

Post-Covid Meeting Planner



DEMOGRAPHICS

AVERAGE AGE 36.5

TITLE TYPES Meeting Planners, Event Planners, Association Management Companies, Corporate Planners/Corporations, Third Party/Independent Planners

EDUCATION LEVEL Bachelor's Degrees - The most common major for meeting, convention, & event planners is *Business* but a relatively high number of planners hold a major in *Communications*

NEEDS LIST

Assistance and flexibility with rebooking and rescheduling

Ease of sourcing and booking

Clearly defined and communicated health and sanitization practices

Smaller meeting spaces for less than 100 people (boutique hotels, intimate venues, resorts versus larger venues)

Industry leadership

"I feel like the major hotels and airlines and associations/councils are working around the clock to get meetings and events back in business. They have done everything they can to help planners navigate what's next." "The need for a coordinated industry response is greater than ever."

Technology tools and virtual options for hybrid meetings

34% of planners are planning hybrid meetings for more than 50% of their meetings

FEELINGS

Post-COVID planners are busy trying to develop and plan events in this uncertain and ever-changing landscape.

Constantly changing and creating new programs, especially those to accommodate virtual and hybrid events

Trying to get meetings to happen however they can happen

Developing new skill sets and keeping up with the technology and millennial meeting planners

Being nervous about execution of events and potential hazards

Consistently making sure they are trained, prepared and are following CDC protocols to reduce risk

Nervous for the unknown and anxious thinking about dealing with people who aren't willing to follow protocols to keep everyone safe

Excited to get feedback about successful events and no reported cases

Shaping and adapting to the new normal
Keeping up with state and federal regulations
Worried about financial security, both personally and for organizations

FRUSTRATIONS LIST

Attrition and cancellation clauses and fees

Fear from attendees and planners alike
58% of planners say they have a "fear of safety of travel and gatherings, regardless of protocols"

Not having access to information from CVBs

Lack of A/V and tech packages within destinations

Travel restrictions

GEOGRAPHIC LOCATIONS

Nationwide

MARKET SEGMENTS

Sports, SMERF (Especially Religious), Association, Corporate, Third Party

MEMBERSHIPS

MPI, ASAE, PCMA, Connect, RCMA

ADAPTING

6-foot social distancing areas

Required masks

Sanitization stations

Temperature checks

Room and seating configurations

Food & beverage updates

Pre-packaged meals
Attendants serve guests as opposed to self-service buffets
Disposable plates and cutlery
Posted signage at drink stations

GBAC STAR accreditations for convention centers

Filtration and airway system updates



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Meetings Marketing Off The Charts.



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SOURCES

<https://datausa.io/profile/soc/meeting-convention-event-planners>

<https://www.cvent.com/en/blog/hospitality/safe-meetings-events>