

When Will I See You Again? How to Determine When to Return to In-Person Events

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Founder & CEO | Event Leadership Institute

Agenda

- State of COVID
- Think Omni-Channel
- Virtual, Hybrid, In-Person Strategies
- Additional Learning Opportunities
- Questions

The State of COVID

'Hygiene Theater' = False Sense of Security

- 1/3 of carriers are asymptomatic
- Surface spread is low
- *Aerosol spread is high

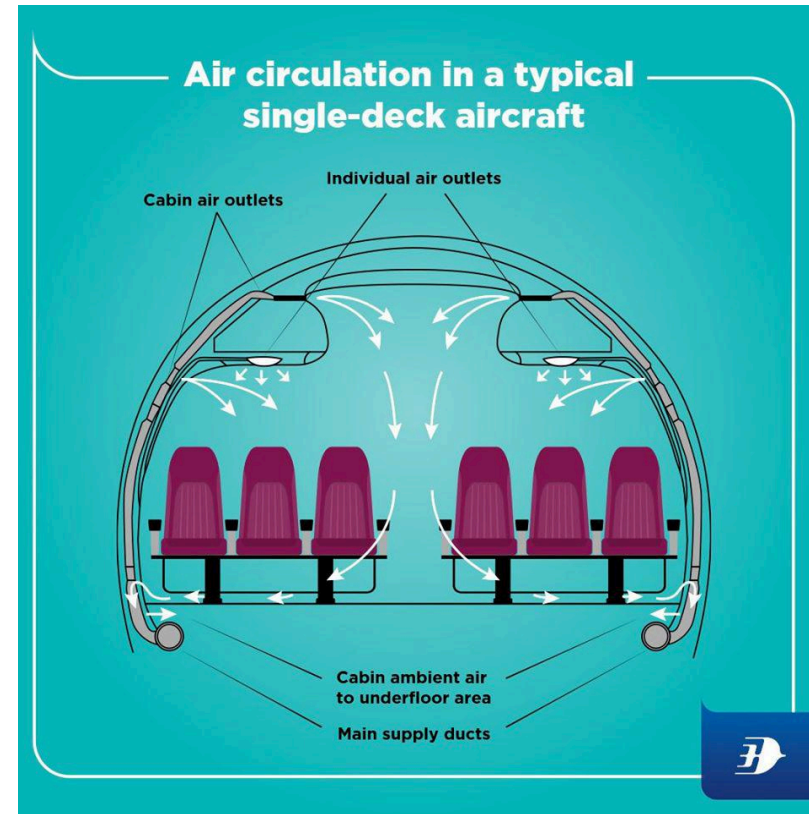
“A temperature check is a very dubious tool for ID'ing those who have the virus; (it) is hygiene theater, if you will. It's communicating to folks . . . that you're now entering a place in which we've got protocols to protect you.”

Arne Sorenson | CEO, Marriott
Source: Skift Global Forum



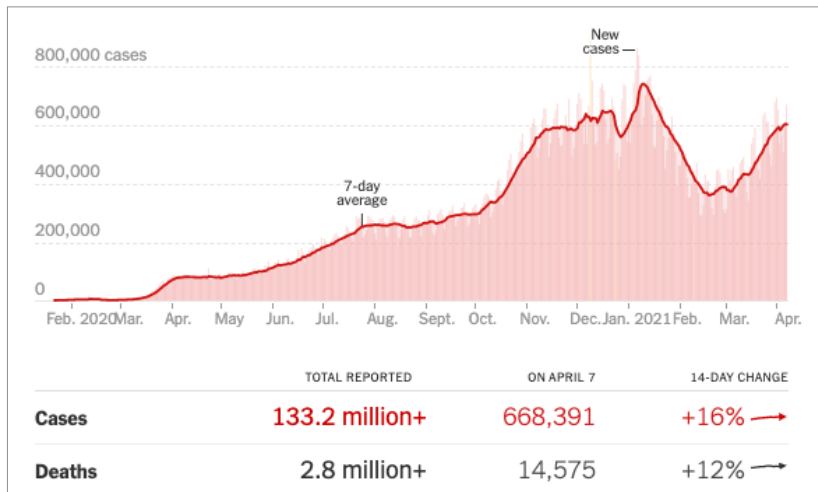
Venue Ventilation is Key

LOCATION	# AIR CHANGES / HOUR
Airplane cabin	12-15
Hospital Surgical Room	20
Hospital Emergency Room	12
Hospital Patient Room	6
Business Conference Room	8-12
Public Auditorium	12-14



COVID Case Tracking: World

World

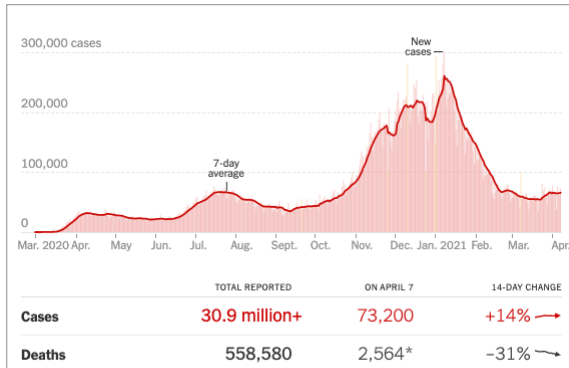


Source: New York Times, as of April 8, 2021

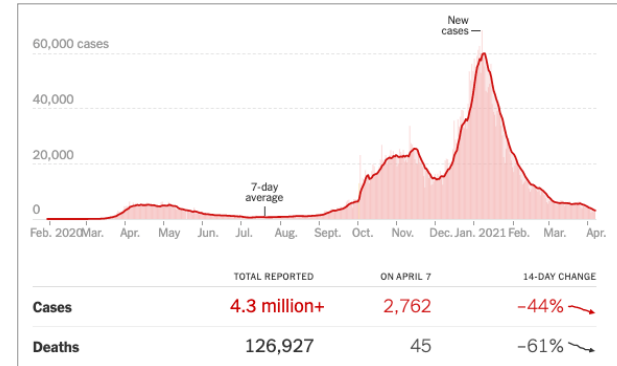
1. Cases ↘
2. Restrictions ↘. People relax.
3. Cases ↗
4. Restrictions ↗. People are careful.

COVID Case Tracking: Select Countries

U.S.A.



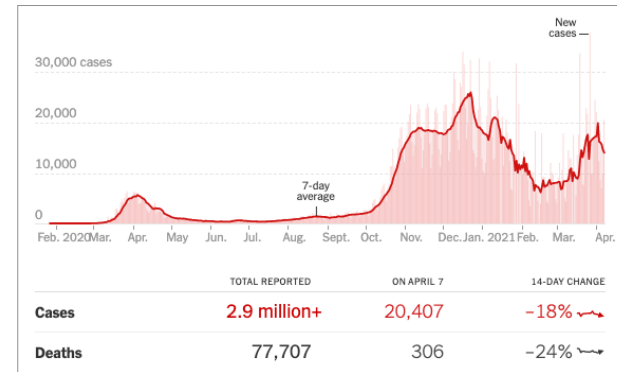
U.K.



Brazil



Germany



Unpredictability of Spread & New Variants

- Hot zones can crop up suddenly.
- Gathering limits can change quickly.
- New variant = 50% more contagious

The Anti-Vaxxer Problem

- 26% of Americans do not plan on getting the COVID vaccine.
- That 26% is far and away the most likely to forego social distancing & attend events/travel.
- For those wondering why people and businesses want a COVID vaccine passport, here's your reason.

Josh Jordan, Forbes

% Have done in the past seven days

	Fully vaccinated %	Partially vaccinated %	Plan to get vaccinated %	Do not plan to get vaccinated %
Avoided going to public places	54	59	59	22
Avoided small gatherings of people	48	56	54	22
Avoided going to events with large crowds	70	72	73	35
Avoided traveling	63	66	67	31

GALLUP PANEL, MARCH 15-21, 2021

Ignore Planner Surveys | Watch Case Counts

When will in-person events return to pre-pandemic levels?

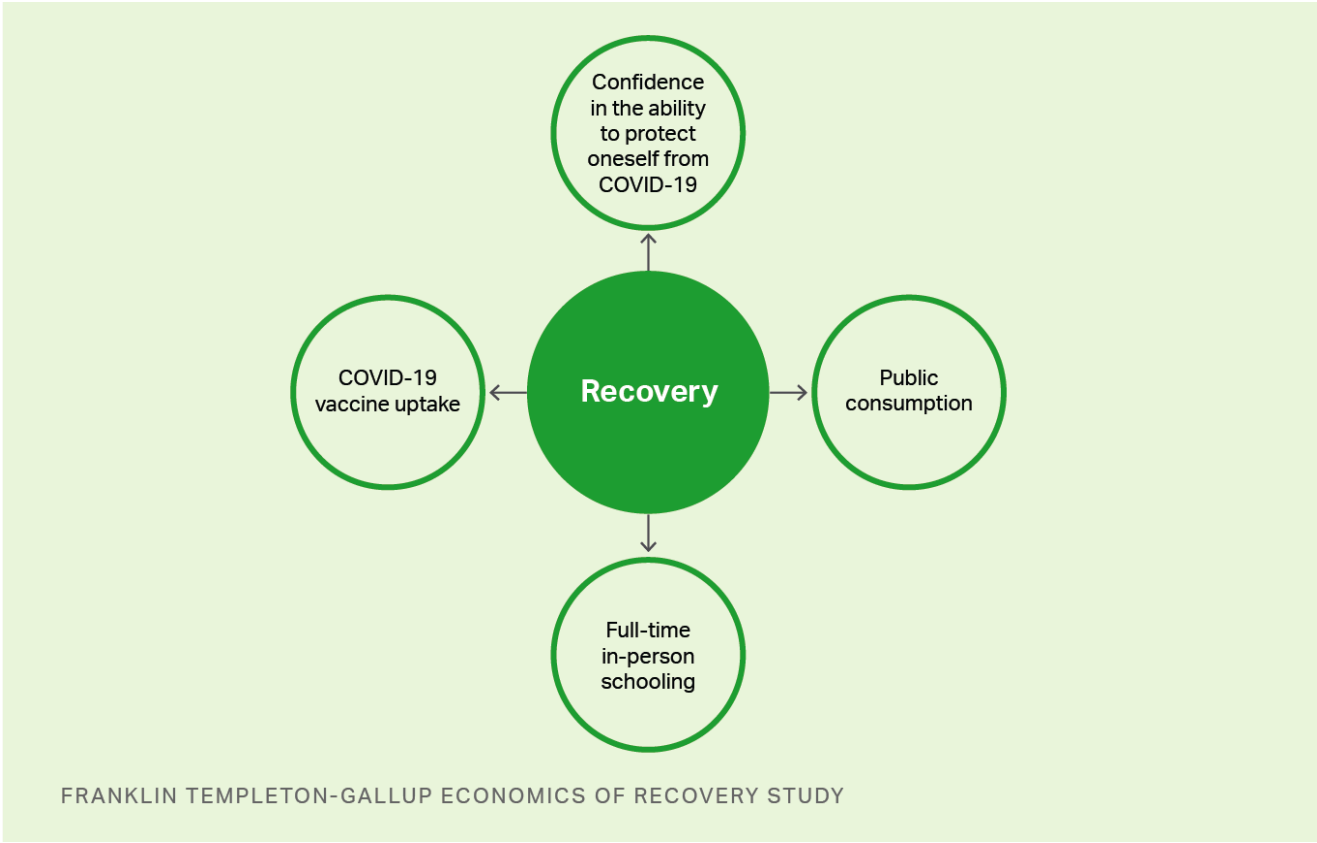
INDICATORS TO IGNORE
Event planner surveys
Predictions from people in sales

INDICATORS TO WATCH
Leisure travel 
Business travel 
Return to offices 
Eating indoors at restaurants (75%+ capacity) 

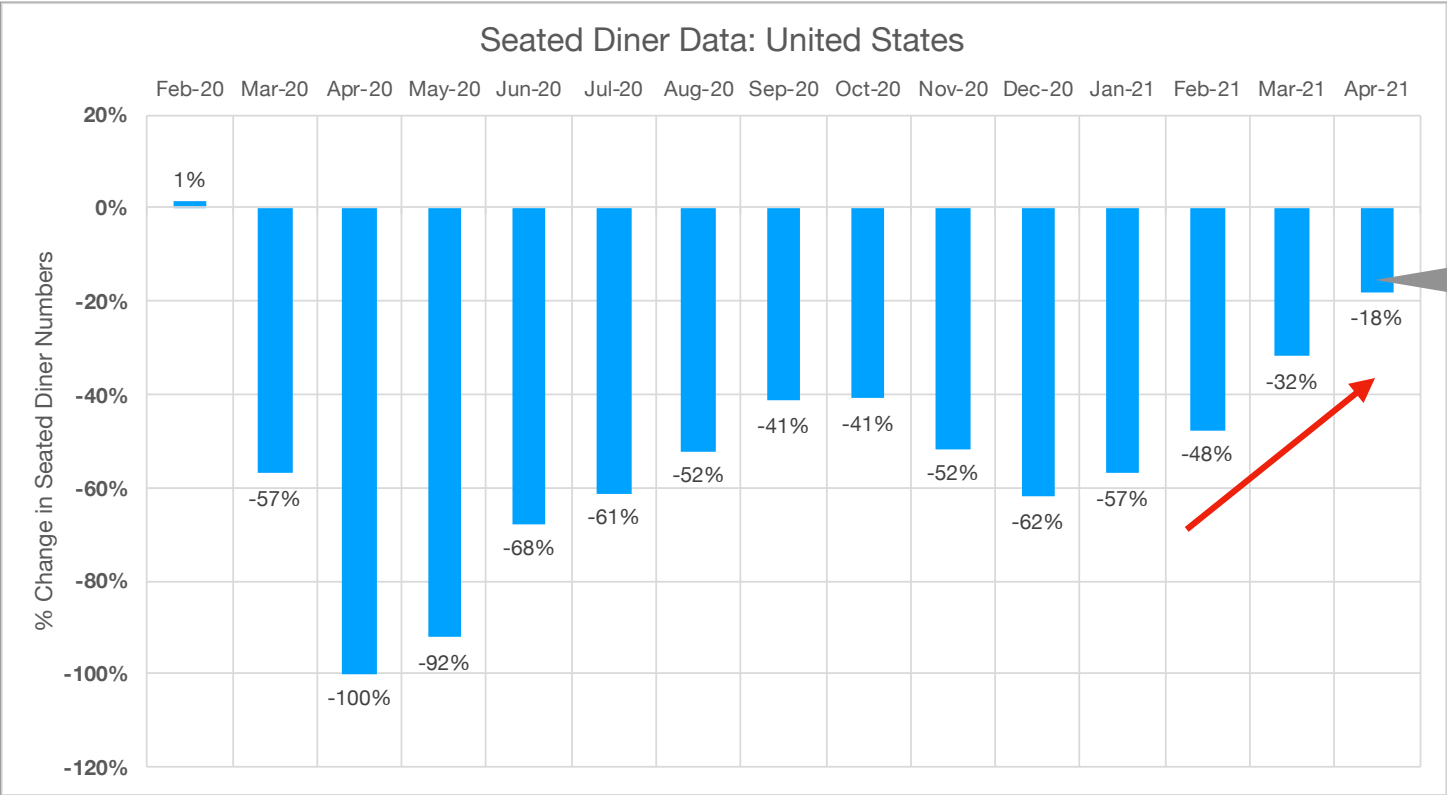
Look for indicators of people's increased comfort level being around strangers.



Indicators of Economic Recovery



Seated Diner Trends



Source: OpenTable. [<https://www.opentable.com/state-of-industry>]
 ELI calculated monthly averages from daily data.
 NOTE: Data for 2021 and 2021 both use 2019 as a baseline.

The 4 Stages of Recovery

Ignore the Noise.
Don't Get Ahead of Your Skis.

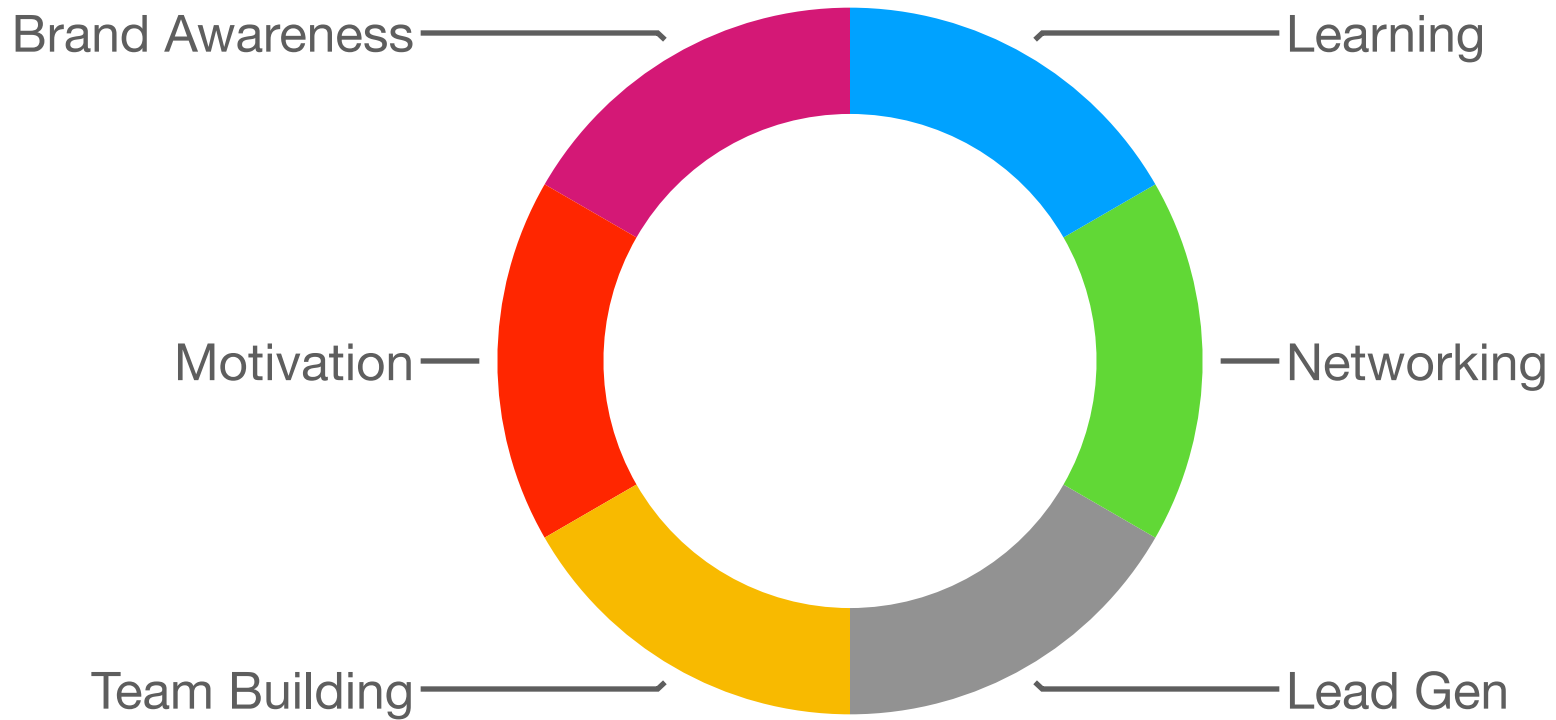
Recovery

2021				2022	
Q1	Q2	Q3	Q4	Q1	Q2
Vaccine distribution ↗					
	COVID cases ↘		Herd Immunity?		
		Confidence to attend events ↗ Confidence to book events ↗			
			Economy ↗		

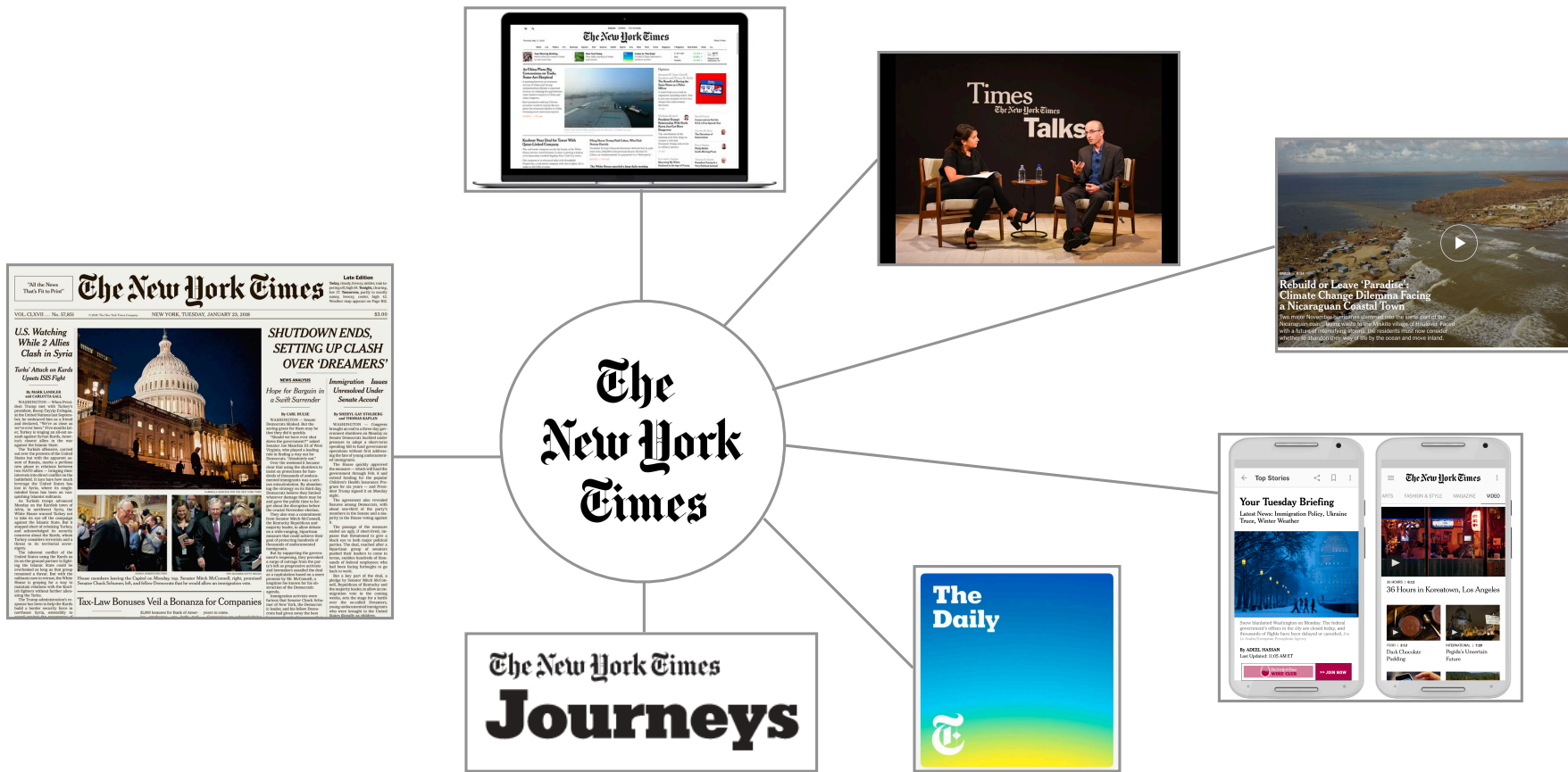
Source: Howard's Magic 8 Ball

Think Omni-Channel

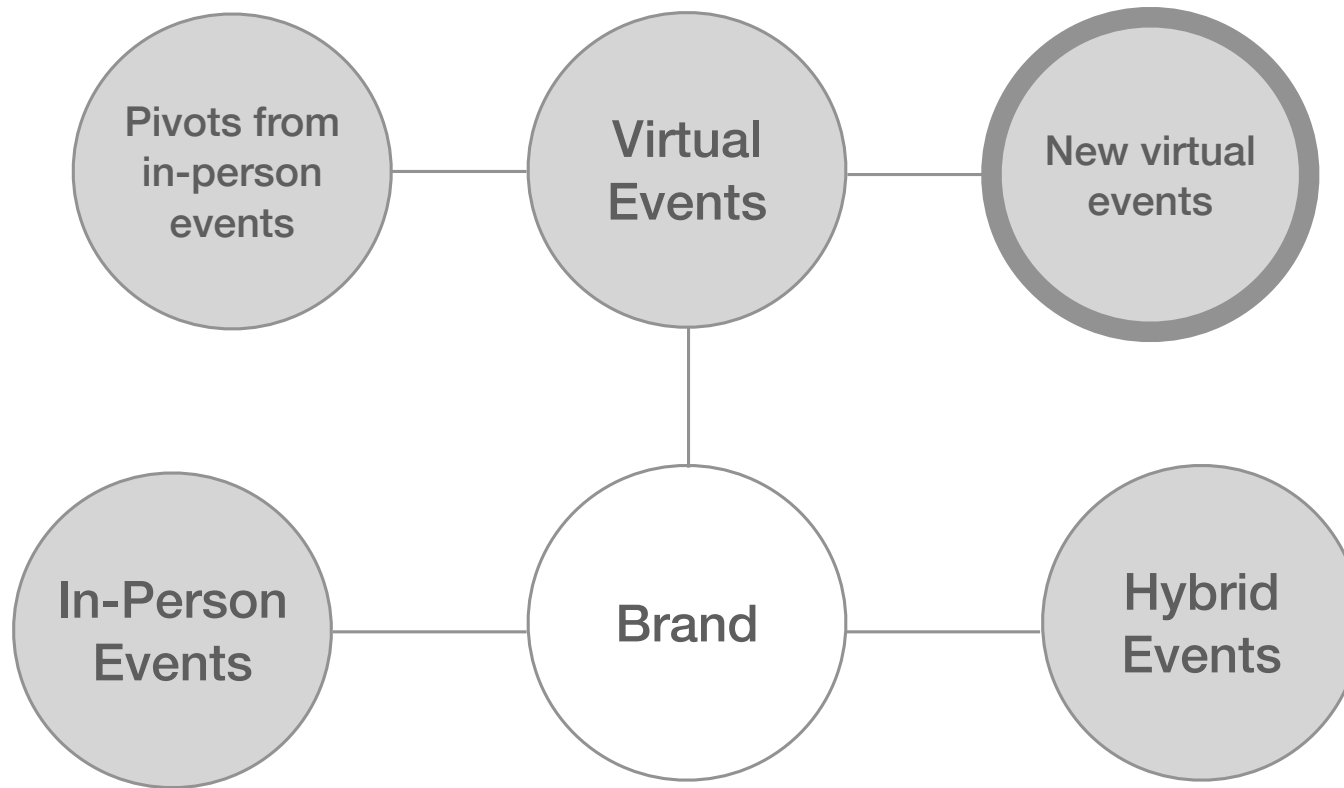
The Great Un-Bundling of Events



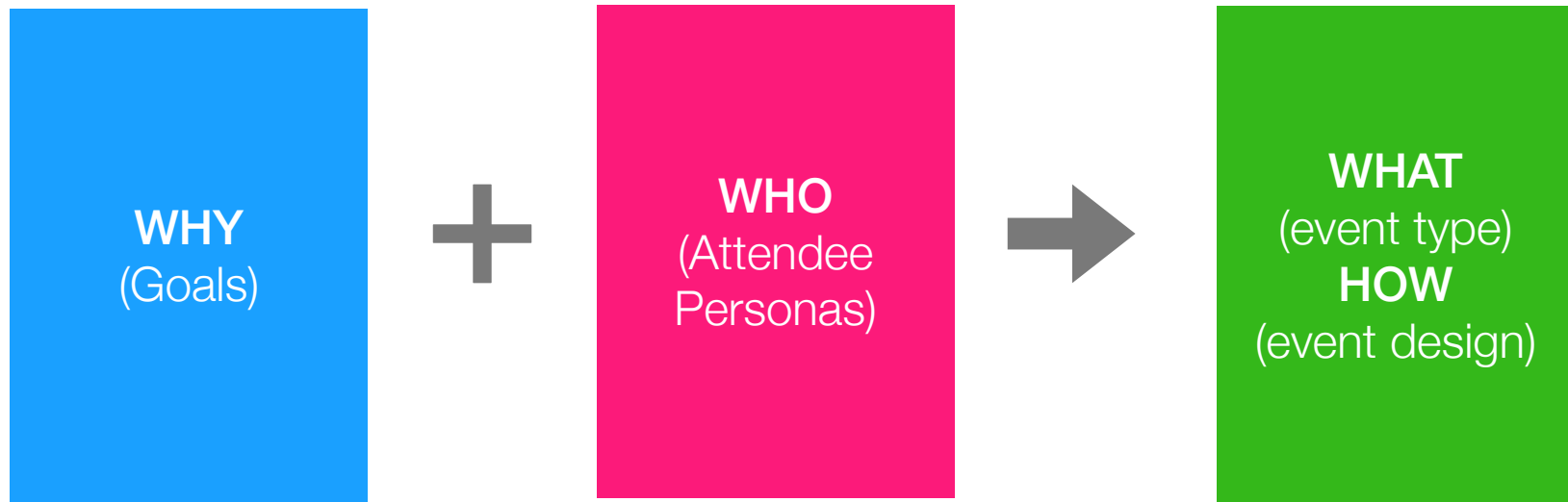
Having An Omnichannel Focus



Niche Virtual Event Opportunities



Always Start With the WHY & the WHO



Drivers of Success



Helping Define Event Goals

1. *Describe success.*
2. *Under what circumstances would you definitely (not) do event again?*
3. *What do you want people to think about your brand afterwards?*
4. *What action do you want people to take at, or after, the event?*
5. *Who needs to be impressed? Who are the hidden stakeholders?*
6. *What would happen if we did not host event?*



Key Membership Business Terms

TERM	DEFINITION	EVENT IMPACT
Lifetime Value (LTV)	Average revenue per customer over their lifetime with you	Good events can extend average customer LTV
Customer Acquisition Cost (CAC)	Marketing/sales cost to acquire an avg. customer	Events = high pp cost, but have good ROI on converting leads > customers
Churn	% of customers who cancel in a given month/year	Good relationship-building events can lower churn.

It can cost 5X more to acquire a new member than to retain an existing member

Which Type of Member/Customer Is Your Event Targeting?

NEW Members
(Acquisition)

EXISTING Members
(Retention)

- What are the chapter's event goals?
- What are the members' goals for joining/staying?

Virtual, Hybrid, In-Person Strategies

Why Virtual Is Not Going Away



Mar. 2021 Raised \$400m
at \$5.65b valuation

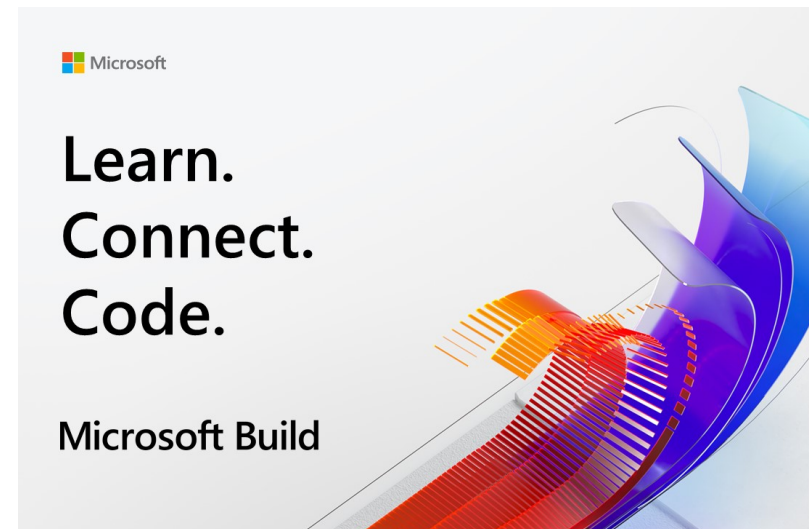
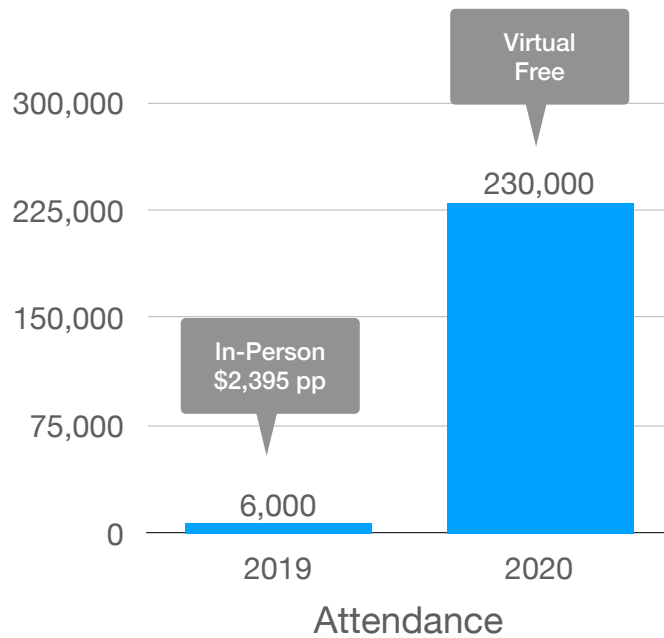


Feb 2021 IPO
at \$3b valuation

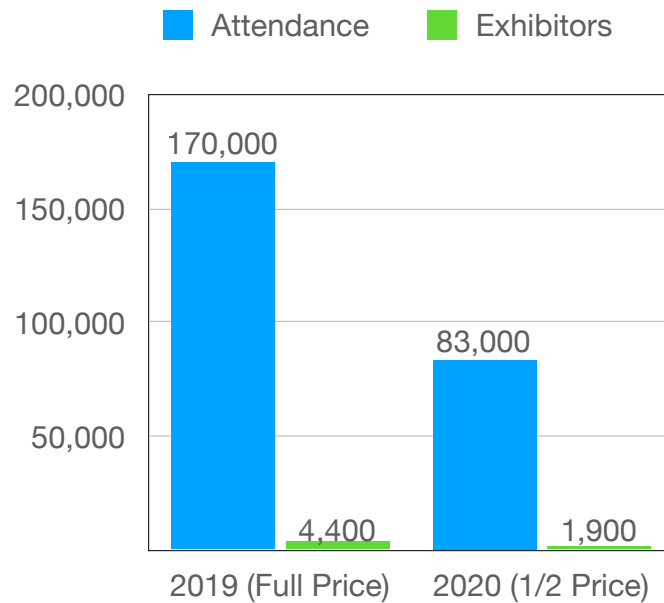


Dec. 2020 Raised \$138m
Valuation undisclosed

From Revenue Source to Marketing Vehicle



Revenue Source at 1/2 Price Tickets



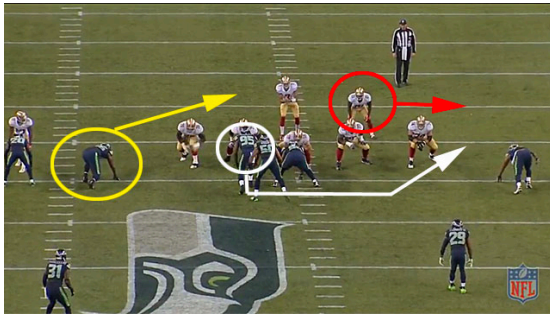
2020 = Functionality | 2021 = UX



'Reverse Hybrid' Planning



Exclusive Content for Remote Hybrid Viewers



Detailed Analysis



Engaging Commentary



Exclusive Interviews

- Assign a remote MC on-site as the voice of the remote audience
- What are remote audience doing during on-site breaks
- How to integrate remote and in-person attendees

Additional Learning Opportunities

New Event Announcements



FREE Webinar
Breaking Down Health/Vaccine Passes
May 13, 2021

eventleadership
INSTITUTE

live

Business, Design & Strategy Summit

JUNE 3, 2021

Netflix-Style Video Class Library

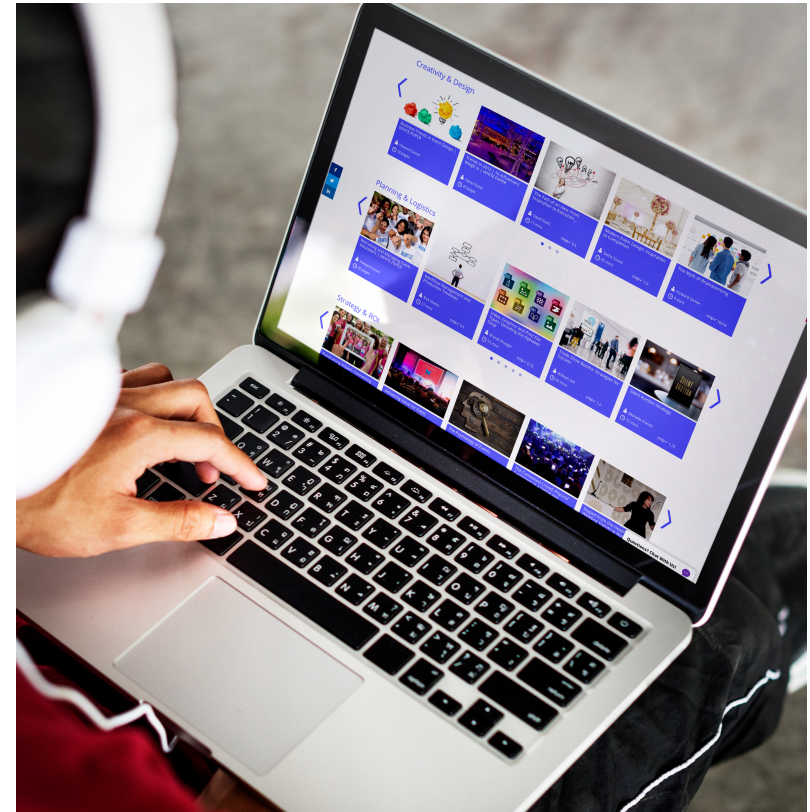


185+
Videos & Learning Content



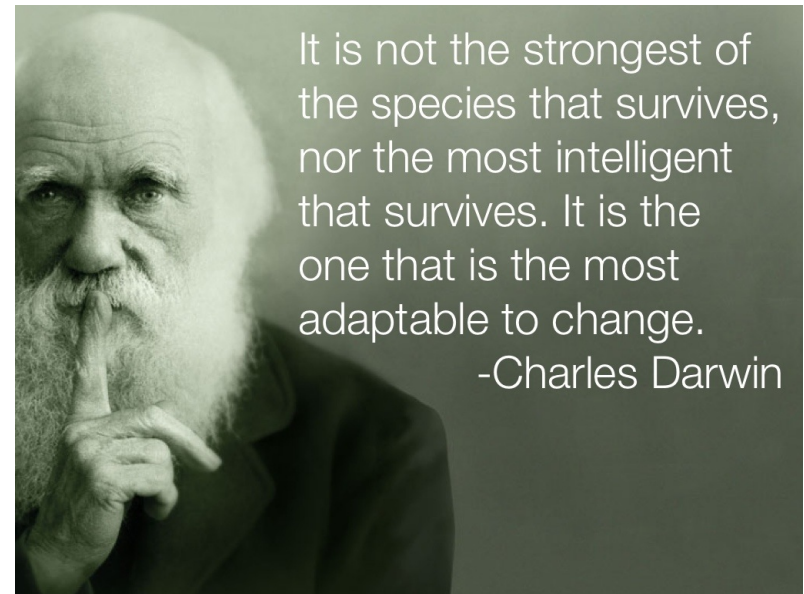
106+
Hours of Learning Available

- Creativity & Design
- Logistics
- Strategy & ROI
- Business & Sales
- Technical Production
- Venues
- Careers
- CMP Credit
- Interviews with Industry Leaders



Re-Skilling & Lifelong Learning Required

- Courses developed in 2020



It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.
-Charles Darwin

New Courses Launching Soon . . .



Business Event Leader



OmniChannel Event Designer



Technical Event Producer

Questions?

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