



Event Sentiment Survey on Getting Back to In-Person Events

Prepared by the LF Events Team
April 2021

General Survey Information

- Survey sent to **67k** past event attendees from 2018 - 2021
- 972 Responses
 - **43%** of responses came from people in the US followed by **8%** from Germany, **7%** from India, **6%** from the UK and **4%** from Canada
- Responses from **612** companies
- Responses from **73** countries
- Respondent breakdown:
 - **93%** have attended our events virtually
 - **63%** have attended our events in-person

Sentiment on Returning to In-Person Events

Primary Impact on Decision to Travel to Events:

- Vaccine Rollout **27.2%**
- Local/Country **26.2%**
- Onsite Safety **19.3%**
- Company Policy **14.1%**
- Financial **7.8%**
- Other **5.4%**



Attendee Travel Insights

I'm Likely To Travel To An Event **Internationally:**

By September of 2021:

- Of all respondents - **17.8%**
- Of those who have previously attended in-person - **21.4%**
- Of those based in the United States - **20.6%**

By October of 2021:

- Of all respondents - **24.8%**
- Of those who have previously attended in-person - **31%**
- Of those based in the United States - **27.8%**

By November of 2021:

- Of all respondents - **32.1%**
- Of those who have previously attended in-person - **40.3%**
- Of those based in the United States - **33.5%**

I'm Likely To Travel To An Event **Domestically:**

By September of 2021:

- Of all respondents - **34.5%**
- Of those who have previously attended in-person - **40.3%**
- Of those based in the United States - **39.6%**

By October of 2021:

- Of all respondents - **46.9%**
- Of those who have previously attended in-person - **53.8%**
- Of those based in the United States - **53.7%**

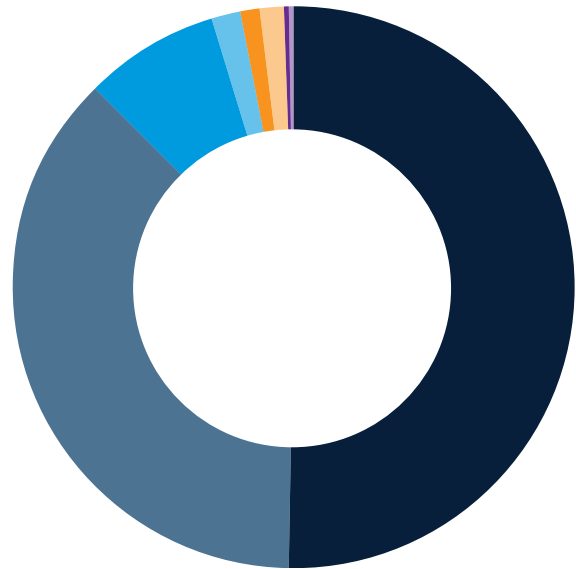
By November of 2021:

- Of all respondents - **54.9%**
- Of those who have previously attended in-person - **61.9%**
- Of those based in the United States - **61.5%**

Responses by Continent/Region

In-Person Attendees Only

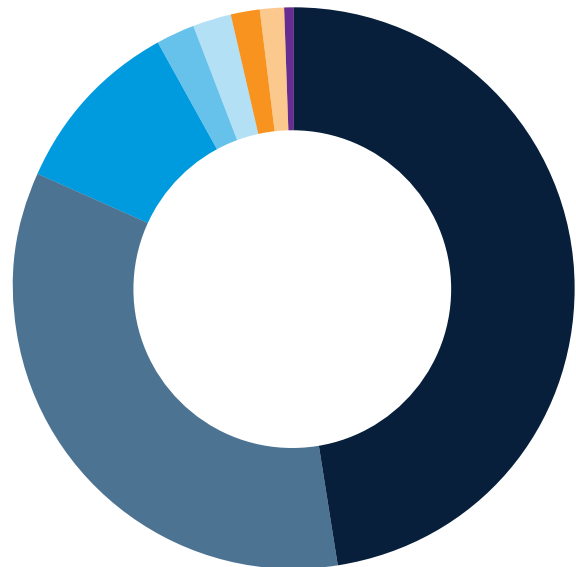
- North America **50.3%**
- Europe **37.4%**
- Asia **7.7%**
- Middle East **1.6%**
- Oceania **1.3%**
- South America **1.2%**
- Africa **0.3%**
- Central America **0.2%**



Responses by Continent/Region

Virtual + In-Person Attendees

- North America **47.7%**
- Europe **34.3%**
- Asia **10.1%**
- Middle East **2.3%**
- South America **2.1%**
- Africa **1.7%**
- Oceania **1.3%**
- Central America **0.5%**



Company Travel Policy of Respondents

- **70%** of respondents work for companies with current restrictions on travel
- **84%** of these have no current dates on when this policy will be lifted
- Only **14.1%** of those surveyed indicated that company policy was a major impact on their decision to travel to in-person events
- Almost **37%** of those surveyed either do not have a current work travel restriction, or will have one lifted by Q3

Virtual Event Sentiment

- It's the only option currently **44.6%**
- Love them! **27.7%**
- They're just OK **20.3%**
- I would be happy to never want to watch a virtual session again **7.4%**

