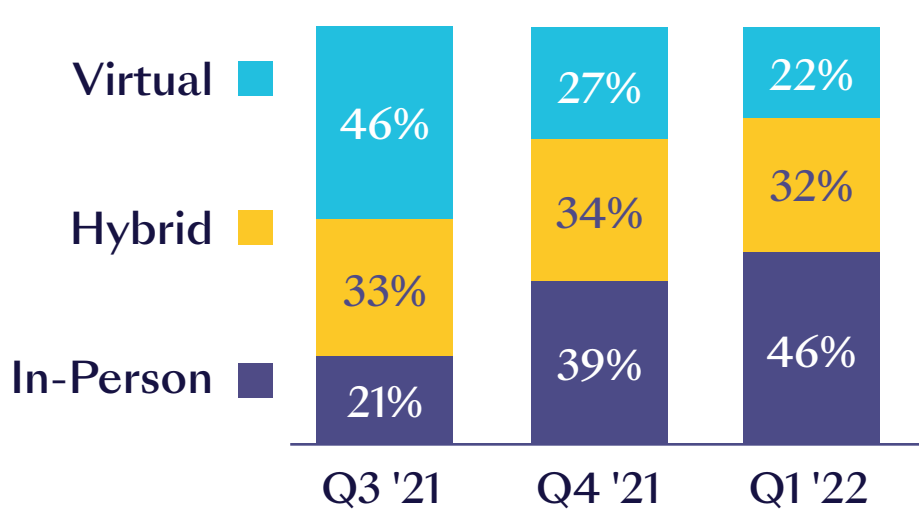
### Event Spending



Majority expect event spending return in '22

## Hybrid is here to stay

### Hybrid and in-person are growing



Strong intent to utilize digital strategy moving forward

## Challenges with hybrid are shifting

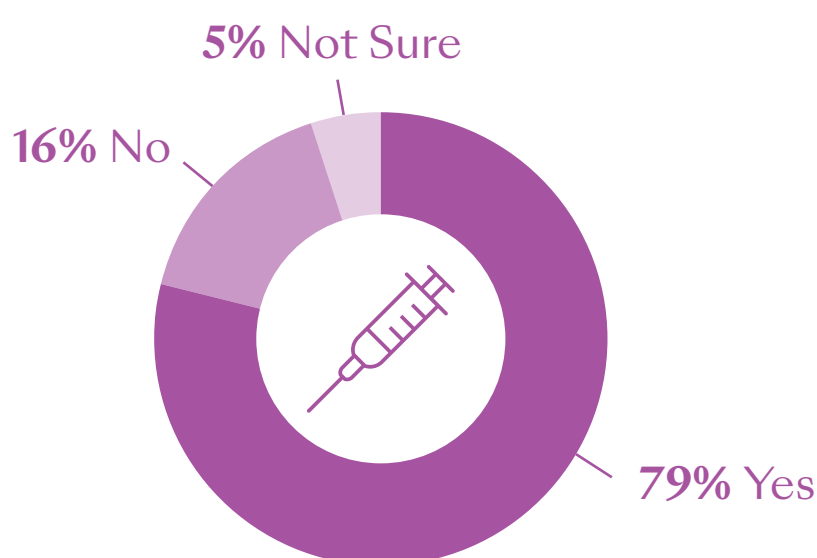
Increased concern about planning complexity and cost with less concern about safety

Summer '21 vs Spring '21

37%	↓ 6%	Willingness to attend in-person events
25%	↓ 13%	Maintaining safety protocols
33%	↑ 5%	Planning two separate experiences
35%	↑ 8%	Increased technology costs
17%	↑ 3%	Increased venue costs

## Vaccine increases confidence in recovery

### Majority agree that vaccine roll-out will drive a quicker economic recovery

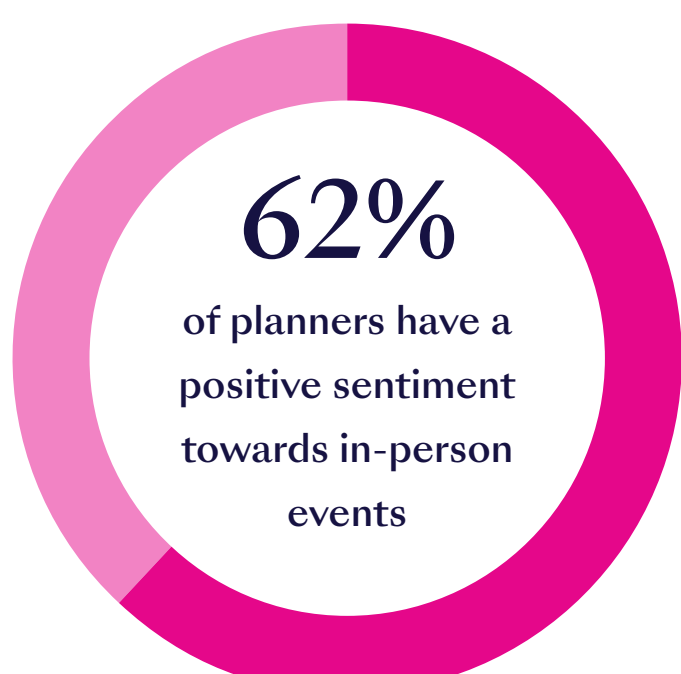


### Vast majority of planners are vaccinated



## In-person events are returning

62% of planners have a positive sentiment towards in-person events



### Vast majority of planners plan to host in-person in 2021

