

IHF Dublin Chapter

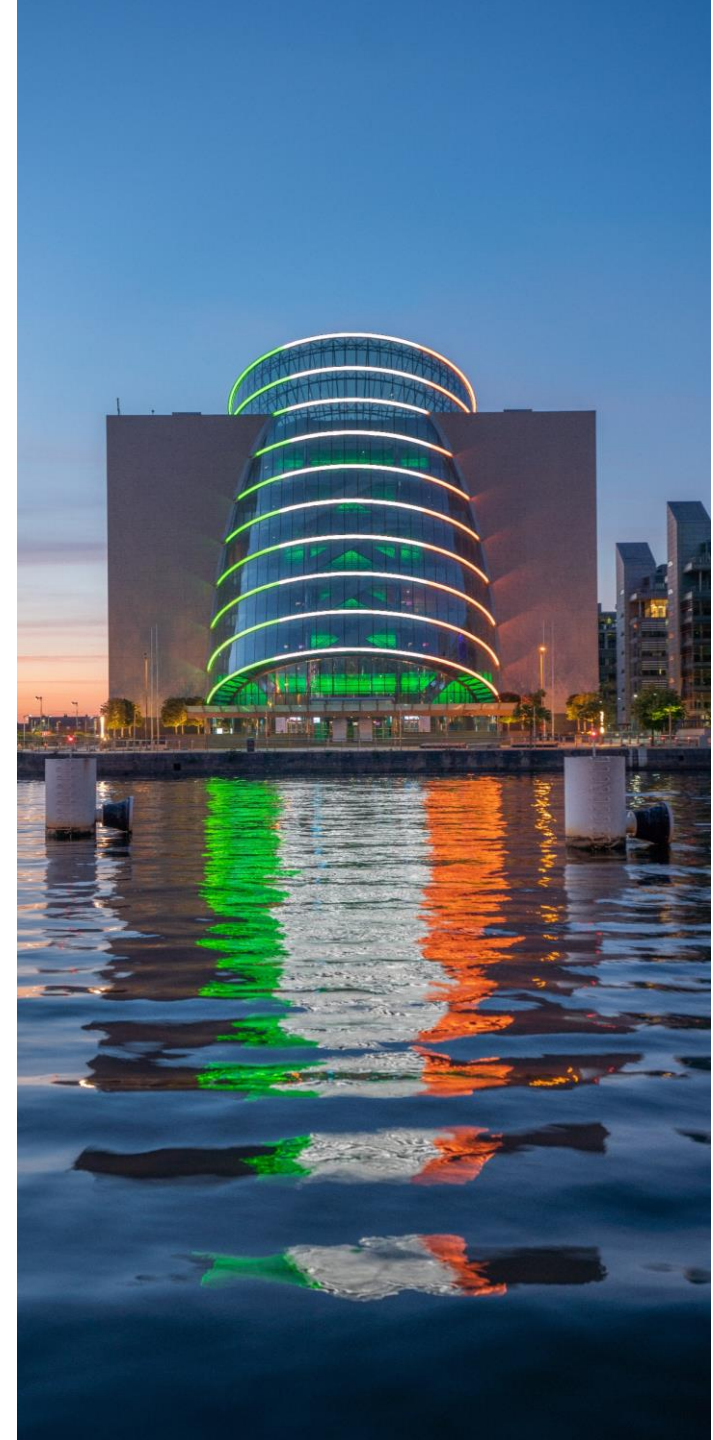
The CCD Update

March 2023



The CCD - Business Outlook

- 2022 – National market, followed by international association
- 2023 – Best year to date
- International Associations back strongly
- Corporate more hesitant
- Shorter lead time than pre-pandemic
- Events less well attended
- Some hybrid – streaming/recording
- Contract discussions protracted
- In-person definitely back
- Staffing issues contributing to short termism



The CCD Research

- Qualitative based on eight customer interviews



The metamorphosis of the delegate

Delegate behavioural changes impact event type, timing, format, motivation and planning – flexibility is king.



TIME IS THE NEW CURRENCY

The pandemic has changed the currency of 'time'. The threshold for leaving the house is so much higher than it used to be.

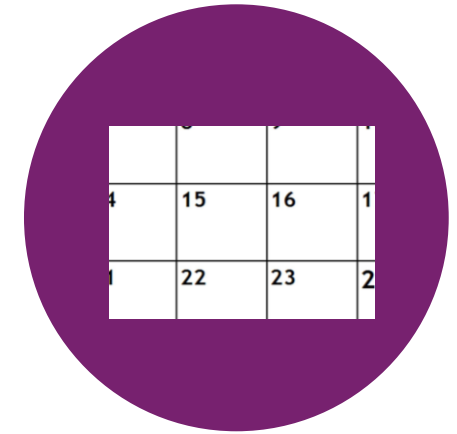
Events must offer demonstrable value to entice people out of home.



HUMAN CONNECTION

Following a few years of isolation, people place higher value on in-person interactions. Human connection still the biggest draw to conference attendance.

Hybrid events appeal to the socially anxious or life jugglers who will dial in and listen whilst doing other things



BEHAVIOURAL CHANGE

People plan less and more likely to decide on the day. Difficult to predict and plan. For associations, event success determines future event planning.

Unpredictability of delegates drives value that organisers place on flexible terms and attrition rates

The events world has changed

Events must demonstrate worth to compete with personal time, justifying the need to travel and spending time away from home

Event format

- Impacts event format - Digital events tend to be shorter, but preference for in-person events.
- More interactive / dynamic formats.

Hybrid offerings

- People typically happy to be back in-person.
- Not as many dialling in as wanted
- It is not the whole event
- Certain presentations recorded to be shared later
- Social anxiety has seen delegates attending digitally even though they are there in person i.e. dialling in from a local pub for example (although this might also be to do with the grandeur of the venue), prefer a more relaxed vibe which can be difficult if the event is >1000 delegates
- Depending on the sector, make people feel comfortable (dress code more relaxed offer a choice of rooms that might be less grand)

“Delegates are used to online events since Covid as they are more convenient & fit in with their busy lives. So if we’re asking them to attend in-person, there must be a really good reason for them to come” – Corporate

“Our committee chooses the key lectures and talks to stream. Delegates have to attend in-person if they want the full agenda” – Association

“...the way people work today changed so much. They are inclined to play with their agenda in a different way. ... They consider how important is that? Do I really need to travel? Can I stay home and do that remotely?” – Association

Changes for both Organiser and Delegate

Demand for flexibility shifts relationship between venues and organisers from service provider / client to an equal partnership

"You've just got to be mindful that what works this year might not work next year" - Association

- Less predictable
- More 'last minute'
- Late cancellations requiring refunds

Delegates demand flexibility

"Be flexible around your value. It's not just about cost" - Corporate

- Need to be fair to members and tend to refund cancellations
- Leaving booking windows open for longer
- Event lead-times has reduced

Organisers led by delegate demands

"For us, the most important thing about flexibility is whether the venue would be flexible about postponing events." - Association

"Cities with higher yields tend to be more flexible" - Corporate

- Flexible cancellation policies
- Fair attrition rates
- Late notice confirmation (e.g. for catering)
- Make flexibility your value

Venue response to new normal

"Avoid being run by your yield manager." - Corporate

