



# Worth the Squeeze

ASSOCIATIONS MADE LEMONADE OUT OF THE LEMON THAT WAS 2020.



2020 changed meetings forever. As tough as the year was — there was an 84% year-over-year revenue loss for annual association events compared to 2019 — it also laid the groundwork for the future. The adoption of virtual and hybrid meetings has boosted attendance, and associations are feeling more comfortable than ever with such offerings.

## A Slow Transition

### Revenue for events

2019 \$10.82 billion

2020 \$1.67 billion

### Annual association meetings

2019 13,252

2020 3,484

### Average registration fee

2019 \$525

2020 \$211

## Gaining Steam

As costs decreased and ease of participating increased, event attendance shot up. Associations plan to dive further into virtual and hybrid programming, potentially only increasing attendance numbers going forward.

### Average attendance

2019 908

2020 1,356

### Association executives who said they were having difficulty transitioning from legacy to virtual events

2020 80%

2021 39%

**56%** of corporate and association planners expect total meeting spend will reach 2019 levels by 2022

**12%** said spending would hit 2019 levels by the end of this year

## Meetings in 2020

**24%** were in-person

**72%** were virtual

**4%** were hybrid

**37%** of event planners had executed or started to plan a hybrid event in the past six months

**>90%** of associations offer some form of a virtual option for members

**87%** of associations allow streaming access to the opening keynote

**77%** allow streaming of the closing keynote

**50%** are streaming all pre-conference sessions or expo halls

**10%** of planners say there will definitely not be a virtual component to in-person meetings moving forward



Sources: International Congress and Convention Association, 2021 Association Communications Benchmarking Report, Encore.