

EVENTS AT WORK: THE CORPORATE EVENT MARKETPLACE

An exclusive event industry study from *Special Events*

EDITED BY LISA HURLEY

Yes to events, but no to big budgets. That's the reading from this year's Corporate Event Marketplace Study. Some 84 percent of respondents tell *Special Events* they expect to stage the same number of events or even more in 2010 compared with 2009. And while 29 percent will have bigger budgets to work with, an equal number will be stuck with this year's budget allocation, and the rest will have even less money to work with.

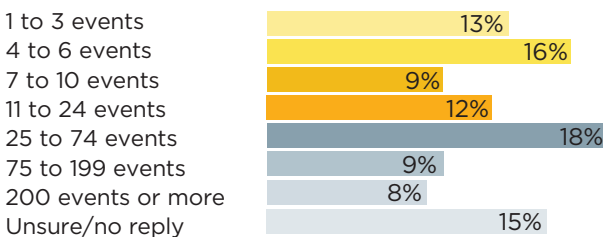
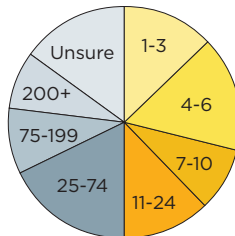
And in what may be a rueful acknowledgement of the AIG effect, corporate planners no longer give as much weight to "press/media coverage" as a valuable tool for measuring an event's ROI as they once did. More than a third used it as a measuring tool in 2008, but that figure skidded to less than a quarter this year.

Note: Sums may not total 100% because figures have been rounded off.

STAGING EVENTS: THIS YEAR'S OUTLOOK

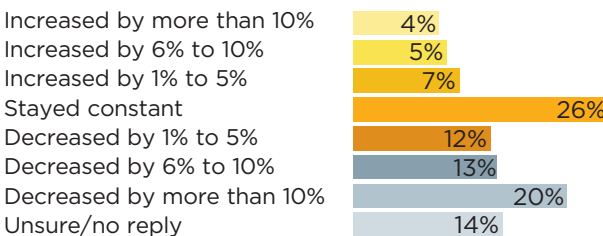
Approximately how many corporate special events (including incentive trips, gala product launches, marketing events, recognition dinners, company picnics, etc.) will your company stage in 2009?

Percentage of respondents



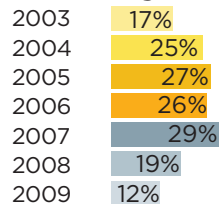
How has your organization's spending on corporate special events changed in 2009 compared with 2008?

Percentage of respondents

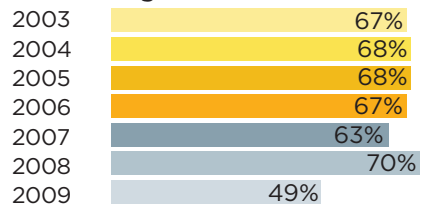


Will the number of corporate events that you stage in this year be more or less than your "typical" amount? (Data below compares responses from previous years with this year.) Percentage of respondents

We will stage more events this year



We will stage the same amount



We will stage fewer events this year

