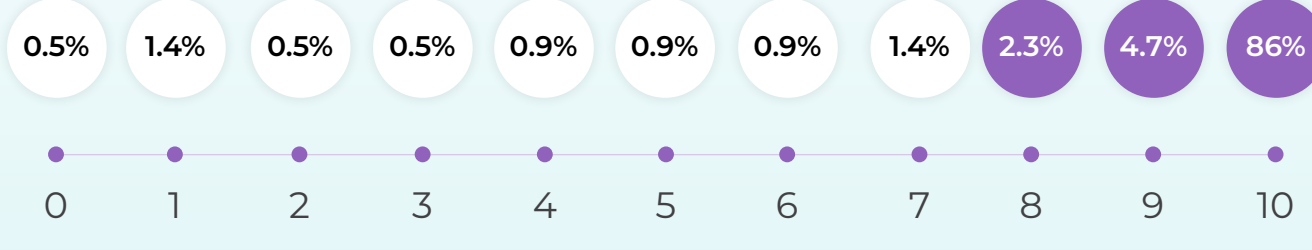


# Event Planners' Expectations for 2023



How likely is an organization to host an in-person event in 2023?

(Scale of 0-10, with 10 being the most likely)

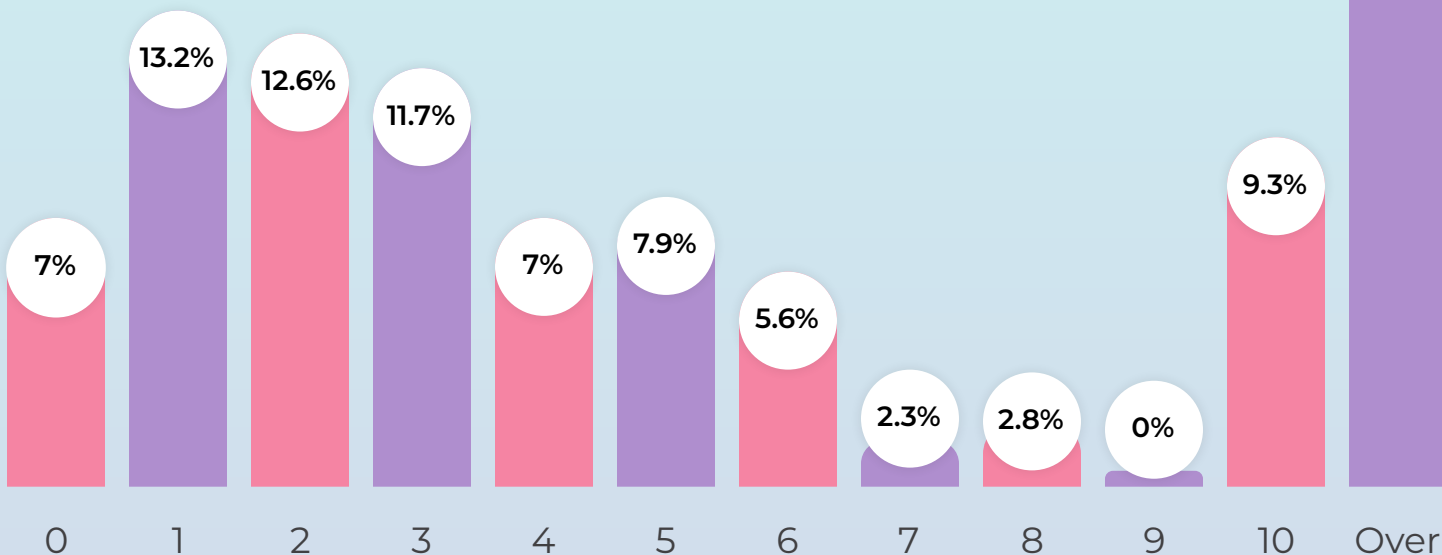


**93%**

of event planners said **8 or higher** that they will be hosting an in-person event in 2023.



The number of in-person events organizations held in 2022



Organizations that held in-person events in

## 2022

**93%** of organizations hosted in-person events in 2022.

**20.6%**

hosted 10+

**20%**

hosted 6-10

**52.4%**

hosted 1-5

**7%**

no events



How event planners will be hosting events in 2023

In-person

**60.3%**

Hybrid

**26.2%**

same dates

**10.7%**

different dates

Virtual

**2.8%**

Organizations that will hold in-person events in

## 2023

**97.2%** of organizations will host an in-person event in 2023

How many event planners are currently using event technology

**80.8%** of event planners use event technology

Are event planners concerned about attendee safety procedures and looking to make additional investments to help?

**31.3%** of event planners are concerned with safety procedures and need additional investment.



What event technology are event planners interested in for their organization?

**68.2%** Event Registration

**41.1%** On-Demand Badge Printing

**65.9%** Event Mobile App

**35%** Exhibitor Management

**46.7%** Virtual/Hybrid Event Platform

**25.7%** Lead Retrieval

**43%** Attendee Tracking

Don't miss your opportunity to budget for in-person event technology that will improve your planning logistics and create a better onsite experience.

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