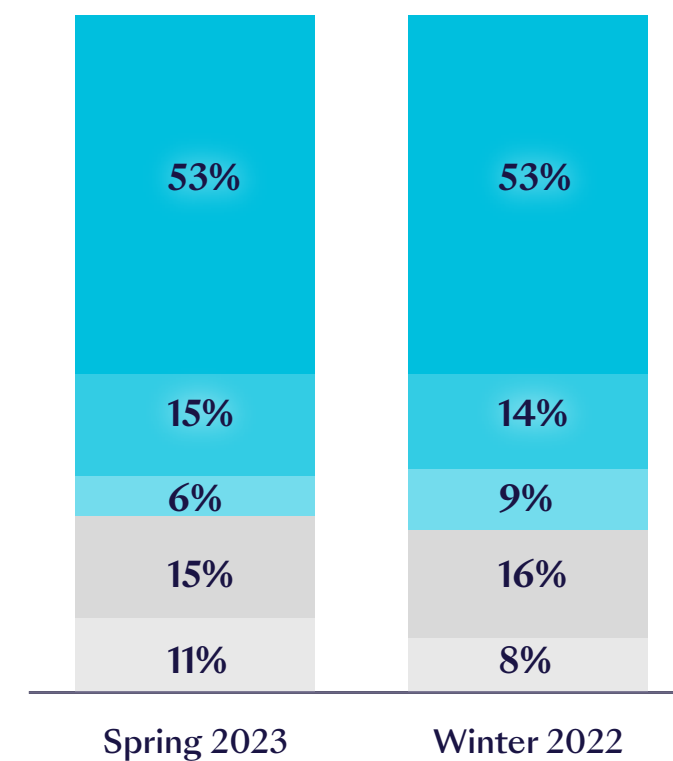


## Current Focus for Planning Events

**74%**  
of event planners are actively engaged in event scheduling

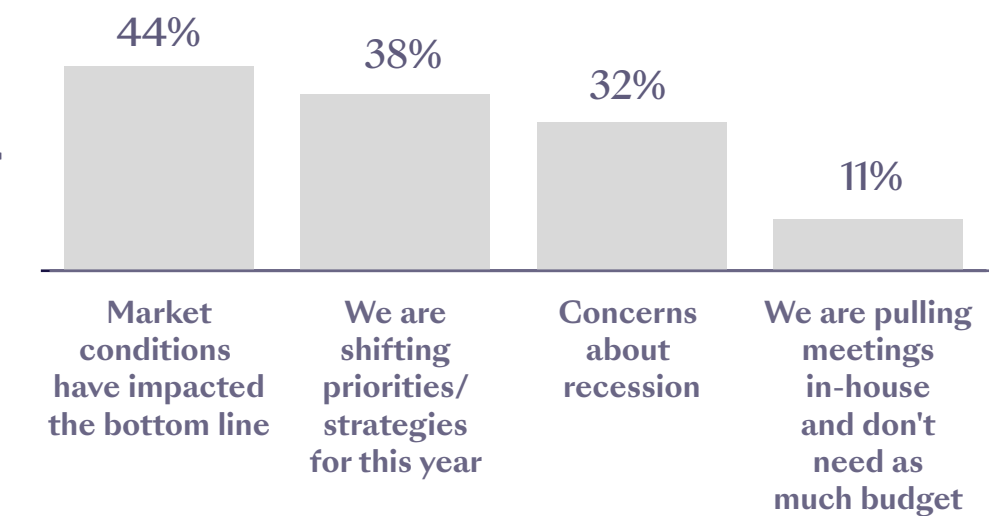
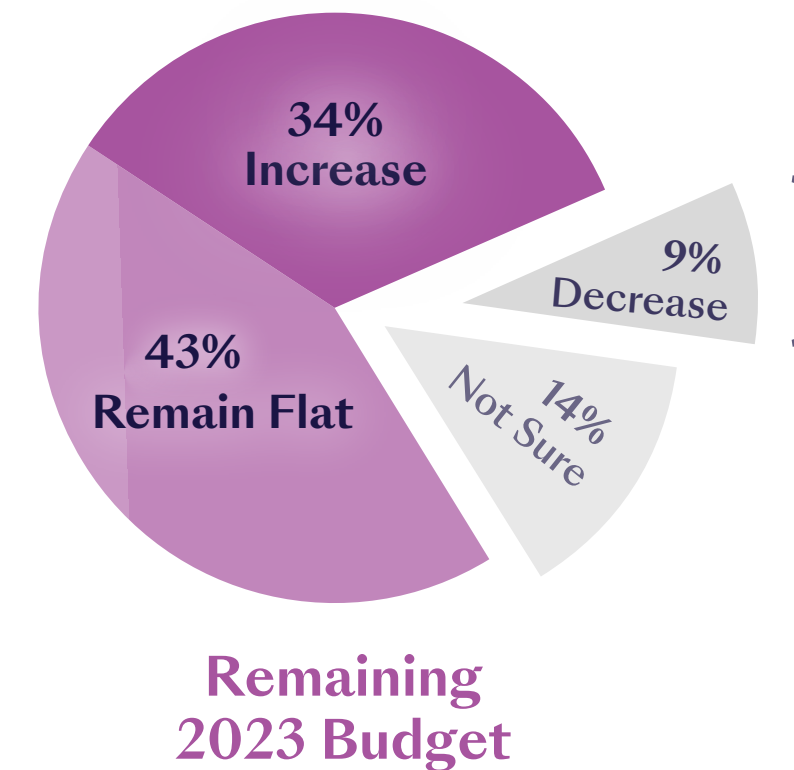


- I am booking new events
- I am actively sourcing new events with RFPs
- I am rescheduling or rebooking events
- I am researching potential new events, but not ready to issue an RFP
- I am not currently focused on in-person or hybrid events



## Rate of Expected Change in Remaining 2023 Budget

**77%**  
of planners indicate budgets will increase or remain flat for 2023



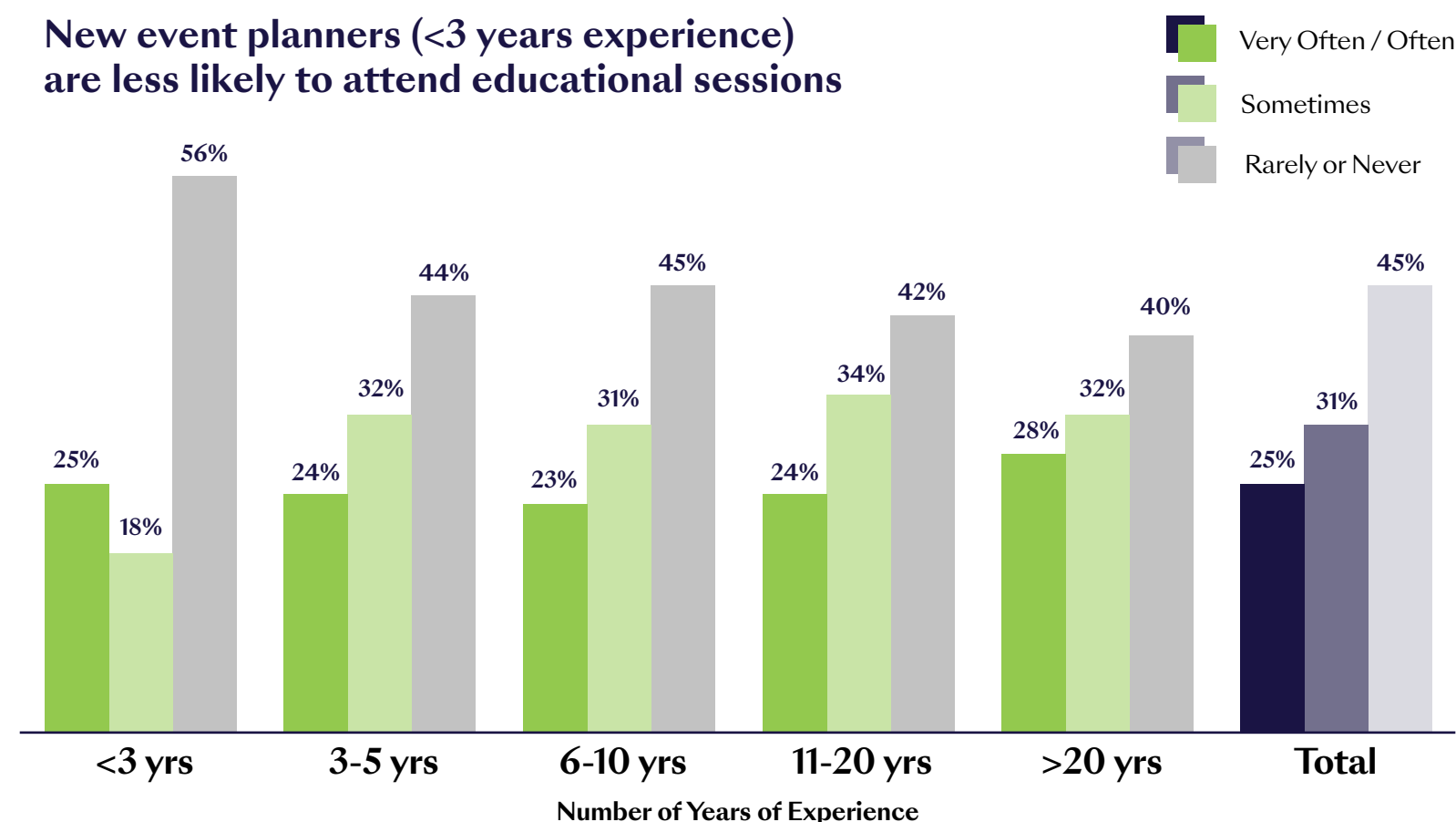
Drivers of Expected Budget Decrease

## Frequency of Attending Educational Sessions

**1 in 4**  
event planners attend educational sessions regularly



New event planners (<3 years experience) are less likely to attend educational sessions



## Areas of Event Spending Most Likely to be Cut First — % Selected

**SWAG**  
would be cut first if budget cuts had to be made, followed by leisure activities, props/décor, and entertainment



Planners are least likely to cut costs for speakers, transportation, and production nor reduce attendees

