



# B2B Events Industry Outlook 2022

## TOP 5 TAKEAWAYS

→ A survey of more than 1,000 professionals associated with business-to-business (B2B) events paints a picture of an industry that is both recovering and evolving.

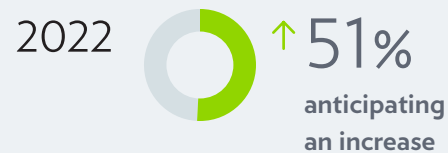
Survey questions asked about event experiences in 2021 compared with 2019, and expectations for events in 2022 compared with 2021. The survey also asked about expectations for B2B events going forward, including the emergence of hybrid digital and in-person offerings. The survey audiences included event planners, B2B vendors/providers, and attendees.

## TOP 5 TAKEAWAYS

- 1 The number of in-person events planned—as well as participation in those events—is anticipated to rise, but expected increases don't fully offset 2019 vs. 2021 declines.

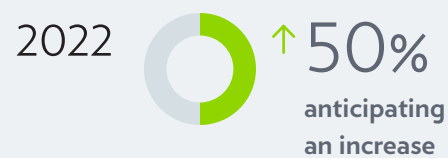
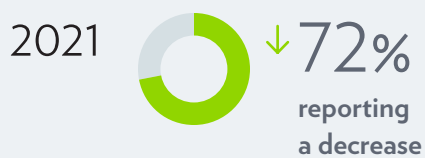
### PLANNERS

Number of in-person events planned



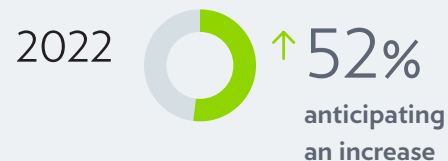
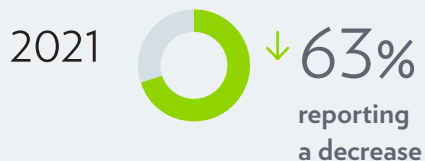
### B2B VENDORS/PROVIDERS

Number of in-person events exhibited at or sponsored



### PLANNERS AND B2B VENDORS/PROVIDERS

Number of in-person attendees

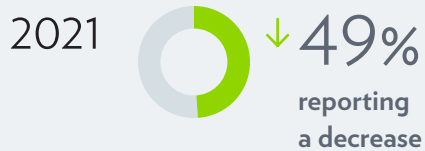


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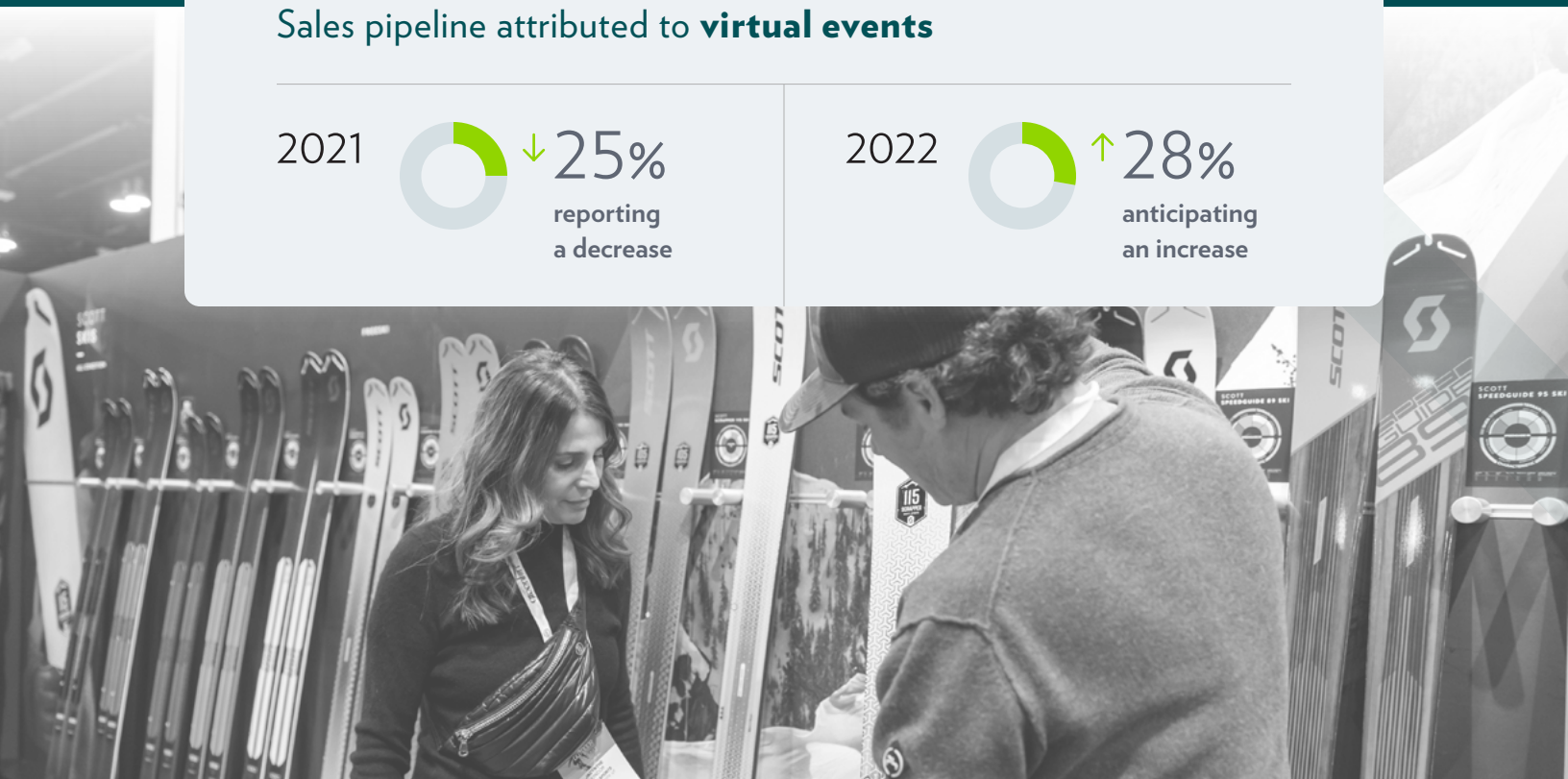
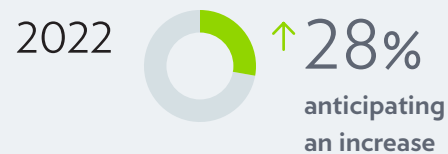
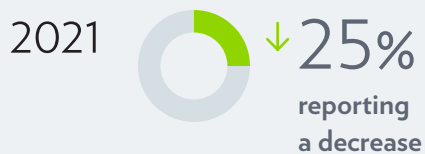
2 Exhibitor sales pipeline attributed to events—both live and digital—is a bright spot. B2B vendors/providers expect to more than make up for the downturn from 2019.

### B2B VENDORS/PROVIDERS

Sales pipeline attributed to **live events**



Sales pipeline attributed to **virtual events**



## TOP 5 TAKEAWAYS

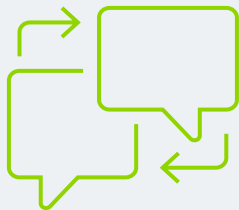
3 All three groups—event planners, B2B vendors/providers, and attendees—indicated that in the future, they'll be prioritizing the quality of contacts and level of engagement beyond actual events.

### TOP 3 SUCCESS METRICS FOR PLANNERS, B2B VENDORS/PROVIDERS, AND ATTENDEES IN 2022 AND BEYOND



1

More focus on  
quality of contacts



2

More focus on level of  
engagement with key contacts



3

More focus on engagement  
beyond the few days of the event









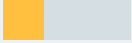

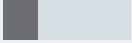
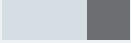
## TOP 5 TAKEAWAYS

4 Attendees and B2B vendors/providers value live events, but they're looking for a new hybrid model that combines the best features of live and digital events, orchestrated for year-round engagement and commerce.

What types of content experiences would you like live event organizers to offer throughout the year? (Select all that apply.)

### B2B VENDORS/ PROVIDERS AND PLANNERS

### ATTENDEES

55% 	Meetups/networking opportunities	 54%
47% 	Webinars	 62%
46% 	In-person roundtables/forums	 46%
45% 	Online roundtables/forums	 50%
32% 	Podcasts	 40%
27% 	Resource libraries with relevant content	 33%

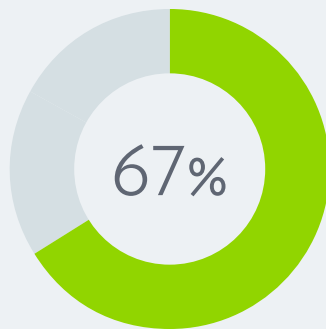


## TOP 5 TAKEAWAYS

**5** Responses indicate that e-commerce will become a growing component of year-round engagement. All survey groups want organizers to enable and help facilitate these transactions.

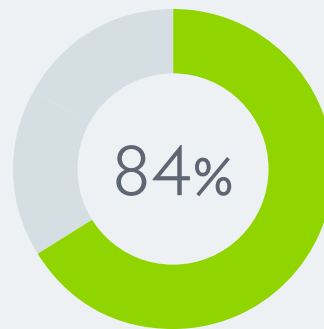
Do you anticipate the ability to place orders/transactions online via e-commerce year-round will become more popular within your industry?

### B2B VENDORS/ PROVIDERS AND PLANNERS



● YES

### ATTENDEES



What role do organizers play in facilitating the ability for buyers and sellers to conduct business via online channels throughout the year?

TOP 3 CHOICES OF PLANNERS, B2B VENDORS/PROVIDERS, AND ATTENDEES



**1** Integrate with existing online platforms



**2** Provide e-commerce capabilities



**3** Develop marketplaces

# Get the Complete Report

This research was conducted by Emerald (NYSE: EEX), a leader in building dynamic, market-driven platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions. The goal of the research was to gather data about the business-to-business (B2B) events industry to share with interested professionals.

Data was collected in September and October of 2021 from surveys of 1,007 B2B event planners, vendors/providers, and attendees in the United States and Canada.

To review full results, download the *B2B Events Industry Outlook 2022 report*.



## Disclaimer

This report contains certain forward-looking statements, including, but not limited to, insights gathered from B2B event industry survey respondents. These statements are based only on survey results received by Emerald and do not necessarily reflect the views and opinions of Emerald. Any opinions expressed are based on the views and opinions expressed by survey respondents at the time of survey, which may be subject to change.

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