



**90% OF  
MEETING  
CLIENTS  
MOVING TOWARDS  
VIRTUAL  
AND HYBRID  
IN A  
BIG WAY**

“

Connecting people  
to facilitate growth and  
knowledge sharing using technology

# BACKGROUND

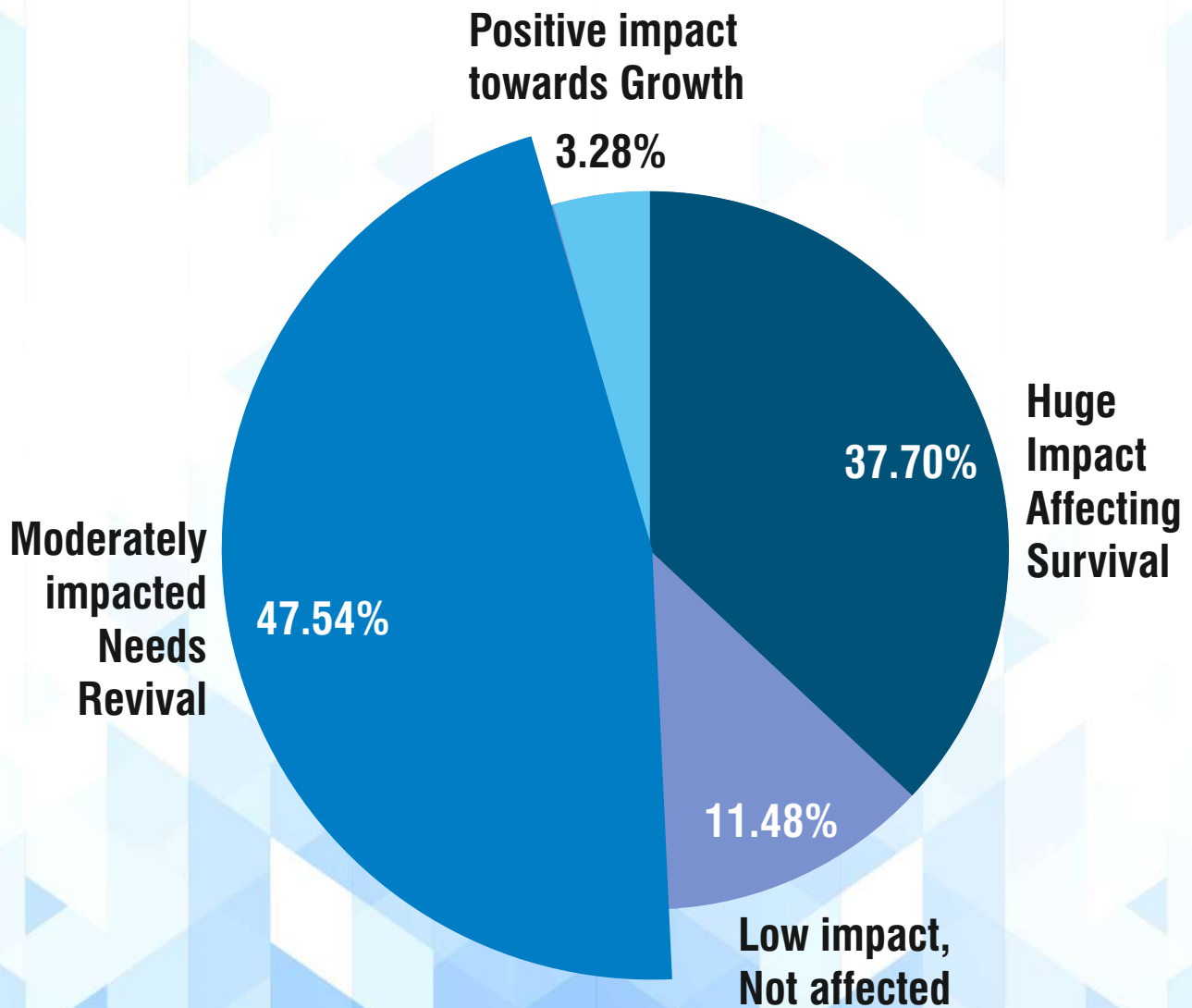
With COVID-19 impacting businesses, meetings business has been clouded with a lot of uncertainty, about the future market, cost cuts on spends, change in customer behaviour, responsiveness to need for virtual meetings and lead time for adaptation and starting the new normal. Hence, we felt there was a need for a market study of our clients and bring together the results to make an attempt in forecasting the future. The sample size of our 100 clients at Indiattitude was used to bring together this study for public use.

A photograph of a man in a dark suit standing on a stage in a lecture hall, addressing an audience. The audience is seated in red chairs, and the room has a modern design with a ceiling of white slats and a wall of black and brown panels. The floor is made of light-colored wood. The text 'OBJECTIVE' is overlaid in large white letters on the bottom left of the image.

# OBJECTIVE

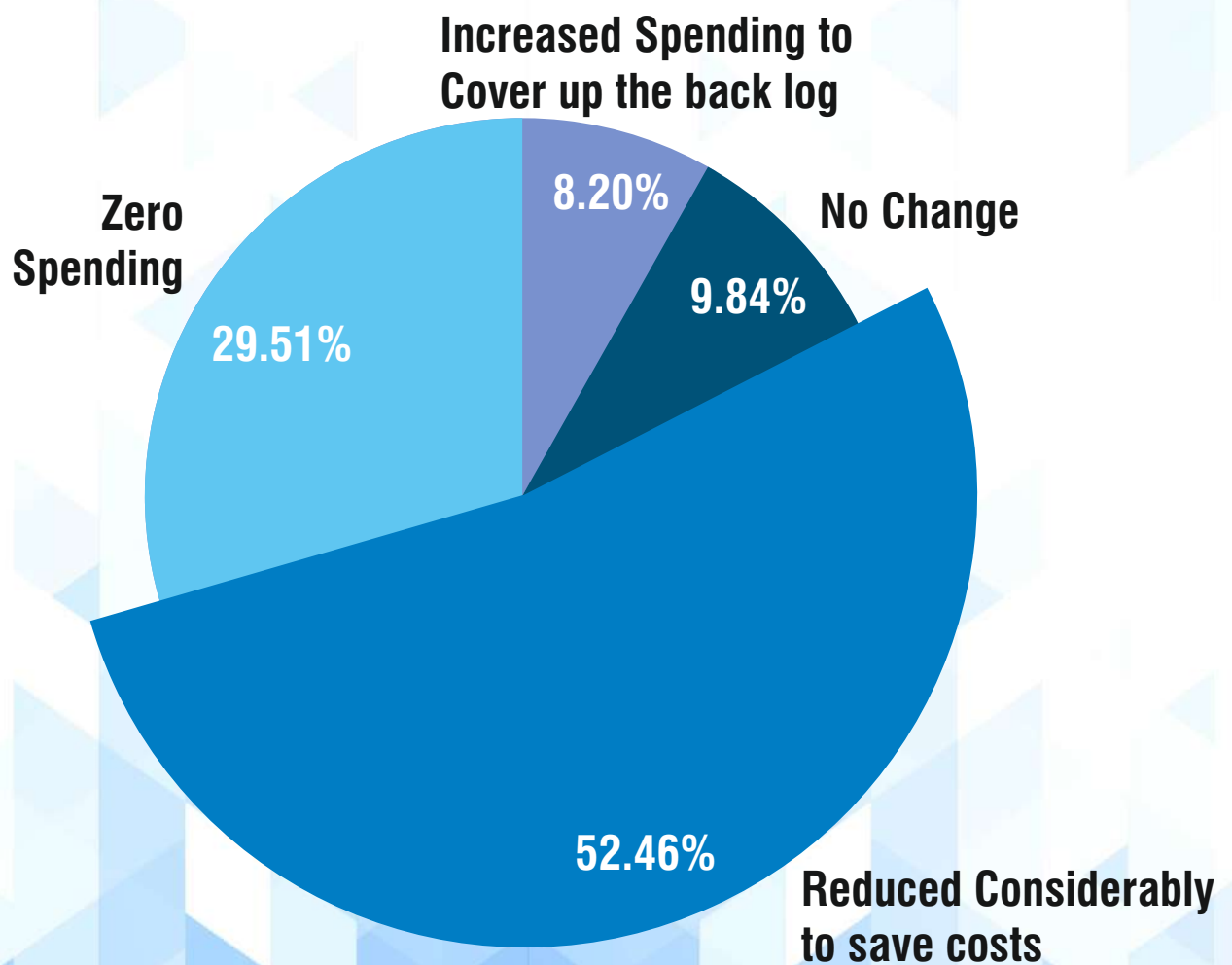
To study the impact of COVID-19 on businesses of meeting services clients and analyse its effect on decision making for future meetings, budget allocations, transition to virtual meetings, time frame for recovery and expectation from service providers.

# The CoVid-19 Impact on Businesses



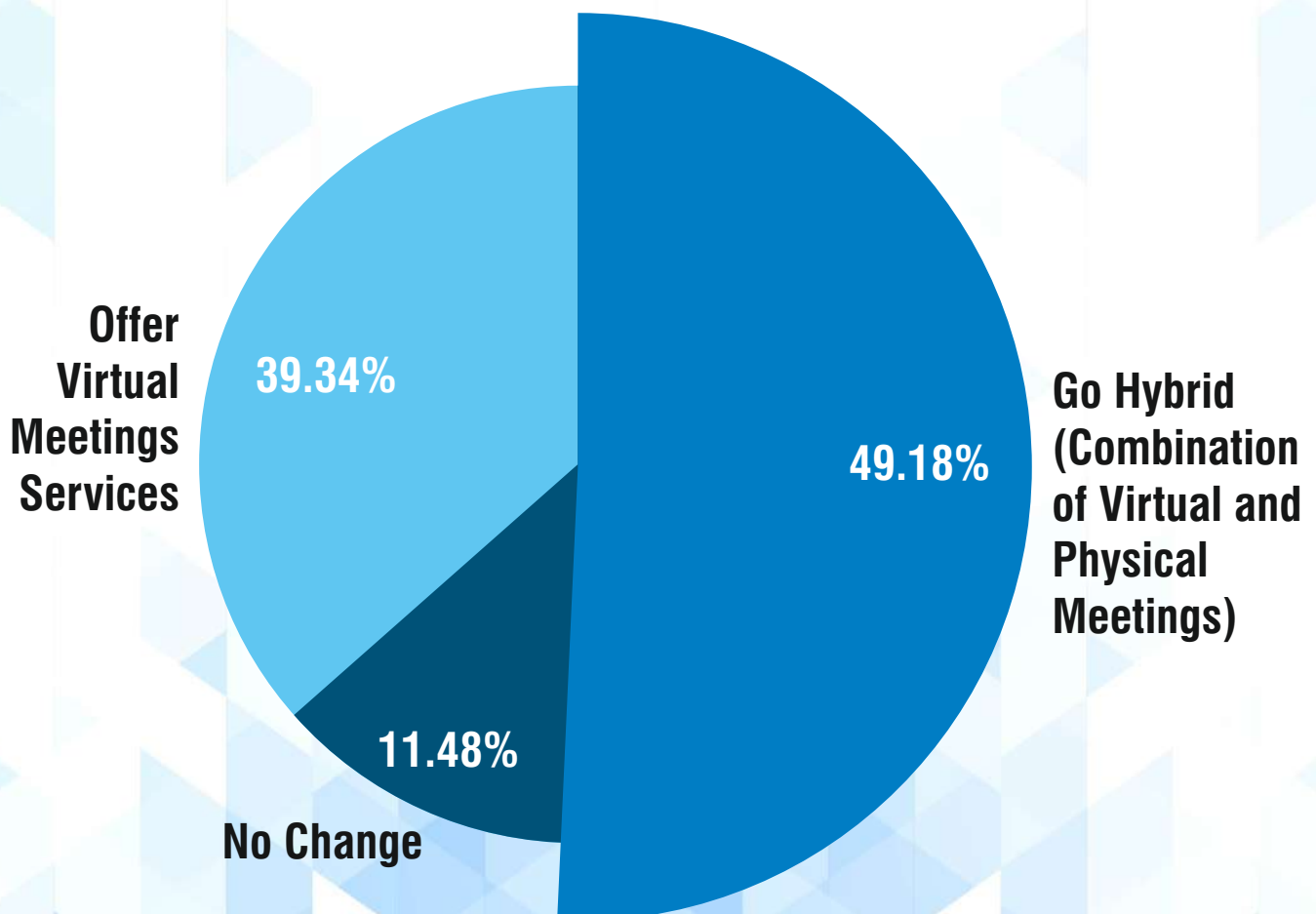
37.70% of the meeting clients have been hugely impacted in their business due to COVID-19 while 47.54% feel they have been moderately impacted. 11.48% have low impact close to not being affected; at the same time 3.28% feel they are experiencing positive growth due to COVID-19.

# Expect Considerable Reduction in Spend for Meetings and Conferences



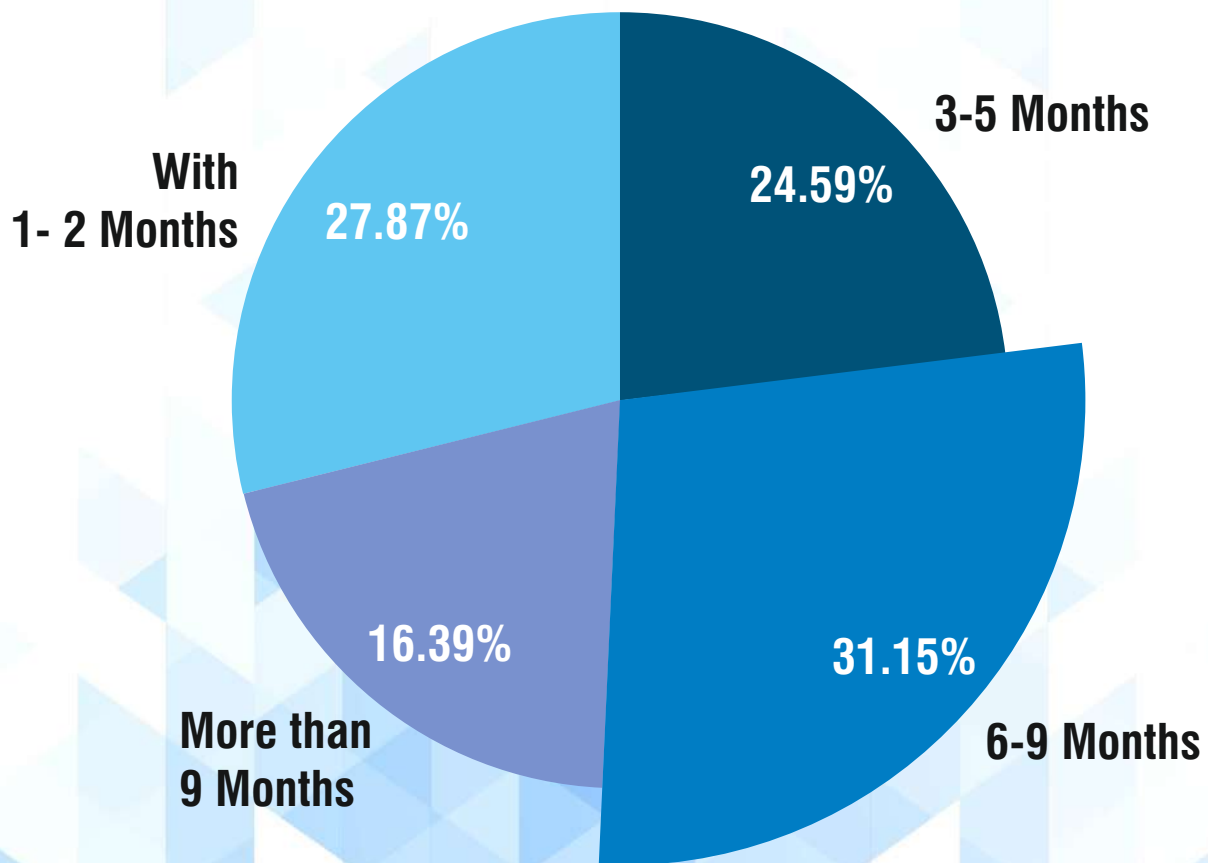
More than half of the sample feels, there will be a considerable reduction in the spends for Meetings and Conferences. 29.5% of the clients predict it to be zero in their organisations. Only 18% show a positive trend with 9.84% expecting no change and 8.2% expecting an increase in spends due to the backlog of the COVID-19.

# Market Expectation- The New Normal



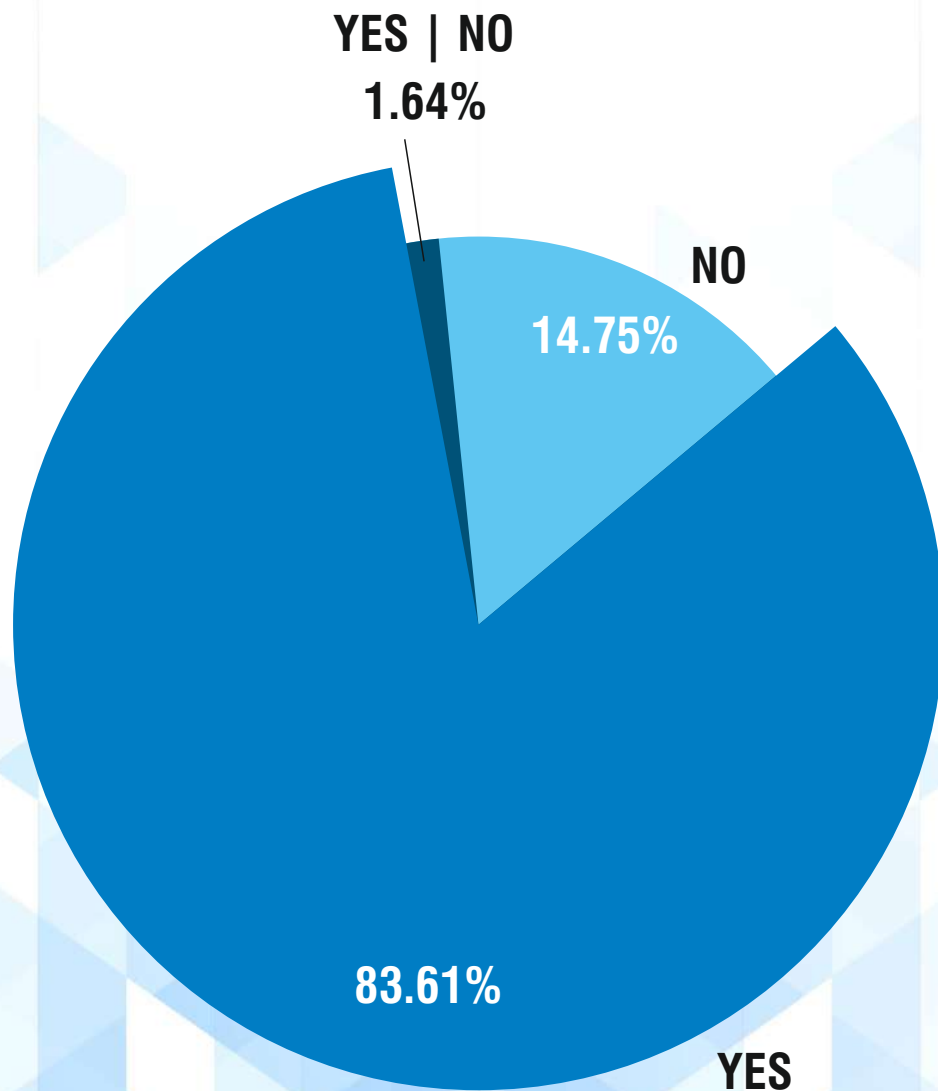
Close to 40% of the meeting clients expect the service providers to offer virtual solutions for meetings and additional 50% are inclined towards hybrid meeting services. Clearly 90% of the clients are expecting to conduct meetings in the virtual space along with physical meetings.

# Market Scenario Forecast



Close to 28% of the clients feel they will start their meetings in the range of 1-2 months from now. While, close to 25% feel they will start meetings in the range of 3-5 months. Nearly half of them feel that they will start within 6-9 months and beyond, with close to 16% expecting to start events after 9 months.

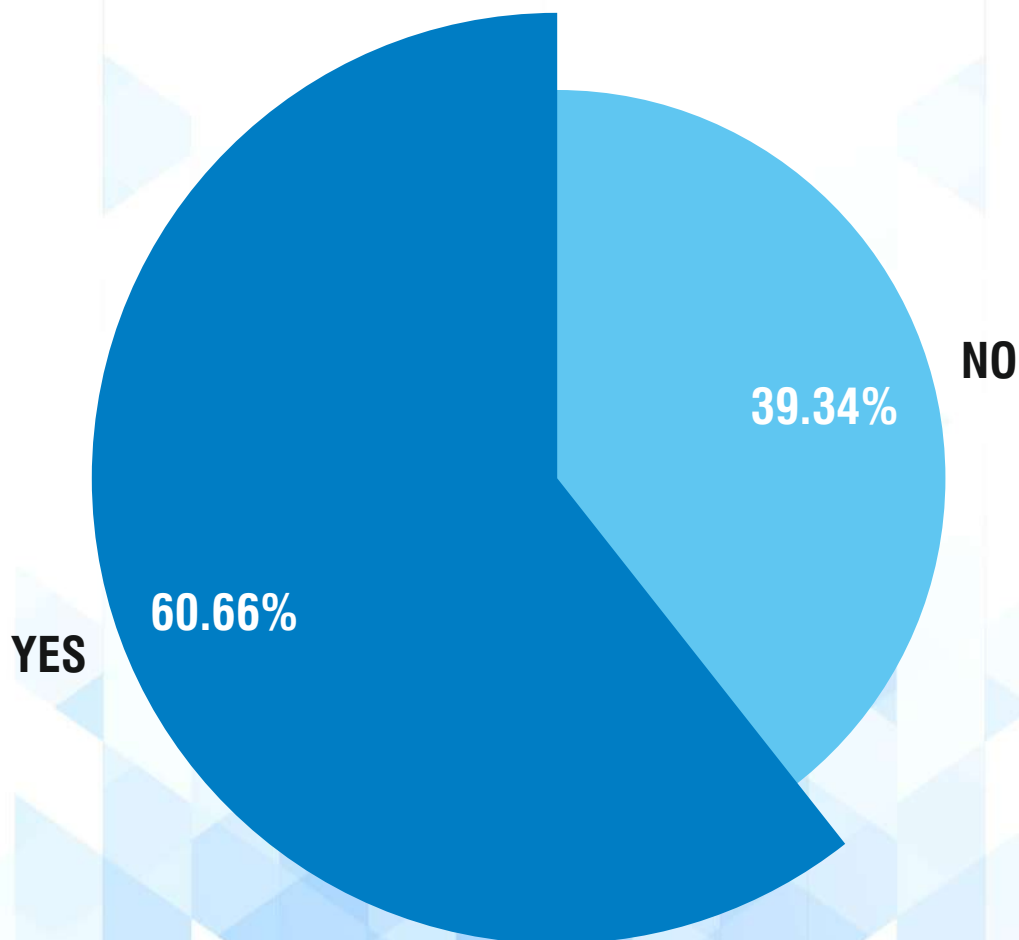
# Need for Virtual Meetings



The new normal for meetings is the virtual space with 83% of the clients opting to shift to virtual meeting solutions for their meetings.



# Virtual Support



60% of the clients responded "Yes" for support required for virtual meetings and conferences. Whereas close to 40% intend to do it themselves.

# OPINION

The impact for COVID-19 on meetings is huge, affecting 90% of meeting clients, resulting in considerable reduction in meeting spends, with close to 30% forecasting it to Zero. The customer expectation is moving towards virtual meetings support and eventually Hybrid in a big way. The recovery phase seems to begin 3-5 months from now, with a clear shift towards an emerging need for virtual meeting and hybrid services.

**Credit:** Market Intelligence, Indiattitude

**Disclaimer:** This report is representation of statistics, based on perceptual mapping of existing clients, in the sample and does not represent, endorse or predict the actual behaviour of the total market ecosystem. User may use for inferences at his/her own risk.