

PULSE SURVEY

THE FUTURE OF MEETINGS AND EVENTS IN THE ERA OF COVID-19

March 17, 2020



EXECUTIVE SUMMARY

In the past several days, as confirmed cases and deaths related to the coronavirus have continued to rise in the U.S. and worldwide, the World Health Organization, the Centers for Disease Control and Prevention, countries and states have advised against or banned meetings, events and social gatherings. It comes as no surprise, then, that the results of NMG's coronavirus PULSE Survey, now in its third week, reveal a pronounced shift in meeting planners' actions and attitudes since the previous week.

- Among all planners, there has been a marked shift in thinking, as more are acting to alter their plans for upcoming events. Far fewer planners are now "undecided." Well over two-thirds of respondents this week have either cancelled, moved or rescheduled their events, regardless of location.
- U.S. meetings have seen the biggest week-over-week shift. While slightly more than one-third of meeting planners "cancelled, moved or rescheduled" last week, more than 75 percent of respondents had done so by this morning.
- "Cancelled" meetings outnumber "rescheduled" and "moved" events across all regions, with a major shift toward cancelling events in the United States this week. Nearly 50 percent of respondents report cancelling their events across the U.S., Europe and Asia.
- A greater percentage of Asia meetings have now been cancelled (over 50%), relative to other regions.
- More planners are adding options for virtual participation; nearly 50 percent reported they are doing so, compared with 36 percent last week.
- Lastly and not surprisingly, more planners now believe "we should cancel or delay all meetings for the next few months." More than 50 percent expressed that sentiment today, vs. only 15 percent advocating for broader cancellations last week.

UPDATED: Survey: Is Coronavirus Affecting Decisions About Your Meetings?

Updated Tuesday, March 17, 2020



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Q1: Do/did you have meetings scheduled over the next 9 months in any of the following locations? (Select all that apply.)

March 10

ANSWER CHOICES	RESPONSES	
United States	93.37%	451
Europe	19.46%	94
Asia	7.87%	38
None scheduled	3.11%	15
Other (please specify)	8.49%	41
Total Respondents: 483		

March 17

ANSWER CHOICES	RESPONSES	
United States	97.18%	345
Europe	15.77%	56
Asia	6.48%	23
None scheduled	1.13%	4
Other (please specify)	9.30%	33
Total Respondents: 355		

Q2: If yes, did you cancel, move or reschedule events in any of the following locations?

March 10

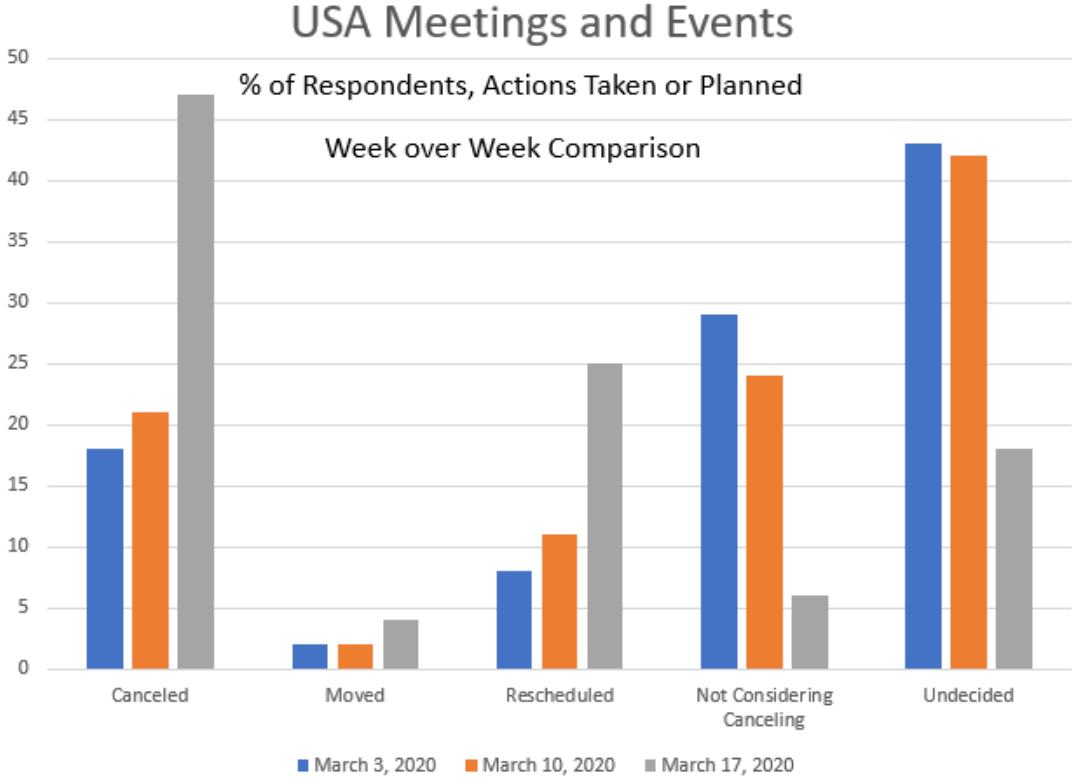
	CANCELED	MOVED	RESCHEDULED	UNDECIDED	NOT CONSIDERING CANCELING	TOTAL
United States	20.53% 93	2.21% 10	10.82% 49	41.94% 190	24.50% 111	453
Europe	30.83% 37	1.67% 2	16.67% 20	33.33% 40	17.50% 21	120
Asia	43.94% 29	1.52% 1	16.67% 11	22.73% 15	15.15% 10	66
Other	35.29% 24	1.47% 1	5.88% 4	38.24% 26	19.12% 13	68

March 17

	CANCELED	MOVED	RESCHEDULED	UNDECIDED	NOT CONSIDERING CANCELING	TOTAL
United States	46.42% 162	4.01% 14	25.21% 88	18.62% 65	5.73% 20	349
Europe	46.27% 31	2.99% 2	16.42% 11	29.85% 20	4.48% 3	67
Asia	51.61% 16	3.23% 1	16.13% 5	19.35% 6	9.68% 3	31
Other	38.46% 15	2.56% 1	20.51% 8	28.21% 11	10.26% 4	39

Week Over Week Comparison

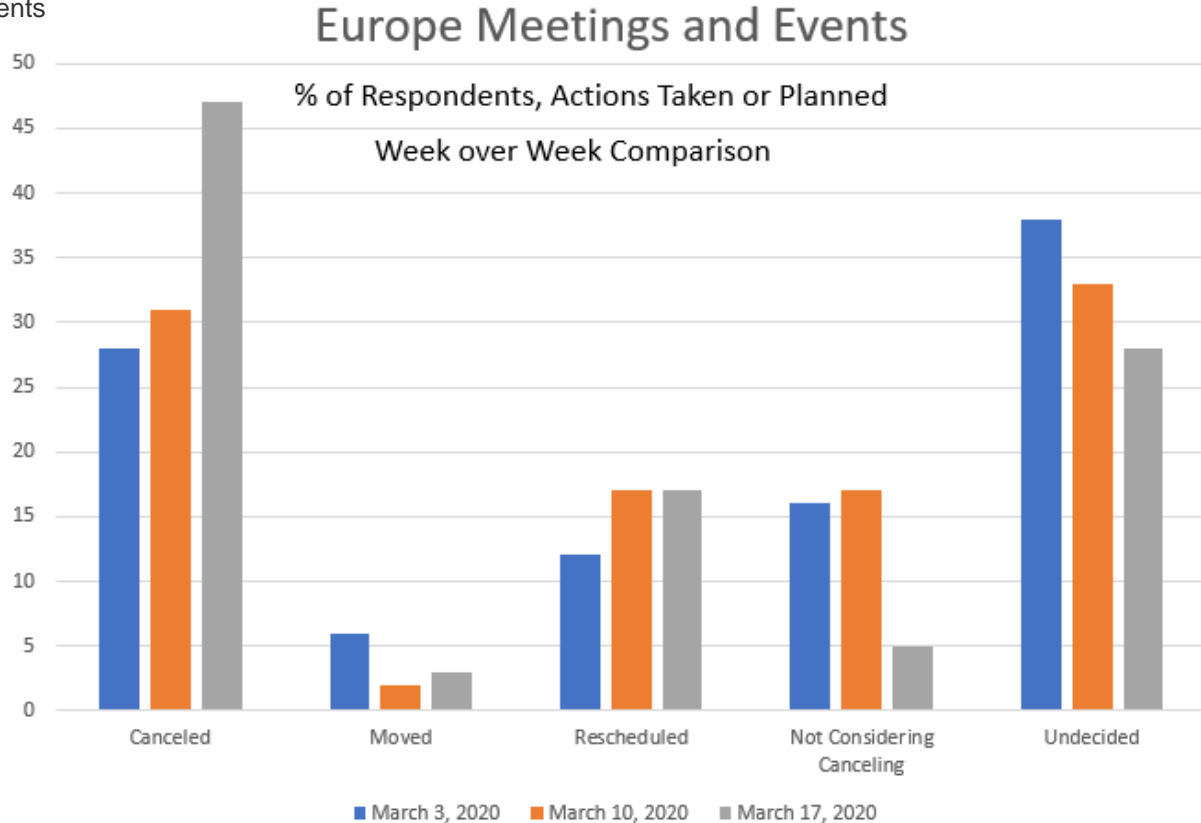
USA Meetings and Events



March 3: 400 responses
March 10: 451 responses
March 17: 354 responses

Week Over Week Comparison

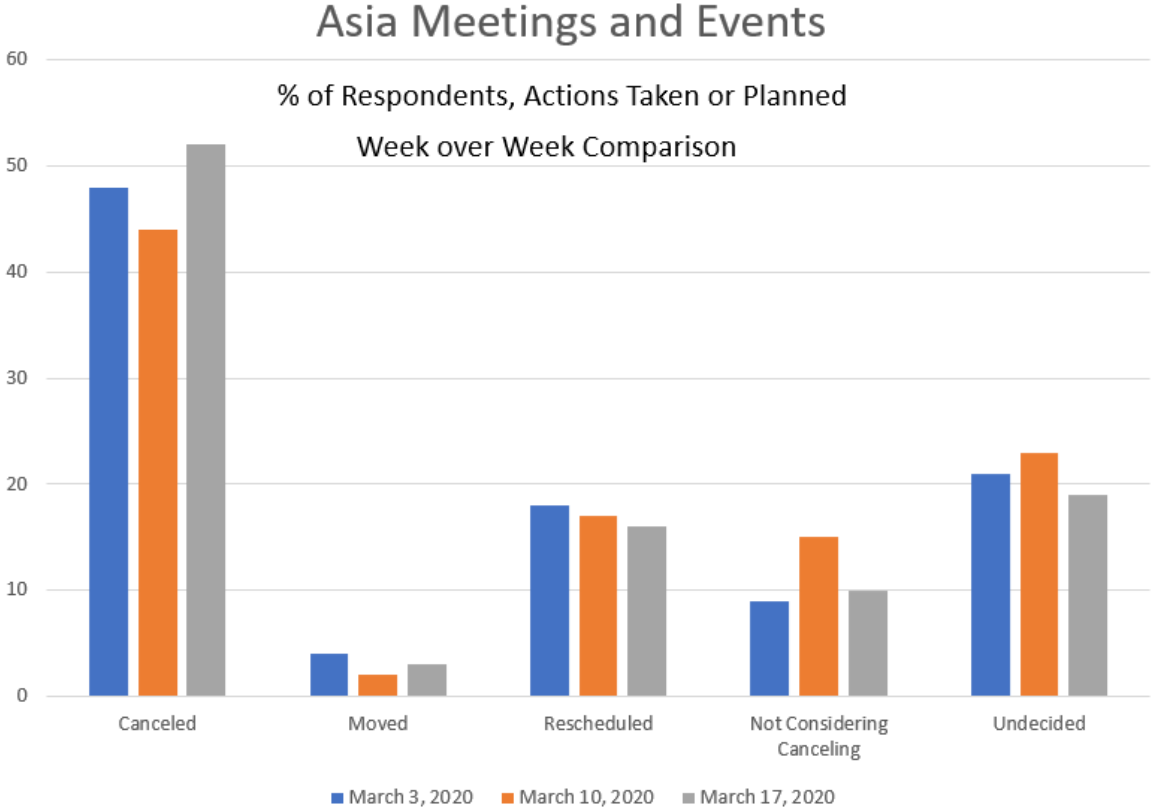
Europe Meetings and Events



March 3: 159 responses
March 10: 94 responses
March 17: 55 responses

Week Over Week Comparison

Asia Meetings and Events

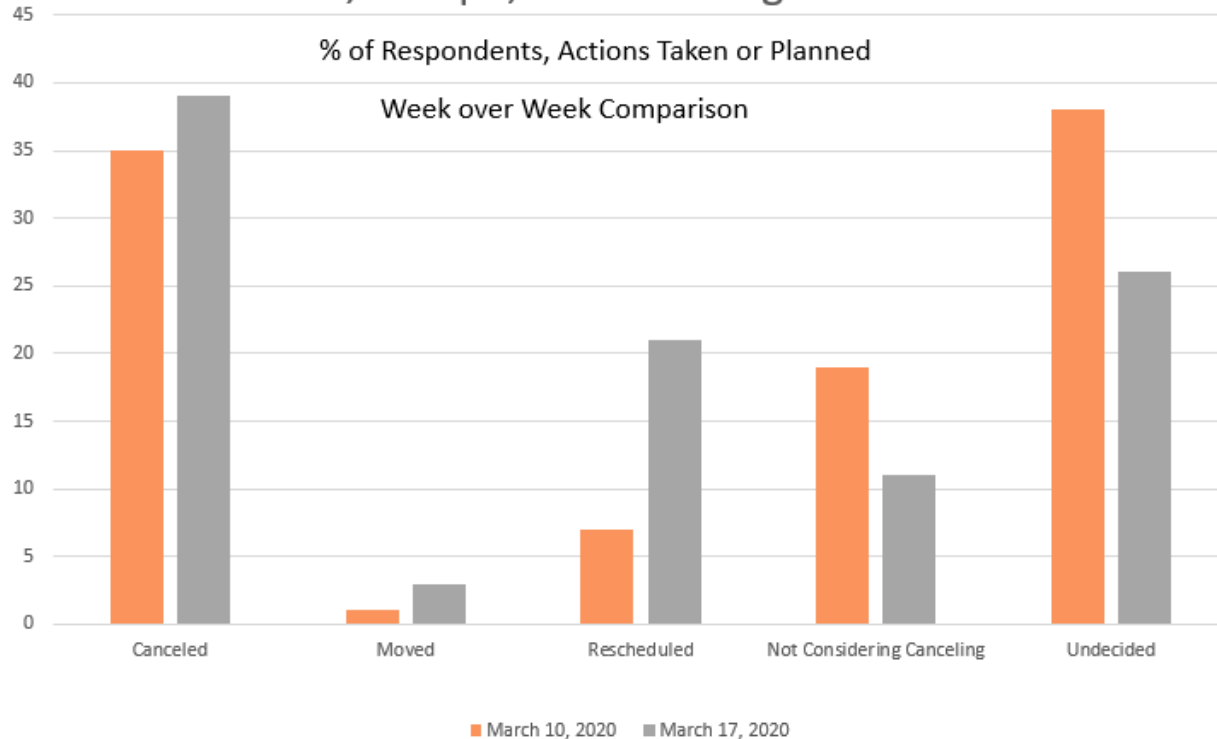


March 3: 67 responses
March 10: 38 responses
March 17: 23 responses

Week Over Week Comparison

Outside of US, Europe and Asia

Ex. US, Europe, Asia Meetings and Events



March 10: 41 responses

March 17: 27 responses

Q3: If you are going forward with planned meetings, are you implementing any of the following? (Select all that apply.)

March 10

ANSWER CHOICES	RESPONSES	
Providing additional hand-sanitizing stations	72.99%	300
Advising against handshaking	62.29%	256
Adding options for virtual participation	36.25%	149
Expecting lower attendance	73.24%	301
Issuing a statement regarding health measures	72.51%	298
Total Respondents: 411		

March 17

ANSWER CHOICES	RESPONSES	
Providing additional hand-sanitizing stations	60.36%	134
Advising against handshaking	57.21%	127
Adding options for virtual participation	49.10%	109
Expecting lower attendance	74.77%	166
Issuing a statement regarding health measures	66.22%	147
Total Respondents: 222		

Q4: Which best reflects your opinion about going forward with meetings?

March 10

ANSWER CHOICES	RESPONSES
We should continue to hold meetings in areas that are not significantly affected	40.64% 191
I'm not sure; still gathering information	40.21% 189
I believe we should cancel or delay all meetings for the next few months	14.68% 69
Other (please specify)	4.47% 21
TOTAL	470

March 17

ANSWER CHOICES	RESPONSES
We should continue to hold meetings in areas that are not significantly affected	12.28% 42
I'm not sure; still gathering information	28.07% 96
I believe we should cancel or delay all meetings for the next few months	51.75% 177
Other (please specify)	7.89% 27
TOTAL	342