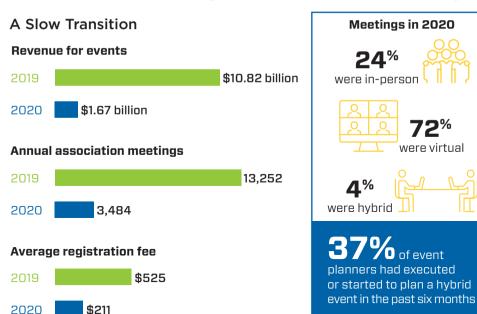
2020 changed meetings forever. As tough as the year was — there was an 84% yearover-year revenue loss for annual association events compared to 2019 — it also laid the groundwork for the future. The adoption of virtual and hybrid meetings has boosted attendance, and associations are feeling more comfortable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



Gaining Steam

2020

2020

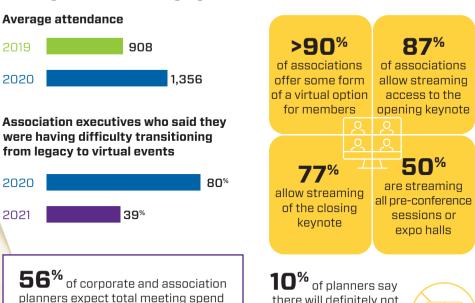
2021

will reach 2019 levels by 2022

said spending would hit

2019 levels by the end of this year

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.



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.

Worth the Squeeze

ASSOCIATIONS MADE LEMONADE OUT OF THE LEMON THAT WAS 2020.

