MEETING ROOM OF THE FUTURE

Covid-19 Industry Perspective

When the pandemic crisis passes, what scenario do you think best describes the recovery of face-to-face meetings for the business events industry in your geographic region?

- There will be pent up demand for all groups to meet face-to-face: 55%
- People will be hesitant to travel to meet face-to-face: 15%
- Smaller local and regional events will thrive before national and international groups gather: 23%
- Other: 7%

PCMA Covid-19 Survey May 21, 2020

What are the top three meeting venue elements that will be MORE important in the future than they are now?

1. Socially responsible and ethical operators (74%)
2. Flexibility of meeting spaces (ability to move furniture etc) (72%)
3. The food and beverage offer (service styles, presentation & quality) (72%)

As a venue operator, do you feel it is your role to provide the “memorable experience” element for clients and their delegates?

- YES: 94%
- NO: 0%
- SOMETIMES: 6%

PCMA Covid-19 Survey May 21, 2020

Dream Meeting Room

When asked what types of furniture they are incorporating to help facilitate collaboration and flexibility, venue operators most frequently said:

1. Lounge furniture (couches, bean bags, soft-seating, pods, armchairs)
2. Variety of styles of tables and chairs especially differing heights
3. Furniture that is easily movable (easy-to-carry furniture, furniture with wheels)

Download the full Meeting Room of the Future trends report and other guides and reports at IACCmeetings.com

IACC thanks the following 2020 global research partners: Aramark, Barco, Benchmark, DCI, Events Industry Council, MPI, PSAV.
Cyber Security will become a greater priority in the next 3-5 years.

8.8

I have had to deal with cyber security issues in past events.

4.4
Food Labelling

Food labelling with allergen information at every meal, including breakfast, lunch and dinner.

- **15%** YES
- **3%** NO
- **83%** UNSURE

Allergen training for all staff managing food preparation and food service.

- **82%** YES
- **8%** NO
- **12%** UNSURE

Q: In the past year there has been an increase in the number of requests to accommodate dietary preferences.

- **95%** True
- **5%** False

Q: We use locally sourced food and beverage products whenever possible.

- **95%** True
- **5%** False

Q: Out of the total workforce, what proportion of millennials are employed by your venue?

- **25%-0%** 35%
- **50%-26%** 35%
- **75%-51%** 23%
- **100%-76%** 6%

Q: What percentage of your millennial workers are in leadership positions or able to influence key decisions?

- **25%-0%** 79%
- **50%-26%** 10%
- **75%-51%** 8%
- **100%-76%** 2%

Survey conducted in January 2020, prior to the industry impact of COVID-19, except where otherwise stated.