

2013 QUARTER 3

BUSINESS BAROMETER




EXECUTIVE SUMMARY:

Q3: Getting Better All the Time

Employment continues to improve in the global meeting industry, as do economic conditions. With the exception of a few specific locations, marketplace uncertainty is giving way to the need to find more creative and efficient ways to deliver great experiences. Meeting professionals are turning to better uses of technology, more creative event and session formats and a better understanding of emerging tools in order to enhance attendee experiences.

U.S. and European meeting professionals are also more optimistic about the future. Europeans saw an increase in business of about 1.5 percent over the last 12 months, but

predict an increase of 3.6 percent in the coming year. In the U.S., meeting professionals saw an increase of 2.7 percent, but predict an improvement of 4 percent into 2014. As for employment, the trend is up, with more full-time employment in Europe and more part-time and contract employment in the U.S.

International corporate business continues to be the greatest source of new activity in Europe. In the U.S., domestic association business is on the rise. Globally, government meetings continue their decline, due to austerity measures in Europe and the cutting of real and/or perceived excesses in the U.S.

CURRENT TRENDS

↓	Hybrid/Virtual	7%
		June 2013: 10%
↔	More Budget Controls	7%
		June 2013: 7%
↓	Innovation (format, content)	6%
		June 2013: 7%
↑	Rapid Tech Innovation	6%
		June 2013: 3%
↑	More Social Media	6%
		June 2013: 2%
↑	More Demand for Apps	6%
		June 2013: 2%
↓	Lead Times	5%
		June 2013: 6%