

Digitalisation of the Association Meetings Industry (2020-2022)

— A virtual bump in the road —



- Estimated total income from Registration fees for all meetings.
- Number of In-person events vs Virtual events.
- Estimated total number of participants for all meetings.
- Percentage Subject breakdown for virtual events for the years 2020 + 2021 + 2022.
- Average number of participants: In-person vs. Virtual events.
- Estimated total number of congress days: In-person vs Virtual events.

Key Takeaways:

- Decrease estimated income from fees virtual events, from **\$920M** to **\$119M** (-87%).
- Decrease # of virtual events, from **5,574** to **1,117** (-80%).
- Decrease estimated # of virtual participants, from **4.525K** to **703K** (-84%).
- Top 3 subjects virtual events: **Technology** (18%), **Medical Sciences** (17%) and **Science** (12%).
- Decrease average # of virtual participants from **1,199** to **630** (-47%).
- Decrease estimated # of days virtual events from **23,101** to **3,773** (-84%).