

What Matters Most to Meeting & Event Professionals

Wondering what your peers are doing to remain competitive and enhance their events? Here are the essential trends and strategies they're implementing and how they're feeling about the near future.

Meeting/event organizers remain cautiously optimistic

Despite challenges, planners remain confident they will be able to execute on their meeting and event goals.



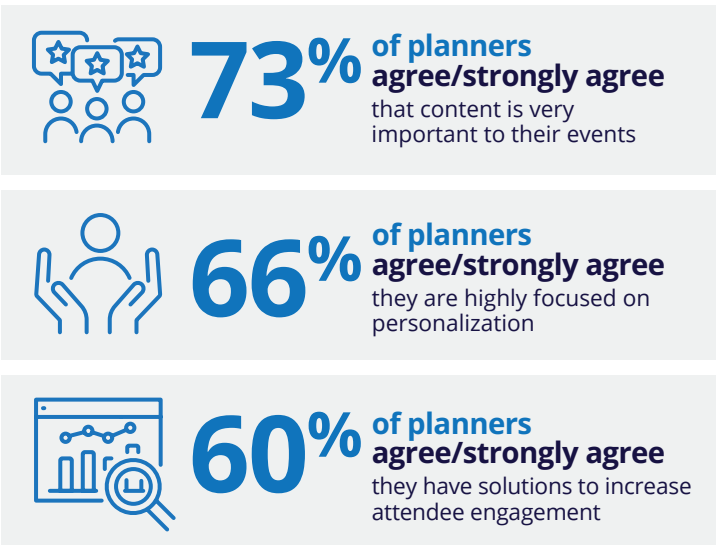
Encore Planner Pulse; March 2025
Base: Total (n=132)
Question: Thinking about the year ahead, how do you feel about your ability to execute your event goals?



Encore Mini-Pulse; May 2025
Base: Total (n=125)
Question: Thinking about the remainder of 2025, how do you feel about the outlook for the meetings/events industry?

Quality content production delivers desired business outcomes

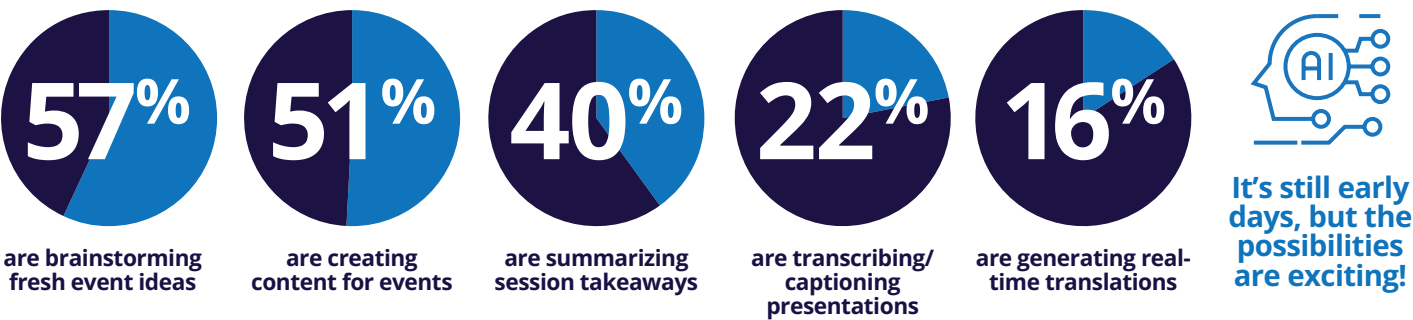
Planners are laser-focused on enhancing the quality of content production, personalizing events, and developing new ways to engage attendees to increase meeting ROI.



Encore Planner Pulse; March 2025
Base: Total Planners (n=132)
Question: How much do you agree or disagree to the following?

AI-enabled meetings and events on the horizon

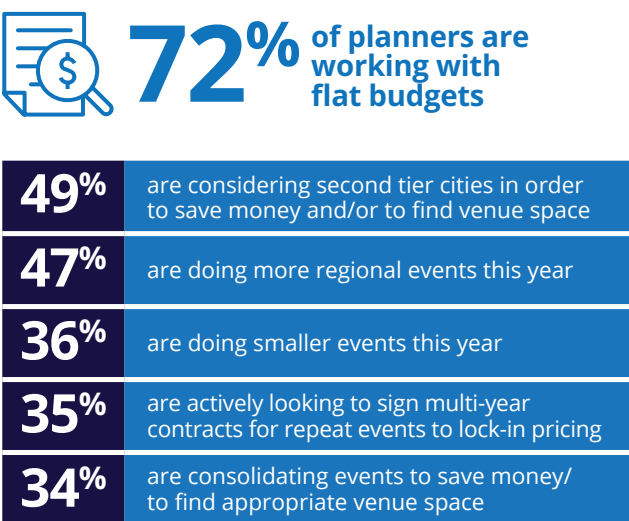
Half of your peers are actively using AI to facilitate the planning process in a variety of ways.



Encore Planner Pulse; March 2025
Base: Total Planners (n=132)
Question: A PCMA Convening Leaders study said that 62% of meeting planners are using generative AI tools to assist with their jobs. In your case, which of the following is true:

Second-tier cities, multi-year contracts provide increased value

With 72% of planners reporting flat budgets, meeting and event professionals are finding creative ways to stretch their budget dollars.



Encore Planner Pulse; March 2025
Base: Total (n=132)
Question: The latest AMEX Global study said that 66% of planner's budgets are increasing. However, this may simply be cost of living adjustments, in your case, which of the following is true?

New approaches to traditional formats pay off for both planners and attendees

Audience members still crave traditional content formats, but event organizers are infusing a mix of fresh strategies like:

- ✓ Making events feel more personal and tailored
- ✓ Upping their game on content production
- ✓ Hosting smaller, interactive sessions for networking and hands-on work
- ✓ Bringing energy to general sessions with live presentations
- ✓ Using mobile apps, social media and real-time polls to keep people involved

Planners also noted the mix of methods required to engage attendees, using an average of 4 different techniques to do so.

Encore Planner Pulse; March 2025.
Question: Thinking about your events, how do your attendees prefer to receive and consume content?