

# 2022

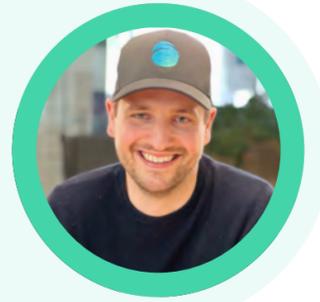
# STATE OF EVENT MANAGEMENT REPORT

Data and strategic insights from  
500 global event professionals in  
one comprehensive industry report



# Executive Summary

By **Florian Kühne,**  
**CEO OF SWEAP**



“In 2022, creating an effective event marketing strategy is impossible without deep insights into our changing industry. The pandemic has fundamentally affected events. New technologies, trials, and trends continue to reshape event success and disrupt the routes to achieving it. At the nucleus of these new challenges and opportunities sits the event manager whose responsibilities have radically shifted in just two short years. Or for some, two very long years.

Many of the changes to our industry have been positive and long overdue. Events are more data-driven, more measurable, and more affordable than ever. And as people tire of top-down, sales-driven bombardment, trust and community are retaking center stage. The events industry that emerges from the pandemic will be bigger, stronger, and more focused than ever before.

The data we’ve collected and analyzed has provided essential insights that make a compelling case for a shift in priorities. Our 2022 report has a broad scope based on three times as many respondents as last year’s report.

All of these respondents are event specialists whose knowledge can be amalgamated for a cross section of the industry and a vision of its future.

We’re proud to publish the 2022 State of Event Management Report. It is essential reading for anyone hoping to make an impact with events. We hope that through its publication we can contribute to the growing events culture that places added value at the crux of marketing strategy.”

## INTRODUCTION

Welcome to the 2022 State of Event Management Report.

Attitudes to events shifted as we all shared in the experience of the pandemic. Events now have new objectives and broader business significance. Meanwhile new tools covering every aspect of the workflow have become commonplace, desirable, and cost effective.

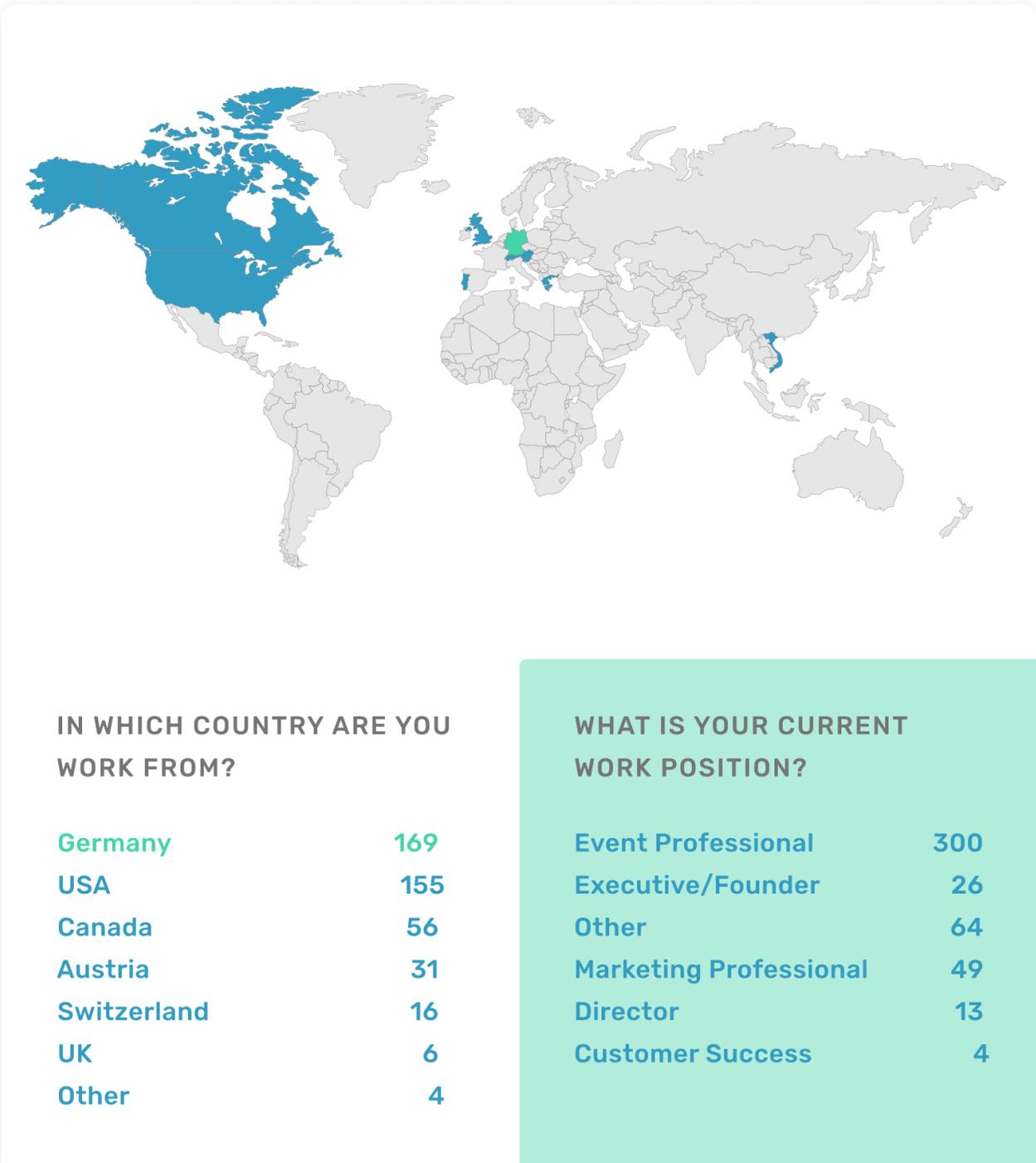
Events offer a unique opportunity for added value delivered by like-minded experts. They can now provide attributable results and achieve hyper-focused business goals while fostering genuine human connections. Find out what moves today’s event professional in this comprehensive industry report.

### INTENDED AUDIENCE

With B2B and B2C events closer in format and objectives than ever before, the intended audience of this report is broad. It is for event professionals and decision makers of all kinds: CEOs, CMOs, Event Planners, Event Organizers, Data-driven Marketers, and all those interested in the value of event marketing and the effects of the pandemic on the industry.

### METHODOLOGY

The results of the 2022 State of Event Management Report are based on responses from more than 500 global event professionals who filled out the online survey, consisting of 40 questions.

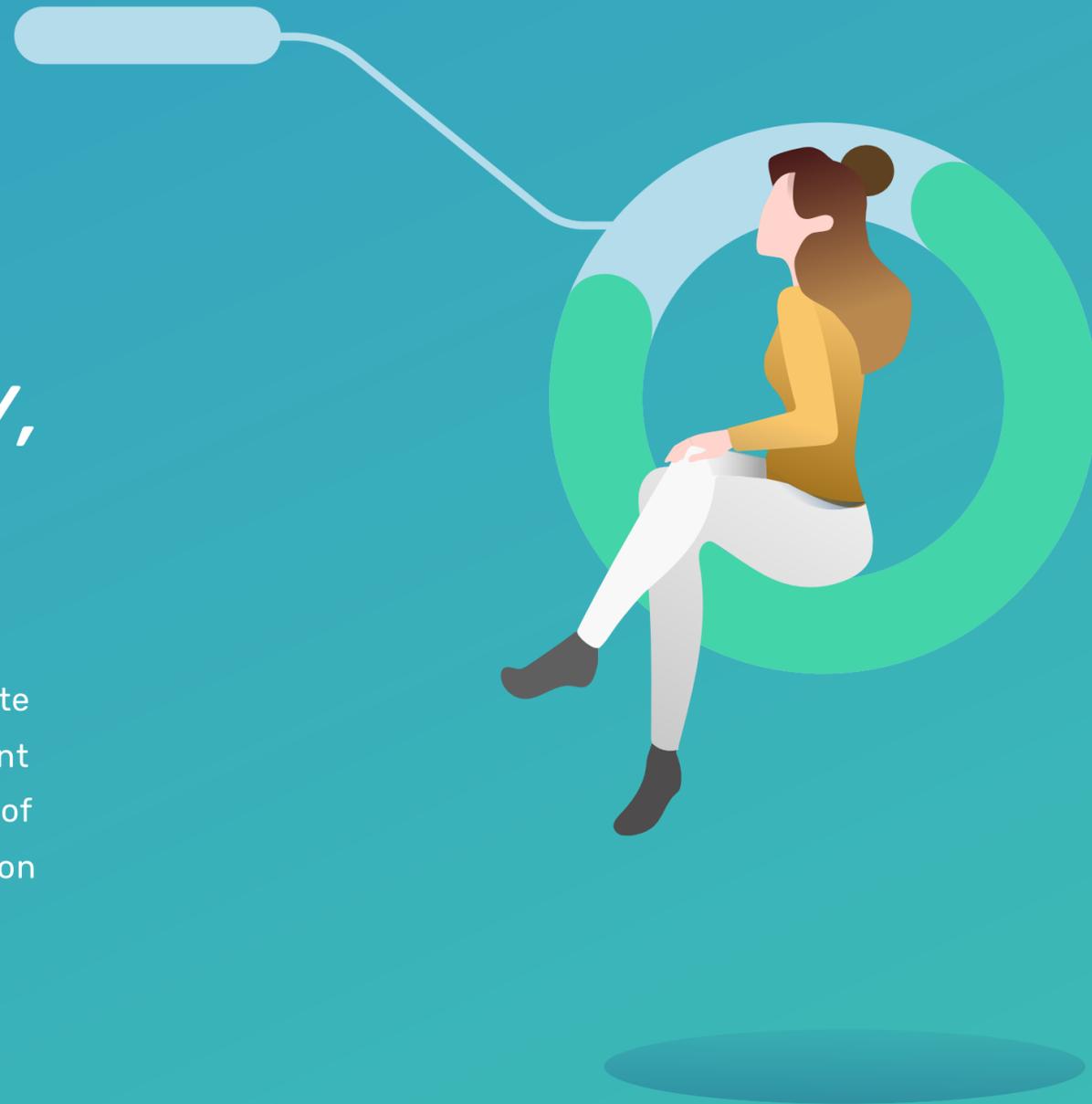


#### WHAT SIZE IS THE COMPANY YOU WORK FOR?



# *Planning: Effort, Energy, and Event Objectives*

A well-planned event has clear objectives and a detailed strategy. In spite of a plethora of tools designed to help achieve these objectives, event professionals' time is all too often consumed with manual tasks. Many of the organizational benefits made through efficiency-saving automation are being criminally overlooked by event professionals.



## EVENTS. WHY BOTHER?

Tellingly, the top four responses indicate a convergence of priorities between community and branding – factors that can be considered two sides of the same coin.

Customer expansion, [engagement](#), and retention are major priorities, but as are the branding-focused objectives of awareness building and community creation. What all these responses share is a dedication to lasting, meaningful connections and a commitment to existing clients historically neglected by marketing channels.

I love how dynamic the event industry is and how flexible it grew in the past two years with the global pandemic.

**Abisola, Conference & Events Assistant, USA**

## IS THE “WOW!” FACTOR OVERRATED?

As any event manager will tell you, putting together an event is no simple task. Some hurdles, such as unique event conception and attendee experience, are reliably noted as the most effort-intensive (40.95%) and challenging (60.9%) components.

This begs the question: if event professionals are really prioritizing long-lasting relationships, are they misdirecting resources by trying to make a short-term experiential splash?

## WHAT GOALS & OBJECTIVES ARE YOU TRYING TO REACH WITH YOUR EVENTS?

### Retention & Customer Engagement

69,70%

### Brand Awareness

58,70%

### Customer Expansion

47,85%

### Create (Brand) Community

40,30%

### Education

32,90%

### Sell Tickets/Increase Revenue

32,85%

### Lead Generation

32,10%

### Employer Branding

17,70%

### Other

0,70%

## TIME WELL SPENT?

In addition to ditching the showstopper, there are countless efficiencies to be made in event organization. There is an excellent selection of hassle-busting [event management software](#) to choose from, yet over a third of event professionals still claim “Guest Invitation and Management” as one of the most demanding aspects of their role and the “Ability to Work Efficiently” as their greatest event-planning challenge.

This should not be the case in 2022, a year in which “Event Efficiency” is the name of the game.

Quality of participants goes over quantity. We should measure success not by reach, but in terms of the quality of participants.

**Sophie, Projekt Manager, Germany**

Via efficiency savings, the use of bespoke tools will massively help to alleviate a third major challenge for events professionals – budgeting. Hybrid event organizers in particular are having their budgets stretched in every direction. Deploying an Event Efficiency Platform is the ultimate two-birds-one-stone strategy.

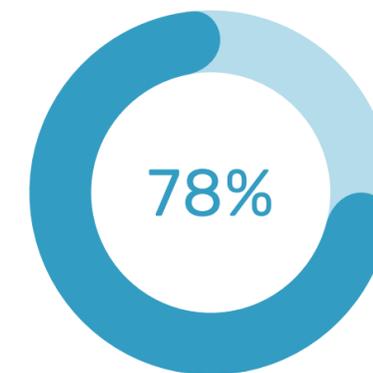
## Event Formats in 2022 and Beyond

### SIZE MATTERS

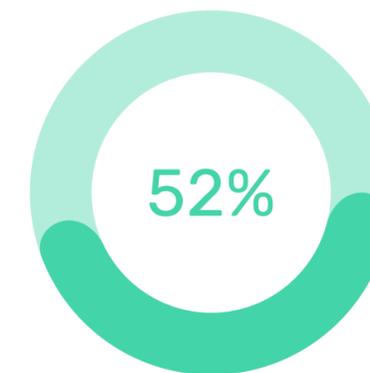
“Go big or go home?” Think again. Most event professionals are planning to keep their events small in 2022.

This is not just because of COVID-19. Smaller, brand-centered events are more focused, engaged, and efficient. For the same reasons that the influencer marketing sector has shifted from mega-influencers to micro and nano-influencers, event organizers are pushing for more concentrated, intimate micro events.

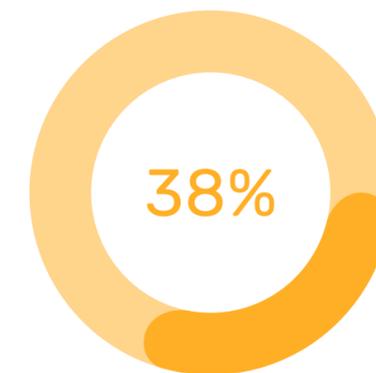
#### WHAT FORMAT WILL YOUR FUTURE EVENTS HAVE?



In-person Events



Hybrid Events



Virtual Events

## HAVE HYBRID EVENTS HAD THEIR DAY IN THE SUN?

Since the beginning of the pandemic, there has been huge pressure on event organizers and managers to prove that their virtual events bring results. With the rise of hybrid, these pressures have quite literally doubled.

Hybrid events will only be used in exceptional cases, as they result in double costs and effort.

**Bianca, PCO, Germany**

Hybrid is presented as “the best of both worlds” but unless executed expertly, can often be the opposite. Not least as a result of overworked staff, extreme pressures, and the split of resources. 31.3% of Event Professionals noted “The transition to hybrid” as the most challenging aspect of their role.

In terms of content, linking live events with digital/virtual participants will be a major challenge to align perfectly.

**Marcel, Communications Manager, Germany**

Whether or not hybrid events’ best years are behind them is yet to be seen.

While the trending impulse is toward hybrid, there is a growing realization that a two-track operation will become expensive and difficult to control. In the long run, there will only be live or virtual.

**Christian, Event Manager, Germany**

## WHERE DOES THAT LEAVE VIRTUAL EVENTS?

While a significant number of respondents plan to hold virtual events, they are the least popular option for the short-term future. This is a result likely stemming from an overexposure to the format and so-called “Zoom Fatigue”.

COVID has changed the way that we approach almost everything in our industry, and we need to be grateful for the lessons that we've learned surrounding virtual events.

**Tristan, Senior Event Manager, UK**

While outlooks may be sunnier than this time last year, the ongoing COVID-19 pandemic ensures that event insecurity is not going anywhere anytime fast. Rather than giving up on the format, it would be wise to interpret the opportunities revealed by these results for more dynamic, engaging, and content-focused virtual events.

The learning curve to virtual has been steep and instant. Demands on personal time to stay on top of constant changes are mentally crushing.

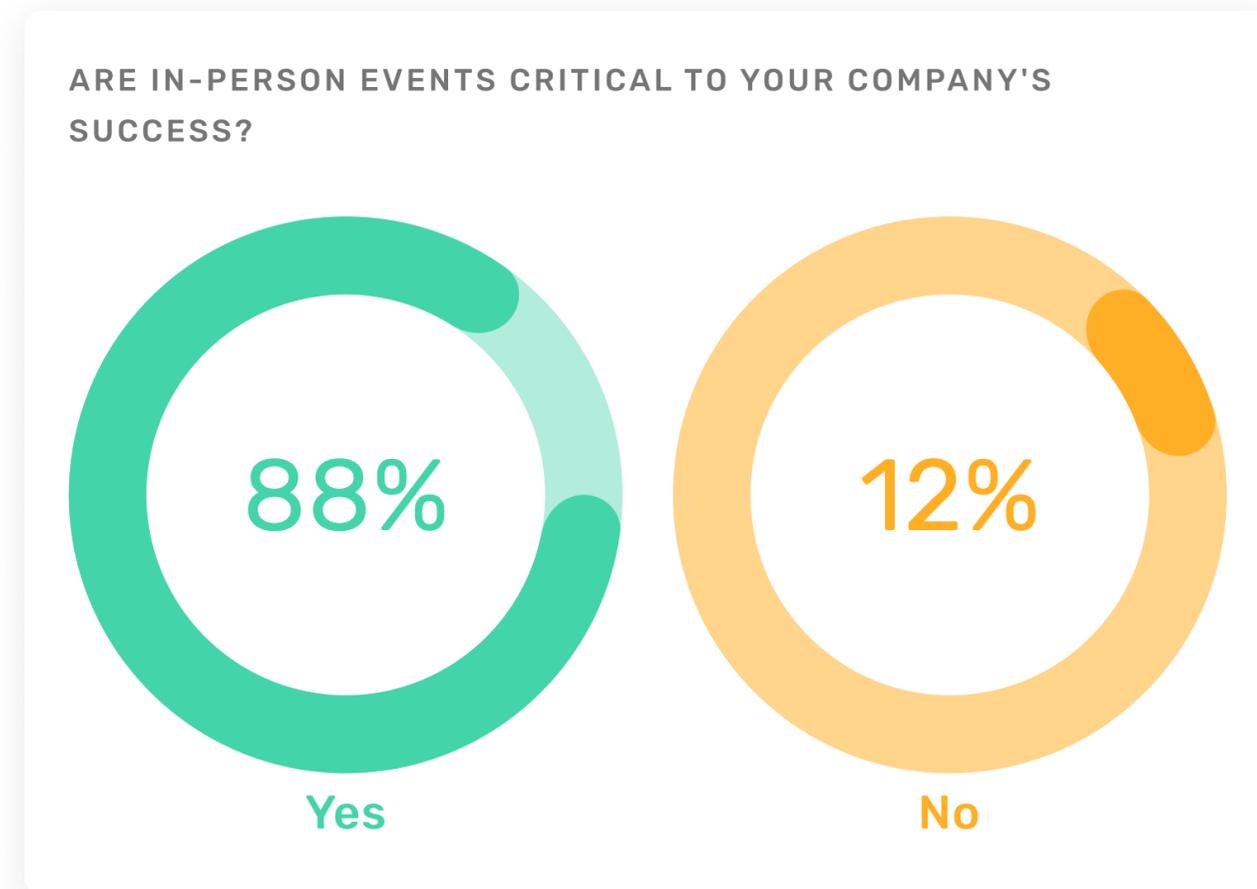
**Heather, Event Manager, Canada**

Let's stop using the regular Zoom for "virtual events". They are only glorified, overcrowded meetings.

**Elisa, CEO, Portugal**

## LIVE EVENTS, REBORN

Regardless of the advances of virtual and hybrid events, the preference towards in-person events is evident. There are few virtual substitutes that can rival the merits of live events' in-person networking, attendee enjoyment, client-retention, and brand acceleration opportunities – all factors that align with event professionals' current community-focused priorities.



With fewer restrictions predicted for 2022 and 2023, as well as the establishment of better safety procedures, it is unsurprising that in-person events are returning to center stage. The vast majority of event professionals see in-person events as “crucial” to their company’s success and three quarters plan to host their own.

I believe we all have a mission: to bring people together again. So that they know about each other, get to know each other, exchange ideas, work together to solve the urgent problems of our time. That is what I am working for.

**Brigitte, Event Manger, Germany**

The popularity of hybrid and virtual events over recent years has indirectly improved in-person offerings through the advancement of tools and software. Event management automation is certainly not just for virtual events, live events can now be attributed in their entirety.

Still, with a world of uncertainty – event organizers need to plan for in -person and virtual events alike, otherwise they risk cancellation.

I believe that people are beginning to come around to making events safe and inclusive for all, despite the pandemic. Although things will look different, I believe all events will press forward with new creative solutions to accomplishing event goals.

**Mikayla, Director of Events, USA**

# Event Efficiency: What? How? When? Where? Why?

Organizing and managing events is a high-effort, high-reward task. Event professionals are constantly keeping plates spinning with one hand while juggling with the other. The results? Burnouts, stress, missed opportunities, waste, and gross inefficiency.

Event efficiency, the ability to organize the most effective event in the most efficient way, underlies everything. Without it, events are wasteful, unfocused, and prone to mishaps. With it, they are a well-oiled brand-acceleration machine.

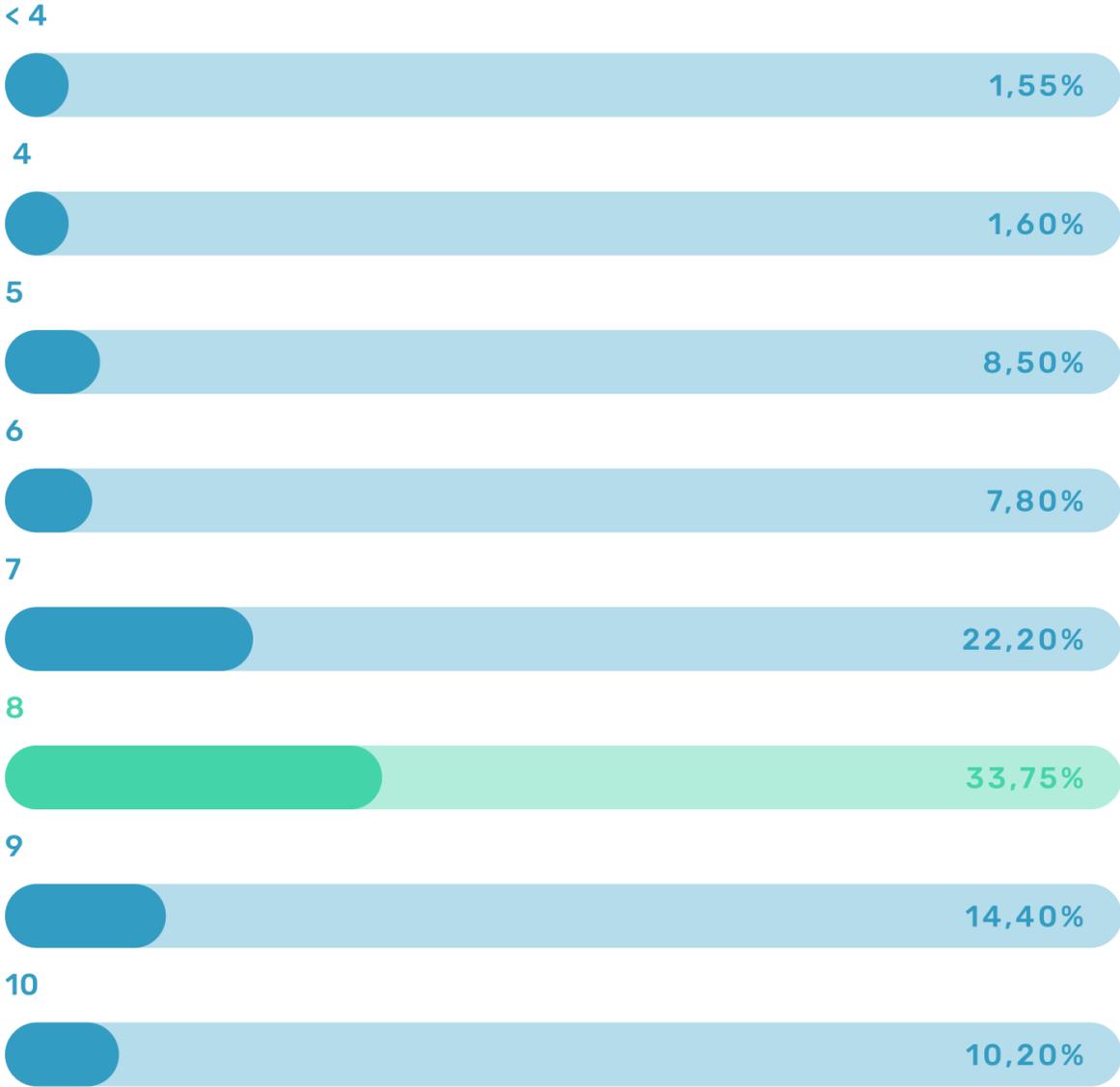


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We are proud to say that the monthly Sweap Newsletter has proven to be a valuable source of information for event professionals, venues, event tech companies and anybody who works in the event industry.

REGISTER NOW

### HOW WOULD YOU RATE YOUR EVENT PLANNING PROCESS IN TERMS OF EFFICIENCY?



## THE BEAUTY OF EMAIL MARKETING

Email marketing has a huge reach while simultaneously providing an individual route to talk with your customers and clients at their own convenience. It has maintained the best ROI out of any marketing channel for a full decade.

From mobile analytics to interactive video, marketing toolkits are more comprehensive than ever. Yet it is email marketing tools that remain the most used instruments for increasing event efficiency. And for good reason: email marketing tools have transformed what was once a time-consuming, labor-intensive task into one of the simplest and most effective strategies for a successful event.

Through standardization, personalization, and optimization, email marketing tools not only secure attendees, but gather invaluable data before and after an event, foster engagement, and increase brand awareness. All with the click of a button.

### WHAT TOOLS DO YOU USE TO MAKE YOUR EVENTS MORE EFFICIENT?

#### Email Marketing Tools

67,20%

#### Event Management Platform

49,75%

#### CRM Systems

43,10%

#### Marketing Automation Tools

25,15%

#### Guest Management Software

35,50%

#### Lead Capture Tools

23,10%

#### Landing Page Builder (e.g, Instapage)

27,40%

#### Other

1,90%

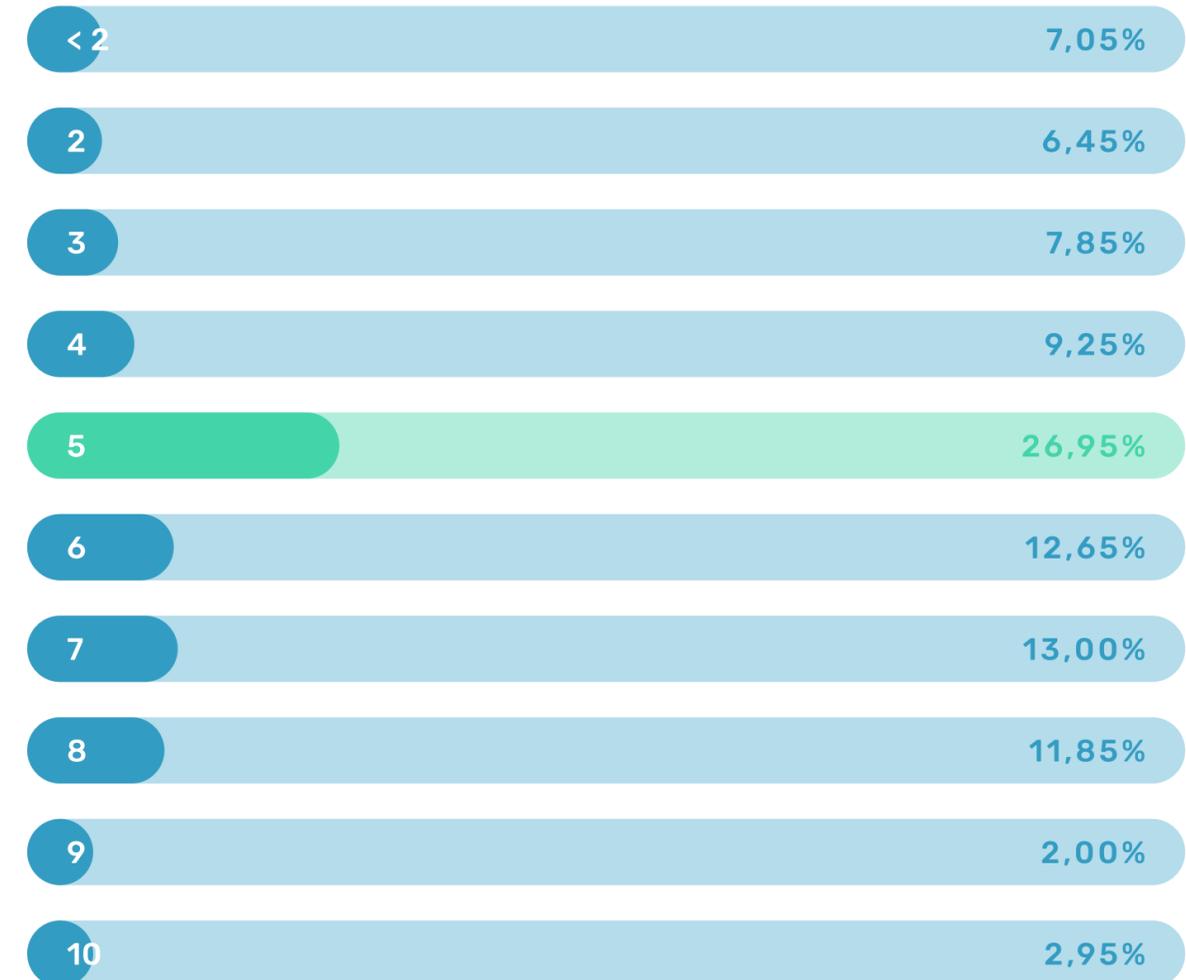
## AUTOMATION: THE GOLDEN OPPORTUNITY STILL UNSEIZED

[Email automation](#) is just the tip of the iceberg. Event technology can take the best processes and lessons garnered by years of event experience and automate them in one or more central platform. Most events in 2022 have some sort of automation, but the more tasks that can be seamlessly transferred to software, the more the event team can home in on the remaining tasks best performed with a human touch.

In 2022, most marketers understand the importance and effectiveness of event automation and its huge scope for increasing efficiency savings. Yet only half of event professionals successfully automate the majority of their processes, and only a few have managed anywhere close to complete event automation.

Many event professionals still, for example, rely on Excel spreadsheets for [guest management](#). Endless hours of manual work could be saved through affordable bespoke software that revolutionizes countless aspects of the workflow, from registration to feedback to reporting and analysis.

### HOW AUTOMATED IS YOUR EVENT MARKETING PROCESS ALREADY?



# *Events in the Marketing Mix*

Despite – or perhaps because of – the stagnation in other marketing channels, events are set to thrive across B2B and B2C. They will be a central component of the vast majority of marketing strategies in 2022.

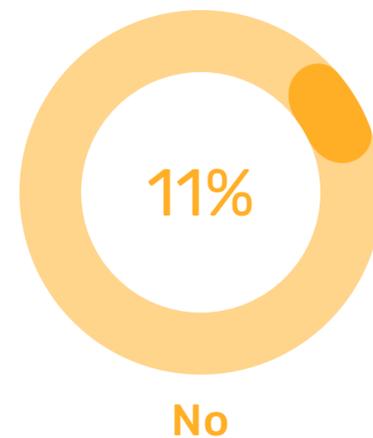
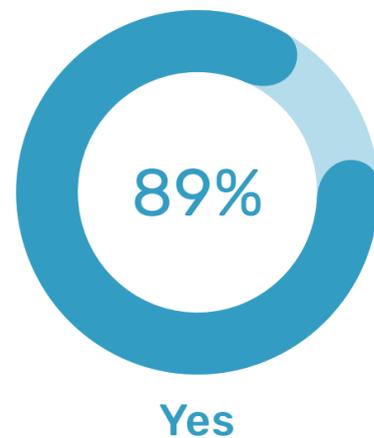


## THE GROWING IMPORTANCE OF EVENTS

Events are the most important marketing channel for businesses this year. The declining impact of traditional channels, such as paid social and search, reveals why live events in particular are such a priority. People now follow people who provide them with value, not companies trying to sell them a product. Where other channels are increasingly saturated and diminishingly effective, an event can cut through the noise.

[Virtual events](#), by comparison, were only ranked with middling effectiveness – explaining why they are considered a lesser priority while simultaneously revealing the room for improvement in their engagement and added value.

ARE EVENTS A CRITICAL MARKETING CHANNEL FOR REACHING KEY BUSINESS OBJECTIVES IN YOUR COMPANY?



Content marketing ranks joint first in effectiveness with live events. This is in spite of content being consistently deprioritized in budget and effort in respondents' answers. This highlights the opportunity for value-driven events filled with top-quality content.

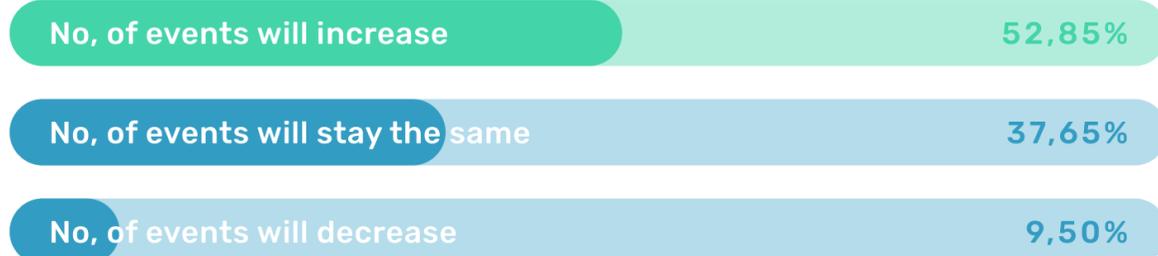
RANKED: WHICH MARKETING CHANNELS ARE THE MOST EFFECTIVE IN YOUR COMPANY TODAY?



## EXPECT LOTS MORE EVENTS

As more businesses ditch their historic sales-led approach for a community-led approach, they will realize the key to unlocking that strategy – events. Over half of event professionals forecast an increase in the number of events in 2022, with just one-in-ten predicting a decline. These forecasts were even more clear cut for English-speaking survey respondents, perhaps because COVID-19 restrictions have been looser for longer in major English-speaking nations.

### WILL THE ANTICIPATED AMOUNT OF EVENTS YOU HAVE PER YEAR CHANGE IN THE FUTURE?



## HOW EVENTS ARE BEING MARKETED

SMM and email marketing continue to dominate [event marketing](#) channels. However, a newer contender is rising rapidly in the ranks – community marketing. Over half of English-speaking respondents already claim to be using it, and while other respondents lag behind, many will still be unwittingly integrating community in their social and email marketing campaigns.

### WHAT CHANNELS DO YOU USE TO MARKET YOUR EVENT?



Simultaneously, valuable tools and channels, such as podcasts and webinars, are still largely neglected. When executed well, podcasts and webinars can be a powerful way of establishing a brand as an authority.

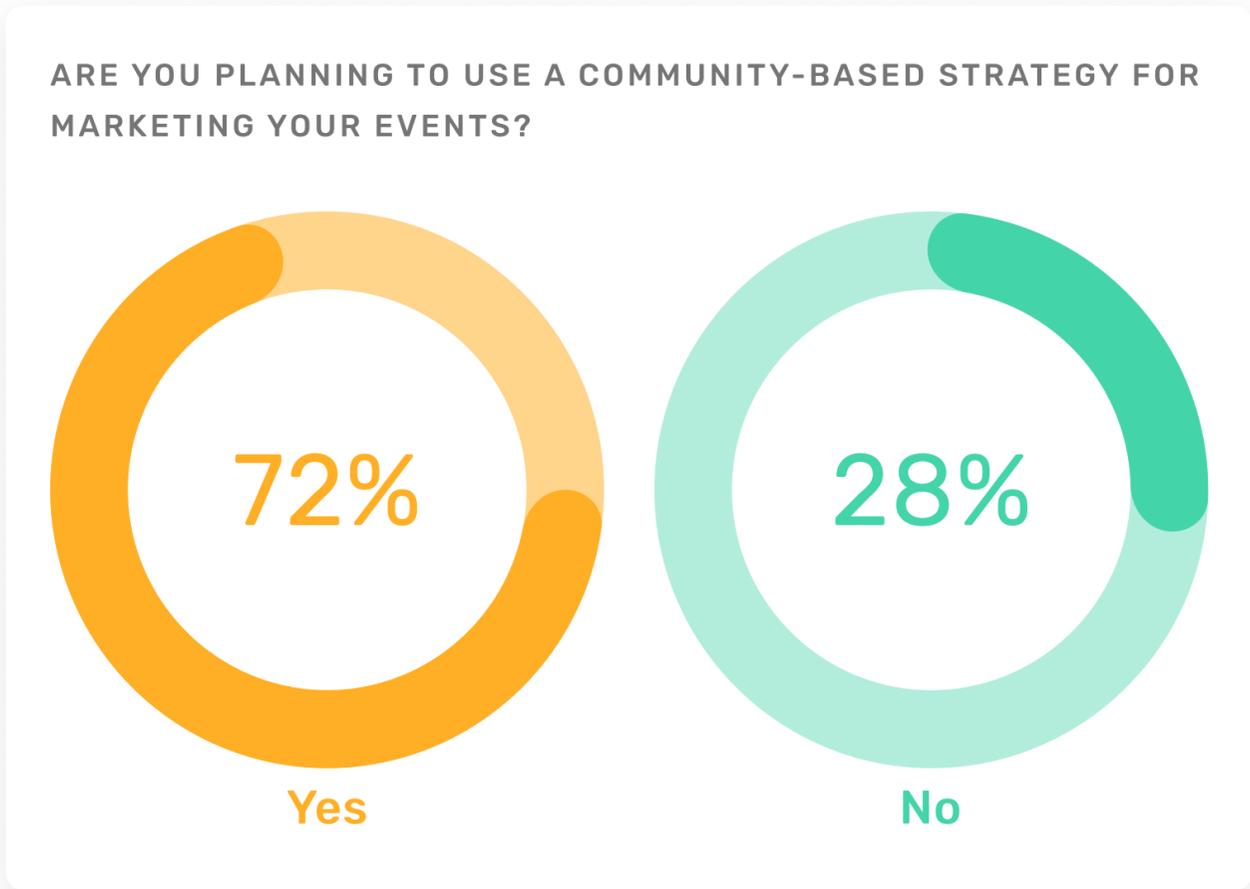
**FOCUS POINT: COMMUNITY MARKETING**

2021 was another year in which we were all somewhat separated from our communities. Yet it was also a year in which community became more important than ever. More so than in 2020, marketers and wider society alike had access to the tools, know-how, and technical expertise required to build and maintain communities – even when physically separated from them.

Whether its finding ways to safely reunite in person or finding new ways to digitally reunite from afar, the events sector has played a crucial role in keeping communities alive. The relationship between community and events has been a reciprocal one – just as events have kept communities surviving, communities have kept events thriving.

With uncertainty ongoing, establishing genuine connections via events will remain vital in 2022. 41.7% of respondents ranked community and brand loyalty as a top priority for the year. Now more than ever, people need spaces where they can feel safe to pursue their work and passions.

Beyond simply a beneficial wellness practice and an act of good will, however, a community-based event marketing approach has far-reaching and substantial benefits. It is a cost-effective method of generating PR opportunities and advance ticket sales, improving visibility and SEO, as well as motivating team-members and customers alike. Considering the benefits, it is unsurprising that over half (52.1%) of respondents already market their events directly to their community – making it the third most popular channel (following email and social-media marketing).



Active community participation in the organization of events can be a valuable strategy too, especially for strengthening relationships and elevating engagement. Participants are far more likely to share your event on their social channels if they feel like an active component of its success.

It is for these reasons that we recommend events marketers do away with the top-down approach in 2022. Instead, start conversations with your community at “Day Zero” of event planning to bring participants into the fold. That in turn invests community members in its success and allows them to take pride in the results.

# Let's Talk About "Community"

**NICK BENNETT, DIRECTOR OF FIELD, COMMUNITY, & PARTNER MARKETING AT ALYCE**



## FOR MARKETERS, WHAT COUNTS AS COMMUNITY?

I think community means a lot of different things to people. Community can be company communities for your prospects and customers. It can be sponsored communities to drive champions and awareness within target accounts. It can be your community and tribe that you build via social that ultimately leads to driving awareness and revenue. You need to figure out your "why." What are you looking to achieve out of the word community?

## ARE WE BETTER EQUIPPED FOR COMMUNITY BUILDING IN 2022 THAN IN 2021?

We are. I think the pandemic really accelerated community growth in 2020 and then you saw it take off even more in 2021. I think in 2022, it will be much more focused on niche communities and really elevating people and their careers vs just another massive community to get people into Slack. You will see way more tools and resources being developed for communities.

Also, I think you are going to start to see even more B2B companies hire community managers internally.

## HOW HAS COMMUNITY HELPED MARKETERS OVERCOME THE TRIBULATIONS OF THE PANDEMIC?

No one likes to be alone. The pandemic brought so many people into communities who never had them before. Communities have given people like me a sense of feeling and belonging. A place where you can ask questions, not be judged, and level up your career to a whole new place. It's accelerated growth for a lot of people too; helped them find mentors, new jobs, and just continued to network.

If you don't have a community and can't find one, it's time to build one. More voices are better than few.

### THE HAPPY EVENT PLANNER

**EVENTS IN THE METAVERSE:**

**HYPE OR REALITY**

**07.04.2022 16:30 CET / 10:30 EST**



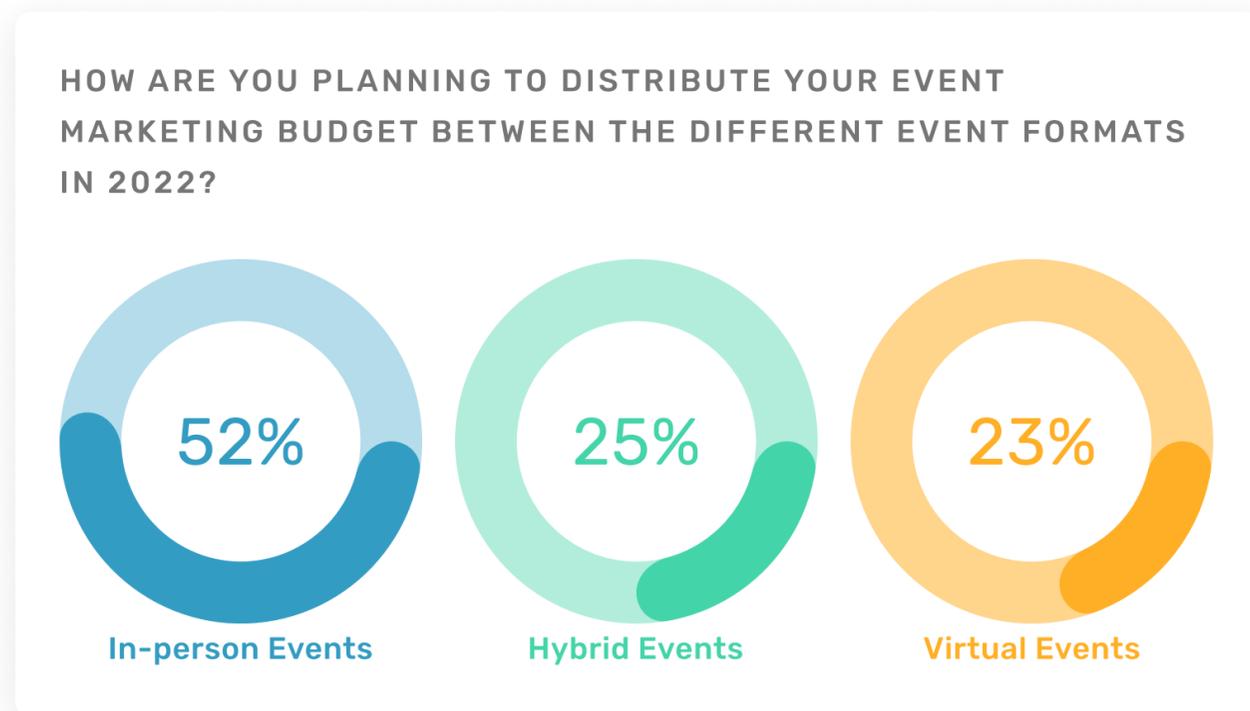
— THE HAPPY —  
**EVENT PLANNER**

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## BUDGETING FOR SUCCESS

Companies know that events mean big business. There are dozens of potential marketing channels, yet almost a third of companies are putting half of their marketing budgets into events. Over 50% of those [event marketing budgets](#) will be spent on in-person events, so expect live business events to return in style.



While 47% of event professionals plan to host [hybrid events](#), only 25% of their budgets will be spent on them. This further highlights the disconnect between effort and expectation. Where events have ever more focused business goals, hybrid events' efficiency gap will only worsen through underfunding.

## HOW MUCH OF THE MARKETING BUDGET GOES INTO THE EVENTS DEPARTMENT?



It should go without mention that organizing events can be expensive. But it is worth sitting back to appreciate that on average a whopping 37.5% of marketing budgets goes to the events department. It speaks to marketers' confidence in events that in a climate of endless marketing channels and opportunities, well over a third of financial resources are dedicated to events.

With the majority of marketing professionals anticipating a rise in the annual frequency of events, this percentage will likely grow even higher.

# *Measuring Event Success*

The pandemic has shifted expectations for event professionals. Focused business goals are now attached to events, extending the event manager's responsibilities far beyond attendee value and a smooth experience. They must now prove results for the entire value chain.



# Understanding Success

## WHAT DEFINES A SUCCESSFUL EVENT?

With 71.85% of event professionals noting Satisfied Participants as a defining factor of a successful event, attendee enjoyment is still paramount. The similarity in frequency of the next four most given answers (Brand Recognition - 43.75%, Customer Acquisition - 37.5%, Revenue - 34.2%, Sales Leads - 34.2%) indicates a convergence of objectives and a growing recognition that all these factors are intrinsically linked.

Many do not understand the real impact of events. Currently we do events because we suspect a correlation. I would like to have more precise goals and different goals for different events. Number of participants alone is not a business goal.

**Wiebke, Community & Event Manager, Germany**

## MEASURES OF SUCCESS

For many in the industry, measuring [event success](#) is still a crude process. Approximately half of event professionals are still not using data, and the most common measure is simply "Observations at Event". These frankly rudimentary measures are fine for a general overview of attendee satisfaction but are inadequate gauges of any other success metric. Only 26.6% use SMART goals set prior to events - a nigh-on essential technique for ensuring business objectives are met.

As always, the market is changing. However, the industry is challenged by Covid and must reinvent itself. In addition to advancing digitalization, this can also mean that we define the goals and target groups of concepts even more precisely in order to create sustainable experiences.

**Oliver, Founder, Germany**

## HOW DO YOU MEASURE/UNDERSTAND YOUR EVENT'S VALUE FOR YOUR ATTENDEES?



### KPIs AND CHANGING ROLES

Establishing [quantifiable KPIs](#) before an event is vital. Though the variety of KPIs considered most valuable coupled with the lack of a clear frontrunner in our survey results reveal the breadth of expectations for event managers in 2022. Their roles are transforming from project management to value-driven holistic marketing.

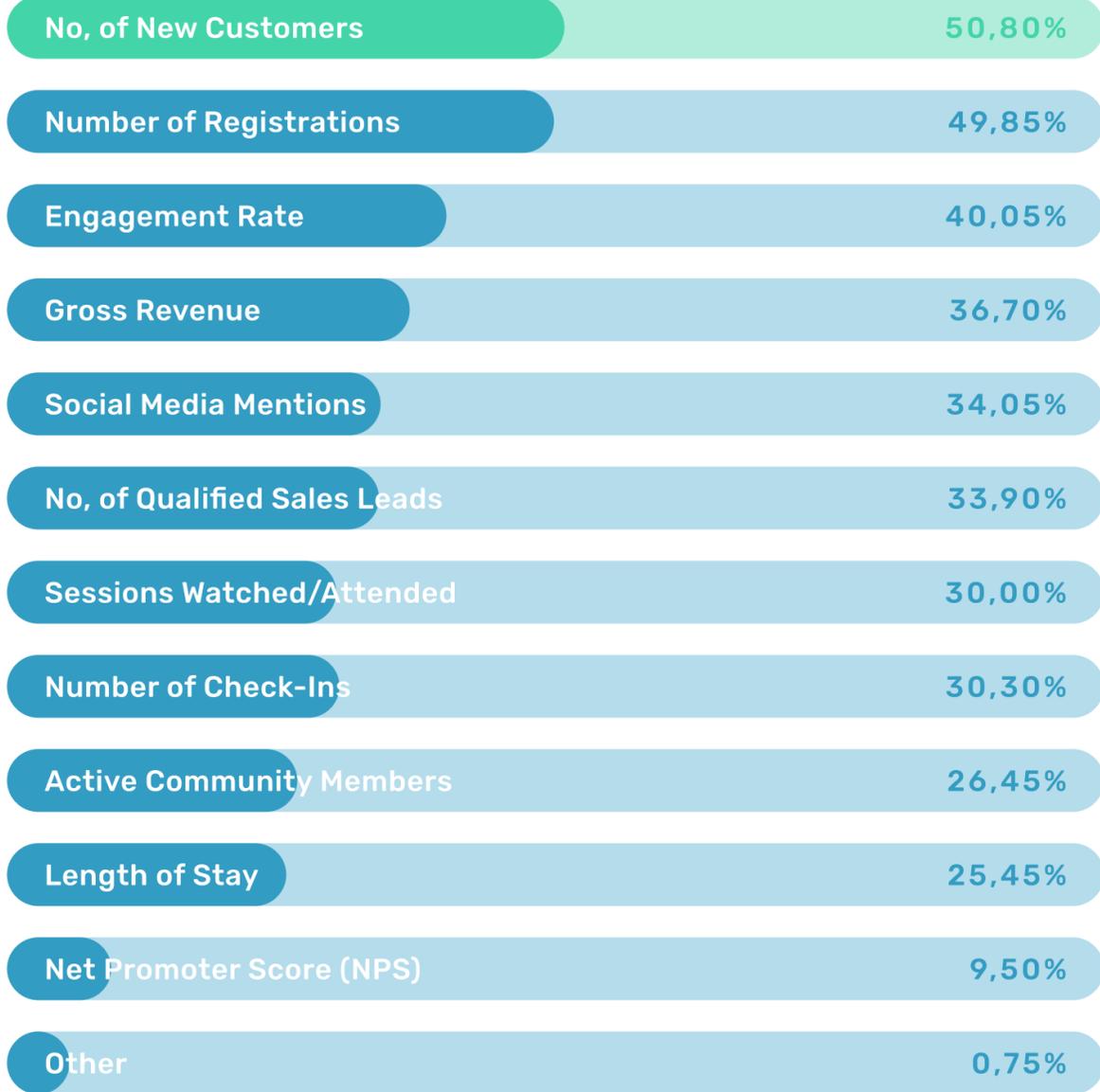
We need more quality instead of quantity, more cooperation between companies and industries to sharpen the added value for the target group.

**Hanna, Events & Communications Manager, Germany**

For event managers, adapting to this new mindset is essential though insufficient. Tackling these extra responsibilities while simultaneously meeting increasingly focused business objectives requires more support and more tools.

Not all of this assistance should come in the form of software and budget. Event managers and other event professionals have a tough job made even tougher through these added pressures. Be aware of the risk of burnout and provide access to mental health support.

#### WHAT KPI'S ARE THE MOST VALUABLE FOR YOU?



## FOCUS POINT: ENGAGEMENT

For 52.3% of English-speaking respondents, engagement rate was the most valuable KPI. But beyond the event marketing buzzword of the decade, what does engagement really mean and how is it meaningfully facilitated?

Understanding [engagement](#) requires a high degree of empathy with the attendee perspective – their objectives, cares, attention span, and doubts. As a thought experiment, imagine you are the guest. What would make you feel engaged? You would want to feel like you belong there; that you are not only receiving added value but that your own input is valued; and at risk of sounding like a stuck record, you would want to feel part of the community.

Eye-catching (virtual) stages and streamlined processes are a good start, but engagement should be stimulated before, during, and after an event. Deploy surveys, competitions, savvy social media usage, emotive video highlights, gamification, live polls, dedicated apps, and active participation. Throughout, attendees should be treated as people, not customers.

In 2022, going only with the obligatory [“thanks for coming” email](#) is clearly not enough. Event professionals must foster a shift in attendee outlook from “a fun day and a free lunch” to one of involvement and contribution. And for virtual events, where attendees likely suffer from “Zoom fatigue” and do not even get their free lunch, creatively encouraging engagement is more important, not less.

## THE HAPPY EVENT PLANNER

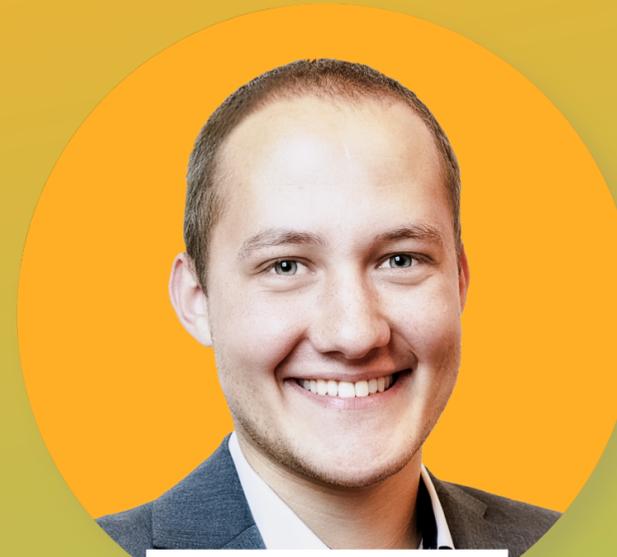
### EVENTS IN THE METAVERSE:

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— THE HAPPY —  
EVENT PLANNER



**Steffen Ronft**

Event Psychologist



**Danny Stefanic**

CEO @ MootUp

Get a (first?) glimpse of the Metaverse and be there when **Danny Stefanic**, Metaverse-mastermind and CEO of MootUp, and **Steffen Ronft**, event psychologist, take a deeper look into the possibilities the Metaverse has to offer for virtual events. Sign up for the first episode of **The Happy Event Planner**.

**SIGN UP NOW**

# Let's Talk About "Engagement"

**VALENTIN BACHMANN,  
DIRECTOR OF BUSINESS  
DEVELOPMENT AT WONDER**



## **WHY IS ENGAGEMENT AT VIRTUAL EVENTS IMPORTANT?**

For us at Wonder, engagement isn't just an important part of virtual events - it's the most essential part. We as event hosts need to ask ourselves what's going to get people to attend and stay. There are so many options to consume all types of great content online, so why would someone join an event that commits them to a specific time and place? The simple answer: the main reason people join virtual events is in order to engage! They want to play an active role in shaping their experience and leaving the event energized, with new ideas, lasting connections and great conversations.

## **WHAT INFLUENCE DOES SMART ENGAGEMENT HAVE ON THE EVENT ROI?**

When thinking about the ROI of an event you have to ask yourself: "What is the goal of this event? What do I want to get out of the event?" Generally speaking, successful events are based on happy attendees.

And happy attendees are people who experience that feeling of excitement and buzzing energy, where everyone leaves inspired to do it all over again.

This positive feeling is what you can achieve by making sure your event attendees play an active role in the event, by engaging them. And this will ultimately affect your sales numbers during the event, how your sponsors experience the event, how people view your brand and whether they'll show up again next time.

## **HOW CAN ENGAGEMENT AT VIRTUAL EVENTS WORK?**

We at Wonder believe in the principles of space and freedom - giving people the space to meet spontaneously, chat and interact with one another, while having the freedom to break out of the box through movement and interaction, and choosing who to talk to and for how long.

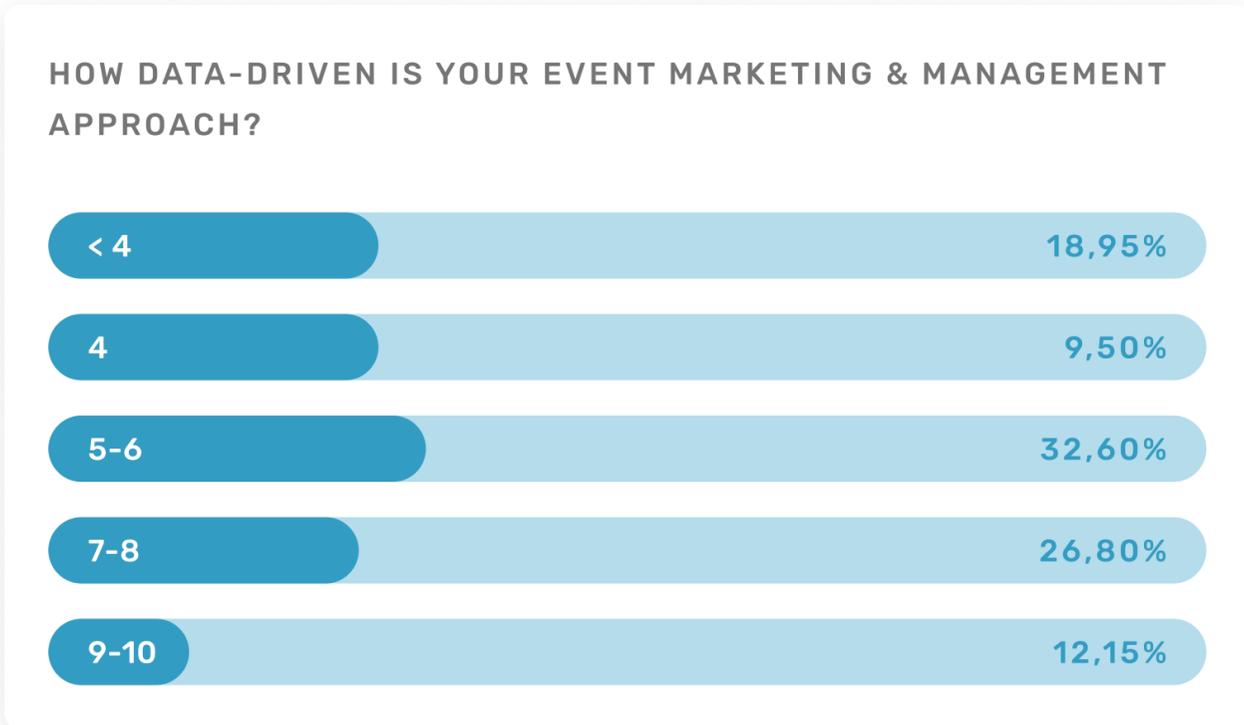
Engagement can be asking questions or sharing hypotheses during presentations, approaching and interacting with speakers during and after a keynote, discussing with like-minded people and attendees from the audience, and making new meaningful connections within your community. Adding breaks in between sessions, as well as bringing speakers and attendees together in one "room" will work wonders (pun intended). With these easy steps, you'll make sure your attendees actively interact with each other (instead of passively consuming content), experience moments of spontaneity and serendipity, and create human connection.

# Data Driven Future

## THE DATA STATUS QUO

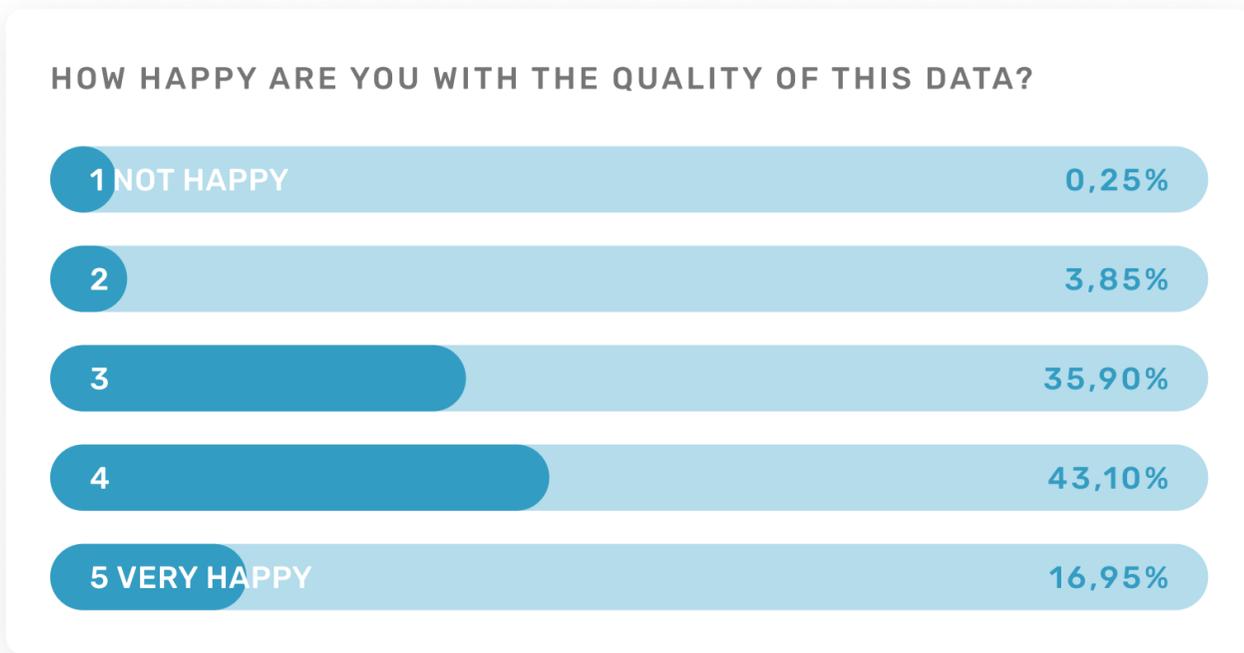
The ratio of event professionals who do and do not have a majority data-led approach is almost exactly 50:50. Given the quantity of data tools that are available, this split is far from ideal.

Unless [data](#) is made a central component of strategy, focused business goals will be unachievable. Fortunately, even for the top 25.05% who already show an impressive level of data-driven strategy, emergent and evolving tools offer scope for significant improvement upon prevalent event software.



## DATA AS PROOF OF SUCCESS

Though data usage is insufficient, event professionals do recognize its benefits – 89.4% believe event success can be proven through data and 53% are already required to prove success via data reports. Were managers and CMOs to increase emphasis on the delivery of these reports, the uptake of data usage would be expedited and the whole sector would benefit.



#### WHAT DO YOU USE THE COLLECTED EVENT DATA FOR?



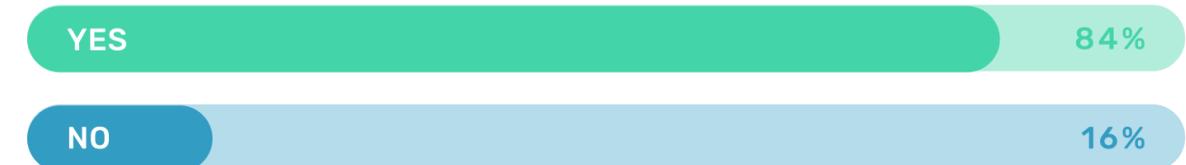
Adoption of data-reporting software would help too; 57.2% still do not use event management tools to create and deliver reports. While budget, time, and training were also suggested as resources that would help event professionals prove the impact of events, by far the greatest number of respondents gave “Better Reporting Tools” as their number one desired resource.

#### TECHNOLOGY AS THE KEY TO EVENT SUCCESS

Since 2020, technology has transformed the events industry. Data-powered tech is being used to improve planning, increase efficiency, and enhance effectiveness.

Tech is now being used to meet business specific goals at equivalent rates as it is being used to meet traditional event management goals such as improving attendee experience. Shifting trends in event objectives will move technology’s role further from these experiential objectives in coming years.

#### DOES TECHNOLOGY HAVE A POSITIVE IMPACT ON THE SUCCESS OF YOUR EVENT?



The events industry still lags behind other industries and channels – the vast majority of which have welcomed data usage with open arms. Less than a fifth of event professionals believe their data is of top quality, revealing another barrier to adoption and another avenue of opportunity for transformative tech.

## TRENDING TECH: EXCELLING WITHOUT EXCEL

When asked which technology they use that has the most positive impacts on events, social media (77.7%) was unsurprisingly respondents' most given answer. The impact of social media, a constantly evolving behemoth with remarkable reach, should never be underestimated.

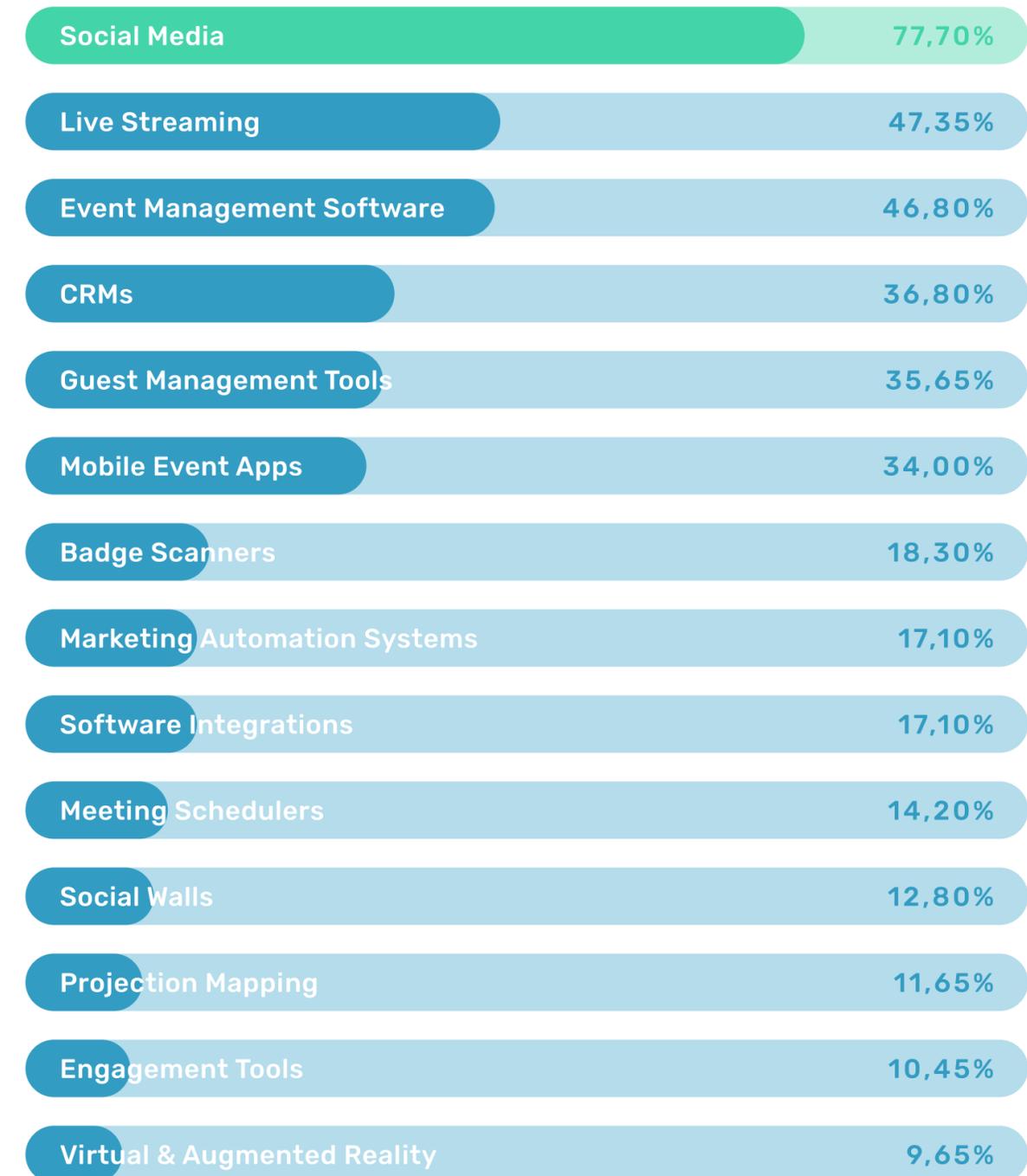
[Live Streaming](#) (47.35%) and [Event Management Software](#) (46.8%) were by far the next most popular. As long as hybrid and virtual events remain prevalent, the two technologies will be particularly effective when used in unison.

Due to the last 2 years, the event industry has become even more open to change, adaptation and even outside-the-box thinking. This dynamic can be both scary and exciting and I am very happy to be a part of this change and to have acquired new, unexpected skills with it.

**Samuel, Event Manager, Germany**

CRMs (36.8%), Mobile Event Apps (34%), and [Guest Management Tools](#) (35.65%) were also popular answers. Finally, it seems, our industry is ditching Excel. Though perhaps the most revealing answer of them all was "[Engagement Tools](#)" – only 10.45% report using them with great positive impact. Event professionals rank engagement as one of the most important KPIs, yet through lack of access, effectiveness, or awareness, only a fraction of them actually utilizes the technology designed for that purpose.

### WHAT EVENT TECHNOLOGY DO YOU USE TO INCREASE THE POSITIVE IMPACT ON YOUR EVENTS?



# *A Glimpse Into the Future*

The pandemic has shifted expectations for event professionals. Focused business goals are now attached to events, extending the event manager's responsibilities far beyond attendee value and a smooth experience. They must now prove results for the entire value chain.

It's been a very tough couple of years, and I hope for the future that all those who thought they would like to enter the industry will not lose that desire. The industry will always need new, fresh ideas.

**Andrea, Conference & Meeting Planner, Canada**



# Buzzwords for the Year



## EVENTS IN THE METAVERSE FOR BUSINESS

The hype surrounding the Metaverse cannot be overlooked. Big tech is expanding into the metaverse, committing millions of dollars worth of investment to be a part of what is geared up to be a trillion dollar industry. Yet, while much attention has been placed on the metaverse within a B2C setting, it's true that disruptive potential also lies in its application within enterprise. This is now being referred to as the "Metaverse for Business".

The Metaverse for Business concept is simple: it refers to the creation and use of shared, 3D virtual spaces that businesses can use to engage with their associates. There are no limits to the levels of engagement. Metaverse ecosystems can be created internally for brainstorming sessions or weekly meetings, through to external events, client engagement, and even training and recruitment. This is why the Metaverse for Business is so exciting.



### 100% INSPIRATION, 0% SPAM.

Do you want to stay on top of future event topics, such as the Metaverse? Then register for our regular Sweap newsletter and profit from insights, trends and much more.

[REGISTER NOW](#)

However, online events have been around for years.. More recently, we have seen more organizations rely on virtual events to expand their audience reach and encourage active participation. The reality is that most of these events were 2D in nature - they repurposed existing video conference call and chat technology rather than offering new formats. The Metaverse for Business changes all of this by offering truly immersive virtual events. Attendees can explore a virtual, online event with their customizable avatars, and treat the experience as if they were physically there. This way of working is following a trajectory that will see mass adoption in the coming years.

# Let's talk about: "The Metaverse"

**DANNY STEFANIC,**  
**CEO AT MOOTUP**



## **WHY IS 2022 SUCH AN IMPORTANT YEAR FOR THE METAVERSE?**

The metaverse is by no means a new concept. For those interested in VR and AR technologies, we have been exploring the potential of the metaverse to see how it can transform society since the early 2000s. In my mind, it's never been a question of if the metaverse will take hold in society, but when.

Facebook's rebranding to Meta Platforms in 2021 was one of the catalyzing events. It sparked an ongoing wave of interest that is growing in momentum everyday. Companies like MootUp by Hyperspace<sup>mv</sup> (Metaverse for Events) and LearnBrite (Metaverse for Training) have already built metaverse ecosystems well in advance of Facebook's rebranding and are already being used by organizations around the globe. The metaverse is not on the horizon - it is already shaping the future of work, and businesses are able to take full advantage of it today.

## **WHAT ARE THE BENEFITS OF HOSTING AN EVENT IN THE METAVERSE?**

When we attend an event in the physical world, what we really enjoy is the interaction and engagement around presentations. From networking with other attendees to taking part in social activities, events are an all inclusive experience. 2D events and video conference calls have never been able to deliver this experience, meaning attendees are at risk of not being as engaged or interactive.

The metaverse leapfrogs over traditional online events by adding in the 3D element, a sense of presence with avatars along with shared environments. Doing so encourages more active participation from the audience, and quite simply delivers a more enjoyable experience.

## **ARE THERE ANY OBSTACLES PREVENTING COMPANIES FROM USING THE METAVERSE?**

I believe this comes down to education and awareness. We have all heard about the metaverse, but I think many business leaders can be confused by its practical application within an enterprise setting. They either think it is too expensive or inaccessible: both of which could not be further from the truth. The metaverse is an open and inclusive online ecosystem, and this is core to our offering at MootUp by Hyperspace<sup>mv</sup>.

Unlike other platforms which require users to download software or require VR headsets, MootUp by Hyperspace<sup>mv</sup> runs on any browser and any device with no downloads or installations. All online events can be accessed via a web link, meaning that anyone can access the 3D virtual environments in a matter of seconds using their own unique avatar.

# Kind Words from Happy Event Planners



This is a great survey. So thankful to be a part - I tend to underestimate myself, and there is so much potential in the industry and also in the evolution of it.



This survey was helpful to reflect on last years events.



This survey was the perfect length and asked important questions to gain insights from event managers. I enjoyed being a part of it!



Good survey! Good questions & easy to navigate.



This survey was very straight and to the point about everything that the Industry is built on and is continuing to build on futuristically.

A great survey ! Thanks for having me participate.



Thanks for this survey, it was fun thinking about these questions and learning more about how I feel personally about the entire process.



Your survey is visually very well done.



I find the survey very important because the industry cares too little about itself and has too little lobby to change or draw attention to itself.



I really liked your survey, hope you'll get awesome insights.



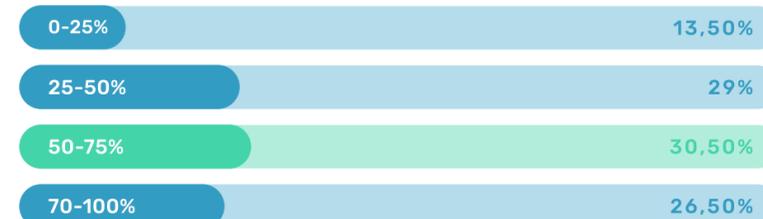
Thank you for this survey, very interesting.



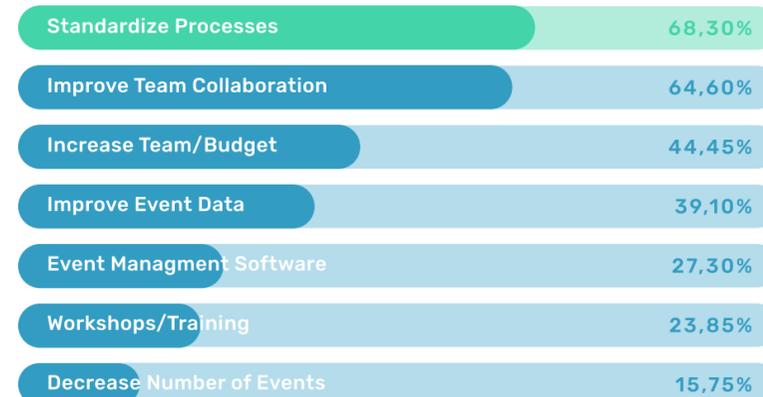
# Data, data, data

The State of Event Management Survey consisted of 40 questions. You have been shown most answers throughout this report. We have visualized all answers that were not shown on the previous pages here for you.

## HOW MANY OF YOUR VIRTUAL EVENT REGISTRANTS CONVERT TO VIRTUAL ATTENDEES (IN %)?



## WHAT EFFORTS ARE YOU PLANNING IN MAKING YOUR EVENT MANAGEMENT PROCESS MORE EFFICIENT?



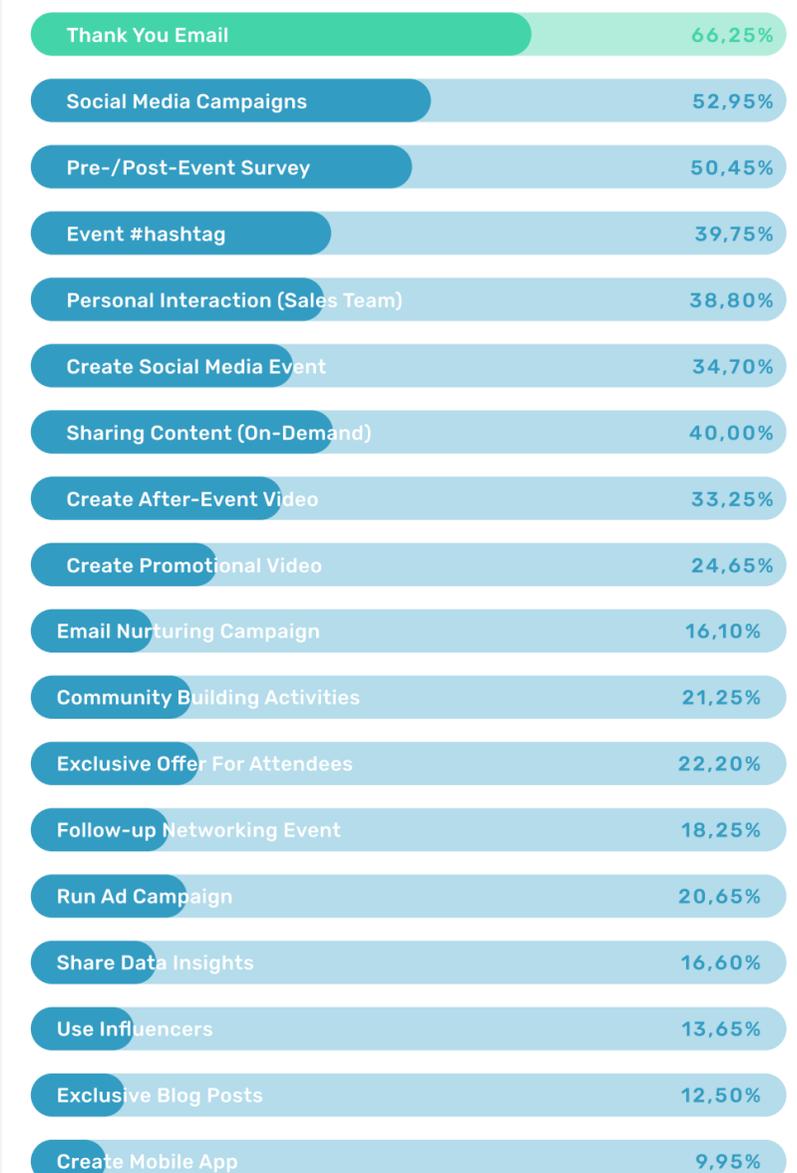
## WHICH AREAS REQUIRE THE MOST EFFORT WHEN ORGANIZING AN EVENT?



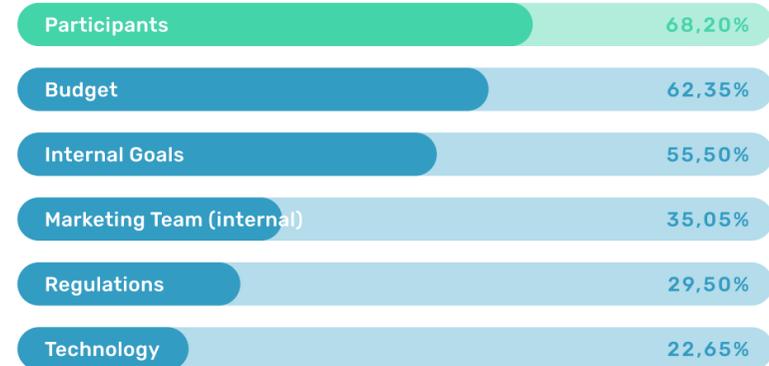
## WHAT ARE THE BIGGEST CHALLENGES FOR EVENT PROFESSIONALS?



## WHAT DO YOU DO IN TERMS OF PRE- & POST-EVENT ENGAGEMENT?



WHEN CREATING YOUR EVENT MARKETING STRATEGY, WHICH FACTORS IMPACT THIS STRATEGY THE MOST?



WHICH OF THE FOLLOWING DEFINE A SUCCESSFUL EVENT FOR YOUR COMPANY?



ARE YOU REQUIRED TO GIVE A DATA-BASED REPORT ON YOUR EVENT SUCCESS TO YOUR MANAGERS?



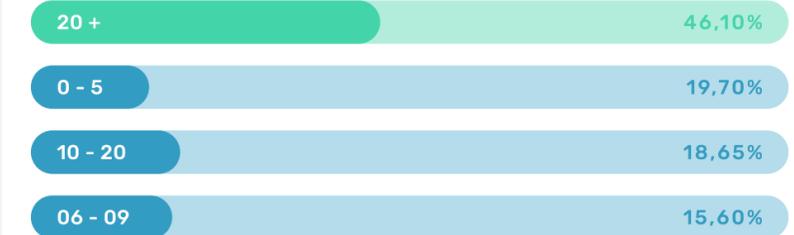
DO YOU USE EVENT MANAGEMENT SOFTWARE FOR THIS?



ARE EVENTS A CRITICAL MARKETING CHANNEL FOR REACHING KEY BUSINESS OBJECTIVES IN YOUR COMPANY?



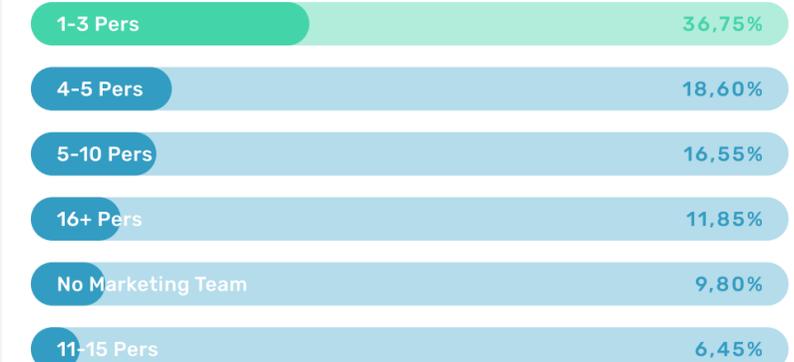
HOW MANY EVENTS DO YOU HAVE PER YEAR?



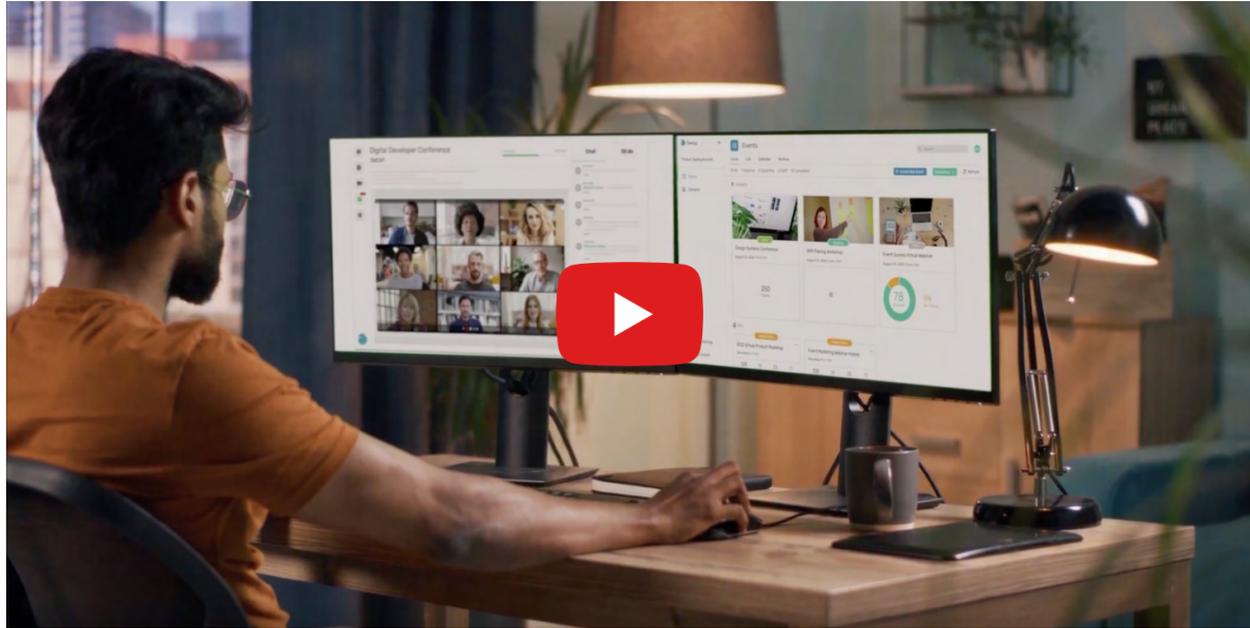
WHAT SIZE IS THE COMPANY YOU WORK FOR?



HOW BIG IS YOUR MARKETING TEAM?



# Meet Sweap



In 2022, our mission is to make events the most valuable marketing channel and give event professionals the right tools to prove their event success. Over the past years, our team has steadily reinvented our event platform to meet the demands of global event professionals. The result: a new kind of event management software that brings value to the business and efficiency for the people involved in the event organization process. We are very proud to announce Sweap, the world's first fully integrated Event Efficiency Platform.

The future lies in the necessity to easily organize events and attribute their success to your business. Our intelligent platform gives granular insights on performance. All event data is automatically synced with your CRM.

 <p><b>Event attribution &amp; reporting</b></p> <p>Actionable insights and clear overview of event performance, and campaign stats to make critical decisions for your next event.</p>	 <p><b>Effortless Guest &amp; Speaker Management</b></p> <p>Automated communication with event attendees, speakers and partners using customizable and pre-built email templates.</p>	 <p><b>Campaign Orchestration</b></p> <p>Scale your event program by creating, managing, and analyzing with ease events of any type and format.</p>
 <p><b>Seamless Integrations</b></p> <p>Endless list of available integrations, you can easily connect the SWEAP event platform with your preferred tech stack or app.</p>	 <p><b>Sleek &amp; Easy-to-use</b></p> <p>Easy to use learn platform that's even easier to create an event in just minutes not hours.</p>	 <p><b>Secure, white-label event solutions</b></p> <p>Build registration web pages and email campaigns in line with your brand identity.</p>

FIND OUT MORE ON [SWEAP.IO](https://sweap.io)

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