



**HOLYROOD** *Events*

# The Future of Events

Delegate Survey - June 2021





# Background

The future of events looks different than it did before COVID-19. Now we are tentatively preparing for the future. As well as developing engaging interactive virtual and hybrid experiences, we're getting ready for when we next see each other in-person. The safety and comfort of delegates will be at the heart of our planning.

The most recent Scottish Government guidance has outlined a timetable for returning to indoor business events, and it's important for us to understand how confident delegates are in returning to in-person events as we move out of lockdown.

**604**

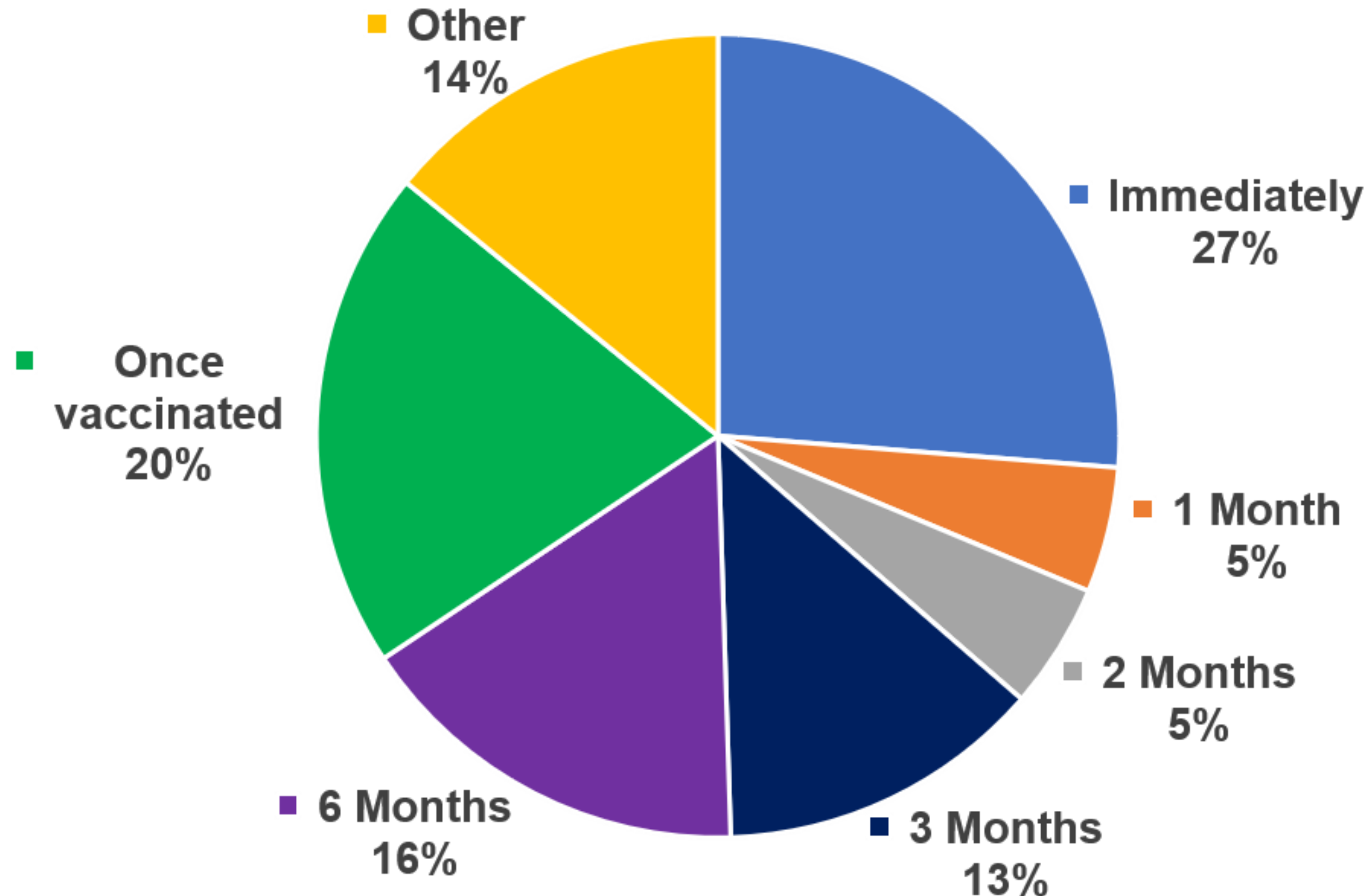
People Filled out the Survey

**5**

Questions were Asked



How soon will you feel comfortable returning to socially distant in-person events once they are allowed to take place in June?





# Other

*How soon will you feel comfortable returning to socially distant in-person events once they are allowed to take place in June?*

## Timing

- Happy to return immediately
- One Year (10 people had same response)
- Never (6 people had same response)
- Not for a long time
- Don't think we can put a timescale to it

## Vaccines

- Not until I'm vaccinated and case rates are very (5)
- Not until everyone has been vaccinated (12)
- Not until all members of my household are vaccinated (2)
- Only if attendees are required to provide both proof of full vaccination and two negative flow tests prior to the event

## Virtual Events

- If I could do it online, I would (6)
- I will not be travelling to events, it will be online only
- It would depend on the added benefit of travelling, time, cost, limits in numbers and environmental impacts to attend (2)
- Prefer a mixed model (hybrid events)

## Other

- Hard to know at this time (3)
- Depends how large the event is - would be willing to go to small events (4)

## Community Guidelines

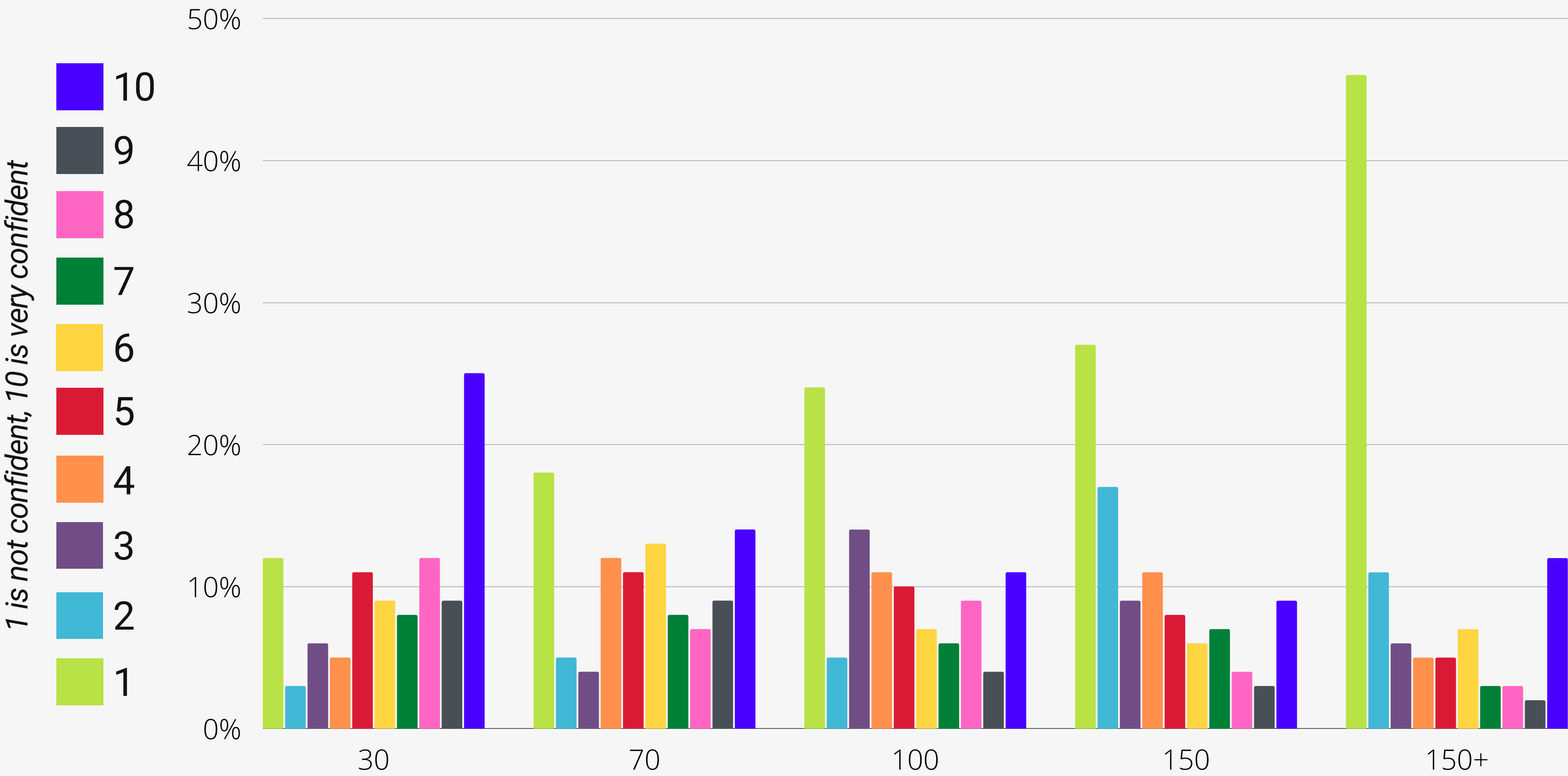
- Not until restrictions are lifted (3)
- When I feel public transport is safe (3)
- Once community case rates are low (4)
- Not until pandemic is deemed under control (6)
- When safe for shielders (2)
- Need to wait on evidence (2)

## Note

*If there is a number in parenthesis, that is how many people made that comment*



# One a scale from 1-10, how would you rate your confidence in returning to in-person events of different sizes?




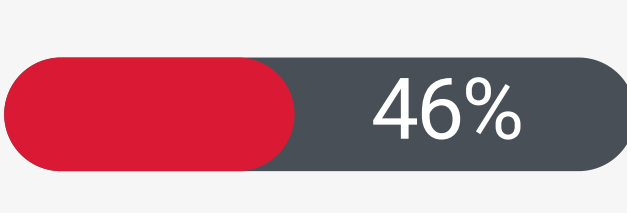



# Which of the following measures would make you feel comfortable returning to in-person events?

Social Distancing (1 metre)  33%

Social Distancing (2 metre)  46%

Vaccine Passports  44%


Proof of negative COVID-19 test  46%

Hybrid Event  44%

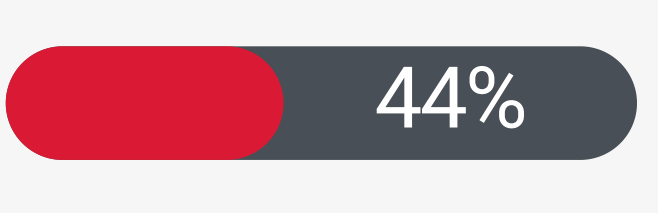
Hand-santising gel throughout venue  71%


Temperature checks at registration  48%

Contactless registration  65%

Individual lunch boxes  51%

Mandatory Face Masks  60%

Digital Copies of agenda/ sponsorship materials  44%

Arrival and departure times outside of rush hour  57%

Other (listed on next page)  13%



# Other

*Which of the following measures would make you feel comfortable returning to in-person events?*

- Good ventilation (14)
- Good audio equipment for deaf and hard of hearing (social distancing and masks make it more difficult)
- Face masks when moving between sessions (4)
- As long as any of these measures are in place, I will not be returning to in-person events (4)
- People do not adhere to social distancing
- No restrictions necessary or none of the above (19)
- Encourage lateral flow test prior to attendance
- Hands free hand washing facilities
- Screening at more populated areas
- Limited Numbers
- No over crowding (2)
- Keep events online (8)
- I would not want to use public transport to attend
- None of these would suffice while the threat exists (6)
- Half day events so no need to stay for lunch



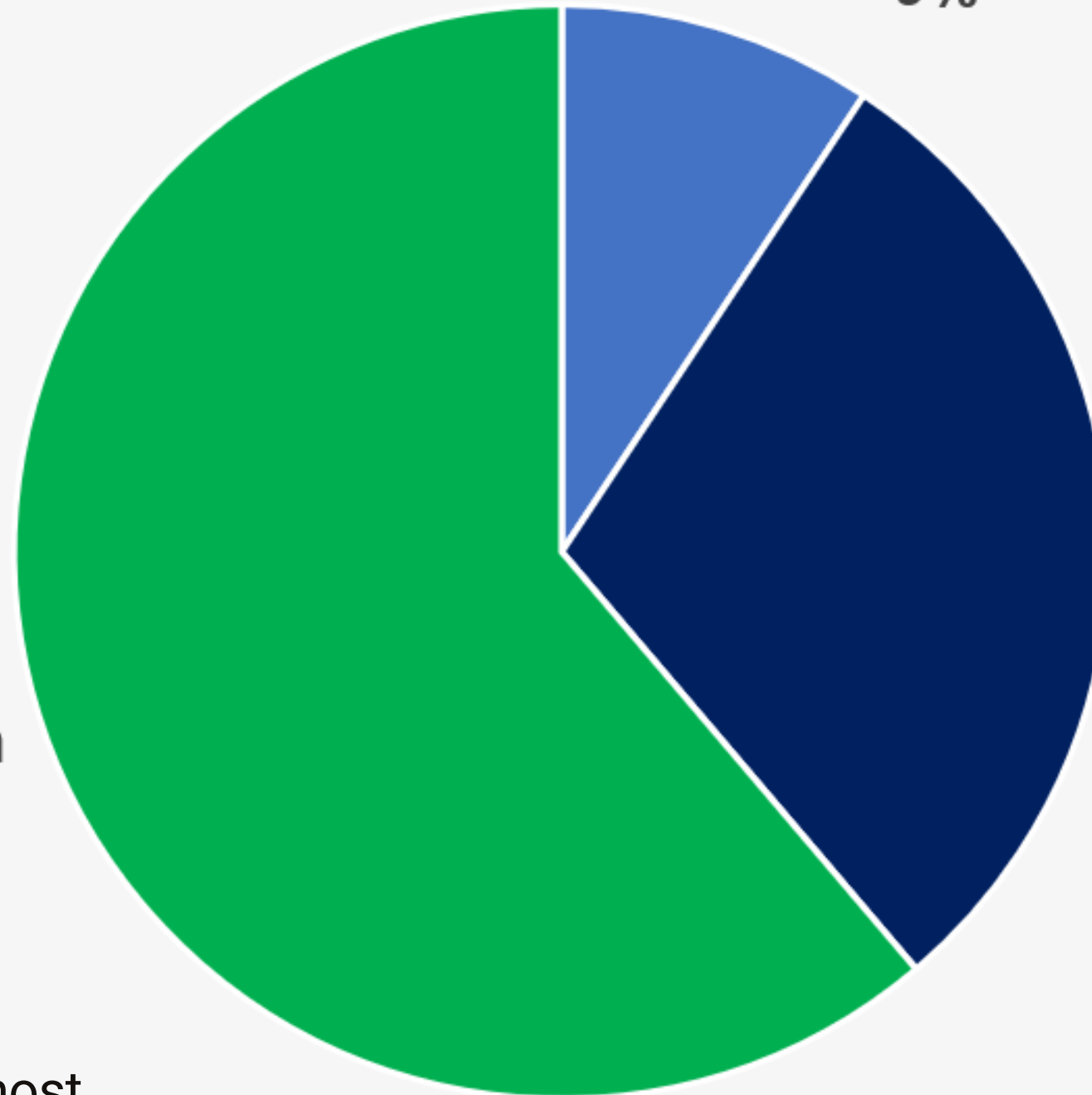
# How do you plan to attend events in the future?

## **Both**

- Depends on type of event
- I would like to have the choice
- I'll be highly selective about what I attend in-person

■ **Both**  
61%

■ **In-person**  
9%



## **In-Person**

- Networking!
- Idea exchange
- It's time to get back to normal

■ **Online**  
30%

## **Online**

- Saves time and travel costs (convenience); better for the environment
- Online until vaccinated;
- Can attend more events

\*The comments listed above are the most repeated. For a full list of responses, you can request the survey results



# Key Analysis



- ✓ Most delegates are still uncomfortable returning to in-person events once allowed to
- ✓ Most delegates will attend a mixture of online/in-person going forward. Significant % online only
- ✓ In-person events still valuable for networking and idea generation
- ✓ Opportunity to continue to innovate event formats and delivery noting responses vary widely and one-size-fits-all won't work
- ✓ Commercial models, marketing narrative and sales approaches need to innovate to meet targets (delegates & financial) and expectations (internal and sponsors)