

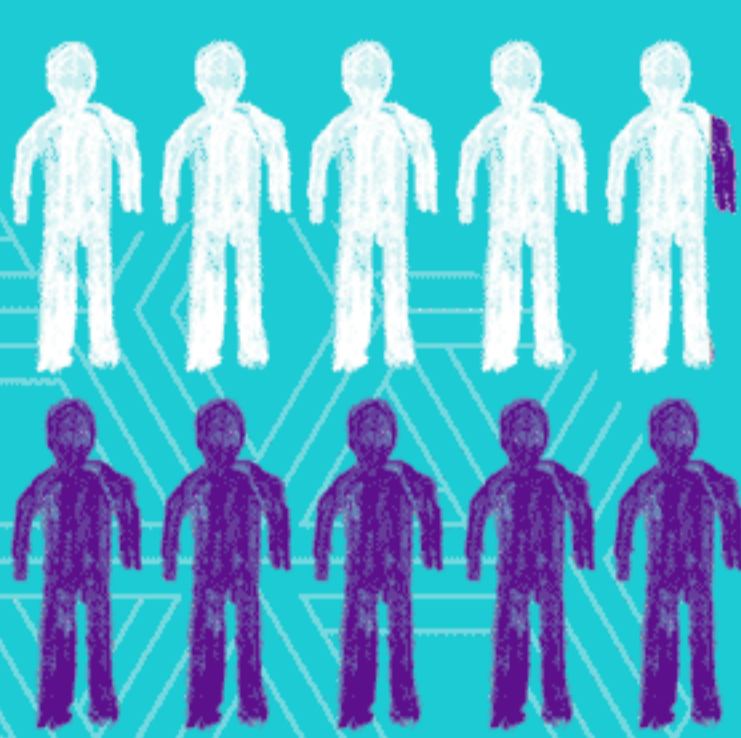


# Meetings, Education & Professional Development Survey Report

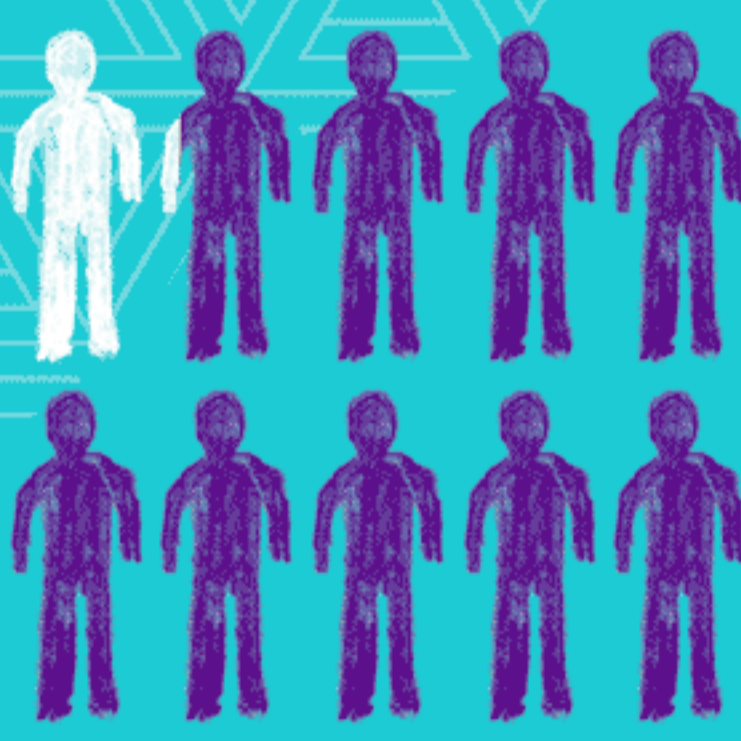
compiled by:

EVENT  GARDE &  WHORTON  
MARKETING & RESEARCH

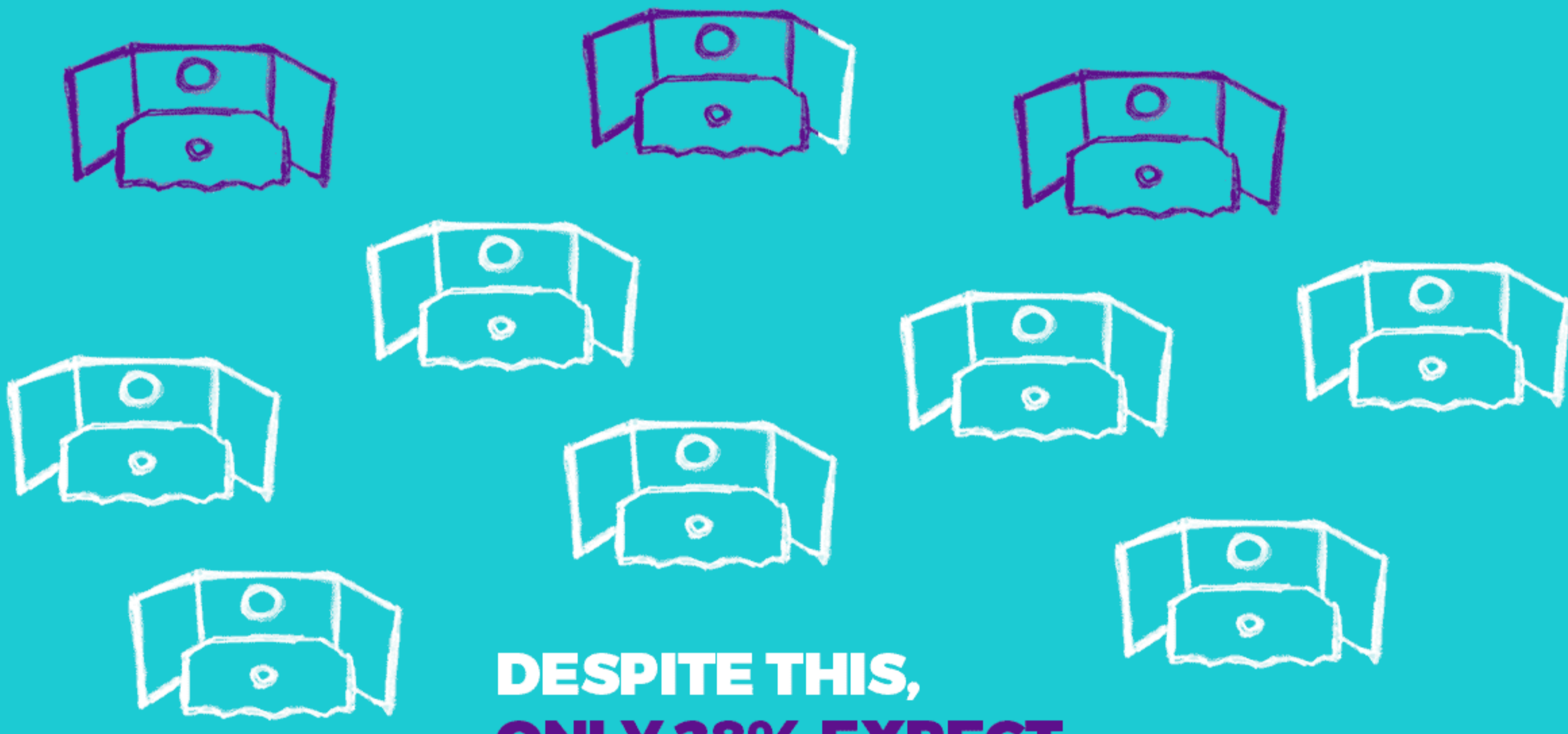
## « OPTIMISM »



**48%** OF RESPONDENTS BELIEVE CUMULATIVE CONVENTIONS, EXHIBITIONS & MEETINGS ATTENDANCE WILL INCREASE THIS YEAR, COMPARED TO ONLY **11%** WHO EXPECTED A DECREASE

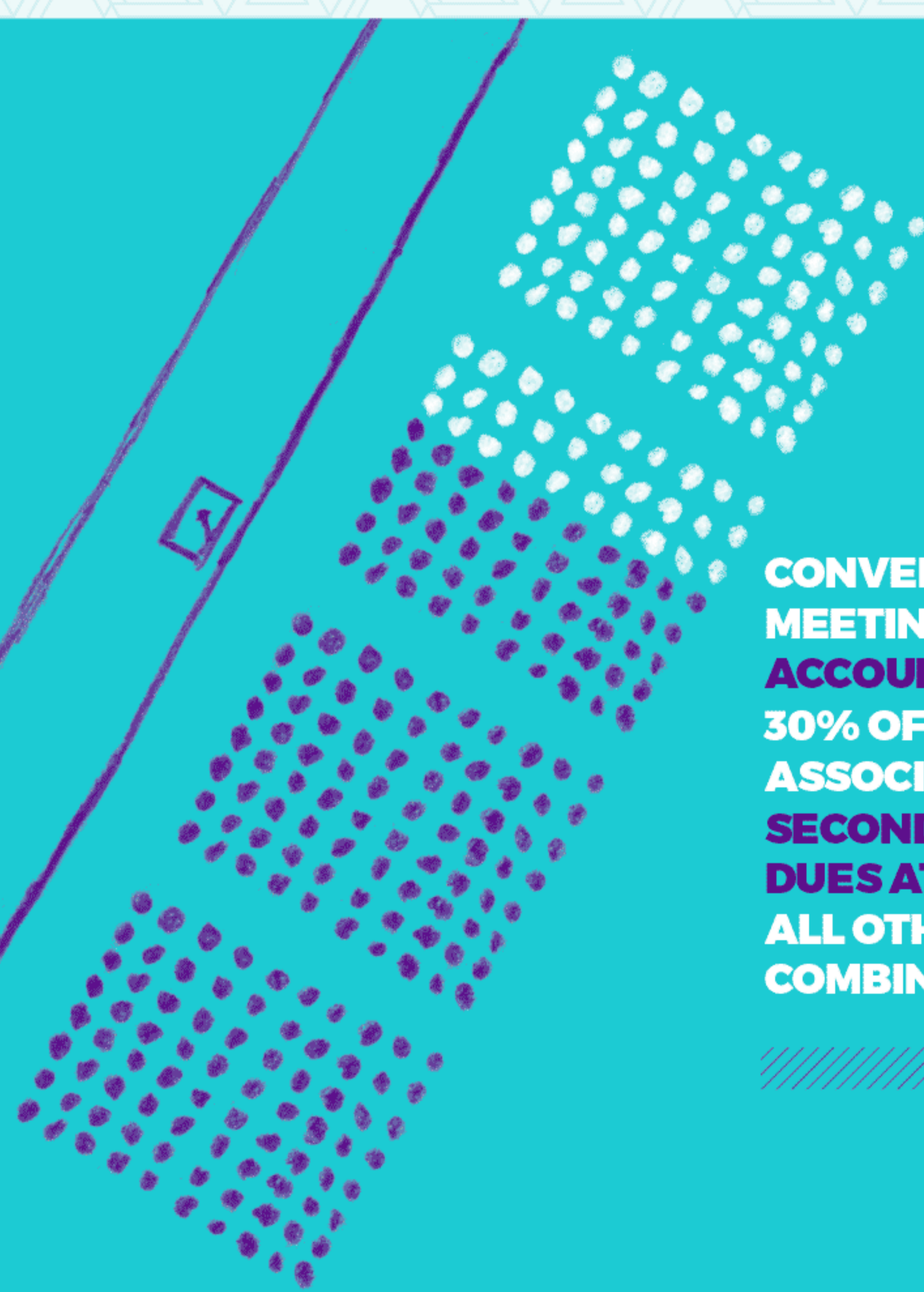


## « EXHIBITOR STAGNATION »



DESPITE THIS, ONLY **28%** EXPECT EXHIBITIONS REVENUE TO INCREASE, WHILE **72%** EXPECT IT TO REMAIN STABLE OR DECREASE

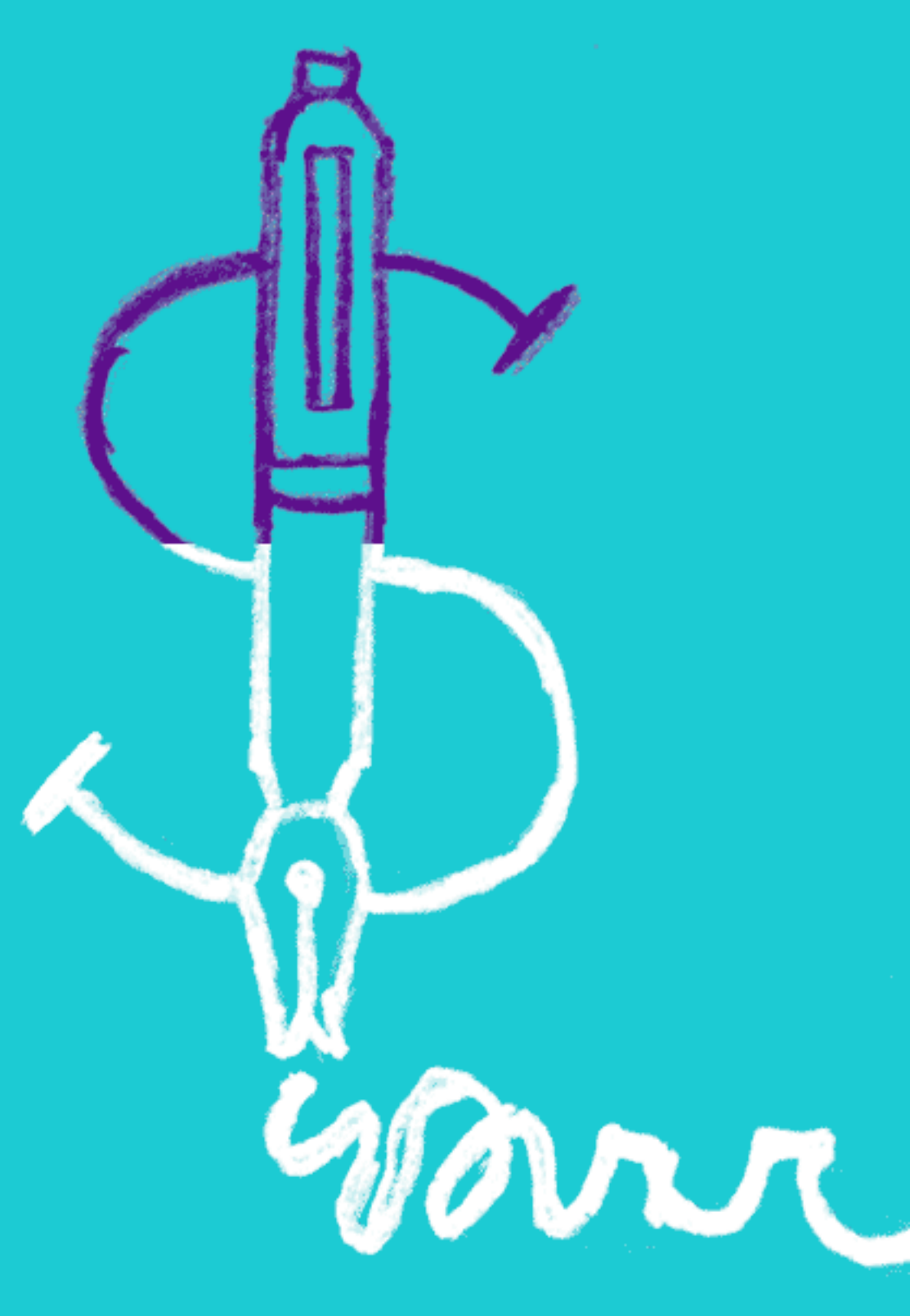
## « ORGANIZATION-WIDE IMPORTANCE »



CONVENTIONS/EXHIBITIONS/ MEETINGS/SPONSORSHIPS ACCOUNT FOR A MEAN OF **30%** OF THE AVERAGE ASSOCIATION BUDGET, SECOND ONLY TO MEMBERSHIP DUES AT **49%** AND LARGER THAN ALL OTHER REVENUE SOURCES COMBINED (**21%**)

## « REGISTRATIONS DRIVE THE BOTTOM LINE »

MEETING REGISTRATIONS ACCOUNT FOR **52%** OF GROSS MEETING REVENUE



« DIVERSIFIED REVENUE »

**SPONSORSHIPS (23%)  
ACTUALLY ACCOUNT FOR  
MORE REVENUE THAN  
EXHIBITIONS (19%)**

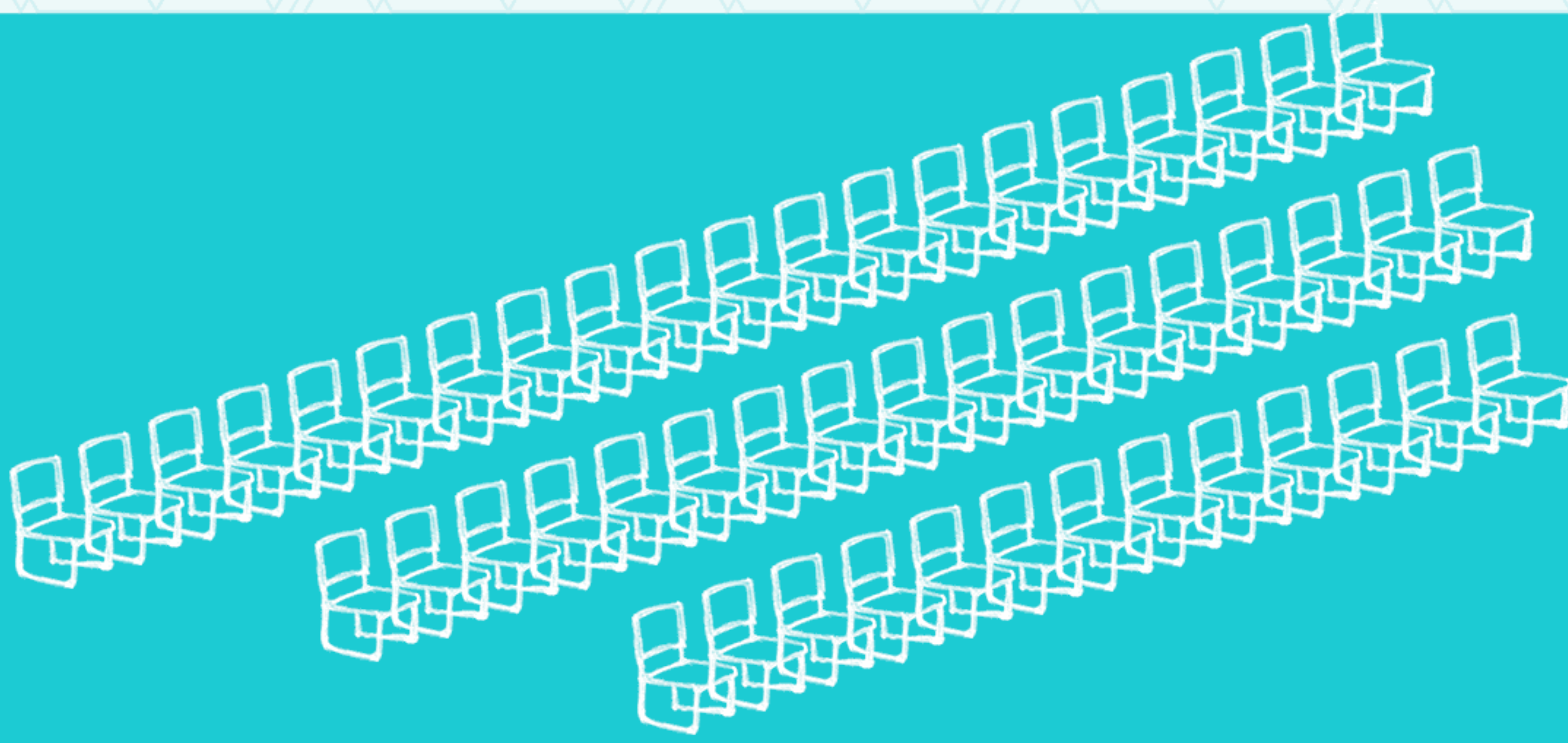


« STRONG SECTOR VALUE »



**ONE-FOURTH OF  
ORGANIZATIONS REPORT  
THAT AT LEAST HALF OF  
THEIR REVENUE COMES  
FROM CONVENTIONS,  
EXHIBITIONS, MEETINGS &  
SPONSORSHIPS**

« MEETING PORTFOLIOS »



**PARTICIPATING ASSOCIATIONS  
REPORT A PER DAY MEAN OF:**

- **20 DIGITAL MEETINGS**
- **17 HALF-DAY FACE-TO-FACE MEETINGS**
- **13 DAY OR LONGER FACE-TO-FACE MEETINGS**

« OUTSOURCING »

**67% OF ASSOCIATIONS  
OUTSOURCE SOME KEY  
PLANNING ACTIVITY,  
MOST COMMONLY  
INCLUDING A/V  
SERVICES (54%)**

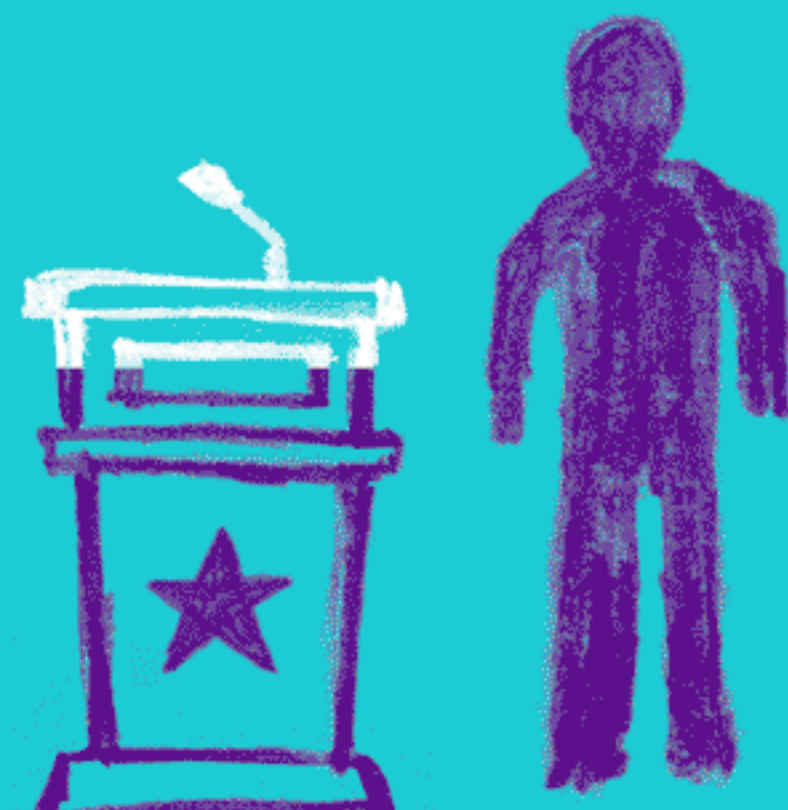


« INSOURCING »

**ONLY 27% USE A  
CONVENTION & VISITORS  
BUREAU TO RECOMMEND A  
VENUE/SITE**

**ONLY 10% FREQUENTLY  
OR ALWAYS USE A  
SPEAKERS BUREAU FOR  
RECOMMENDING OR HIRING  
PROFESSIONAL SPEAKERS**

« SPEAKERS COST MONEY »



**22% SPENT  
\$25,000**

**OR MORE PER YEAR ON  
PROFESSIONAL SPEAKERS**



**ANOTHER**

**28% SPENT AT  
LEAST \$10,000**

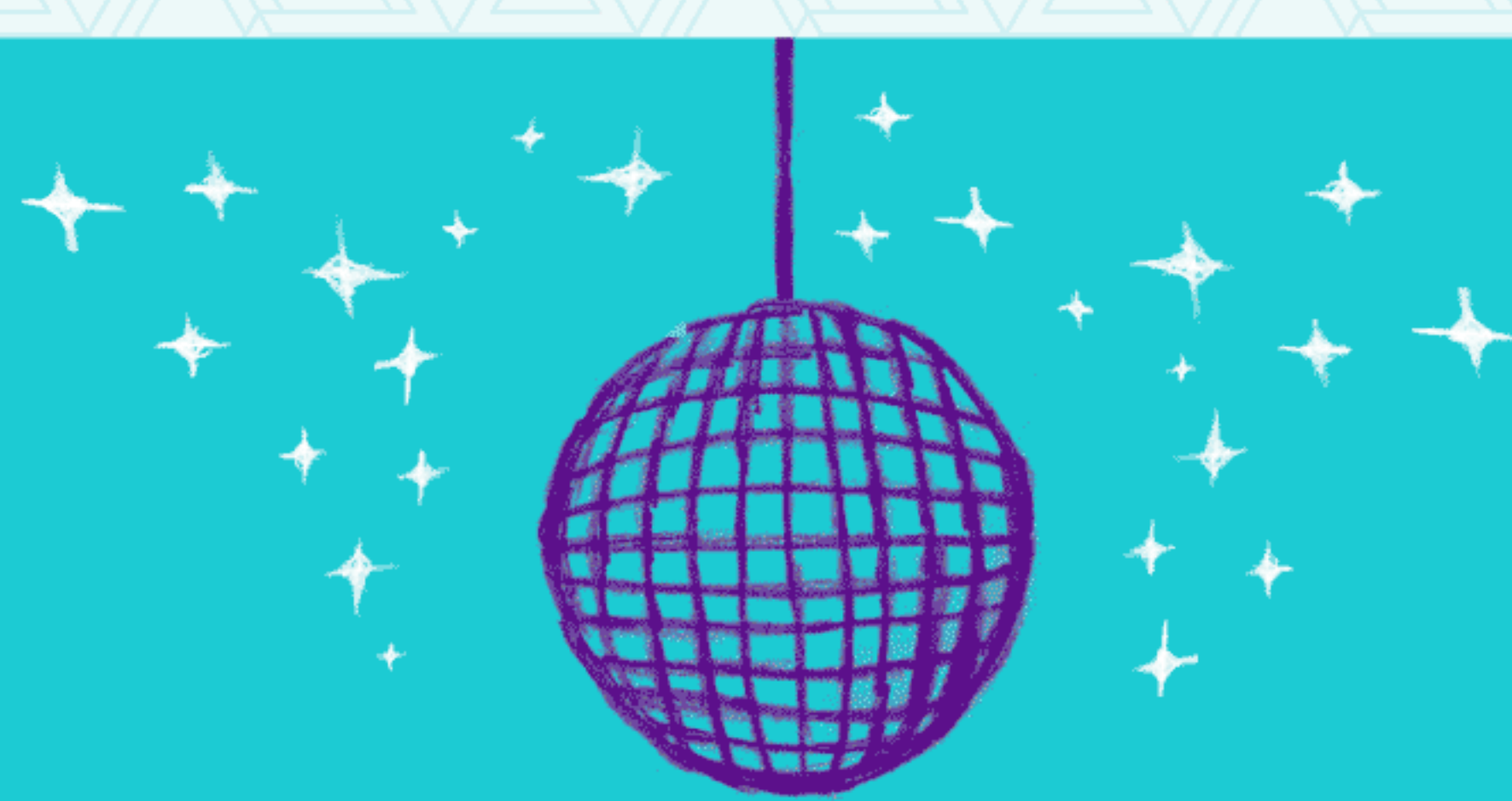
« SPEAKERS WEAR MANY HATS »

**AT LEAST 30% OF  
ASSOCIATIONS ASK  
PROFESSIONAL SPEAKERS TO:**

- **PARTICIPATE IN OTHER ELEMENTS OF THE MEETING**
- **BE INTERVIEWED**
- **WRITE AN ARTICLE**
- **RECORD A PROMO VIDEO**



« WELCOME TO 1970 »



**ONLY 19% DO EVALUATIONS  
ON MOBILE PHONE APPS,  
WHILE 76% DO THEM ONLINE  
AND 43% ON PAPER**

« REACH & RESULTS »

**PROGRAMS IN 2017 TRAINED  
A MEAN OF:**

**1,964 TOTAL ATTENDEES**

**1,234 UNIQUE INDIVIDUALS**

**54 TOTAL EVENTS**

**4,291 TOTAL MEMBERS**

FIND THE FULL REPORT AT:  
<http://bit.ly/meetingsreport>

INFORMATION COMPILED BY:



WHORTON  
MARKETING & RESEARCH

For more information, including a session, article or blog post on this topic, please contact Sara Krueger by email at [sara@eventgarde.com](mailto:sara@eventgarde.com) or by phone at 773.330.7884.