

WHAT AMERICANS ARE SAYING ABOUT IN-PERSON MEETINGS AND CONVENTIONS

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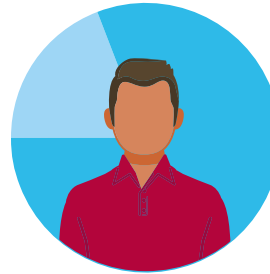
EAGER TO RETURN

Even after adapting to the new digital workplace, American workers who attended in-person meetings and conventions before the pandemic are eager to return to them.



81%

say they miss attending in-person meetings and conventions



81%

say they will attend as many—if not more—in the future

A majority of Americans working from home due to the pandemic agree that in-person meetings, conferences, conventions, and trade shows will be critical for their professional development, noting that such opportunities facilitate better relationship-building, enhance internal team engagement, allow for clearer communication and help build trust.

STRONG SUPPORT FOR FEDERAL FUNDING

As lawmakers debate the components of a new pandemic relief bill—the American Rescue Plan Act of 2021—public support for meetings industry workers is steady, even among those who did not previously attend in-person meetings and conventions as part of their jobs.

45% agree that convention centers and event venues should be eligible for federal support and funding



HEALTH AND SAFETY AT THE CENTER

Successful in-person meetings are possible and taking place today, in accordance with guidance from the Centers for Disease Control and Prevention (CDC) as well as local authorities. Meetings industry professionals have adopted new policies and protocols to ensure health and safety that can be scaled over time.

With vaccine distribution underway and organizations demonstrating the ability to meet safely and effectively, the research findings echo national survey data collected in April 2020. After a year of social distancing, the research affirms that American workers still have an appreciation for coming together and supporting the industry professionals who make face-to-face meetings happen.

Visit meetsafe.travel to learn more and find examples of in-person and hybrid events.

On February 17-19, 2021, APCO Insight—the research division of APCO Worldwide—conducted an online quantitative survey among 1,000 American adults to understand the social impact of COVID-19, including 700 who are working from home and previously attended face-to-face meetings and conventions as part of their jobs. The survey responses are based on a national sample provided by Dynata, balanced by age, gender and region.



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