

momentum

#TUESDAYTALK

Let's talk insights

Changing attitudes towards B2B
events post-pandemic





01

85% of Global C-Suite level executives say they're ready to start attending the critical business events/trade shows they attended before COVID.

(Source: Momentum Worldwide's Proprietary Research)



02

90% of B2B event attendees enjoy business events more when they include experiential elements like sporting or music events.

(Source: Momentum Worldwide's Proprietary Research)



03

68% of millennial B2B conference attendees say not being able to attend live business conferences over the last year has hurt their career growth.

(Source: Momentum Worldwide's Proprietary Research)



04

43% of business conference attendees participating in virtual events over the last year feel the networking opportunities have been lacking.

(Source: Momentum Worldwide's Proprietary Research)



05

39% of B2B conference attendees will prefer to attend a mix of virtual and in-person business events/conferences for the next 6-12 months.

(Source: Momentum Worldwide's Proprietary Research)

For more information, contact: info@momentumww.com
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