

BESydney commissioned two research studies in June 2020 with the purpose of gleaning insight into the sentiments of both meeting organisers and delegates regarding the resumption of global conferencing in light of the COVID-19 pandemic.

ORGANISER SENTIMENT

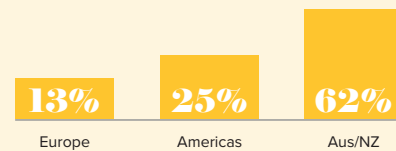
Key destination selection criteria

The Top 5 selection criteria in evaluating a destination have remained consistent over the past three years:

1. **Conference venue**
2. **Appeal of the city**
3. **Accessibility**
4. **Cost**
5. **Hotels**
e.g. proximity to venue, availability

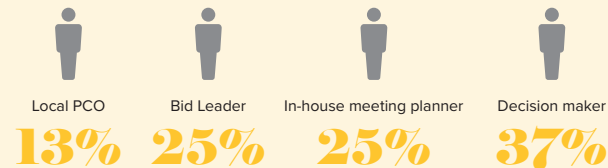
Respondent profile

Country of origin



Respondent profile

Role in relation to meeting



100% OF ORGANISERS

are likely to travel sooner to destinations that were less impacted by COVID-19 than to those severely impacted.

TOP 5 PREREQUISITES FOR RESUMING LONG HAUL CONFERENCING



96%

Confidence borders will be reopened and flights available when the event is held



96%

Company travel policy is in place



96%

Employer funding/travel budgets are available



93%

Quarantine periods to be lifted



93%

World Health Organisation recommendations are in place



LIKELY TIMEFRAME FOR RESUMING LONG HAUL CONFERENCING



LIKELY TIMEFRAME FOR RESUMING SHORT HAUL CONFERENCING

International less than 6 hours



DELEGATE SENTIMENT

IMPACT OF NO FACE-TO-FACE CONFERENCING



Global networking opportunities were what delegates missed most about not being able to attend a face-to-face conference.

87%



Stated not attending a face-to-face conference made them re-evaluate the importance and value of face-to-face conferences

62%

Delegates also felt there was a high impact, reducing their opportunity to:



84%

Make business contacts

60%

Secure business deals

75%

Generate business leads

55%

Close business deals



66%

Develop professionally

60%

Acquire knowledge

58%

Hear about the latest research



48%

Establish research collaborations

41%

Obtain research funding partners



68%

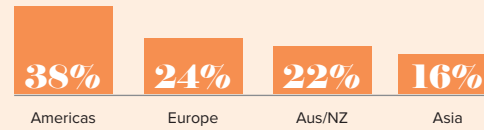
Gain recognition in their field

57%

Showcase their latest research

Respondent profile

Country of residence



50% OF DELEGATES ARE

likely to travel sooner to destinations that were less impacted by COVID-19 than to those severely impacted.

TOP 5 PREREQUISITES

FOR DELEGATES TO RESUME FACE-TO-FACE INTERNATIONAL CONFERENCES*



Confidence that flights will be available when the event is held



Quarantine periods to be lifted at home and in destination country



Favourable Government travel advice in the destination country



WHO recommends it is safe to travel is in place

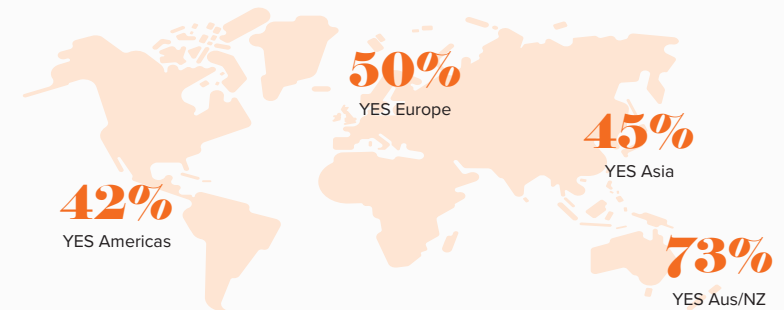


Venue and supplier policies cover cancellation due to pandemic

*Items differ in priority according to where in the world a delegate resides

LIKELY TO TRAVEL

SOONER TO LESS IMPACTED DESTINATIONS



LIKELY TIMEFRAME FOR DELEGATES RESUMING LONG HAUL CONFERENCING



17%

Oct-Dec 2020



22%

Jan-Mar 2021



15%

Apr-Jun 2021



15%

Jul-Sep 2021



12%

Oct-Dec 2021



13%

2022



6%

Later than 2022

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besydney.com.au
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