

Planners Passionate About Experience

Improving the attendee experience is a priority for today's successful meeting planners. How do they do it?

THEY ARE WILLING TO SPEND

Preferred area of investment if overall meeting budget increased 10%

“Improve the onsite experience”

ranked #1 in each region

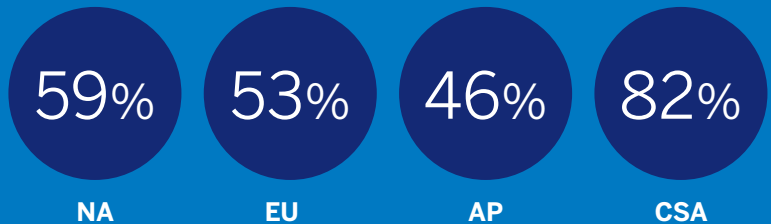
THEY ARE CONFIDENT IN WHAT THEY'RE DOING

On a scale of 1 to 10, how optimistic are you in your ability to execute engaging and creative meetings?
8 or higher:

NORTH AMERICA	81%
EUROPE	62%
CENTRAL/SOUTH AMERICA	54%
ASIA PACIFIC	86%

THEY ARE USING MORE TECHNOLOGY

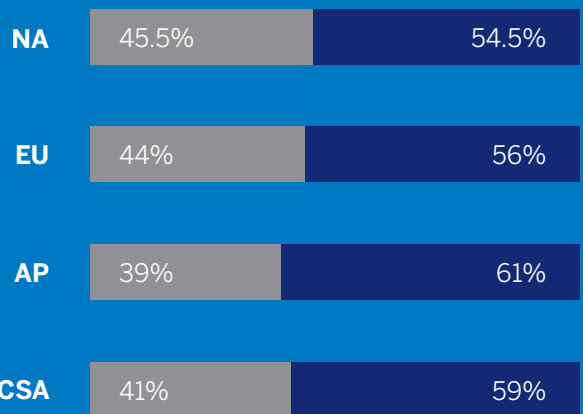
On a scale of 1 to 10, how optimistic are you about your ability to incorporate technology to enhance the meeting experience? **8 or higher:**



THEY ARE SPENDING MORE OF THEIR TIME AND ATTENTION ON THE ATTENDEE EXPERIENCE INSTEAD OF LOGISTICS

Do you spend more of your time focused on logistical (e.g., lodging, air) or experiential (e.g., theming, content) aspects of your meetings and events?

LOGISTICS
EXPERIENCE



AND THEY'RE EXCITED ABOUT THE POSSIBILITIES



What are you and your team most excited about as you consider meeting planning and execution over the next 3-5 years?

“To improve the attendees experience using upcoming technology and onsite activities”

“To bring new ideas to the table and to make the event experience exceptional”

Source: North American, European, Asian Pacific, and Central/South American Surveys from American Express Meetings & Events, 2019.



MEETINGS & EVENTS

Download the 2020 Global Meetings and Events Forecast

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