

EUROPE

Experience Is “Almost” Everything

While attendee engagement is just as important in Europe as elsewhere, meeting professionals in this region are facing specific challenges in balancing experience, privacy as result of the General Data Protection Regulation (GDPR), and political instability from Brexit in the UK.

↑ 2.05%

Spend is predicted to be up 2.05% next year

↑ 5%

If budgets increased, 30% would focus on improving the onsite experience—that’s up 5% over last year

↑ 1.92%

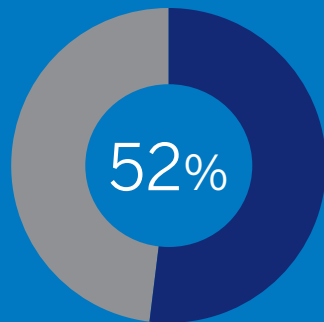
Cost per attendee per day is up 1.92% (most of any type) for incentives/special events



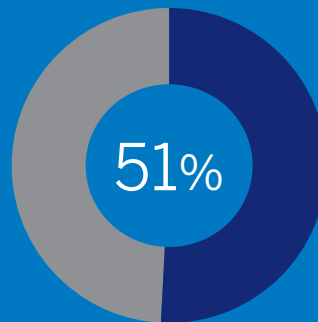
A great example of creative onsite experience planning:

“We create a story that flows through every aspect of the meeting. If the topic is supporting small businesses in the community... we’ll bring in a fresh new restaurant to create a meal that is not only delicious but helps tell the story about the journey of that restaurant.” Marketing executive, Europe¹

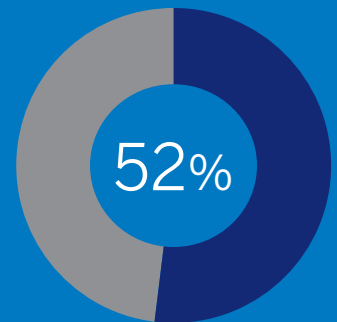
But they have to keep an eye on “how” they deliver that experience, to remain in compliance with GDPR



find the Centralized Data Management standards somewhat or very challenging



find the Consent standards somewhat or very challenging



find the Designated Oversight standards somewhat or very challenging

AND DON'T FORGET ABOUT SAFETY



Top 2 factors when selecting a destination

31%
Economic/political instability concerns

28%
Safety concerns

¹ “In Depth Look at the Event Experience: What Marketing Owners Want”

Source: European Survey from American Express Meetings & Events, 2019.



MEETINGS & EVENTS

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