Event Sentiment Survey on Getting Back to In-Person Events

Prepared by the LF Events Team
April 2021
General Survey Information

- Survey sent to 67k past event attendees from 2018 - 2021
- 972 Responses
  - 43% of responses came from people in the US followed by 8% from Germany, 7% from India, 6% from the UK and 4% from Canada
- Responses from 612 companies
- Responses from 73 countries
- Respondent breakdown:
  - 93% have attended our events virtually
  - 63% have attended our events in-person

Sentiment on Returning to In-Person Events

Primary Impact on Decision to Travel to Events:

- Vaccine Rollout 27.2%
- Local/Country 26.2%
- Onsite Safety 19.3%
- Company Policy 14.1%
- Financial 7.8%
- Other 5.4%
# Attendee Travel Insights

## I’m Likely To Travel To An Event **Internationally:**

**By September of 2021:**
- Of all respondents - **17.8%**
- Of those who have previously attended in-person - **21.4%**
- Of those based in the United States - **20.6%**

**By October of 2021:**
- Of all respondents - **24.8%**
- Of those who have previously attended in-person - **31%**
- Of those based in the United States - **27.8%**

**By November of 2021:**
- Of all respondents - **32.1%**
- Of those who have previously attended in-person - **40.3%**
- Of those based in the United States - **33.5%**

## I’m Likely To Travel To An Event **Domestically:**

**By September of 2021:**
- Of all respondents - **34.5%**
- Of those who have previously attended in-person - **40.3%**
- Of those based in the United States - **39.6%**

**By October of 2021:**
- Of all respondents - **46.9%**
- Of those who have previously attended in-person - **53.8%**
- Of those based in the United States - **53.7%**

**By November of 2021:**
- Of all respondents - **54.9%**
- Of those who have previously attended in-person - **61.9%**
- Of those based in the United States - **61.5%**
Responses by Continent/Region

In-Person Attendees Only

• North America 50.3%
• Europe 37.4%
• Asia 7.7%
• Middle East 1.6%
• Oceania 1.3%
• South America 1.2%
• Africa 0.3%
• Central America 0.2%

Responses by Continent/Region

Virtual + In-Person Attendees

• North America 47.7%
• Europe 34.3%
• Asia 10.1%
• Middle East 2.3%
• South America 2.1%
• Africa 1.7%
• Oceania 1.3%
• Central America 0.5%
Company Travel Policy of Respondents

- **70%** of respondents work for companies with current restrictions on travel
- **84%** of these have no current dates on when this policy will be lifted
- Only **14.1%** of those surveyed indicated that company policy was a major impact on their decision to travel to in-person events
- Almost **37%** of those surveyed either do not have a current work travel restriction, or will have one lifted by Q3

Virtual Event Sentiment

- It’s the only option currently **44.6%**
- Love them! **27.7%**
- They’re just OK **20.3%**
- I would be happy to never want to watch a virtual session again **7.4%**