

GLOBAL TRENDS



Making Meetings Work in 2021

Meeting planners are looking forward to resuming in-person events over the coming year. In the meantime, they are adapting to the current environment by making the most of technology.

SAFETY AND SECURITY ARE PARAMOUNT

Top two factors influencing:

Whether to hold an in-person event

Confidence in attendee health and safety components

68%

Flexible cancellation and attrition terms

59%

Meeting location choice

Capacity to accommodate social distancing

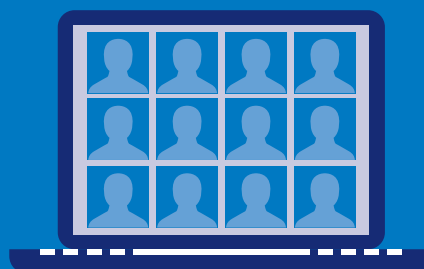
77%

Disinfection protocols

52%

VIRTUAL MEETINGS PRONE TO DISRUPTIONS AND “FATIGUE”

Top 3 challenges



40%

Lack of experience

32%

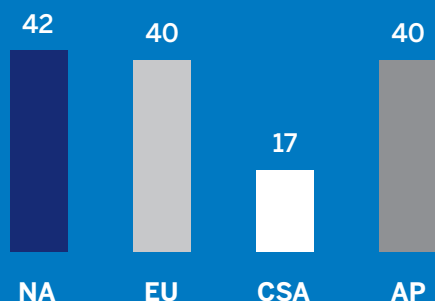
Technical issues

18%

Lack of engagement

THE ATTENDEE EXPERIENCE STILL MATTERS

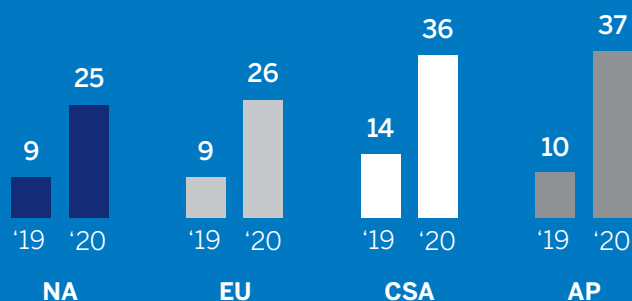
“Improve on-site experience” is still the top choice for most regions
% of responses



If budget increased 10%

MORE INVESTMENT IN TECHNOLOGY COULD HELP

“Increase use of technology” jumped dramatically this year
% of responses



Source: North American, European, Central/South American and Asian Pacific Surveys from American Express Meetings & Events, 2020.



MEETINGS & EVENTS

Download the 2021 Global Meetings and Events Forecast

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