

# Freeman 2024 Event Organizer Trends Report

Fall 2024

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## EXECUTIVE SUMMARY

# From Next Gen to Now Gen

**The Next Generation Event Goer** (NGEG) is no longer emerging—they are here. Gen Z has officially overtaken Boomers in the workforce. This means the Next Gen is actually the Now Gen, and they're shaping trends, driving innovation, and redefining what value means.

However, many events haven't adapted to the Now Gens' evolving values. At least, that's what we observed compared to our previous **attendee** and **exhibitor** trends reports. For the past two years, we've collected attendee and exhibitor benchmarks. Now, we've surveyed event organizers themselves.

We've calibrated our research and confirmed our hypothesis: many organizers are operating on outdated definitions of attendee and exhibitor value. The good news? We're here to help you speak the same language as your stakeholders and overcome the obstacles that prevent progress.

This report is your playbook for embracing shifts, equipping you with the insights and strategies to make change now.

# Within this report...

## Sample characteristics

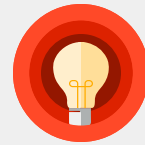
- + 453 respondents
- + +/- 4.6% margin of error

## Respondent type

- + 82% event organizer/meeting planner
- + 8% exhibit sales and/or fulfillment
- + 7% third-party association management or event planning company
- + 3% education/content programmer

## Interpretation guidelines

 Organizers  Attendees  Exhibitors



**Innovators**

Organizers who report that their event program changes dramatically based on market and audience needs, referred to throughout this report as Innovators.

**XX%**  
Innovators

Data pertaining to Innovators.

 More data  
in appendix

Throughout this report, we've modified a few charts to highlight the top responses. When you see this data tab, it means that the full dataset can be found in the appendix.



# Organizers + The Event Landscape

Trends, concerns, and constraints

## QUESTION

How influential are each of the following factors in determining the program for your organization's most important event?

### + Event organizers say that attendee feedback and market trends influence their most important event

We asked organizers to rate the factors with the greatest influence on their most important event. Most event organizers report that attendee feedback and market trends are the most impactful (74% and 68% respectively).

## FREEMAN 2024

Event organizers responding (n=453)

### Factors influencing event program (% very/extremely influential)



**74%**

Attendee feedback



**68%**

Market/industry knowledge, perspective, or trends



**63%**

Historical precedent



**57%**

Target attendee needs (non-attendees)



**54%**

Event partner (exhibitor/sponsor) feedback

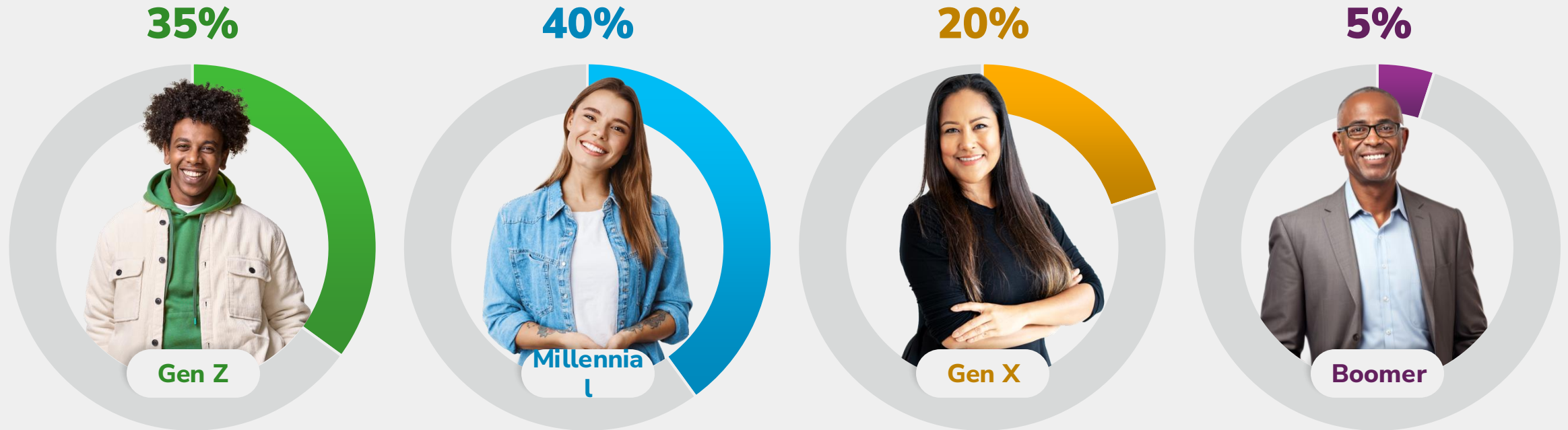
# Gen Z has overtaken Boomers in the workforce

U.S. full-time workforce, by generation



Source: Glassdoor analysis of Census Bureau data

## By 2030, Workforce Composition Will Be:



This rapid shift over the next 5 years will fundamentally change the workforce and demand that the Business Events community innovate to reach these emerging generations and design experiences tailored for these audiences

Source: US Department Of Labor

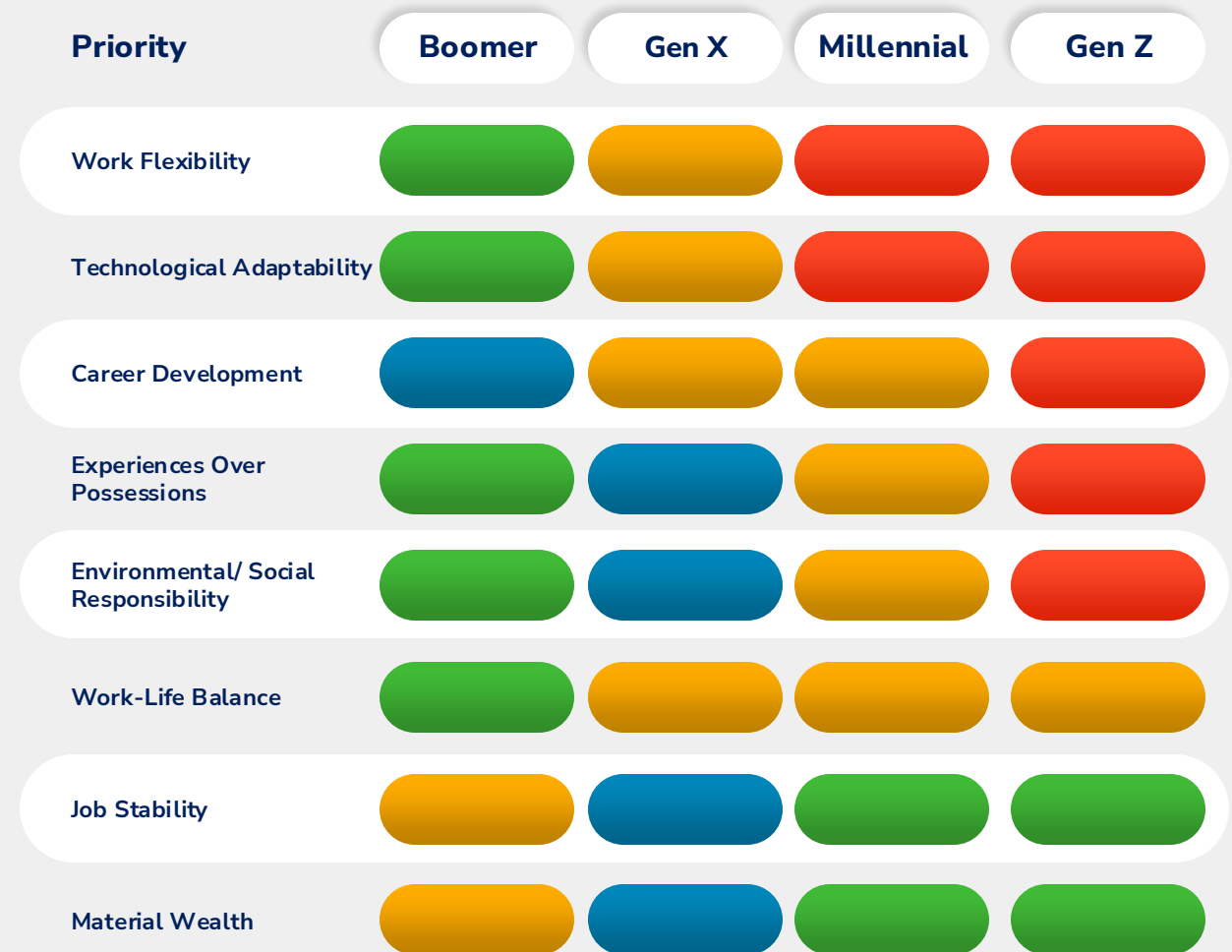


# The Now Generation's values are the opposite of Baby Boomers—and the impact is widespread

Generational shifts are having a profound impact on the economy, as new consumer values, behaviors, and expectations reshape markets, labor forces, and spending patterns.

■ Low   
 ■ Moderate   
 ■ High   
 ■ Very High

Source: GFK a Nielsen Company



## QUESTION

To what extent does your organization evolve the program from one instance of the event to the next?

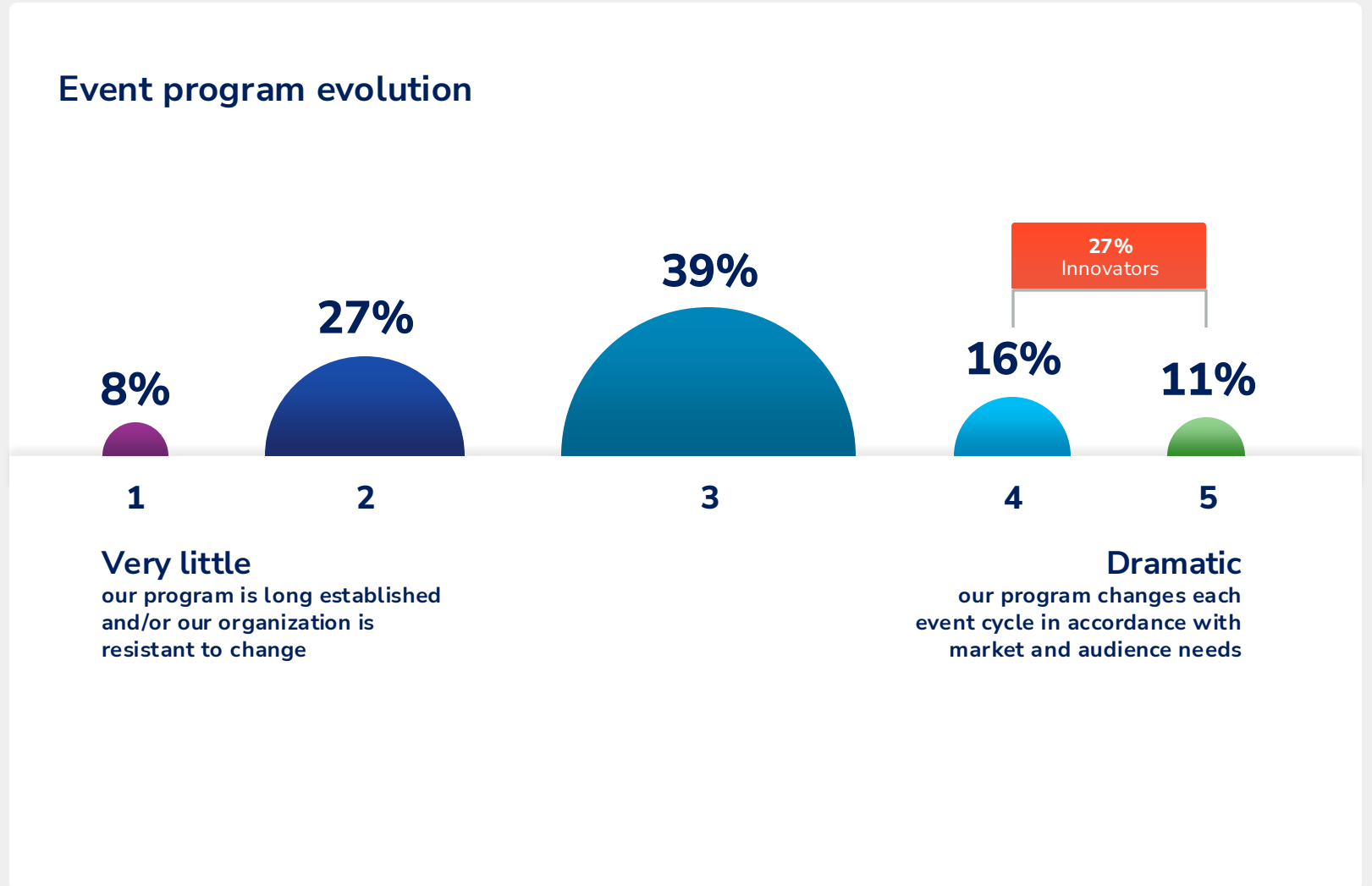
### + Despite distinct landscape changes, the majority of organizers aren't evolving their events

Although most organizers report that they consider market trends and audience needs when developing their most important events, only 27% of organizers report that dramatic audience-centric changes occur from one event to the next.

So, we must ask: Why do most event programs remain the same when market trends and attendees continue to change?

## FREEMAN 2024

Event organizers responding (n=453)





Meet the 27% of event organizers who *are* evolving their events:

## The Innovators

A small percentage of organizers are seeing (or making) change from one event to the next. We're calling them the Innovators, and throughout this report, we'll keep a close eye on what they are doing differently than those who reported little event evolution (aka Conventionalists).

Influenced by market trends most

In tune with attendee and exhibitor objectives

Balances rising costs with the need to evolve the attendee experience

Influenced by non-attendee and potential exhibitor feedback

Likely to diversify educational formats

## QUESTION

What are the 2 most significant business/operational event challenges your organization faces in the next 3-4 years?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

### + Looking ahead, organizers anticipate event profitability and attendance as top operational challenges

Operationally, organizers view profitability and attendance as the top event-related challenge. They are less concerned about increasing exhibitor/sponsor participation, implementing new technologies, and identifying the right locations.

### Top business/operational event challenges



## QUESTION

Over the next 12 months, what are the top 2 priorities for your organization's most important event?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

# + Understandably, most organizers plan to prioritize attendee-related outcomes

It makes sense that organizers are more focused on attendee-related outcomes than exhibitor/sponsor outcomes. After all, if your attendees don't get value from your event, then your event partners won't get value either.

**Innovators plan to focus more on elevating the attendee experience (40%) than increasing the number of attendees (38%).** Perhaps because Innovators understand that by enhancing the experience, they'll attract *high-quality* attendees.



## Top priorities for event organizers

46%



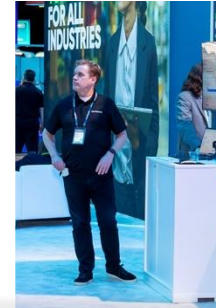
Increasing the number of attendees/attendee revenue

42%



Elevating the attendee experience

28%



Increasing sponsorship revenue/number of sponsors

27%



Reducing costs

24%



Increasing exhibitor revenue/number of exhibitors

## QUESTION

What are the 2 most significant attendee/event partner experience challenges your organization faces in the next 3-4 years?


## + Yet, organizers struggle to deliver a valuable attendee experience while driving down costs

When attempting to improve attendee outcomes, event organizers must strike a delicate balance: meeting attendee expectations while keeping costs at bay. Over the next few years, most organizers anticipate this balancing act to be their biggest challenge.

Keep reading to learn where you can cut costs without sacrificing the attendee experience.

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

### Top attendee/event partner experience challenges



**52%**

Balancing attendee experience requirements with rising costs



**34%**

Evaluating what will have the most impact on creating a better attendee experience



**32%**

Enhancing value for event partners

## QUESTION

How significant of a threat are private events hosted by your event partners in terms of drawing your target attendees and/or exhibitors/sponsors?

## + Private events are a moderate concern

68% of event organizers are at least moderately concerned about private events encroaching on their attendee and exhibitor pool. This is a realistic risk, as more exhibitors are considering (43%) or already planning (19%) their own events.

This threat only escalates the need to revamp your programming based on the Now Gen's definition of value.

**Innovators are more likely to see private events as a threat (38%) compared to Conventionalists (21%).**

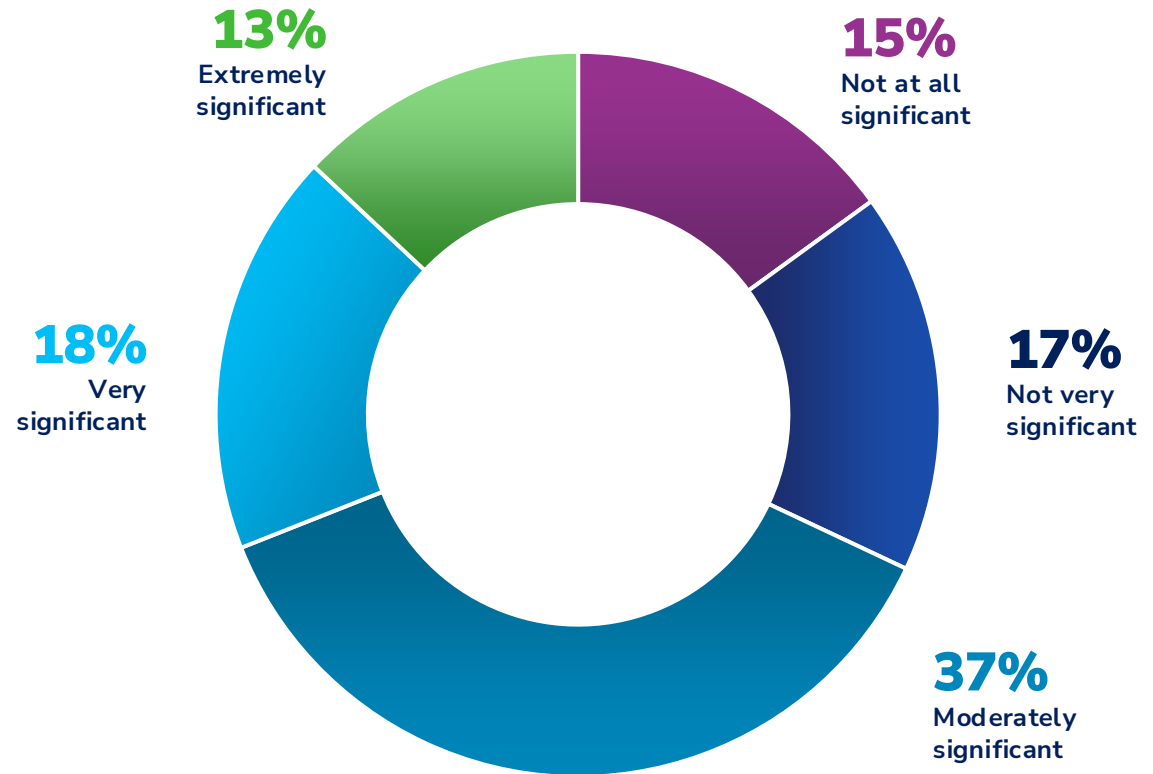
Given how in tune this population is with their event ecosystem, we think this is an insight worth noting.



## FREEMAN 2024

Event organizers responding (n=453)

### Threat of private events



## QUESTION

Do you believe your event program changes to the degree it needs to based on audience needs?

## + More than half of organizers believe their event needs to evolve

56% of event organizers are not satisfied with the degree their event evolves. So, if event organizers know their event must change and how to change it, then why does it stay the same? Are there organizational constraints hindering the organizer?

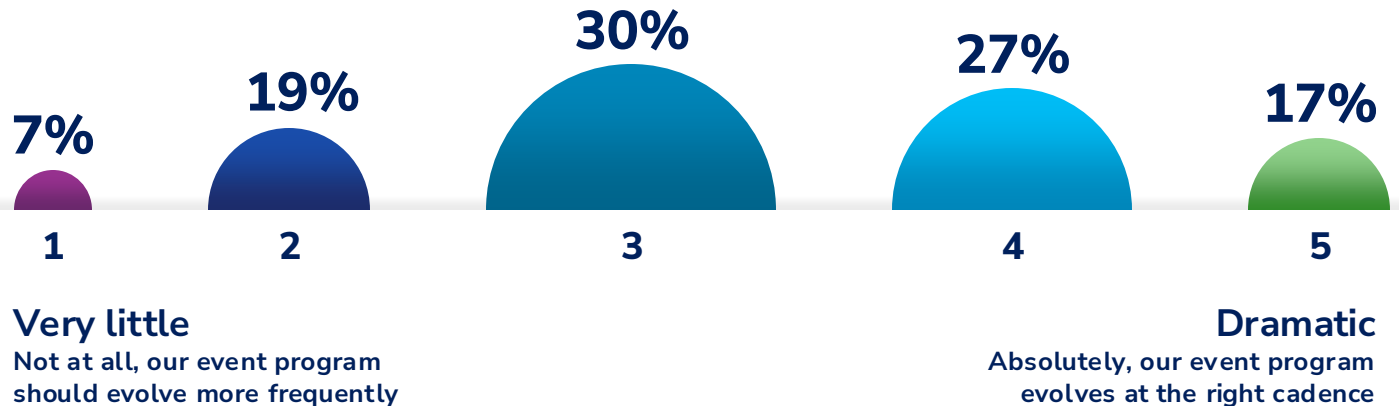
Unsurprisingly, Innovators are 17% more satisfied with the rate their events evolve than Conventionalists.



## FREEMAN 2024

Event organizers responding (n=453)

### Degree of event change based on audience needs





## QUESTION

Do you believe you are empowered to evolve your event program?

### + Nearly half of event organizers do not feel empowered to evolve their event

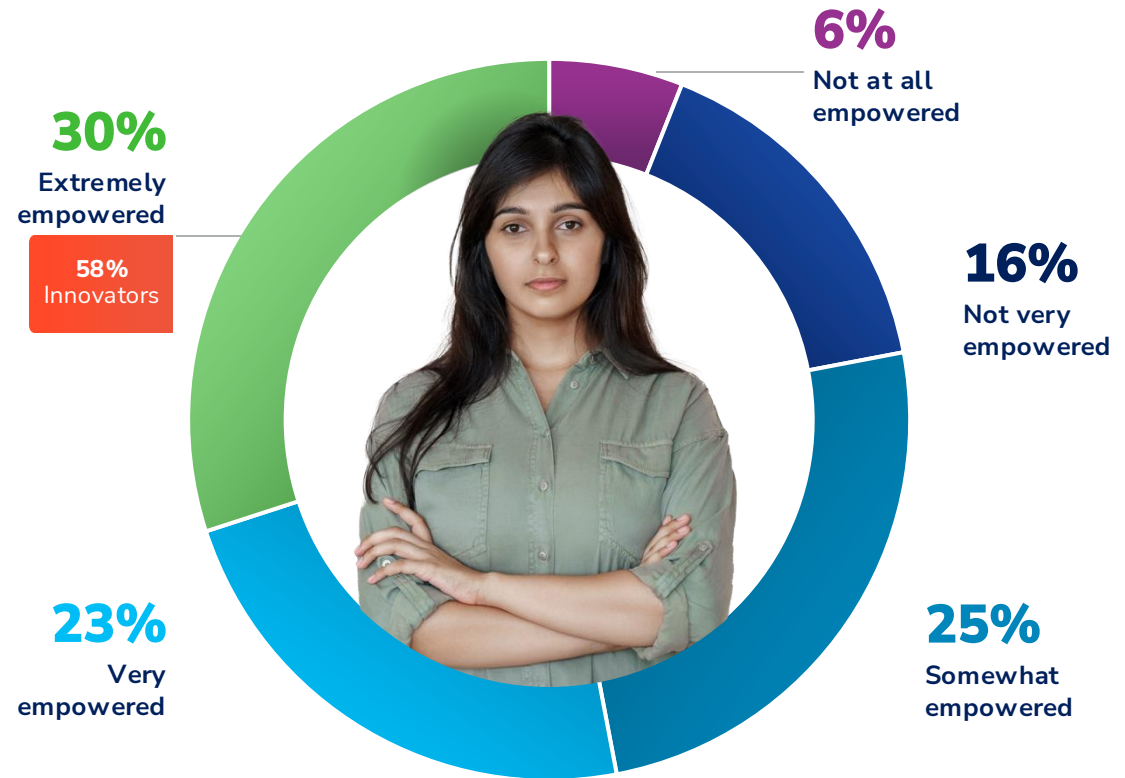
We've uncovered a troubling new gap. Although most event organizers want to evolve their program, only some feel empowered to do so.

The data suggests that many event organizers aren't just faced with attendee and exhibitor misalignments, but misalignments with leadership that limit or prevent event evolution.

## FREEMAN 2024

Event organizers responding (n=453)

### Degree of empowerment to evolve the event program





# Organizers + Attendees

Misconceptions and areas of alignment

## QUESTION

How well does your organization know what each participant wants from their onsite experience?

## FREEMAN 2024

Event organizers responding (n=453)

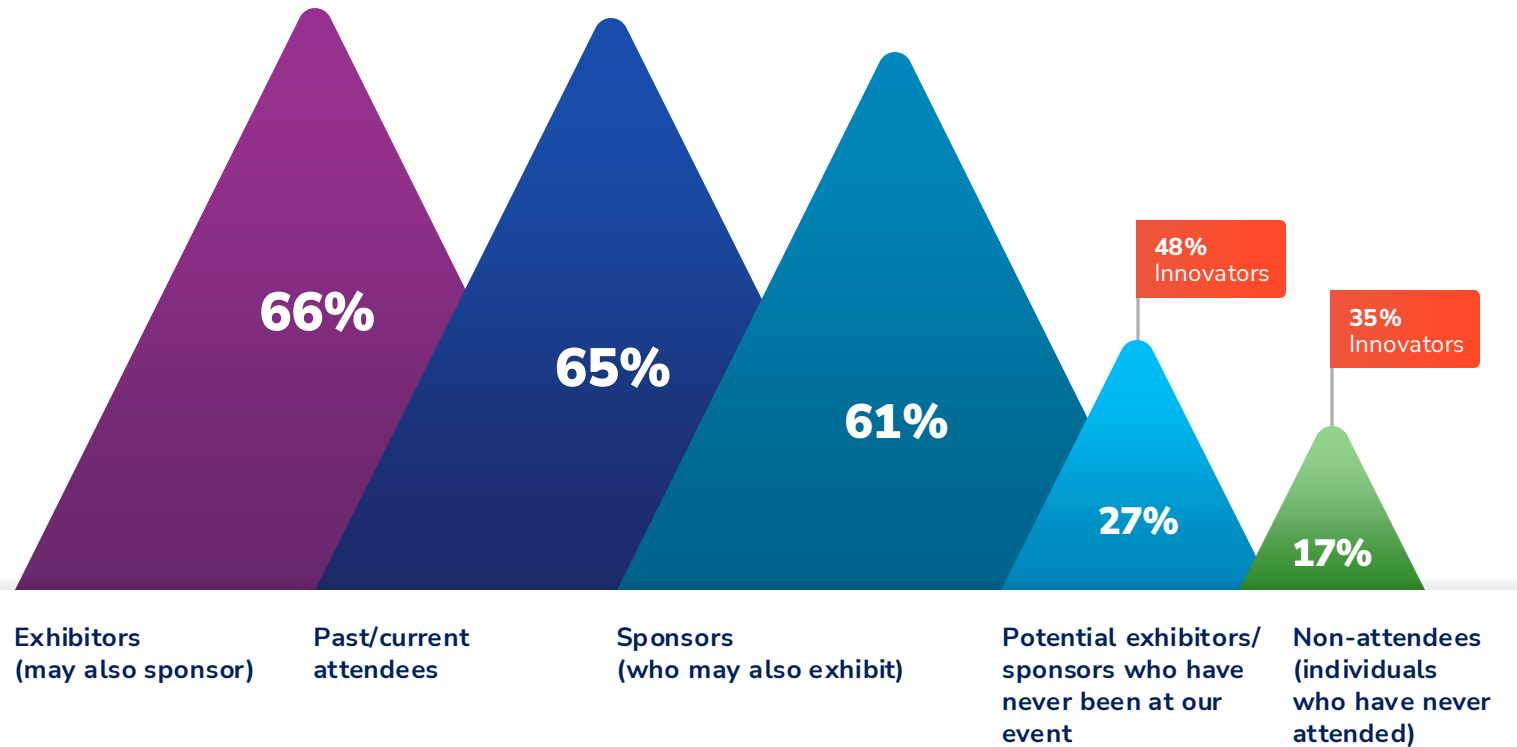
### + Although organizers feel confident in their understanding of exhibitors and attendees, opportunities to improve remain

Most organizers believe they know what their exhibitors and attendees want, but this report highlights opportunities for improved alignment. It's not enough to think you understand your attendees—you must clearly demonstrate that you understand.

More Innovators grasp what **non-attendees** and potential exhibitors seek than **Conventionalists**, extending their focus beyond those inside the event hall.



### Confidence in knowing what each group wants from their onsite experience (% very/extremely well)



## QUESTION

How important are the following elements to your attendees' on-site experience?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

# + Misconception #1: While networking has emerged as an urgent priority, discovering new products is the most important element to attendees

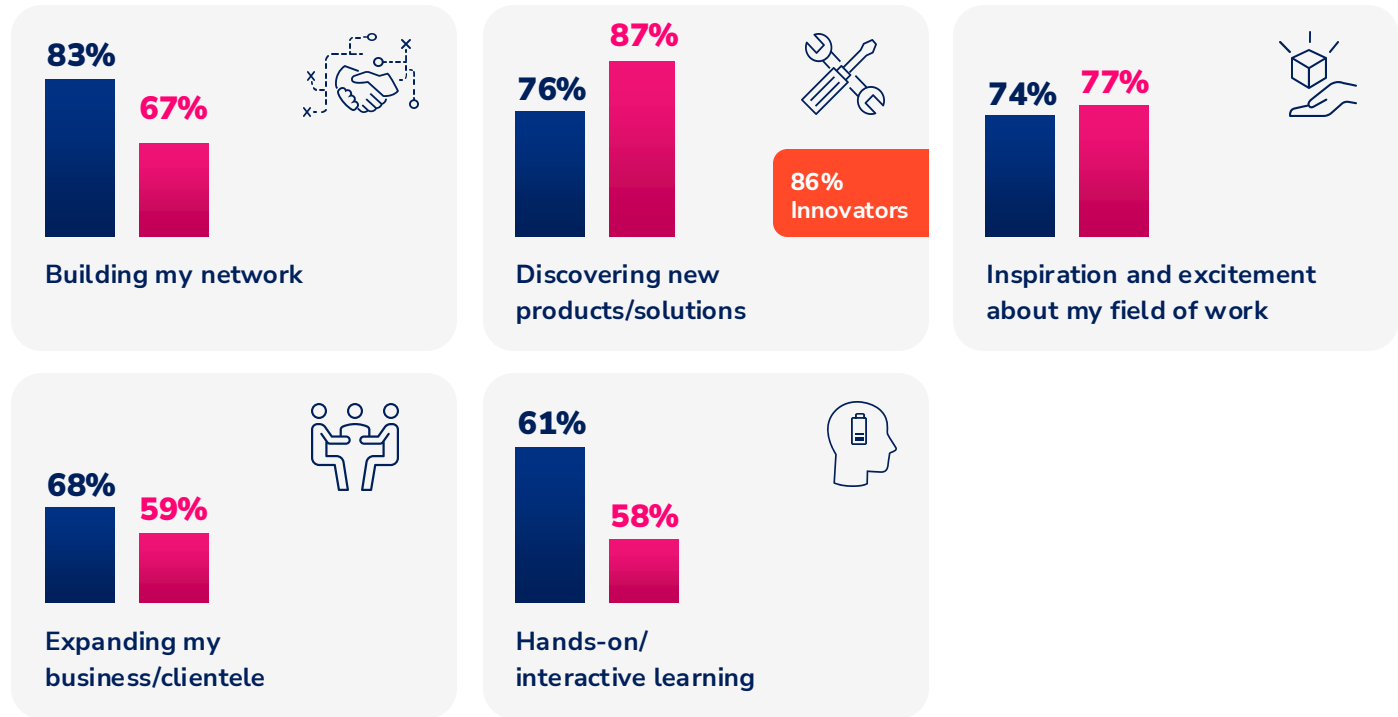
83% of event organizers are under the impression that networking is the most important event element for attendees.

Don't get us wrong: Networking matters—a lot. However, attendees themselves report that finding innovative new products and industry inspiration is more valuable.

**Innovators are more in tune with attendees** as they perceive product discovery to be the most important part of the event experience.



## Perception of importance to attendee onsite experience (% very/extremely important)



 Organizers  Attendees

## QUESTION

Rank order the following in terms of the resources (effort, time, money, etc.) your organization puts towards each element, 1 = most resources dedicated.

### + Misconception #2: Keynotes/general sessions require more resources than networking

Given the cost of exhibit space, it's no surprise that event organizers allocate the most resources there.

What does come as a surprise, is that although organizers think networking is the most important event element, they also claim to dedicate the *least* resources there.

Since attendees rank networking as the second most important event element (and **aren't swayed by celebrity speakers**), organizers could consider how to allocate more value to networking-related activities.

## FREEMAN 2024

Event organizers responding (n=453)

### Rank order of resource allocated by event organizers

- 1 EXHIBITS
- 2 KEYNOTES/ GENERAL SESSIONS
- 3 EDUCATION SESSIONS
- 4 SPECIAL EVENTS\*
- 5 NETWORKING

### Rank order of event priorities by attendees

- 1 EXHIBITS
- 2 NETWORKING
- 3 EDUCATION SESSIONS
- 4 KEYNOTE/ GENERAL SESSIONS
- 5 SPECIAL EVENTS\*

\*(i.e., after-hour events, tours, sponsored gatherings outside of the main event)

## QUESTION

How influential are the following factors to your attendees' participation decision?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

### + Misconception #3: Brand reputation impacts attendee participation

We know what influences attendance, and it's not brand status or event reputation, **despite what 85% of event organizers believe.**

Attendees seek substance and are most likely to participate when there are opportunities to discover new products or advance their careers.

### Reasons a target attendee would choose to participate (very/extremely influential)




## QUESTION

Select the top 3 reasons why a target attendee would choose not to attend?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

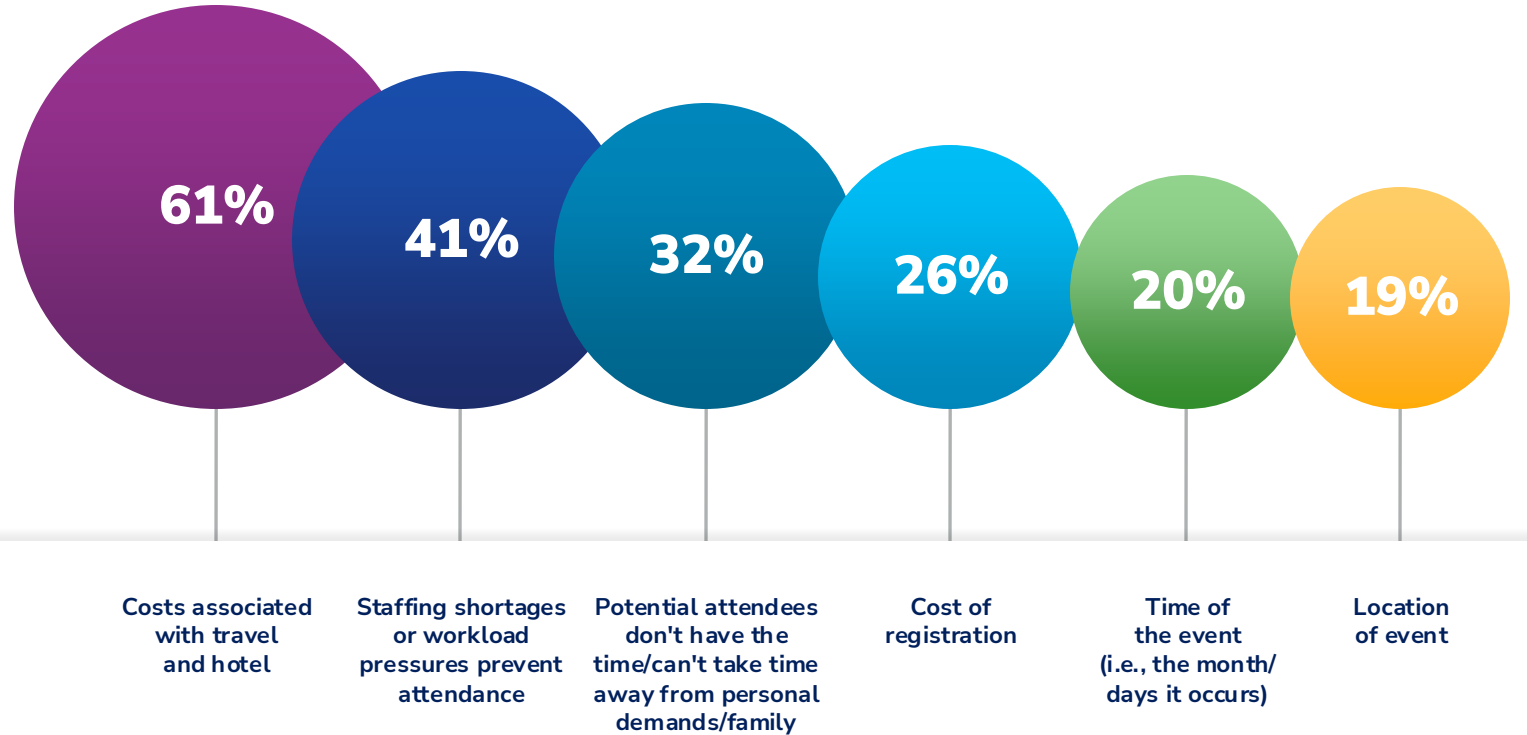
## + Organizers (kind of) understand why some people choose not to attend

Organizers are right about the top attendee constraint: travel costs.

However, we've seen that attendees tend to care less about costs when an event delivers clear value.

The question is, how does your definition of value compare to attendees' (and non-attendees') definition?

### Reasons a target attendee would choose not to attend





# The Untapped Potential of the Non-Attendee:

## Ignoring Them is **Not an Option**

Let's take a closer look at the non-attendee—the elusive figures who have never stepped foot into your event or who showed up once and never came back.

They are invisible in post-event feedback loops and easy to overlook, but dismissing them means missing out on a significant opportunity to grow your audience and evolve your event.

The Innovators in our industry claim to have a better understanding of non-attendees than the average organizer. They recognize that beneath every non-attendee is a different set of needs, obstacles, and motives—and by getting to know this audience, they can more thoroughly address what keeps them away.

**So, instead of viewing the non-attendee as a lost cause, let's consider them an untapped market.**

The key to your event's future could be hidden in the perspectives of those who have never walked through your doors.





# Organizers + XLNC

Quantifying the disconnect



REINTRODUCING THE FREEMAN

# XLNC Framework (Pronounced “excellence”)

Over decades of extensive research, Freeman has sought to uncover why people attend events. We’ve boiled it down to four primary reasons: to have fun experiences (X), to learn (L), to network (N), and to do business (C).



## EXPERIENCE

To have fun, feel emotionally fulfilled, explore, hands-on



## LEARNING

To be inspired, informed, discover something new



## NETWORKING

Connect with peers, build relationships with attendees and event partners



## COMMERCE

Discover products/ services, buy, build vendor relationships

## QUESTION

Think about the overall experience at your organization's most important in-person event. What are your top 3 attendee-focused areas?

## FREEMAN 2024

Event organizers responding (n=453)



EXPERIENCE



More data  
in appendix

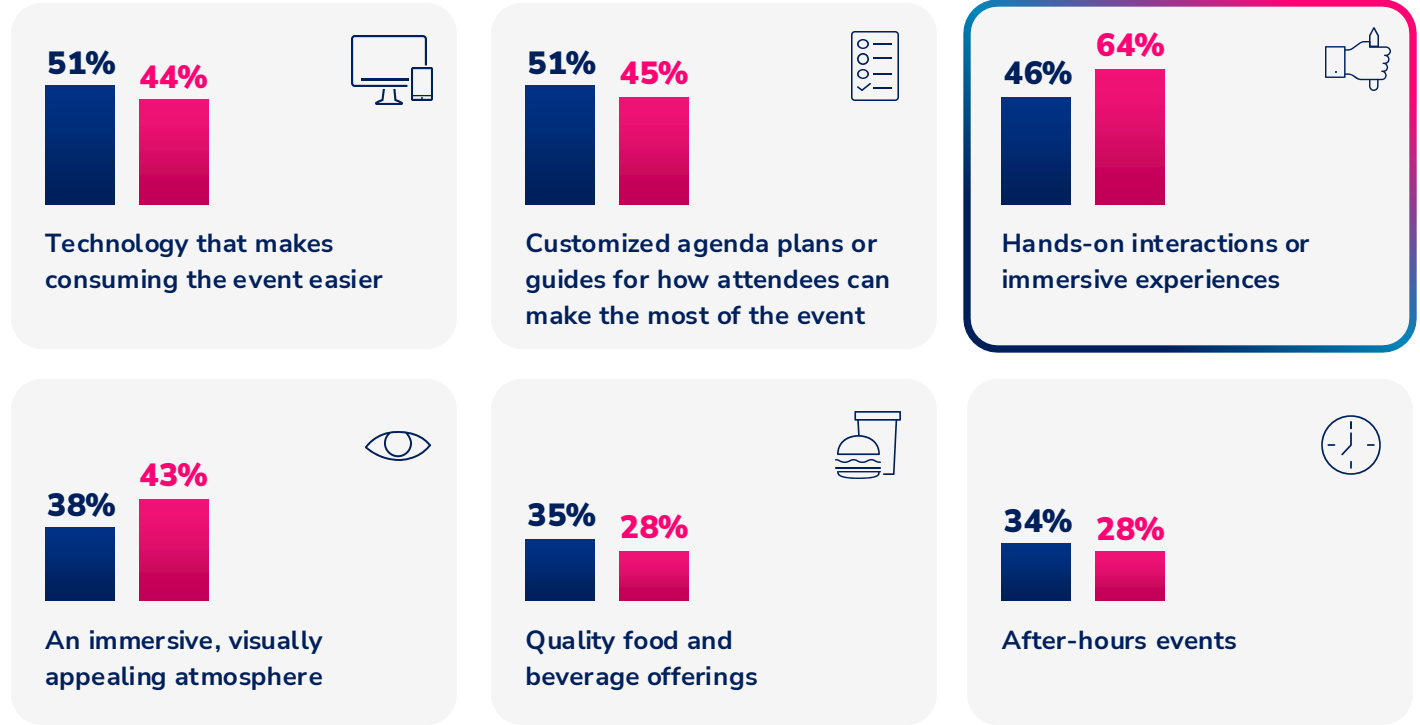
## + Organizers underestimate immersive experiences

When event organizers allocate time, money, and energy to experiential event elements, they may benefit from a different approach.

While 51% of organizers perceive "technology that makes consuming the event easier (i.e., apps, digital displays, etc.)" to be the top experiential element, most attendees (64%) would prefer immersive experiences instead.

What qualifies as an immersive experience, you ask? We'll be digging into it in our next report.

### Perception of top experiential ("X") factors



■ Organizers ■ Attendees

## QUESTION

Think about how attendees learn at your organization's most important in-person event. What are your top 3 learning experiences?

## + Attendees and organizers view learning differently

65% of organizers rated traditional classroom sessions as the top learning experience.

However, attendees want *collaborative* learning experiences like hands-on interactions, demonstrations, and informal meetings with SMEs.

Although there's a time and place for lectures, attendees are telling us that the on-site event isn't it.

**Innovators are more likely to diversify** their educational formats than Conventionalists.



## FREEMAN 2024

Event organizers responding (n=453)

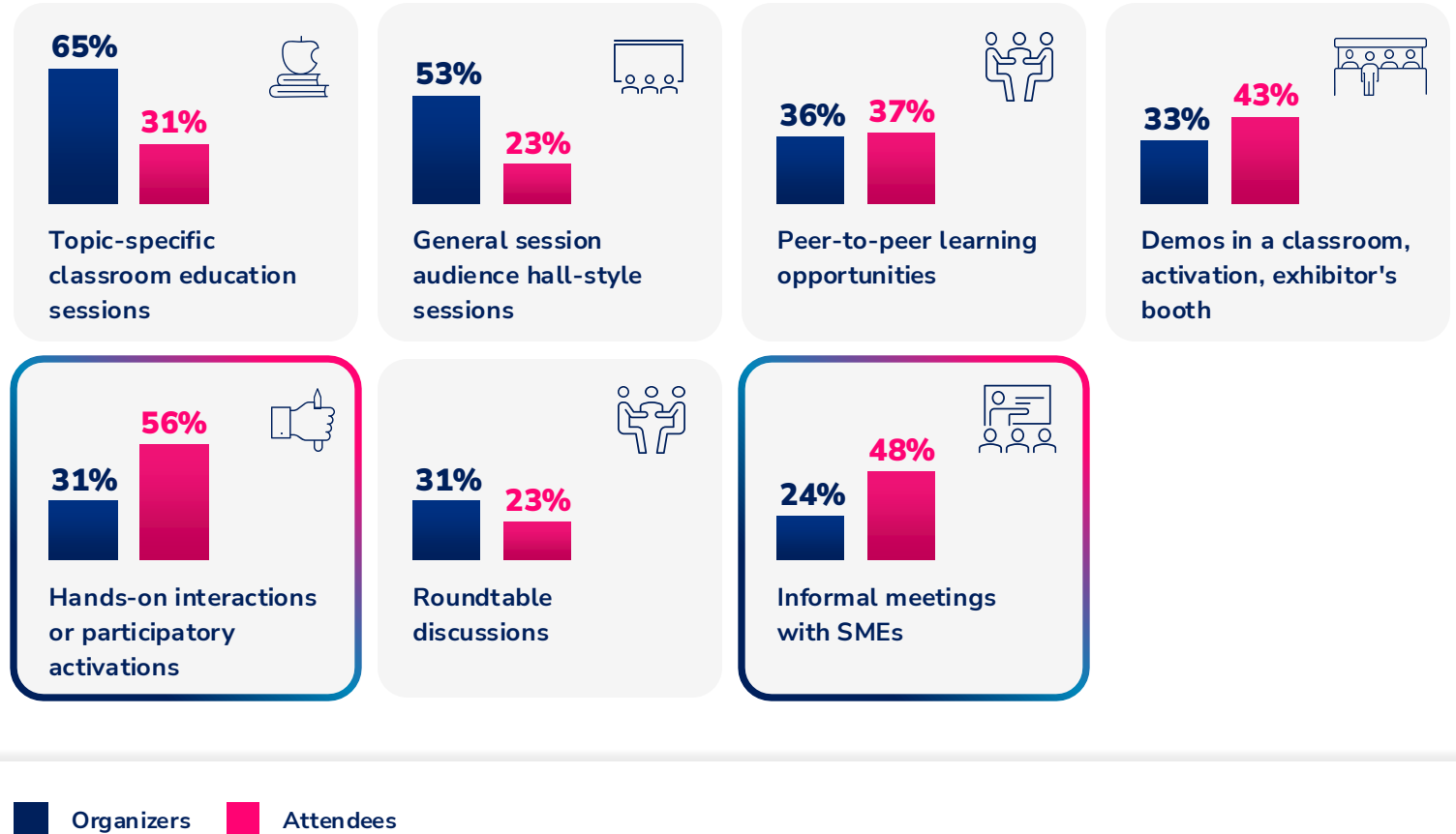


LEARNING



More data in appendix

### Perception of top learning ("L") factors



## QUESTION

Think about how attendees network at your organization's most important in-person event. What are your top 3 networking areas?

## + Attendees and organizers view networking differently, too

Event organizers rank after-hours events as the top networking activity, but attendees would rather attend networking events designed around shared professional challenges, specific topics, and common interests.

**Open bar** is out, and open, substantive conversations are in.

## FREEMAN 2024

Event organizers responding (n=453)



## NETWORKING



More data in appendix

### Perception of top networking (“N”) factors



**29%** **44%**

Topic-specific meet-up opportunities



**30%** **35%**

Scheduled times/locations where attendees with common interests can meet



**31%** **52%**

Opportunities where attendees with similar professional challenges can meet



**39%** **18%**

A dedicated zone or hub specific for networking purposes



**42%** **35%**

Areas such as a coffee bar or beer garden where informal networking can occur



**55%** **34%**

After-hours events for informal networking



Organizers



Attendees

## QUESTION

Select the best description for how your event manages networking functions.

## FREEMAN 2024

Event organizers responding (n=453)



## NETWORKING

# + Only 40% of event organizers have a specific team or individual that manages networking at their event

60% of organizers distribute networking responsibilities across their team or don't actively manage networking at all.

49% of innovators have a single person or a small team dedicated to networking-related activations. We think they're onto something.



## How event teams manage networking functions



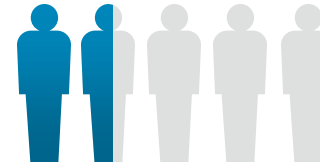
**51%**

Our event planning team collectively handles how networking occurs, but no one individual or group is specifically assigned



**9%**

Our event planning team does not actively manage how networking functions at our event



**33%**

We have a team/group of individuals specifically assigned to managing networking



**7%**

We have a single, dedicated staff member specifically assigned to managing networking

49%  
Innovators

## QUESTION

Think about how attendees build awareness of and evaluate products/services. What are the top 3 areas that your event leverages or you encourage exhibitors to employ?

# + When it comes to the exhibit hall, event organizers understand attendee needs

Although event organizers may not recognize just how important product discovery is to attendees relative to other elements, they do understand the top ways attendees want to experience commerce: through hands-on demos and product samples.

But this intel is no good if you don't share it with your exhibitors! You have the power to ensure they come prepared and leave satisfied.

## FREEMAN 2024

Event organizers responding (n=453)



COMMERCE

 More data in appendix

### Perception of top commerce ("C") factors



**56%** **61%**

Hands-on/interactive demonstrations or small-scale sessions at exhibitor booths/ activations



**48%** **68%**

Product samples or service demonstrations at exhibitor booths/ activations



**34%** **18%**

Event site for attendees to learn more about participating exhibitors



**32%** **35%**

Vendor swag, giveaways, or promotional discounts



**31%** **20%**

After-hours events where attendees/vendors can meet in an informal setting



**29%** **20%**

Scheduling preset attendee/exhibitor meetings

 Organizers  Attendees



# Organizers + Exhibitors

Objectives, misalignments, and opportunities





## + Exhibitor Value is Changing, Too

Attendees aren't the only ones with shifting priorities. Exhibitors, too, are redefining what value means, and the pressure to deliver that value is only intensifying. After all, exhibitors often bear the brunt of rising costs, making it critical to demonstrate a tangible return on their investment. Yet many are dissatisfied with that return—or worse, they're unsure how to measure it at all. There's an opportunity here: event organizers can bridge the gap between exhibitor expectations and exhibitor outcomes.

Understanding what drives exhibitors is crucial to curating an environment where they will thrive.

Now, let's take a closer look at what the data reveals about exhibitor needs, expectations, and where the gaps lie.

## QUESTION

How impactful are the following to exhibitor participation?

### + Event organizers know just how impactful the right type of attendee is for exhibitors

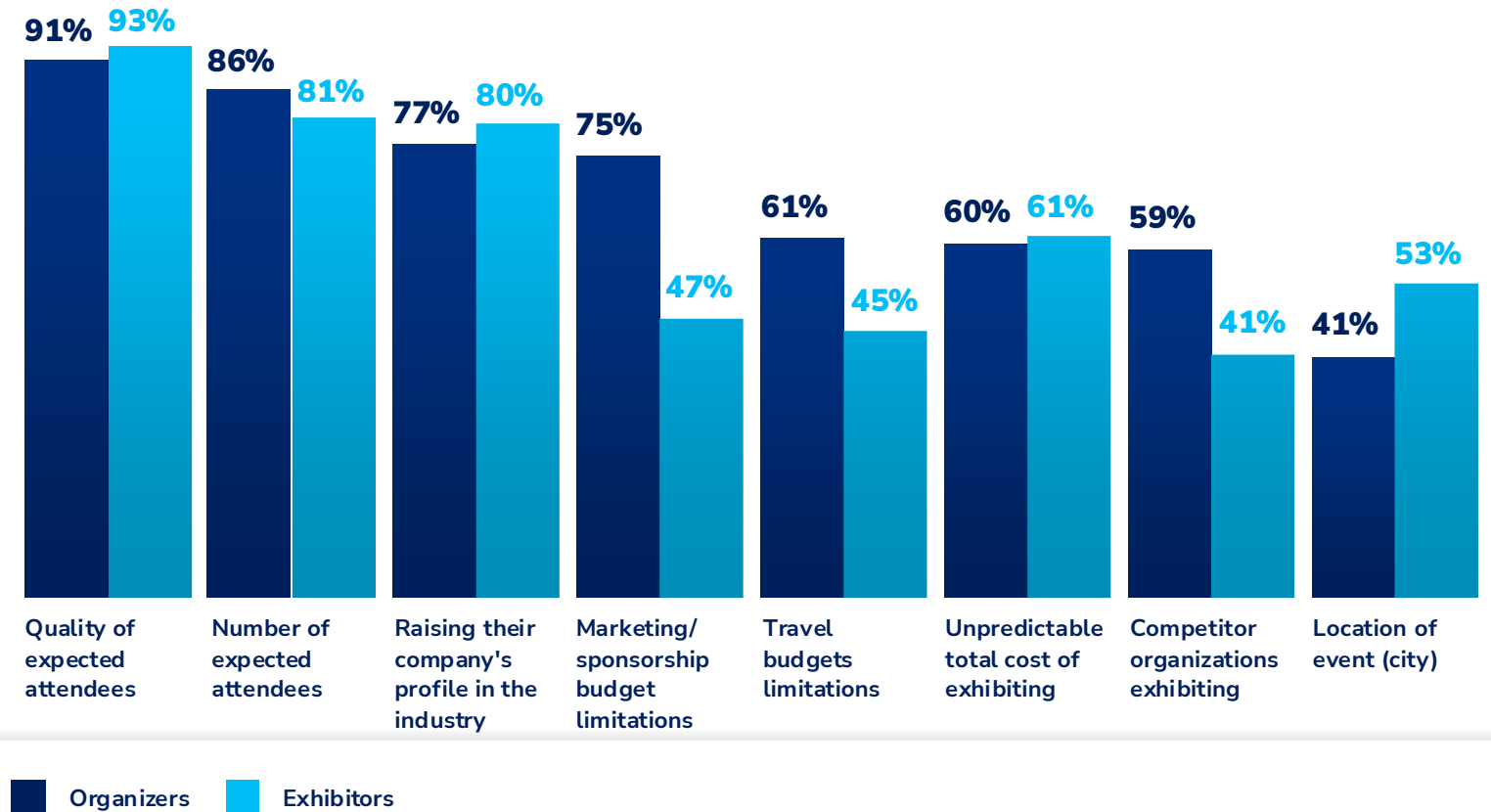
The data shows that organizers align with exhibitors slightly better than attendees. For example, it's no secret that the quality and quantity of leads are the top two factors that make an event worth an exhibitor's while.

However, unpredictable total cost and location influence exhibitors' decision to attend more than organizers realize.

## FREEMAN 2024

Event organizers responding (n=453)

### Perceived degree of impact on exhibitor participation (% very/extremely impactful)



### QUESTION 1

How important are each of the following objectives for your exhibitors?

## + Although event organizers recognize exhibitors' top objectives, they feel ineffective at fulfilling them

Despite organizers' understanding of exhibitors' top objectives, most organizers don't report to be effective at fulfilling those objectives. Specifically, organizers aren't delivering on goals like networking with customers, driving brand awareness, and lead acquisition.

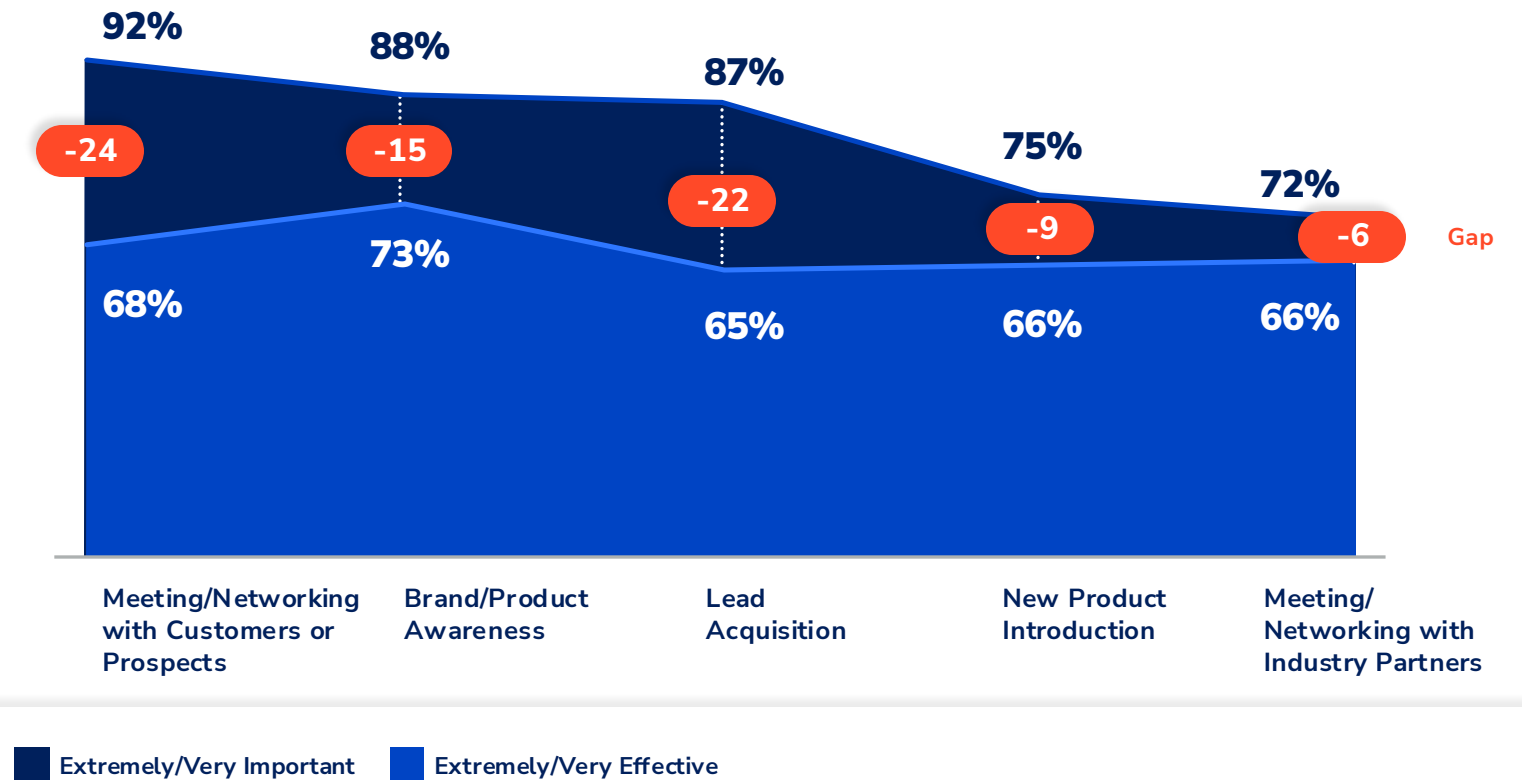
### QUESTION 2

How effective is your organization at fulfilling exhibitor needs on each of the following objectives?

### FREEMAN 2024

Event organizers responding (n=453)

#### Organizer perception of exhibitor objectives (importance and effectiveness)



**QUESTION 1**

How effective is your organization at fulfilling exhibitor needs on each of the following objectives?

**QUESTION 2**

Now rate your satisfaction with this event in meeting those objectives that were highly important to you (those rated extremely/very important)

**FFREEMAN 2024**  
Exhibitors (N=1,911)

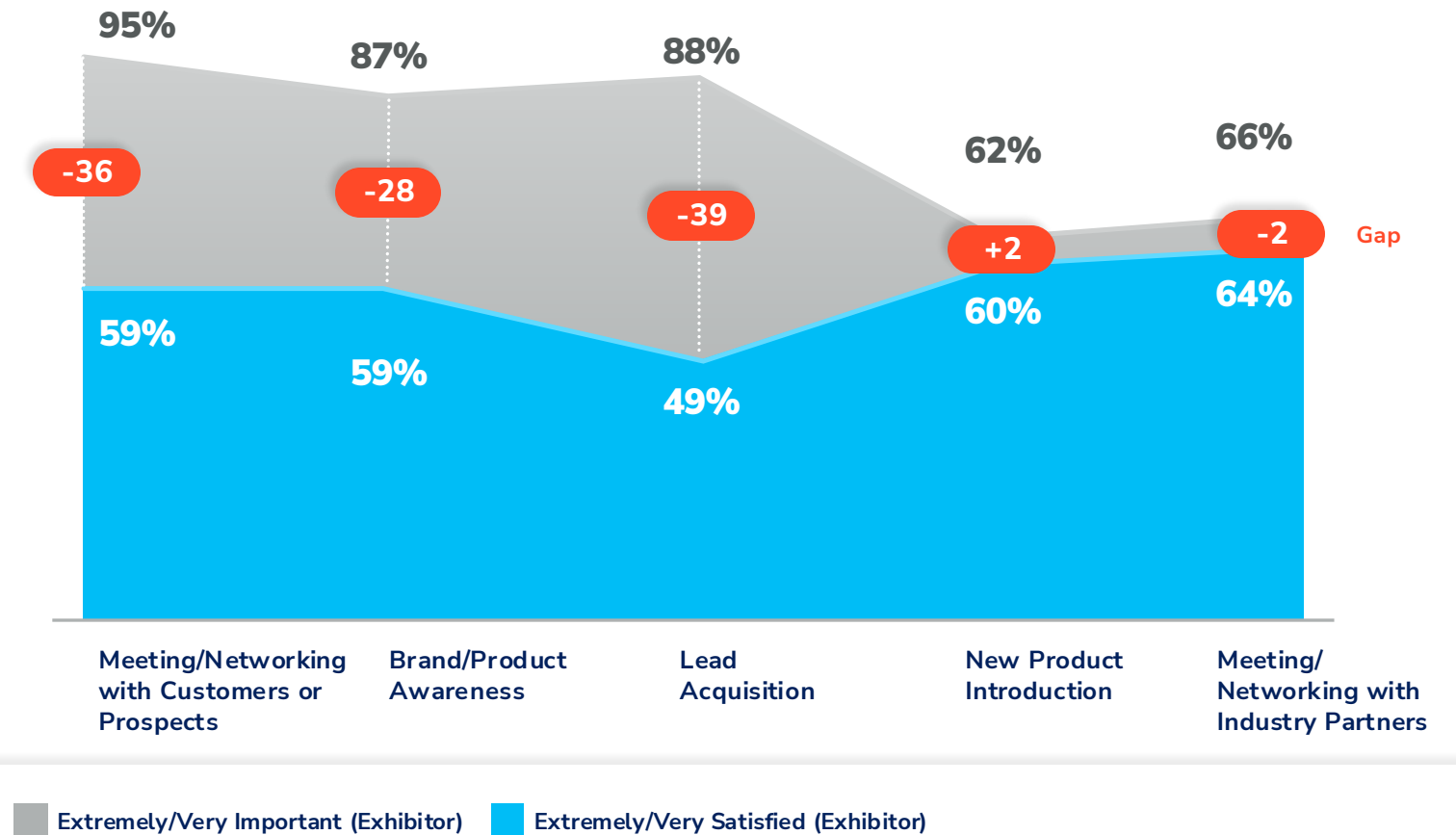
## + Exhibitors are even less satisfied with outcomes than organizers realize

Event organizers are right: exhibitor satisfaction rates are low. In fact, exhibitors are even less satisfied with their outcomes than the organizers themselves.

Innovators (80%) rate themselves as effective across exhibitor objectives.



Reasons for exhibiting (importance and satisfaction)



## QUESTION

What are the top 3 options where exhibitors find your assistance most valuable.

## + Exhibitors want a different type of support than event organizers offer

Although exhibitors ranked the ease of on-site logistics as the second most important type of organizer assistance, they would rather be offered all-inclusive exhibit packages to keep costs and returns as predictable as possible.

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

### Factors influencing event program (% very/extremely influential)

Reducing complexity of onsite logistics

64%



62%

Registering exhibitor staff and/or badge pickup and distribution

43%



20%

Streamlining information from all contractors used at event

42%



41%

Exhibit package inclusive of all costs

42%



64%

 Organizers  Exhibitors

## QUESTION

Select the top 2 services that would most successfully enhance the ROI your event partners receive?

## FREEMAN 2024

Event organizers responding (n=453)

 More data in appendix

# + Attendee lists are more valuable to exhibitors than event organizers think

Organizers believe that attendee networking opportunities would enhance exhibitor ROI most—and these opportunities are important to exhibitors. However, exhibitors would get even more value out of pre- or post-event attendee lists that would allow them to network before, during, and after the event.

We know organizers are hesitant to hand out attendee lists, but we consistently see that attendees and exhibitors want to schedule meetings in advance with the experts and exhibitors of their choosing.

## Services that would most enhance exhibitor ROI



**59%** **56%**  
Networking opportunities with attendees



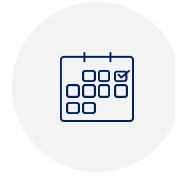
**39%** **8%**  
Thought leadership/speaking opportunities



**33%** **61%**  
Pre- or post-event attendee list



**21%** **31%**  
Industry-standard lead retrieval system



**18%** **9%**  
Meeting space availability



**19%** **7%**  
More options available to host private events

 Organizers  Exhibitors



# So, What Now?



## + If It's Not a Must-Go, It's a No-Go

Why does any of this matter? Why the urgent need for change? Well, many event attendees have started embracing a simple but powerful philosophy: if it's not a "heck yes," it's a "heck no." This mindset reflects a shift in priorities—time is precious, options are abundant, and the bar for what's worth their attention has never been higher. The Now Gen is not just selective; they're decisive, and they're not just looking for **an** event—they're looking for **the** event. In other words, if your event isn't a must-go, it's a no-go.

It's time to redesign your approach to ensure your events aren't just attended—they're anticipated. Because soon, only the must-go events will survive.

The tools for designing must-go events are here. Now it's up to you to use them.





## More This

- Topic-specific meetups
- Participatory learning
- Immersive experiences
- Career-enhancing content



## Less That

- Happy hours
- Classroom lectures
- Wellness opportunities
- Flashy branded swag

# Action Items

We wish we could say these next steps are easy—they're not. But they are possible with the right tools and the right attitude.

The future belongs to those brave enough to embrace and advocate for change.



**Learn from the Innovators**



**Analyze the needs of participants and non-participants**



**Dedicate a group or person to networking**



**Balance participant value with rising costs**



**Take charge of change with the right data**



# Don't Just Pass the Torch, Light the Path

Fearing the worst about the next generation is a national pastime. Whether it was the fear of moral decay over Boomers and their rock and roll, the perceived pessimism of Gen X, the assumed entitlement of Millennials, or the fear that Gen Z screenagers would be the end of social skills, we're prone to worry about what comes next.

Here's the thing: Generational shifts are inevitable. You can resist the shifts or embrace them—the choice is yours. But you won't leave a legacy by maintaining the status quo until you clock out one last time. You will leave a legacy by giving back to the industry that's shaped your career so that it's stronger, smarter, and more impactful for those who follow.

Many event organizers are nearing the end of an era, and this transition is about more than just passing the torch; it's about lighting the path forward for your entire industry.

Boomers and Gen X'ers: your experience, insights, and leadership can help create the types of events that not only meet today's standards but set the benchmarks for tomorrow.



Whether you need more data-driven insights into strategic event management or boots-on-the-ground consulting, Freeman Strategy has a solution for you:

## Get in touch

Connect with

**Ken Holsinger**

ken.holsinger@freeman.com

**Annie Malone**

annie.malone@freeman.com

### Performance Benchmarking and Analysis

Analyze your event's performance across a myriad of markers and see where it aligns with industry benchmarks. Identifying industry misalignment is the first step in closing gaps between exhibitors and attendees at your event.

### On-site Event Assessment

Evaluate your attendees' unique motivators and uncover where your event meets (or misses) the mark using our proprietary XLNC assessment tools.

### Pricing Analysis and Growth Strategy

Assess the competitive alignment of your event or event portfolio pricing for attendees, exhibitors and sponsors and develop models that drive value, simplify and create predictability at your events.

### Maximize Value Drivers

Identify addressable market and attendance drivers for both current and prospective attendees, which can help communicate to exhibitors' better ways understand and engage with your attendees.

### Exhibitor Analysis and Strategy

Assist your exhibitors in maximizing their presence at your event through strategy-driven training and communications that enable them to identify and measure the ROI that your event provides.

### Sponsorship Analysis and Strategy

Help sponsors define event objectives, uncover new activations and create sponsorship opportunities that can optimize engagement between sponsors and attendees.

# Appendix

Methodology and complete dataset

## **+** Methodology

The survey sample comprised of B2B event planners. The survey was conducted online.

All respondents were given the option to opt-in to a drawing for one of ten (10) \$100 Amazon gift cards.

<b>Freeman 2024</b>	
<b>Fielding dates</b>	<b>June 3 – August 16</b>
<b>Responses</b>	<b>453</b>
<b>Margin of error</b>	<b>±4.6%</b>
<b>Respondent Type</b>	
Event organizer/meeting planner	82%
Exhibit sales and/or fulfillment	8%
Third-party association management or event planning company	7%
Education/content programmer	3%

# + Profile of respondents

## Level

	Freeman 2024 Organizers
C-suite/President	12%
VP/SVP/EVP	20%
Director/Senior Director	33%
Manager/Senior Manager	29%
Other	6%

## Gender

	Freeman 2024 Organizers
Male	29%
Female	68%
Prefer not to say	2%

## Generation

	Freeman 2024 Organizers
Gen Z	2%
Millennials	38%
Gen X	42%
Boomers	15%
Prefer not to say	2%

# + Profile of respondents

## Organization Type

	Freeman 2024 Organizers
Association/society/not-for-profit exhibition or event organizer	59%
For-profit exhibition or event organizer	18%
Organizer of corporate events for my company	11%
Third-party event management company	9%
Other	3%

## Association Type

	Freeman 2024 Organizers
Professional	61%
Trade	27%
Both trade and professional	12%

## 3rd Party Event Manager Client

	Freeman 2024 Organizers
Association/not-for-profit	55%
Corporate	31%
Independent/for-profit	12%
Other	2%

## Organization Scope

	Freeman 2024 Organizers
International	51%
National (US only)	33%
Regional (within US)	11%
National (country other than US)	6%

## Frequency of most important event

	Freeman 2024 Organizers
Annual	80%
Multiple times per year	19%
Once every two years	1%



# + Profile of respondents

## Number of Attendees at Largest Event

	Freeman 2024 Organizers
Under 1,000	14%
1,000-4,999	35%
5,000-9,999	14%
10,000-14,999	10%
15,000-24,999	12%
25,000-49,999	9%
50,000 or more	4%
Not sure	2%

## Approximate Expo Hall Sq Ft

	Freeman 2024 Organizers
Under 100,000	24%
100,000+	37%
Not sure	40%

## Total Number of Events Hosted Annually

	Freeman 2024 Organizers
1	5%
2-5	26%
6-10	23%
More than 10	46%

## Primary Industry Organization Supports

	Freeman 2024 Organizers
Medical/Healthcare	21%
Technology/Communications/IT	10%
Business Services	8%
Education	8%
Sporting Goods, Travel, Entertainment and Amusement	8%
Financial, Legal and Real Estate	7%
Building/Construction/Home and Repair	6%
Transportation	5%
Food/Beverage	4%
Industrial/Heavy Machinery	4%
Other	20%

# + Profile of respondents

## Anticipated change in verified total attendees in 2024/25

	Freeman 2024 Organizers
Decrease by more than 10%	2%
Decrease by 5-10%	6%
Stay approximately the same (change less than +/- 5%)	43%
Increase by 5-10%	40%
Increase by more than 10%	7%
Not sure	2%

## Anticipated change in exhibit hall square footage in 2024/25

	Freeman 2024 Organizers
Decrease by more than 10%	1%
Decrease by 5-10%	10%
Stay approximately the same (change less than +/- 5%)	49%
Increase by 5-10%	29%
Increase by more than 10%	7%
Not sure	4%

**QUESTION**

How influential are the following factors to your attendees' participation decision?

**FREEMAN 2024**

Event organizers responding (n=453)

**Reasons a target attendee would choose to participate**



**QUESTION**

Select the top 3 reasons why a target attendee would choose not to attend?

**FREEMAN 2024**

Event organizers responding (n=453)

**Reasons a target attendee would choose not to attend (% very/extremely influential)**



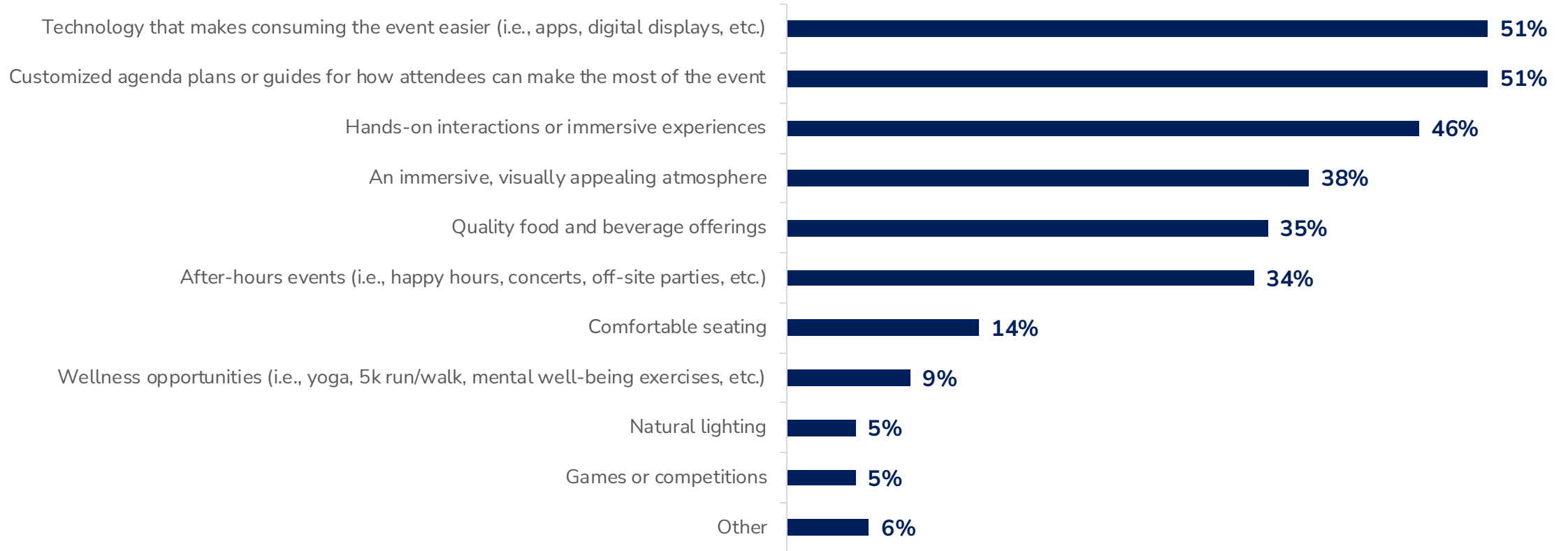
## QUESTION

Think about the overall experience at your organization's most important in-person event. What are your top 3 attendee-focused areas?

## FREEMAN 2024

Event organizers responding (n=453)

### Perception of top experiential ("X") factors



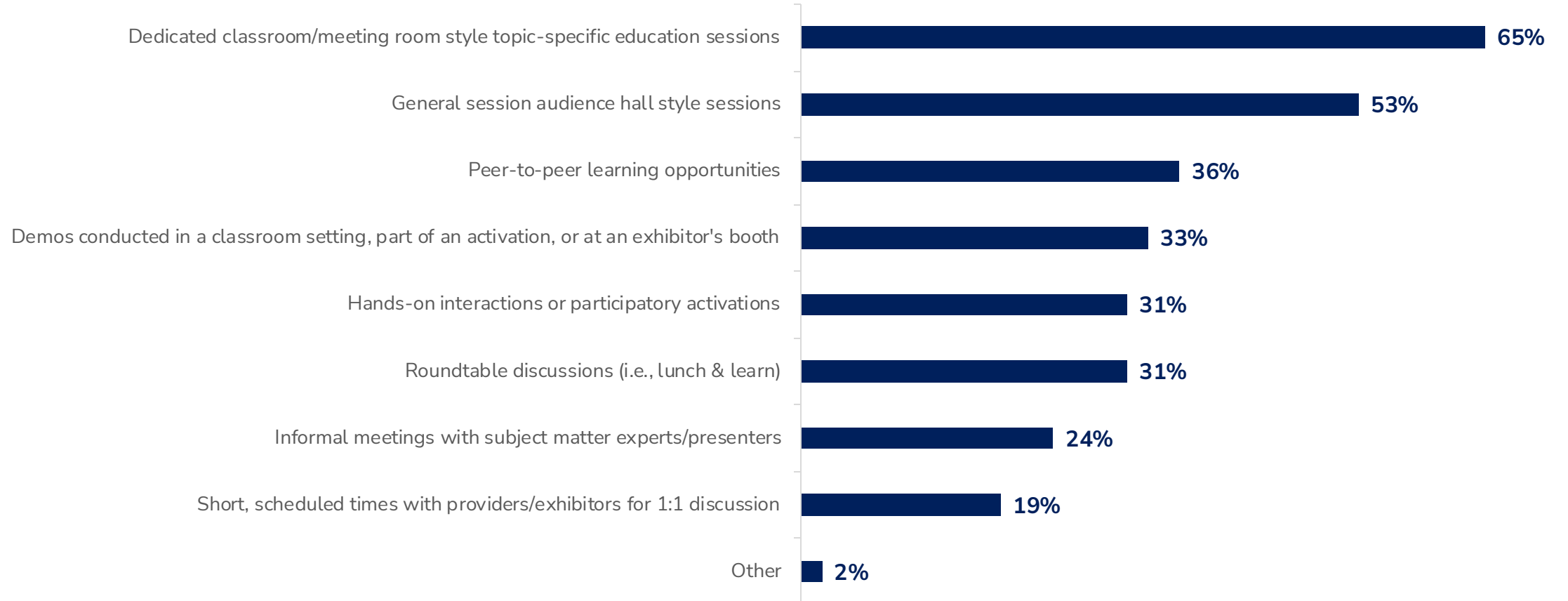
## QUESTION

Think about how attendees learn at your organization's most important in-person event. What are your top 3 learning experiences?

## FREEMAN 2024

Event organizers responding (n=453)

### Perception of top learning ("L") factors



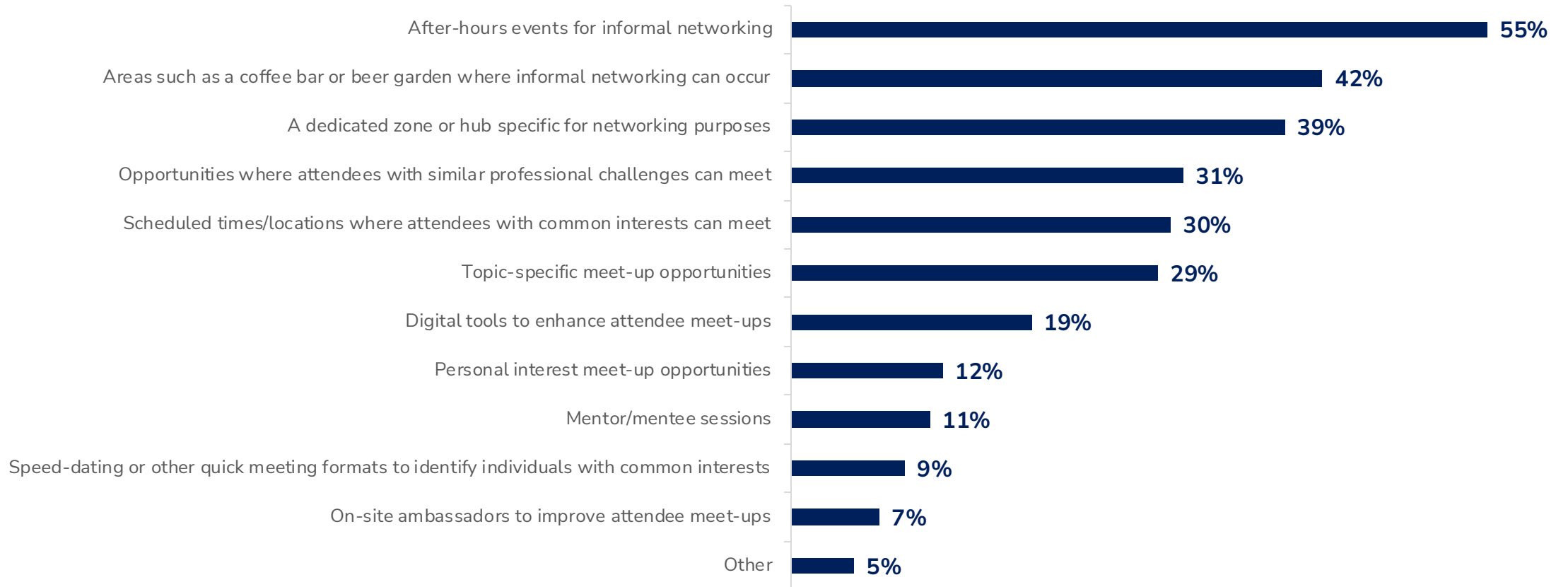
## QUESTION

Think about how attendees' network at your organization's most important in-person event. What are your top 3 networking areas?

## FREEMAN 2024

Event organizers responding (n=453)

### Perception of most important networking ("N") factors



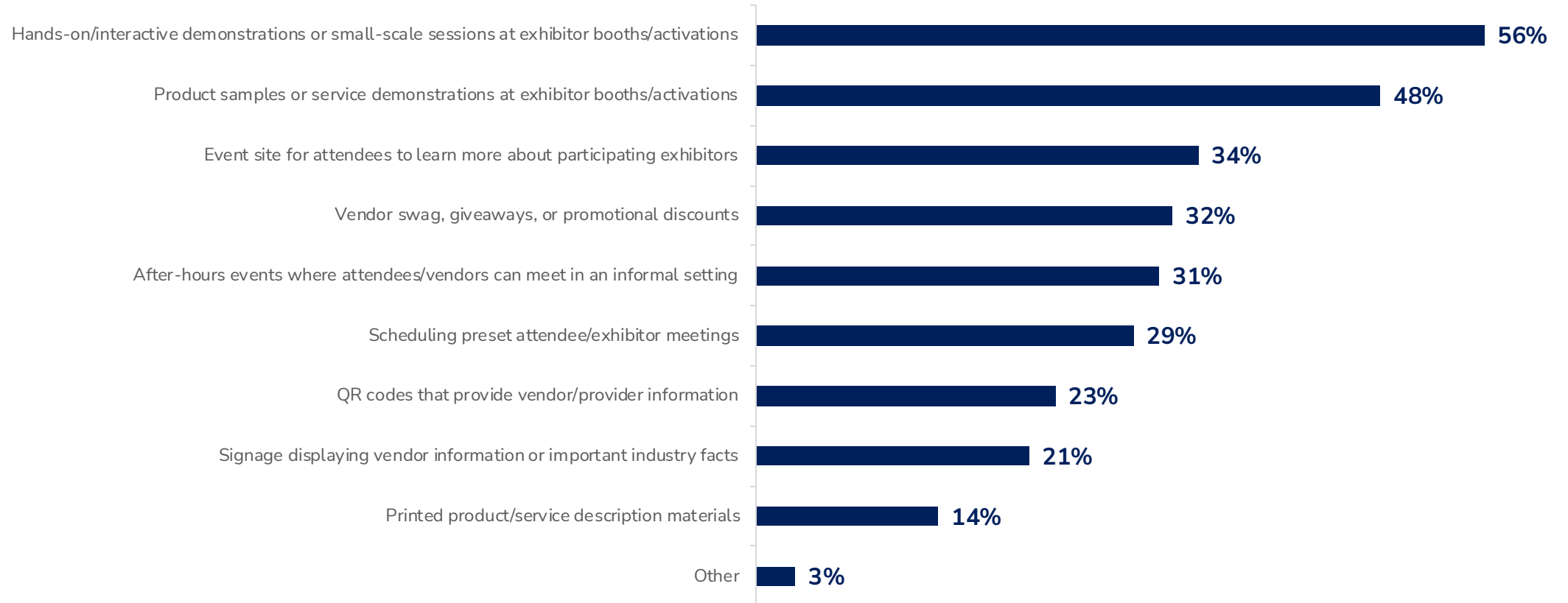
## QUESTION

Think about how attendees build awareness of and evaluate products/services. What are the top 3 areas that your event leverages or you encourage exhibitors to employ?

## FREEMAN 2024

Event organizers responding (n=453)

### Perception of top commerce (“C”) factors





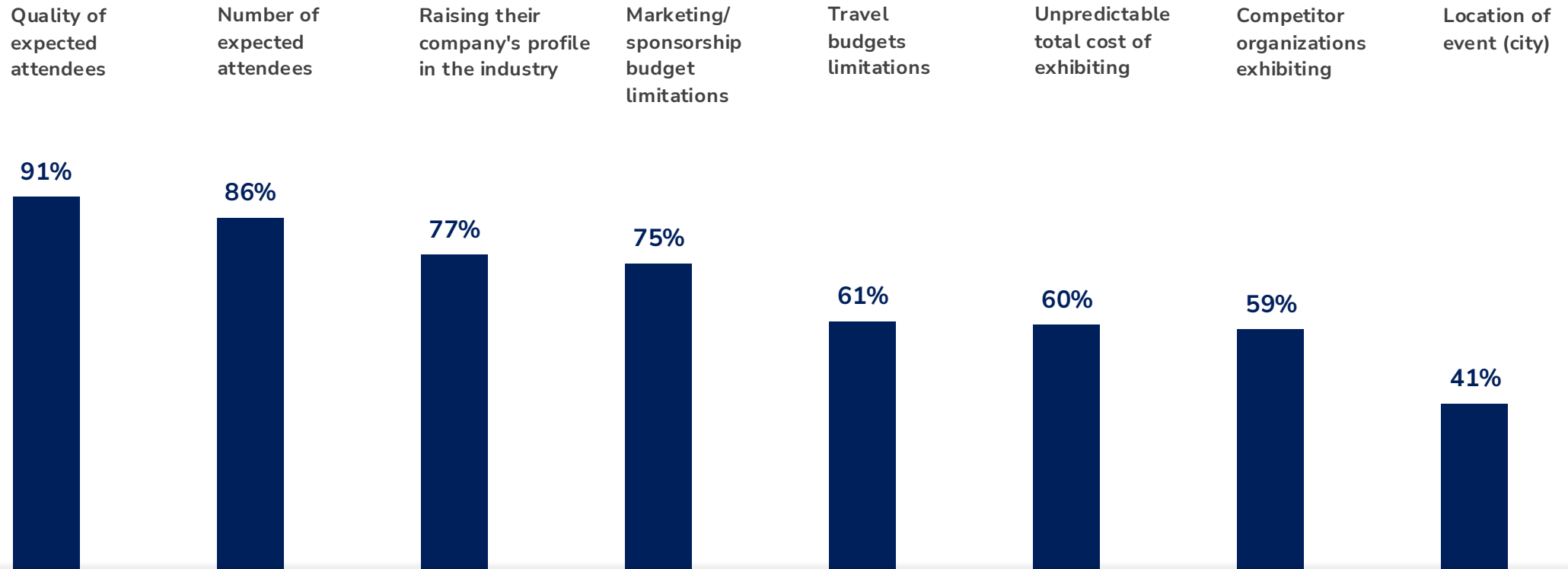
**QUESTION**

How impactful are the following to exhibitor participation?

**FREEMAN 2024**

Event organizers responding (n=453)

**Perceived degree of impact on exhibitor participation (% very/extremely impactful)**



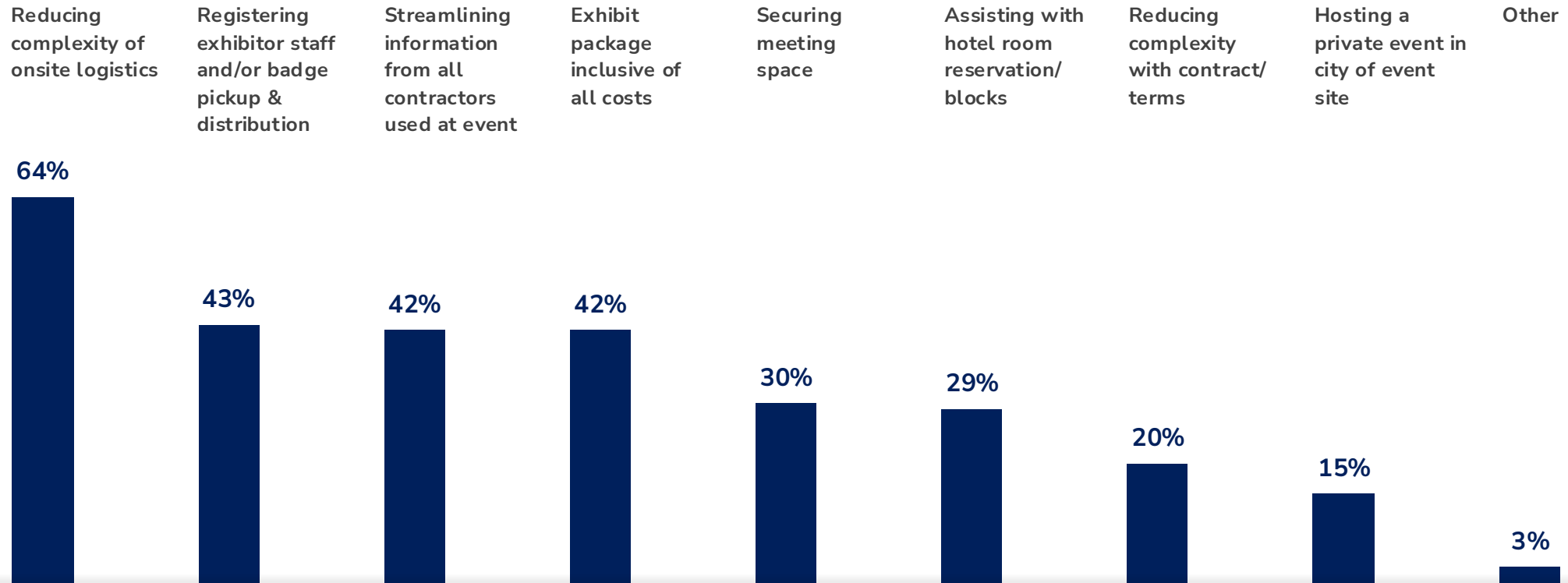
**QUESTION**

What are the top 3 options where exhibitors find your assistance most valuable.

**FREEMAN 2024**

Event organizers responding (n=453)

**Perception of where exhibitor assistance would be most valuable**



**QUESTION**

Select the top 2 services that would most successfully enhance the ROI your event partners receive?

**FREEMAN 2024**

Event organizers responding (n=453)

**Services that would most enhance exhibitor ROI**

Networking opportunities with attendees

59%

Thought leadership/ speaking opportunities

39%

Pre or post-event attendee list

33%

Industry-standard lead retrieval system

21%

Meeting space availability

18%

More options available to host private events

16%

Other

3%

**QUESTION**

What are the 2 most significant business/operational event challenges your organization faces in the next 3-4 years?

**FREEMAN 2024**

Event organizers responding (n=453)

**Top business/operational event challenges**

Increasing profitability/  
contribution to  
organization P&L

57%



Increasing event  
attendance

49%



Increasing  
exhibitor/ sponsor  
participation

37%



Implementing the  
right technologies  
to improve event  
operations

31%



Identifying the  
right venue(s)/  
location(s)

18%



Other

3%



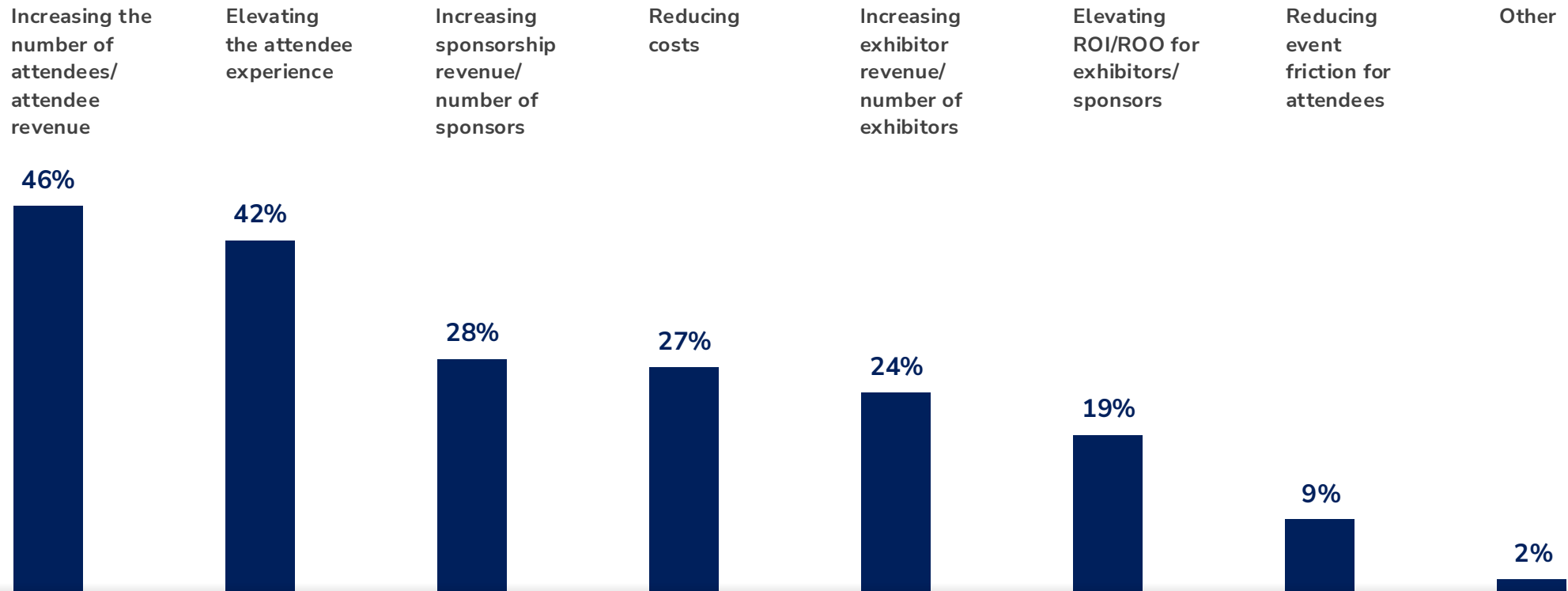
**QUESTION**

Over the next 12 months, what are the top 2 priorities for your organization's most important event?

**FREEMAN 2024**

Event organizers responding (n=453)

**Top priorities for event organizers**



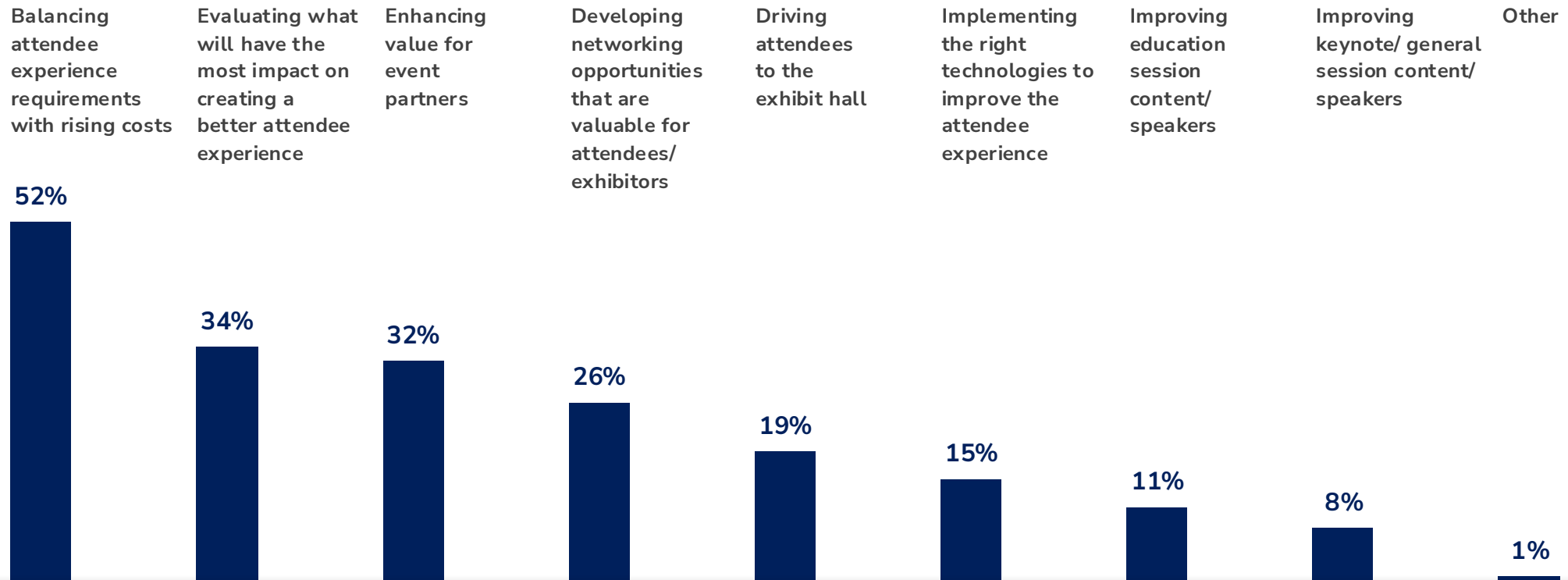
## QUESTION

What are the 2 most significant attendee/event partner experience challenges your organization faces in the next 3-4 years?

## FREEMAN 2024

Event organizers responding (n=453)

### Top attendee/event partner experience challenges



# Thank You!