



B2B Events Industry Outlook²⁰²²

CHARTING SUCCESS AMID EVOLVING EXPECTATIONS

FOREWORD

The ancient
Greek philosopher
Heraclitus once said:
“The only constant
in life is change.”

Our industry and the industries we support are currently experiencing a new level of transformation. We're all transitioning back to business, and event owners must continue to look for new ways to create more value for stakeholders.

We have created this annual industry survey with the goal to serve our industry (and community) by providing insights as we manage these changes together.

Our team surveyed more than 1,000 event business-to-business (B2B) vendors/providers, planners, and attendees, and they graciously responded to help us understand what they anticipate for 2022, what value events provide to business, and how their expectations for event experiences and offerings are changing.

One clear finding is that new opportunities on the horizon will require a different business model that combines the best of live events and digital content, orchestrated for year-round commerce, engagement, and meaningful experiences.

It's our hope that this data will provide valuable guidance for 2022 and beyond.

Sincerely,
Issa Jouaneh
Executive Vice President
Emerald Xcelerator



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- ▼ Additional content experiences beyond live events
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- ▼ What B2B vendors/providers, planners, and attendees want from event organizers
- ▼ Anytime e-commerce is on the horizon

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Disclaimer

About the Survey Research

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 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.

The surveys were conducted using two methods:

1 Emerald employed Centiment research services to send the survey to a pre-recruited online survey panel of individuals who:

a. Audience 1: Work in the operations, procurement, sales, or marketing department and who influence the decision/have decision-making authority over in-person events, conferences, or expos. Natural fallout on industry.

b. Audience 2: Have attended a trade show, conference, or expo within the last three years.

Emerald received 793 responses from the two Centiment audience panels.

2 Emerald emailed the same survey to a list of professionals who had exhibited at an Emerald event from 2019 to 2021. Emerald received 214 responses from this group.

The results of the surveys are published in this report.*
See disclaimer on page 22.

*If percentages in this report don't add up to 100%, it is due to rounding.

About the Survey Research

PARTICIPANTS



B2B Vendors/
Providers

491



Event Planners

252



Attendees

264

COMPANY SIZE

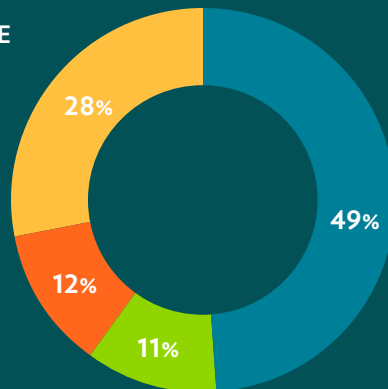
(Number of Employees)

● < 50 - 250

● 251 - 500

● 501 - 1,000

● > 1,000



INDUSTRIES

20%



Retail and Consumer
Product Goods

15%



Industrials

15%



Professional Services

11%



Healthcare

11%



IT and Telecom

4%



Media/Entertainment/
Recreation

25%



Other

EXECUTIVE SUMMARY

The B2B Events Industry Outlook 2022 report provides data points that reflect several trends influencing and shaping the future of the business-to-business (B2B) events industry:



In-person events will bounce back.

The number of in-person events planned—as well as participation in those events—is anticipated to rise in 2022 from 2021 but expected increases don't fully offset 2019 vs. 2021 declines.

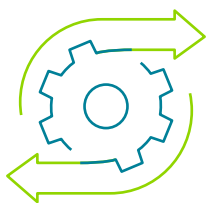
The future of B2B events is a live plus digital experience.

Attendees and B2B vendors/providers are looking for a new model combining the best of in-person and digital events, orchestrated for year-round engagement and commerce.



E-commerce will become a growing component of year-round engagement.

All survey groups want organizers to enable and help facilitate these transactions.



In-person and digital events remain a business development lynchpin.

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



Quality engagements will be a priority.

All three surveyed groups indicated that in the future, they'd be prioritizing the quality of contacts and level of engagement beyond actual events.

A man and a woman are sitting on a wooden crate in a trade show booth. The woman, on the left, is smiling and looking at the man. She has long brown hair and is wearing a white long-sleeved shirt and maroon pants. She has a lanyard with a badge around her neck that says "OUTDOOR" and "OFFICIAL BUYER". The man, on the right, is wearing a grey baseball cap, a beard, and a plaid shirt. He is looking at the woman. In the background, there is a large green plant and another person wearing a white beanie. The entire image has a blue and green color overlay.

2022 INDUSTRY OUTLOOK

- ▶ Anticipated number of events, B2B vendors/providers, and attendees
- ▶ Business benefits of in-person and digital events
- ▶ Success metrics today and tomorrow

2022 INDUSTRY OUTLOOK

Anticipated Number of Events, B2B Vendors/Providers, and Attendees

The number of in-person events planned—as well as participation in those events—is anticipated to rise in 2022 from 2021 but expected increases don't fully offset 2019 vs. 2021 declines.



For example, 72% of surveyed B2B vendors/providers reported attending fewer events in 2021 than in 2019

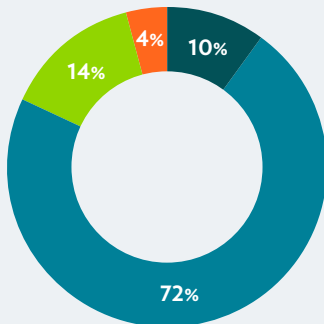
but only half anticipate participating in more events in 2022.



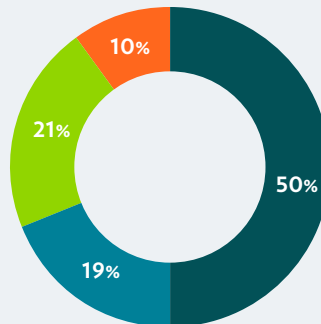
B2B VENDORS/PROVIDERS

Number of in-person events you exhibited at or sponsored

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF EVENTS

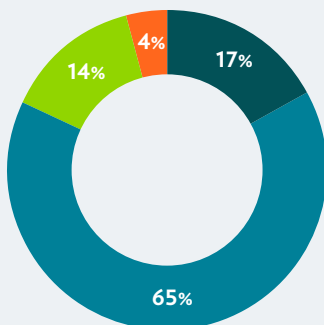
2021
↓ 72%

2022
↑ 50%

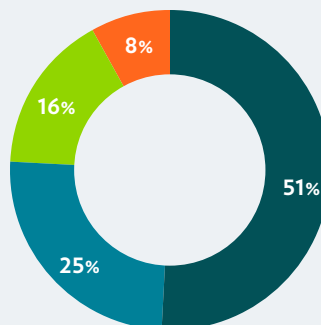
PLANNERS

Number of in-person events on your event schedule

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF EVENTS

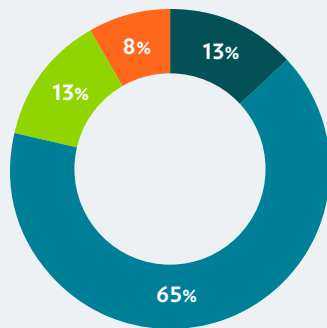
2021
↓ 65%

2022
↑ 51%

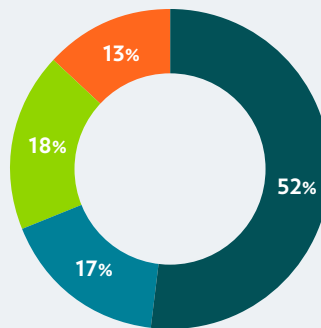
B2B VENDORS/PROVIDERS

Number of live attendees at in-person events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF
ATTENDEES

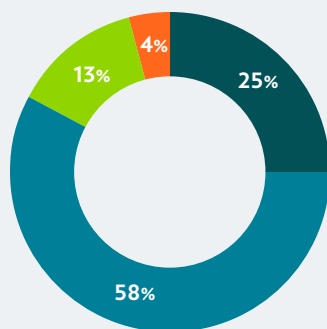
2021
↓ 65%

2022
↑ 52%

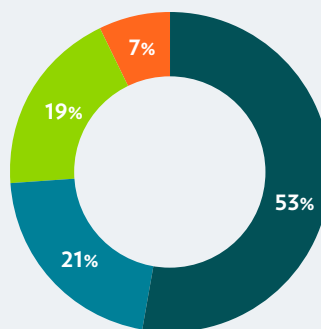
PLANNERS

Number of live attendees at in-person events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF
ATTENDEES

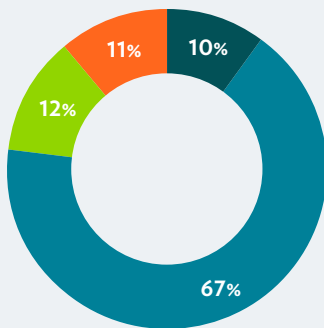
2021
↓ 58%

2022
↑ 53%

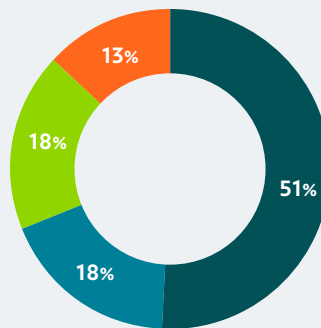
B2B VENDORS/PROVIDERS

Number of B2B vendors/providers or sponsors at live events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF B2B
VENDORS/
PROVIDERS
OR
SPONSORS

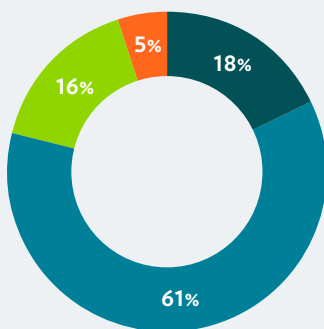
2021
↓ 67%

2022
↑ 51%

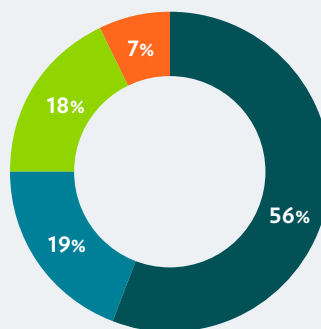
PLANNERS

Number of B2B vendors/providers or sponsors at live events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

NUMBER
OF B2B
VENDORS/
PROVIDERS
OR
SPONSORS

2021
↓ 61%

2022
↑ 56%

2022 INDUSTRY OUTLOOK

Business Benefits of In-Person and Digital Events

In-person and digital events remain a lynchpin of business development strategy for all stakeholders. B2B vendors/providers expect sales pipeline attributed to events—both live and digital—to more than make up for the downturn from 2019.

In what ways did reduced options for in-person events negatively impact your business in 2020 and 2021? (Select all that apply.)

B2B VENDORS/ PROVIDERS AND PLANNERS

ATTENDEES

42% 

Weakened our ability to build up brand

 31%

40% 

Reduced our sales pipeline

 32%

36% 

Limited our ability to demonstrate
new products/solutions in a live setting

 33%

35% 

Hurt our ability to form
strategic partnerships

 31%

30% 

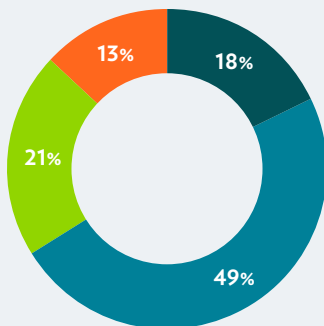
Slowed our go-to-market progress

 28%

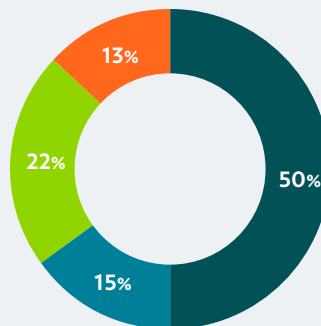
B2B VENDORS/PROVIDERS

Sales pipeline from leads attributed to **live** events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

SALES
PIPELINE
FROM LIVE
EVENTS

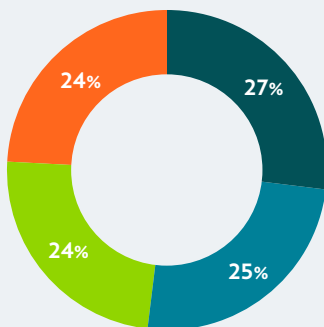
2021
↓ 49%

2022
↑ 50%

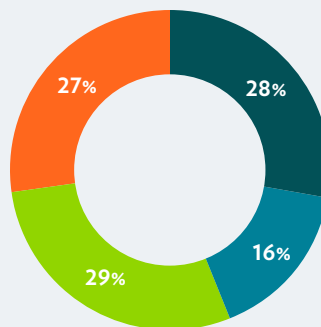
B2B VENDORS/PROVIDERS

Sales pipeline from leads attributed to **virtual** events

How did it change?
2021 vs. 2019



How do you anticipate
it will change?
2022 vs. 2021



● UP ● DOWN ● SAME ● UNSURE

SALES
PIPELINE
FROM
VIRTUAL
EVENTS

2021
↓ 25%

2022
↑ 28%

2022 INDUSTRY OUTLOOK

Success Metrics Today and Tomorrow

All three surveyed groups indicated that in the future, they'd be prioritizing the quality of contacts and level of engagement beyond actual events.

Top 3 Metrics Used to Measure Event Success

PLANNERS

1

Increased overall attendance

2

New accounts

3

Higher attendee-to-exhibitor ratio

B2B VENDORS/PROVIDERS

New accounts engaged

Quality of leads

Revenue generated on deals

ATTENDEES

Number of new business opportunities generated

Increase in community engagement/participation

Increased brand awareness/presence

How Success Metrics Will Change in 2022 and Beyond

TOP 3: PLANNERS, B2B VENDORS/PROVIDERS, AND ATTENDEES

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



EVOLVING TO YEAR-ROUND OFFERINGS AND ENGAGEMENT

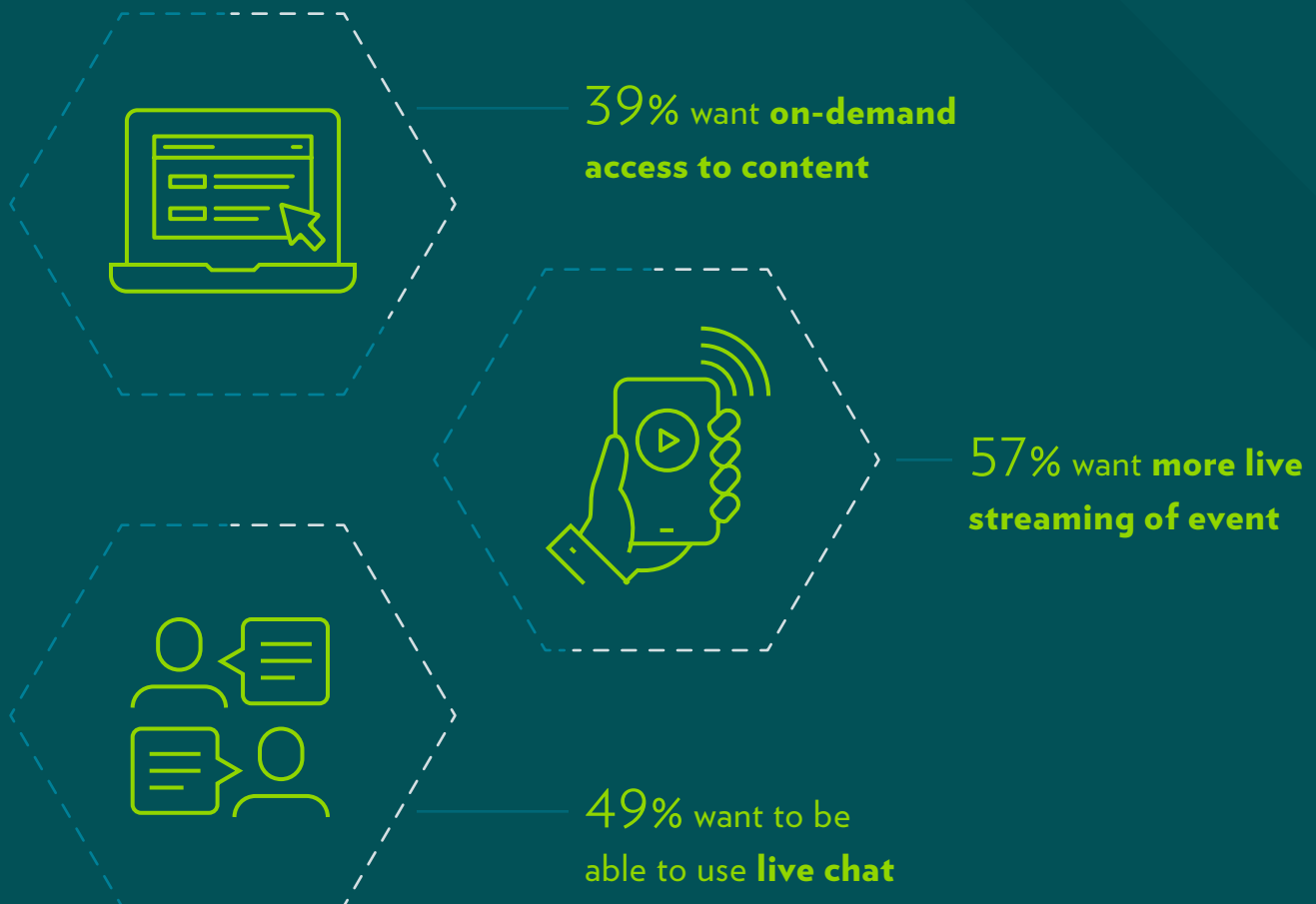
Attendees and B2B vendors/providers value in-person events, but survey results indicate they're looking for a new hybrid model that combines the best features of live and digital events, orchestrated for year-round engagement and commerce.

- ▼ Additional content experiences beyond live events
- ▼ Priorities for virtual events and offerings
- ▼ What B2B vendors/providers, planners, and attendees want from event organizers
- ▼ Anytime e-commerce is on the horizon

Additional Content Experiences Beyond Live Events

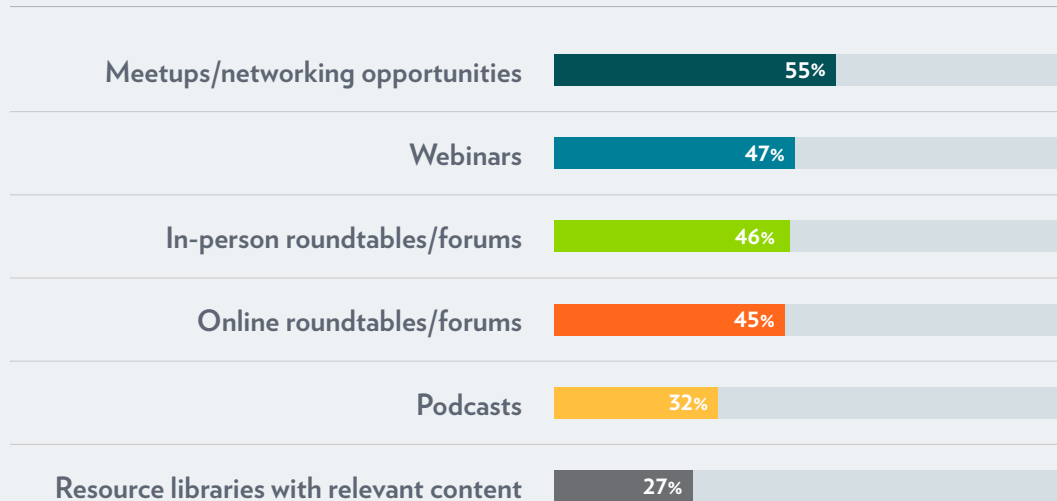
People value networking and content that takes the best of live events and extends it to other content and engagement formats, as well as community-building.

People who attend live events want additional ways to participate.



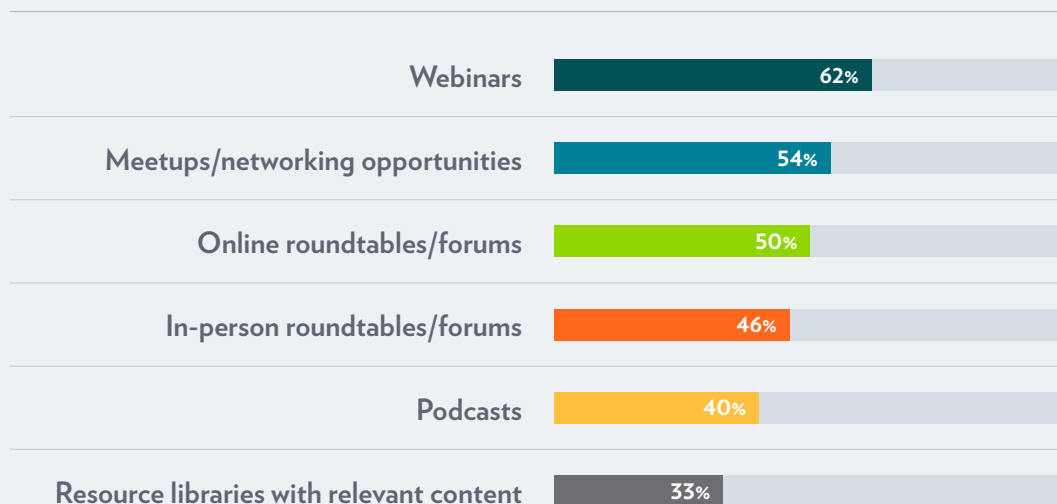
B2B VENDORS/PROVIDERS AND PLANNERS

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



ATTENDEES

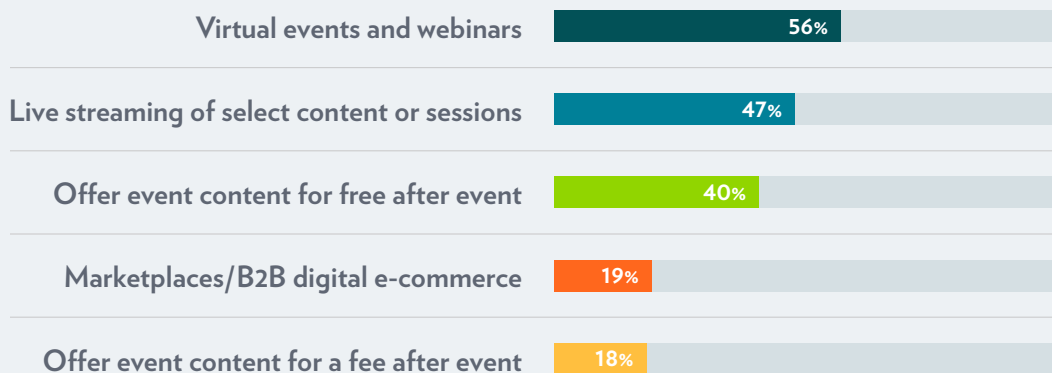
What types of content experiences would you like live event organizers to offer throughout the year? (Select all that apply.)



PLANNERS

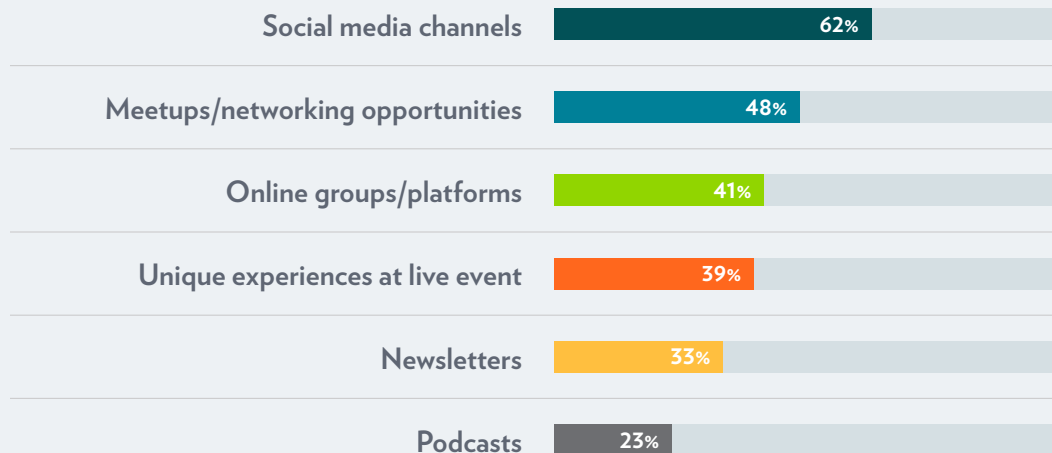
What additional content experiences beyond live events do you currently provide or plan to provide throughout the year?

(Select all that apply.)



PLANNERS

Which of these components are part of your community-building strategy? (Select all that apply.)



Priorities for Virtual Events and Offerings

Half of all event planners will include online/virtual components in at least 40% of their events in 2022 and beyond. Attendance for these offerings is expected to rise or stay the same, according to 51% of exhibitors.

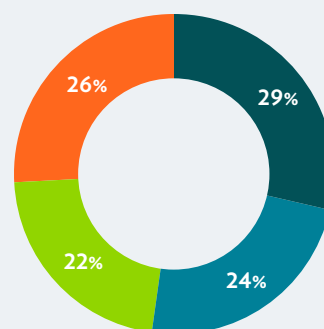
B2B VENDORS/ PROVIDERS

Number of virtual/online attendees at live events where you exhibit

How do you anticipate it will change?

2022 vs. 2021









● UP ● DOWN
● SAME ● UNSURE



Most Important Virtual Offerings

B2B VENDORS/ PROVIDERS

ATTENDEES

45% 	Live streaming	 57%
38% 	Mobile access to live event	 50%
37% 	Better branding opportunities	 28%
32% 	Live chat	 49%

What B2B Vendors/Providers, Planners, and Attendees Want from Event Organizers

B2B vendors/providers, planners, and attendees want event organizers to provide more ways to network and do business.

B2B vendors/providers and planners want:

More livestream offerings of keynotes and other event content

39%

Better online access to sessions

38%

Year-round online access for networking outside of live events

36%

Better use of technology for matchmaking buyers and sellers

35%

More hybrid offerings

33%

Attendees want:

More livestream offerings of keynotes and other event content

58%

Better online access to sessions

45%

More hybrid offerings

38%

Online commerce capabilities for always-on sales

29%

Better online access to education

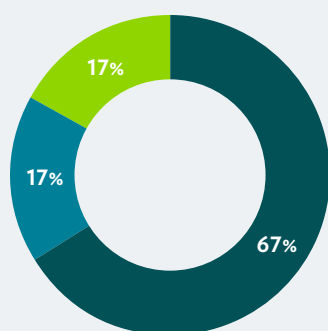
28%

Anytime E-commerce Is on the Horizon

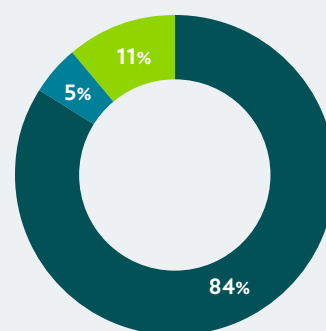
Responses indicate that e-commerce will become a growing component of year-round engagement. B2B vendors/providers, planners, and attendees want organizers to enable and help facilitate these transactions.

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

B2B VENDORS/ PROVIDERS AND PLANNERS



ATTENDEES



● YES
● NO
● UNSURE

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 B2B VENDORS/PROVIDERS, PLANNERS, AND ATTENDEES

1 Integrate with existing
online platforms

2 Provide e-commerce
capabilities

3 Develop
marketplaces

CONCLUSION

The events industry will continue to ramp up in 2022, but survey results indicate live events are still operating below 2019 levels. At the same time, survey respondents were clear in what they expect from event organizers as they return.

B2B vendors/providers, planners, and attendees clearly want content experiences and engagement opportunities that go beyond in-person event days. This includes year-round e-commerce capabilities.

But as more virtual and digital offerings come online, they'll augment rather than replace the rich benefits that in-person events provide. Survey respondents said they want more of those benefits—more focus on quality of contacts, level of engagement with key contacts, and engagement beyond the few days of the event.

For more information about Emerald, visit our website emeraldx.com or email us at xcelerator@emeraldx.com.



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.

These statements involve risks and uncertainties, including, but not limited to, economic, competitive, governmental and political factors outside of the Company's control that may cause its business, industry, strategy, financing activities or actual results to differ materially. See "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" in the Company's most recently filed periodic reports on Form 10-K and Form 10-Q and subsequent filings. The Company undertakes no obligation to update or revise any of the forward-looking statements contained herein, whether as a result of new information, future events or otherwise.