

## 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

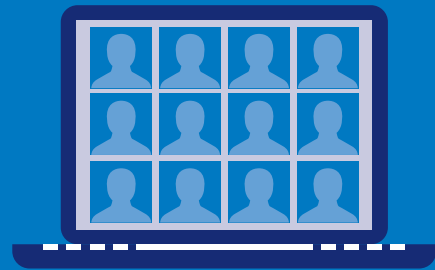
77%

Disinfection protocols

52%

### VIRTUAL MEETINGS PRONE TO DISRUPTIONS AND “FATIGUE”

Top 3 challenges



40%

Lack of experience

32%

Technical issues

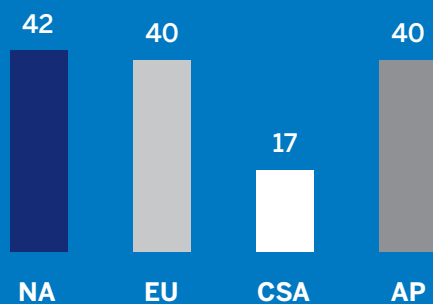
18%

Lack of engagement

### THE ATTENDEE EXPERIENCE STILL MATTERS

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

% of responses

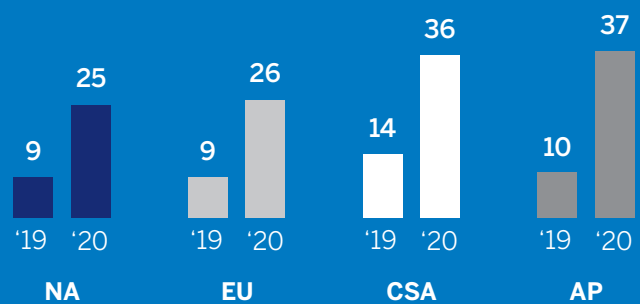


If budget increased 10%

### 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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