Eventbrite

Pulse Report

Event Industry Insights 2016

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Introduction

Last year we surveyed over 500 event professionals in one of the most ambitious projects undertaken to really understand what's going on in the industry.

This year we've gone even bigger, surveying over 850 event professionals across conferences, exhibitions, festivals, gigs, classes, endurance races, and everything in between. The organisers who took part were professional event organisers, charities, freelancers, small-to-medium business and larger enterprises.

> *This year's Pulse Report will give you the most comprehensive overview there is of the events industry, and the key trends, challenges and opportunities facing those working in it.*

So what did we learn?

As dynamic as the industry is, many of the core findings of this year's report have remained consistent with last year, though with subtle and important differences.

We saw an overriding optimism around expectations of growth last year, albeit growth that would be achieved not with lavish spending, but with cautious investment

In 2016, organisers' ambition to grow and expand their events has not been dampened, though the focus on efficiency and 'achieving more with less' is even more pronounced.

Fewer organisers expect to increase their team size this year, while 20% fewer organisers than last year are forecasting a growth in budgets or investment for their events.

However with roughly 2/3rds of organisers still expecting their events to grow, 20% planning on budget increases and 28% looking to hire for new positions, this is still an industry with many more opportunities than challenges.

> *Vendors, venues and talent all just need to be a little more effective at communicating their value to organisers this year, but if they can do that, there's money to be made by everyone.*

Continue to read the full report for details on:

- Why people are running events in 2016
- Expectations of growth from different types of organiser
- The big trends impacting growth
- Detailed budget analysis of major items including:
  - Print
  - Venues
  - Food and beverage
  - Infrastructure
  - Marketing
  - Programme and content
  - Tools and technology
  - Video and photography
  - Insurance
  - Security
  - Onsite staffing
- The key marketing trends and most effective tactics
- The UK's favourite venues
- What venues can do better
- Average team sizes
- The skills in most demand this year
- Revenue streams

The Events Landscape in 2016

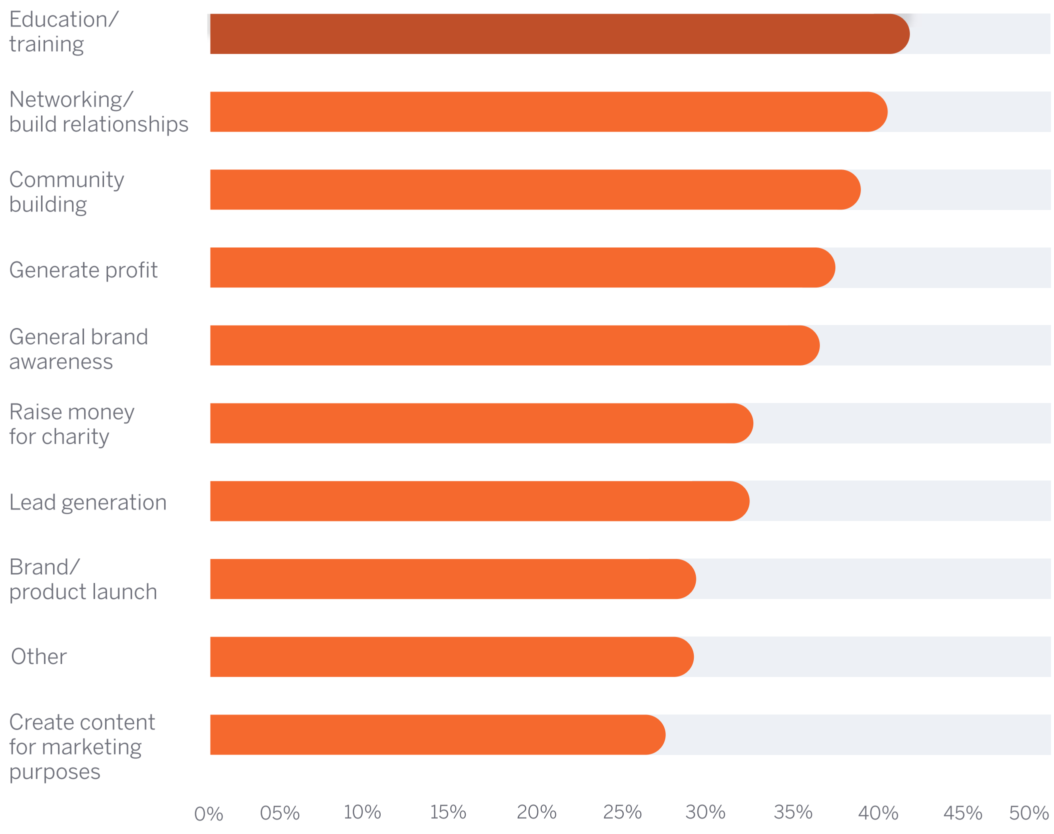
Why are people running events?

In 2015, the most popular reason for people running events was 'Networking'; in 2016 this is 'Education and training' (34%), with 'Networking' (32%) coming in second and 'Community building' (29%) third.

Generating a profit has been bumped all the way down to fourth from second last year, while people organising events for the primary purpose of creating marketing content remains the least likely reason, though with nearly double the response of 2015 (6% v 3%).

Here are the responses in full:

What is the main reason you or your company organise events?



As you'd imagine there was some variation in these reasons depending on the organiser, so let's take a look at the key differences.

Professional event organisers were - perhaps unsurprisingly - the most likely to run events for a profit (55%), followed by 'networking' and then 'community building'.

Freelancers and the self-employed were also most likely to run events to generate a profit (43%), followed by 'community building' and 'education or training'.

Small-to-medium businesses (SMBs) were most likely to run events for 'networking and relationship building' (42%), followed by 'building brand awareness', and then 'generating a profit'.

Similarly, the main reason mid-to-large businesses organised events was for 'networking and relationship building' (45%), following by 'building brand awareness', and then 'education or training'.

Charities and non-profits' primary purpose for running events was for 'education or training' (47%), followed by 'community building', with 'fundraising' third.

The survey also revealed that:

- SMBs were more likely to run events for lead generation than any other type of organiser
- SMBs were also the least likely to run events to raise money for a cause
- Big businesses were almost twice as likely to run events for community building than SMBs

Is the events industry growing?

Optimism and opportunity remain in 2016, with 67% of organisers saying they're expecting their existing events to grow, a 1% increase on last year's results; and versus just 3% who expect them to decline.

Similarly, over half of the organisers (57%) in our survey are expecting to launch more events in 2016 (the same as in 2015), with just 6% saying they'll run less (a 1% increase from last year).

Regarding your existing events, do you expect them to grow, decline or stay the same in 2016 compared to 2015?

Digging into the results, charities & non-profits were least likely to believe their events were going to grow (59%), while professional event organisers were most optimistic (80%).

Professional event organisers were also most likely to be planning on launching more events this year (72%) with mid-to-large businesses least likely to be launching new events (48%).

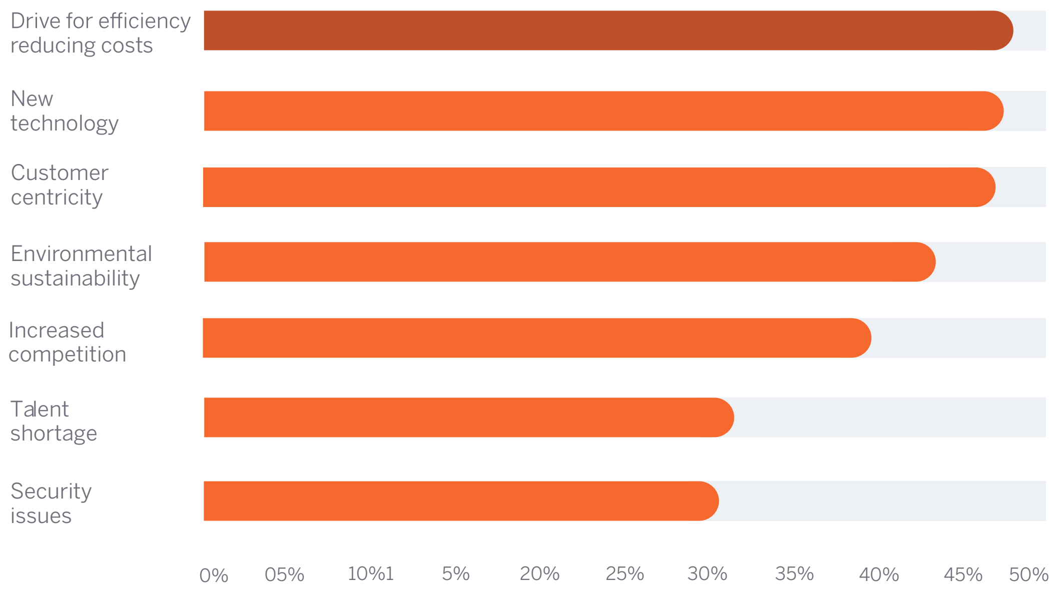
Large businesses were also most like to be planning on reducing the number of events run (9% versus a 6% average).

The big trends impacting growth

In this year's Pulse Report we asked a new question: what trends do you feel will have the biggest impact on your events in 2016?

The results are below:

Which of these trends do you expect to have the biggest impact on your events in 2016?



Amongst all organisers, the drive for efficiency and cost savings comes out in the top spot as a key trend that will impact their events.

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Clearly ‘doing more with less’ is going to be a mantra every event organiser will be very familiar with in 2016.

Hot on the heels of efficiency is the impact of new technology, with customer centricity rounding out the top 3, which were significantly ahead of all the other trends.

Looking at the bottom 3 responses, concerns about security, a shortage of talent and sustainability are clearly not keeping eventprofs up at night.

If we take a look at the results segmented by organiser type, some interesting differences emerge.

Professional event organisers put customer centricity at the top of the trends most likely to affect their events; while equally acknowledging the expected impact of new technology as their joint top trend.

On the other hand, charities and non-profits were the least likely to expect customer centricity to impact their events.

Businesses of all sizes felt technology was going to be the major trend impacting their events.

SMBs’ major focus is on a drive for efficiency and cost reduction, which was also seen as the most important trend for charities and non-profits.

Those who were self-employed or freelance felt customer centricity would have the biggest impact; while they were also most likely to cite ‘increased competition’ as a major trend they’re keeping an eye on.

“

Professional event organisers were more than twice as likely as any other type of organisers to be focused on the environment as a big trend; and they were also more than 2 to 3 times as concerned about security issues as other organisers.

Budgets

£65,943
was the average budget per event in 2015

20%
of all organisers are expecting to increase budgets this year

We asked organisers taking the survey to share the budgets they typically spend across some key line items that are common across the majority of event types. Running through each of them, here are the key themes and interesting statistics we discovered.

NB: This should not be taken as a direct year-on-year comparison to the budget figures shared in our 2015 edition, as additional budget items have been added and response parameters changed.

Summary

The average budget per event in 2015 was £65,943 - to cover venue hire, F&B, AV & equipment hire, marketing, the event programme, tools & technology, printed materials, video and photography, insurance, security and event staff.

Professional event organisers had by far the largest budgets, averaging £126,567, with medium to large business having the second largest at £67,379.

Freelancers had the smallest average budget at £39,031, followed closely by charities with £40,346.

Small-to-medium business had an average budget of £56,392.

Across the survey, 20% of all organisers are expecting to increase budgets this year (down from 24% last year), with 6% expecting to reduce them (down by 1%) and 74% planning on keeping the same level of spend.

With expectations of growth and event launches still high, this budget stagnation speaks loudly to the need for eventprofs of all shapes and sizes to focus on efficiency.

When it comes to budget increases, marketing again looks like the biggest winner in 2016, with 32% of respondents expecting to increase their marketing budget in 2016 (up slightly even on last year).

Print

Printing once again has the biggest spread in responses, with more organisers expecting to decrease printing costs than anything else in 2016 (8%), however this is offset by it also being the second most likely budget item to be increased (27%), showing there's still a firm commitment to print even whilst many are going all-in on digital.

Excluding those who spent nothing, the average budget for printing across all organisers was £2,221.

19% of organisers spent nothing on printing, with small-to-medium businesses being most likely to invest nothing, followed closely by freelancers.

On average professional event organisers spent the most on print (£4,160).

SMBs spent the least on average (£1,434).

The most spent on printing was £50,000-£100,000 by a professional event organiser.

Venues

Venues were the 3rd largest budget item on average for organisers in 2015 (down from 1st last year), excluding those who got free venues.

On average organisers spent £9,375 to hire a venue (excluding those who paid nothing).

A large percentage (28%) of all organisers managed to host their events without spending any money on a venue (down marginally from 29% last year).

Professional event organisers spent the most on their venues, with 12% investing over £20,000 (and some spending over £150,000), followed closely by larger businesses with 11% spending between £20,000-£100,000.

Small-to-medium business again spent the least on venues when they did pay for them, averaging just £4,155; while professional event organisers spent the most on average at £19,516.

24% of organisers said they expect their venue budgets to increase next year.

Food & Beverage

The average budget for food and drink at an event was £5,906.

17% of all organisers spent nothing on F&B for their events, with freelancers being the least likely to invest in catering (31%). Interestingly small-to-medium businesses were most likely to put money into catering, with only 7% saying they spent nothing.

Once again we find that professional event organisers have the largest budgets, averaging £12,173 for food and drink, while charities had the smallest budgets, averaging just £3,281.

10% of organisers spent big on catering, investing between £50,000 and £250,000, including professional event organisers, small-to-medium businesses, charity organisers and even freelancers.

23% of organisers said they expect their catering budgets to increase next year.

Infrastructure

The average spent on infrastructure (Staging, Lighting, PA etc.) amongst all organisers per event was £10,034, excluding those who spent nothing. This makes it the second largest budget item on average for organisers.

However there was also a significant number of organisers (42%) who spent nothing on infrastructure.

The least likely to spend money on infrastructure were freelancers (51%), and they also spent the least on average (£4,726).

As per the rest of the survey, professional event organisers had the highest average spend (£17,606) followed by small-to-medium businesses (£13,833) which actually outspent larger businesses (averaging £9,086).

Just 18% of organisers felt their infrastructure budgets would increase next year.

Marketing

A surprising finding of the survey was how little organisers are spending on marketing, with an average budget across all organisers of just £4,338 per event.

19% of organisers spent no money on their event promotion, with charities being the least likely to have a marketing budget (24%), and freelancers being the most likely to invest some money in promoting their events.

Freelancers, while most likely to spend something on marketing, had the smallest average promotional budgets at £1,151.

Small-to-medium business also had a modest £1,842 to spend on average per event on their marketing.

Professional event organisers again had the biggest budgets, with an average of £8,045 to spend on marketing.

Marketing was the budget most likely to increase next year across all organisers, with 32% expecting it to rise.

Programme & Content

With an average spend per event of £10,050, the programme and content budget was the biggest line item for organisers in this year's Pulse Report survey.

This was heavily influenced by how much professional event organisers spent on their content, averaging £24,091, with 8% spending over £50,000 per event.

On the opposite end of the spectrum, charities had the least to spend on their event's programme, averaging just £4,172 per event.

A large proportion of organisers also spent nothing on content at their events (41%), with small-to-medium business and freelancers being least likely to invest in a content programme for their events (52% and 50% respectively).

19% of organisers felt this already large line item would increase again next year.

Tools & Tech

The average investment in tools and technology per event across all organisers was £3,535, making it the 3rd smallest budgetary item.

Professional event organisers spent almost double the overall average, with the highest spend of £6,524.

Charities spent the least on tools and technology, with an average budget of £1,262.

This was another highly discretionary item spend too, with 42% of organisers spending nothing.

22% of all organisers thought their budget for tools and technology would increase next year.

Video & Photography

Video and photography was the second smallest budget item for organisers in the survey, with an average spend of just £2,672.

Freelancers spent the least out of the organisers who responded, with an average budget of £996.

Professional event organisers spent the most, averaging £4,818.

They were also much more likely to invest something into video and photography, with just 27% saying they spent nothing, compared to 38% across all organisers; and charities, where 47% said they had no budget.

18% of organisers were expecting their video and photography budget would increase next year.

Insurance

The average spend on insurance across all organisers was £3,709.

However there was an interesting result here with charities and non-profits out-spending all other organiser types, with an average budget of £10,363 (versus an average budget of £4,012 for professional event organisers).

This was a huge contrast to freelancers, who averaged a budget spend of just £680 on insurance.

59% of all small-to-medium organisers spent nothing on insurance at all; while professional event organisers were most likely to have some insurance (only 27% spent nothing), with 42% of organisers not having any insurance.

Just 15% of organisers are planning on investing more into insurance next year, making it the second least likely to rise year-on-year.

Security

Budgets for security averaged £8,126, however this was driven very much by a few organisers who spent heavily on security.

Overall this was the budget item least likely for organisers to invest in, with 66% spending nothing. Only professional event organisers were more likely than not to invest in security.

However those that did spend money on it spent quite a lot, with medium-to-large businesses averaging the largest spend at £16,861 and professional event organisers just behind that on £14,860.

This compares to charities who averaged a security budget of just £2,019.

Security was the least likely budget item to rise next year, with just 13% expecting it to increase.

Onsite staffing

The average budget for onsite staff was £5,977.

Reverting back to trend, professional event organisers spent the most on their event staffing, with an average budget of £10,761.

Charities had the smallest budget (no doubt due to their ability to attract large numbers of volunteers to help out), at just £2,446.

SMBs had the second largest budget, averaging a spend of £7,544.

However along with charities, SMBs are also the least likely to spend anything on event staff, with 55% of these organisers responding they spent nothing on this line item.

19% of organisers were expecting to spend more on staffing at their events next year.

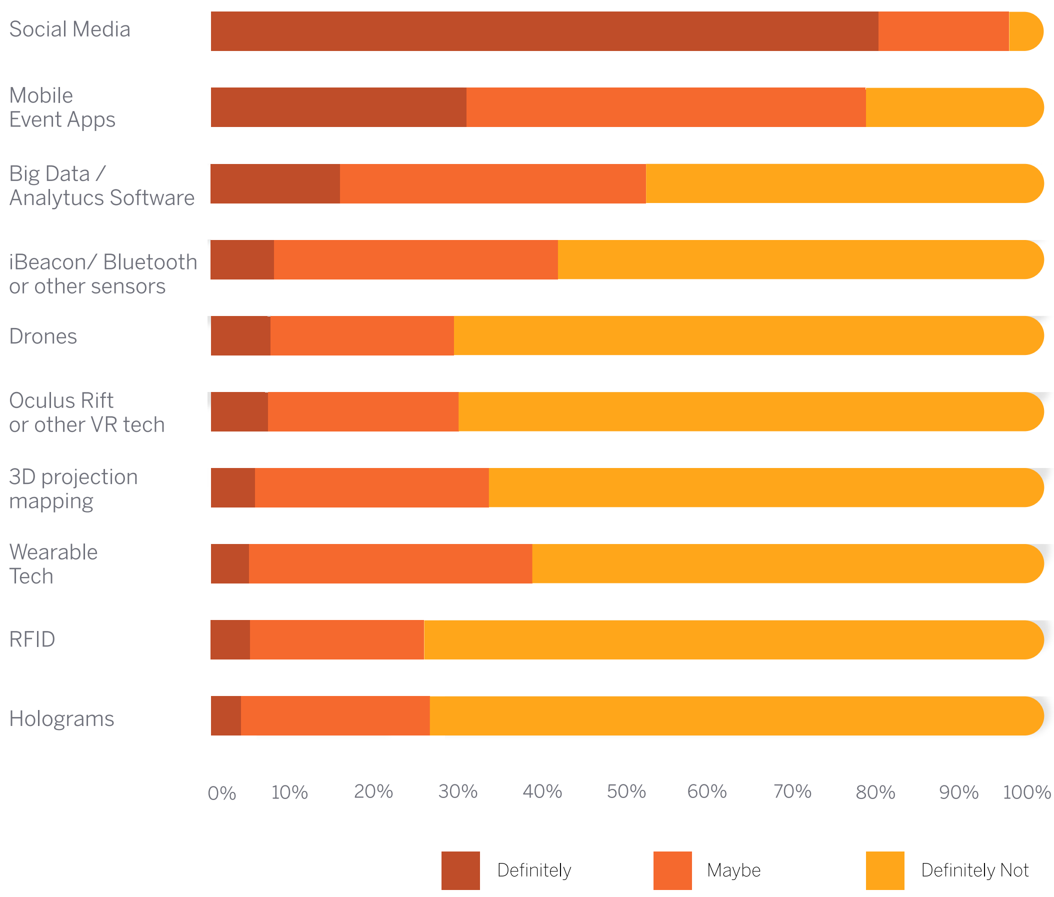
Trends in Technology

Of those organisers who are planning to invest in technology, where is the budget most likely to go?

To help answer this, we asked "Do you plan on using any of the follow technology at your event(s) in 2016?'

Below is a chart detailing the answers we got.

Do you plan on using any of the follow technology at your event(s) in 2016?



As you can see from the chart, social media is nearing ubiquity at events, with 81% of organisers 'definitely' using it this year, and a further 16% planning on it.

The big technology winners for 2015 were mobile event apps, and in 2016 this trend continues, with 31% of all organisers saying they would 'definitely' be using a mobile event app this year (up from 25% last year), and a further 48% considering it.

The technology least likely to be seen at events this year is holograms, with only 3% looking to definitely include it in the event experience, and 74% definitely not going to use it.

The likelihood of organisers adopting 'Big Data and Analytics' technology has increased since last year, with 16% now definitely going to use it (versus 11% in 2015).

Wearables are clearly a technology that organisers are actively evaluating, but very much unsure of right now, with only 4% definitely planning on using the technology, but a large percentage (34%) 'maybe' going to adopt them.

This puts them into a similar camp as iBeacons, Bluetooth and other sensor technology, where 34% of organisers are 'maybe' going to use the technology, but only 7% are committed to it.

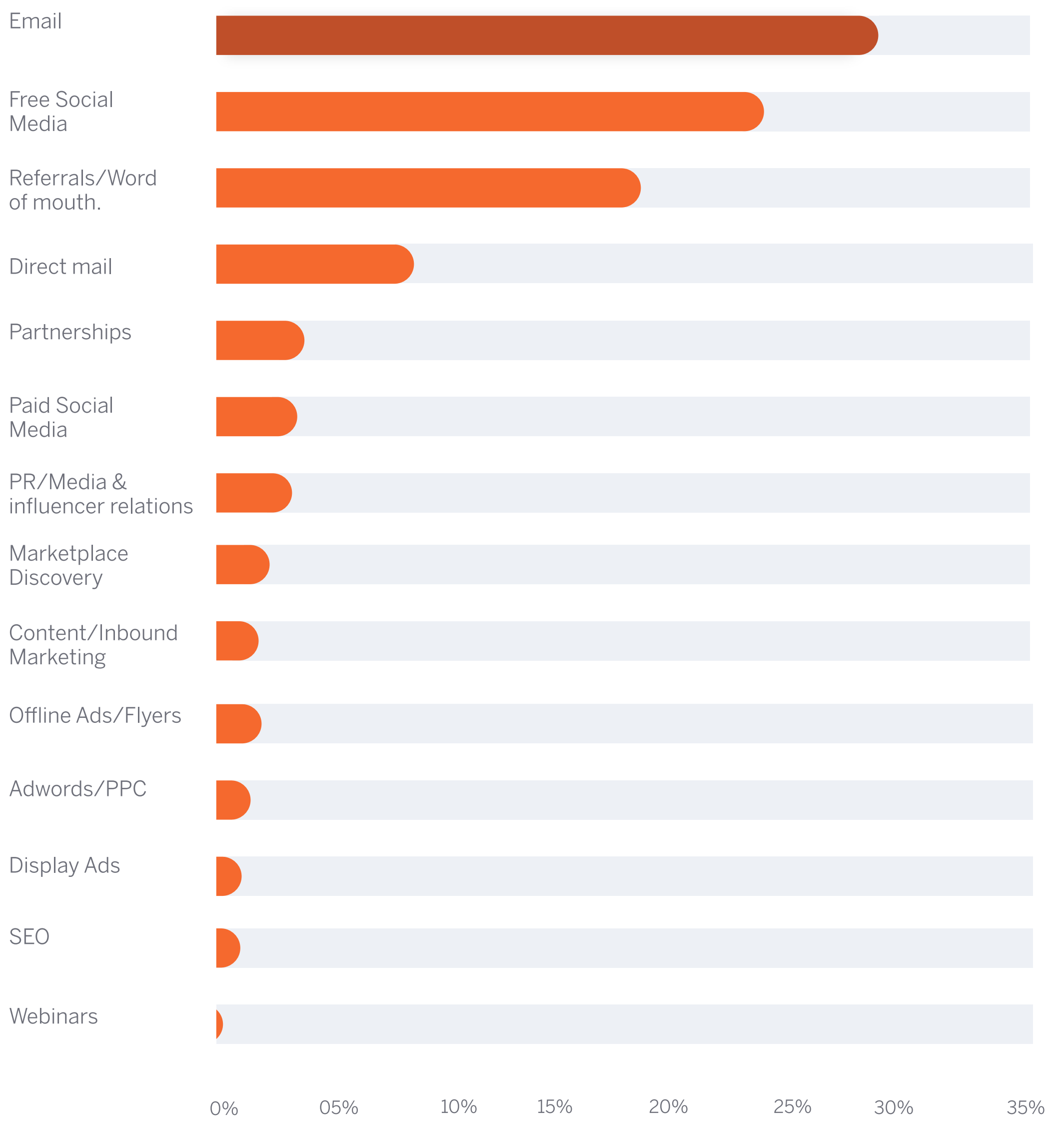
Clearly there is a great opportunity for providers of these technologies to further make the business case with curious organisers and tip them over the edge from 'interested' to 'sold.'

Marketing

Marketing

How are events reaching their attendees these days? That was the focus of our next section where we asked organisers to rank their top 3 most effective marketing channels.

Rank your most effective event marketing channels



As you can see, email is once again clearly the winner, receiving 29% of the vote from organisers, down slightly from 31% last year.

In fact, the top 3 most effective channels are unchanged from 2015, with the second most effective channel being free social media with 24% of the vote (up from 20% last year), and 'word of mouth or referrals' being voted the third most effective channel (19%, the same as in 2015).

Webinars were voted the least effective marketing tactic, not getting a single vote; while SEO and display ads rounded out the bottom 3 least effective tactics for event organisers, garnering just 1% each.

Given the importance of Google and internet searches for event discovery, this is perhaps one of the most surprising findings of the whole report.

Charities and non-profits were most likely to find email their most effective marketing channel (24%), while professional event organisers were the least likely of any organiser to find it their most effective channel (16%).

Freelancers were most likely to vote free social media their most effective marketing channel (23%), with mid-to-large businesses the least likely to find it their best promotional strategy (just 9%)

> *A huge 70% of all organisers taking the survey said they planning to use more organic social media marketing in 2016/2017.*

Looking at how different types of events went about their promotional strategies, we see that conferences were the most reliant on email (35%), followed by networking events (33%) and classes, training or workshops (31%).

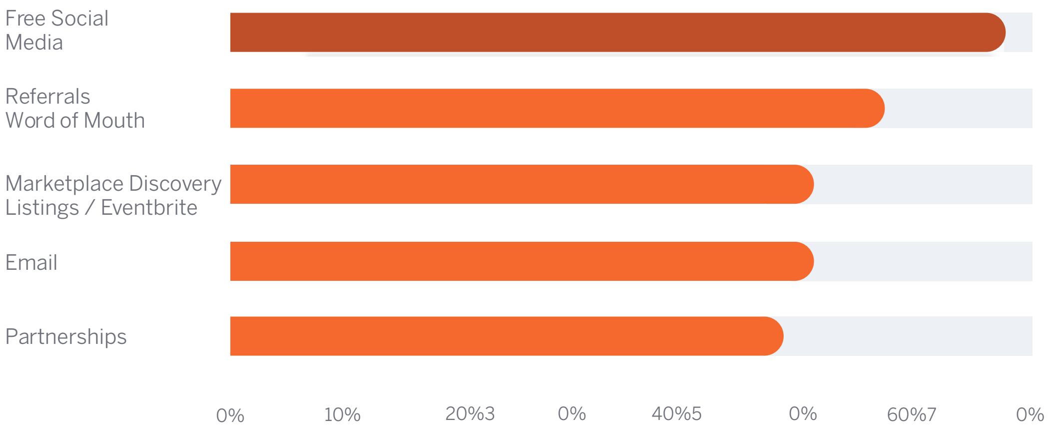
Music festivals were most reliant on free social media (40%), followed by other festivals and other music events or gigs (both on 37%).

Trade shows were most reliant on referrals and word of mouth (24%), followed by endurance, sports and races (22%) and then networking events (21%).

Marketing Trends In 2016/2017

We also asked if organisers are about to change their marketing habits at all, by using certain tactics more or less, or if they plan on keeping the same mix.

The 5 promotional channels most likely to be used more in 2016



Given the effectiveness of referrals and word of mouth, it's no major surprise to see this is the second tactic organisers are most likely to use more of in the next 12 months.

The third most likely to increase promotional tactic are event listing sites and marketplaces like Eventbrite.

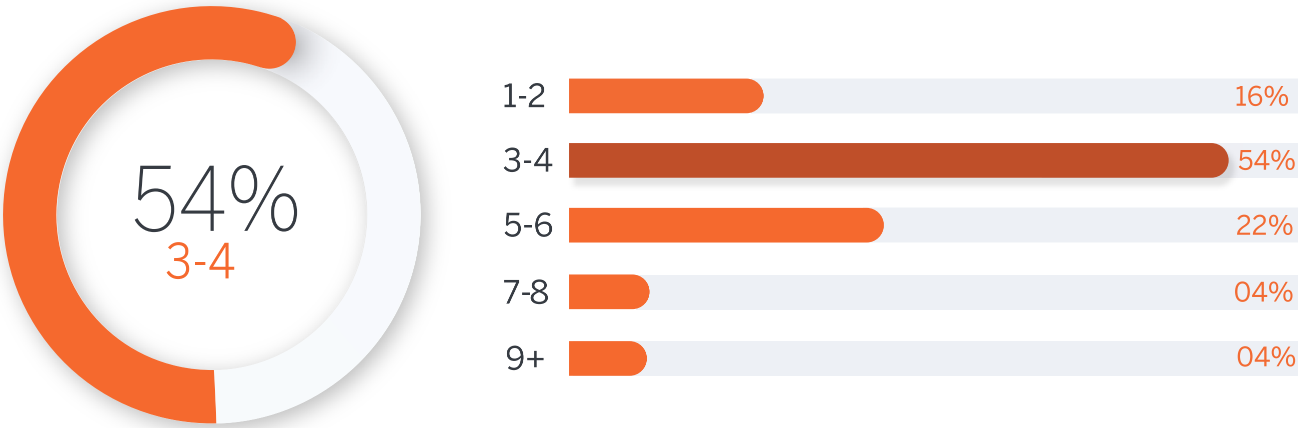
Interestingly email is only the 4th most likely tactic to be increased by organisers, suggesting we may have hit saturation with it (i.e. organisers can't actually send any more emails), and so while its effectiveness remains, there is a limit to how much it can be used.

Direct mail is the marketing tactic most likely to be used less in 2016/17, followed by display ads and paid social.

Marketing Channels

We also wanted to know how many different marketing channels event organisers tend to use, so that was our next question:

On average, how many marketing channels do you use to promote your event(s)?



As you can see, the majority (54%) of organisers use 3-4 channels - most likely email, social, and word of mouth.

This is an increase on last year, where only 49% were using 3-4 channels.

However there has also been a decrease in the number of organisers using 4-5 channels, from 25% to 22%, perhaps reflecting the fact organisers are more likely to know what works and stick with those tried and tested channels.

16% of organisers stick with one or two marketing channels, while an adventurous 8% use 7 channels or more.

Digging a little deeper into the data, we see that unsurprisingly professional event organisers were more than twice as likely as any other organisers to utilise 9 or more marketing channels.

However, they were also the most likely to use just 1-2 channels.

Mid-to-large businesses were the least likely to use only 1-2 marketing channels, and they were the second most likely to use more than 9.

Venues

Your Favourite Venues

We once again asked all our respondents to name their favourite venues for hosting events in the UK, with 76 venues nominated at least twice in one of the top spots (up from 39 last year), and 688 different venues nominated in total!

The leading venue, with a total of 7 votes as a ‘Favourite 3’ venue was Birmingham’s NEC.

This was followed by Campus London with 6 votes, and then in joint 3rd place with 5 votes each were ExCel London and the Royal Albert Hall.

Taking joint 4th place, each with 4 votes, were the O2 Arena and Southbank Centre.

The following venues all deserve a call out for accumulating 3 votes each in an incredibly diverse mix of responses: BAFTA, Central Hall Westminster, Church House, etc. Venues, Event City Manchester, Friends House Hospitality, Gloucestershire College, Kensington Roof Gardens, Manchester Metropolitan University, Olympia, Roundhouse, Senate House, The Brewery, The Shard, The Studio Venues, University College London, University of Cambridge, Warwick Conferences, Wembley Arena.

Considering last year only 12 venues had 3 votes or more, this is a great achievement.

Pulse Report Venues Leaderboard:

Votes	Venues
7	Birmingham NEC
6	Campus London
5	ExCel London
5	Royal Albert Hall
4	O2 Arena
4	Southbank Centre
3	BAFTA
3	Central Hall Westminster
3	Church House
3	etc. Venues
3	Event City Manchester
3	Friends House Hospitality
3	Gloucestershire College
3	Kensington Roof Gardens
3	Manchester Metropolitan University
3	Olympia
3	Roundhouse
3	Senate House
3	The Brewery
3	The Shard
3	The Studio Venues
3	University College London
3	University of Cambridge
3	Warwick Conferences
3	Wembley Arena

How do event organisers choose venues?

So, what is it that makes people love a venue? What are the factors that encourage someone to book? This is what we asked next.

The top 3 most important factors when choosing a venue for organisers were location (65%), cost (65%) and then flexibility of space (47%).

The least important factors were accreditation (13%), being recommended by a trusted source (22%) and uniqueness (28%).

In all respects these findings are consistent with last year, showing organisers are not fickle when it comes to choosing a venue, and budgets plus location are the absolute critical factors.

Also like last year, interesting variations between the types of organisers came up too.

Professional event organisers were more than twice as likely to rank accreditation as very important than SMBs, charities and freelancers.

Professional event organisers were also most likely to rank ‘brand fit’ as very important, ahead of SMBs and large businesses; with freelancers and charities least likely to find it very important.

Charities were once again the most price sensitive, with 73% ranking cost as very important to their selection process, while mid-to-large businesses were least price sensitive.

Professional event organisers cared the most about flexibility of space.

SMBs were most likely to see good Wi-Fi as being very important to their venue decision making process, ahead of all other organisers.

Location was the factor least likely to be compromised on by any organiser, with at least 60% of any organiser voting it as very important.

Freelancers were the least likely to put their faith in a recommended source, with just 13% ranking that as a very important factor when choosing venues, versus 32% for professional event organisers.

What can venues do better?

We also asked:

What one product or service could a venue offer you, to most improve your experience of working with them in 2016?

26%
Faster response times
better customer service

25%
Free Wi-Fi

20%
More flexible payments term

11%
Other

10%
More flexibility on attrition slippage

08%
More onsite staff

As you can see, faster response times from venues was the most sought after improvement from all organisers, followed by free Wi-Fi and then more flexible payment terms.

Under ‘Other’ there were also two clear themes that emerged: firstly, organisers would like venues to help promote their event more proactively; and secondly, charity organisers would like venues to offer special rates.

When comparing the data based on the different types of organisers, we see that:

- SMBs are most concerned with free Wi-Fi
- Mid-to-large businesses care most about faster response times
- Professional event organisers were more than 50% more likely than other organisers to rate ‘more flexibility on attrition / slippage’ as a key improvement they’d like to see
- Freelancers wanted more flexible payment terms more than any other type of organiser

> “*Faster response times from venues was the most sought after improvement from all organisers.*”

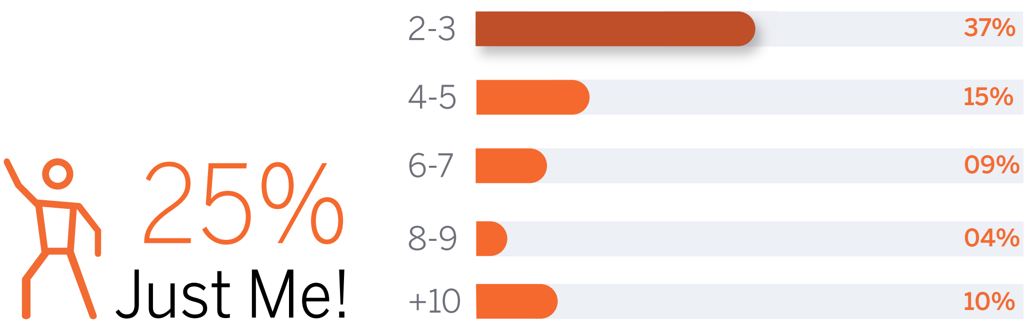
Teams & Talent

In this section of the survey, we wanted to understand the typical size of teams working on events, whether organisers were planning to hire in 2016, and if so, which roles are most in demand.

We started by looking at team size.

Team size

On average, what is the size of your team working on events (including all full-time functions - sales/operations/marketing, etc)?



There were a wide range of team sizes, but across all event types and organisers, the prevailing team size was 2-3.

There were also a lot of solo-organisers, which was the second most common 'team' size, followed by 4-5 and then jumping right up to 10+ as the fourth most common sized team, essentially following the same pattern as last year.

However in 2016 there were more solo organisers (25% versus 20% last year), and less 10+ teams (10% versus 15%). Otherwise the makeup of team sizes is remarkably similar.

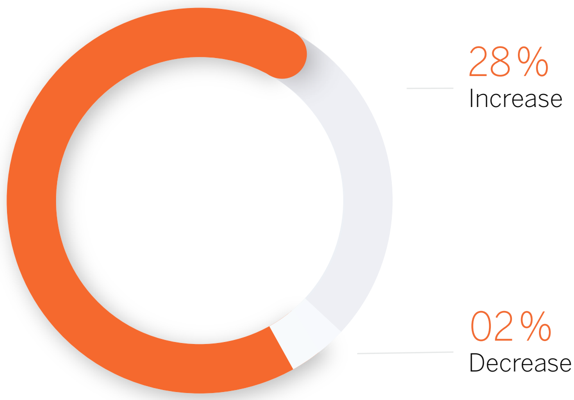
Professional event organisers were by far the least likely to be working solo, while unsurprisingly freelancers were the most likely to be working on events alone.

Team sizes of 2-3 were most common amongst SMBs, while teams of 4-7 were most common amongst professional event organisers.

Charities and non-profits were most likely to be working on events in teams of 2-3, as were large businesses.

Team growth in 2015

70%
stay the same



Organisers are a little more cautious in their hiring plans for 2016, with 28% planning on expanding their teams, versus 31% in 2015.

However they are also less likely to be shedding talent too, with just 2% planning on decreasing their team size (versus 5% last year), showing there is a great deal of confidence in planned growth and the ability of organisers' existing talent to get the job done.

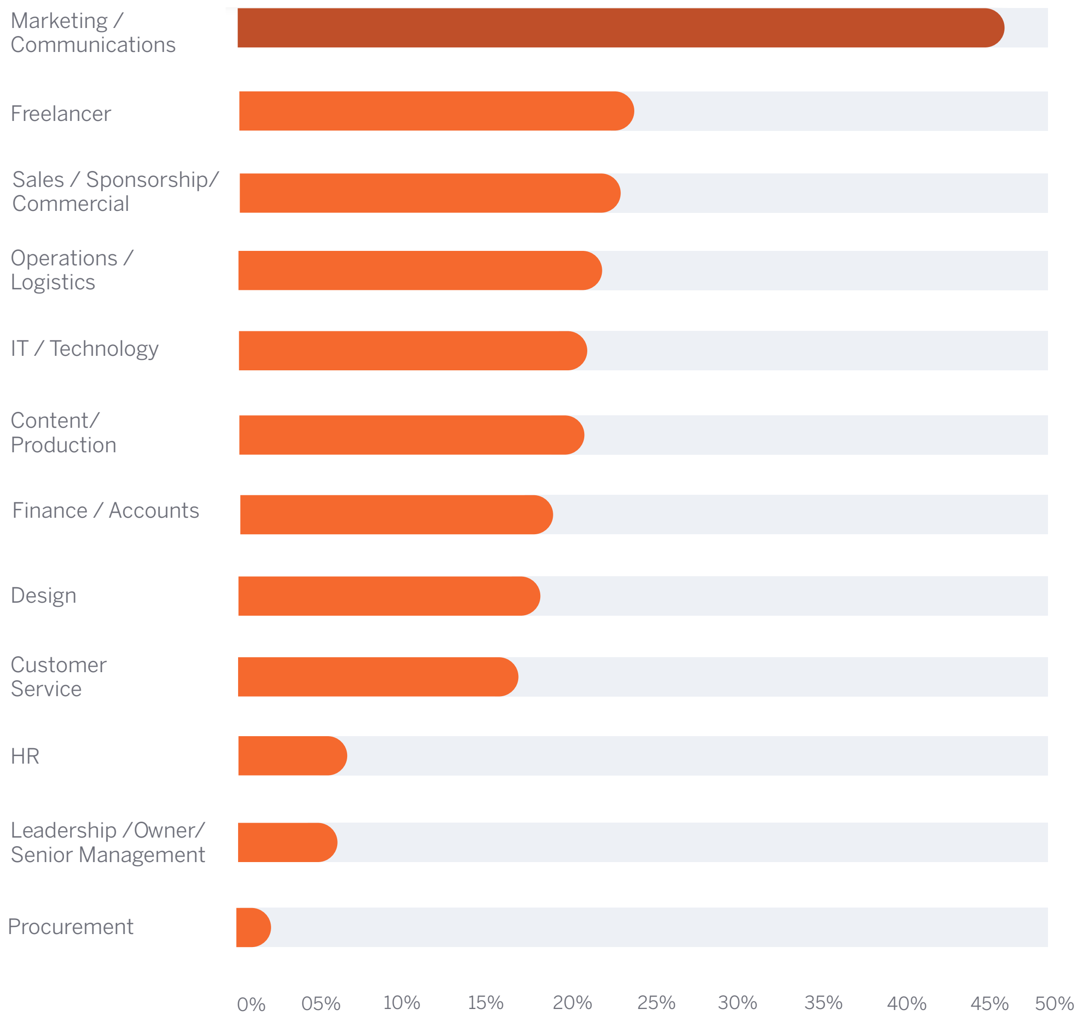
Professional event organisers are the most bullish on team growth, with 46% planning on hiring this year, and not a single one expecting teams to decrease in size.

On the other hand charities and non-profits are clearly feeling some pressure, being both least likely to increase their team size (20%) and most likely to reduce them (5%).

Skills in demand

For those who are hiring, what positions are in being sought after?

If you or your company is hiring in 2016,
which positions are you looking to fill (tick all that apply)?



Much like last year, marketing and communications roles are in highest demand, and even more so in 2016.

An incredible 48% of all organisers looking to hire are seeking marketing and communications staff (versus 37% last year).

The demands of organisers have shifted in another significant way this year, with 'freelancers' being the 2nd most sought after role (25%), moving up from the 4th most popular last year.

Perhaps this reflects the slightly more cautious nature of the market in 2016, and the need to find efficiencies where possible.

Sales and sponsorship remain in high demand, being the third most wanted position, with operations and logistics coming in close 4th. However they have both dropped in demand since 2015.

> *48% of all organisers looking to hire are seeking marketing and communications staff.*

On the rise are those who work in content and production (22% versus 18% last year), though given the large budgets organisers are spending on their programmes, it's somewhat surprising this isn't higher again.

Procurement was the least likely to be in demand at 3%, though this does reflect the very specialist nature of the position.

More interestingly, leadership and senior management was the second least likely position to be hired in 2016, with just 6% of organisers expecting to bring on board a new senior leader this year.

Revenue Streams

New to this year's survey were two questions on revenue streams, to understand how reliant organisers were on ticket sales versus other forms of income.

Approximately what % of your total event revenue comes from ticket sales?

As you can see from this chart, only 19% of organisers rely almost entirely on ticket sales for their revenue, while on the other end of the spectrum, a majority (51%) bring in less than 20% of their revenue from ticket sales.

If we exclude all those organisers with free events, we see a somewhat different picture emerge though, with nearly double (28%) of paid-event organisers counting on ticket sales to bring in 80% or more of their revenue.

So for those events not relying on ticket sales to bring in revenue, what other income streams are they working on?

The most significant is sponsorship, with 63% of all organisers also generating sponsorship income.

This is followed by selling exhibition space (16%), merchandise (15%) and vendor concessions (6%).

Conclusion

The events industry in 2016 is still a good place to be, and there are many opportunities for the whole ecosystem to grow.

However, with efficiency being one of the key themes to emerge in 2016, anyone looking to prosper from the planned growth and expansion of the industry will need to make a compelling case.

This is no bad thing, and should lead to everyone - venues, vendors and employees - upping their game to offer exceptional value and innovation that will help achieve ambitious goals while restraining spend.

Eventbrite are excited to be part of this growth story, helping to support and power each event's ticketing and registration needs, allowing organisers to focus on building truly exceptional live experiences across the UK.

Methodology & Demographics

Questions and answer options differed from the 2015 survey, and a different range of organisers answered it, meaning results should be seen only as a broad indication of trends and not used for direct year-on-year comparison.

Where 'N/A' was included as an answer choice for questions, it was excluded from the results and percentages were weighted accordingly.

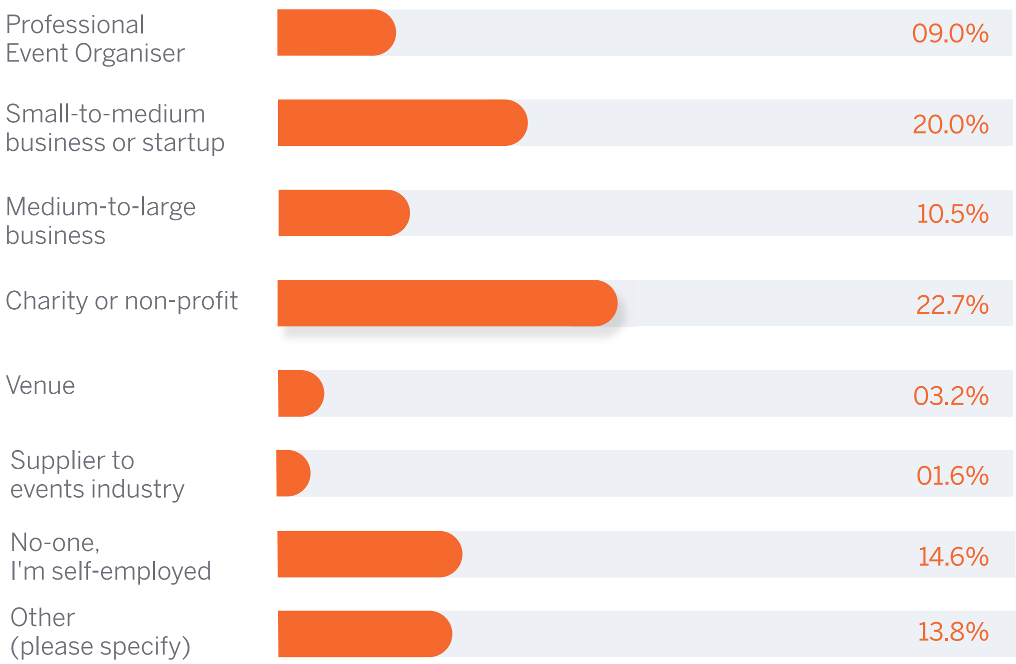
Where budget ranges were given, we took the median from each range to calculate budget numbers.

Unless otherwise stated, budgets of zero were excluded when calculating percentages in the budget section, which were then weighted accordingly.

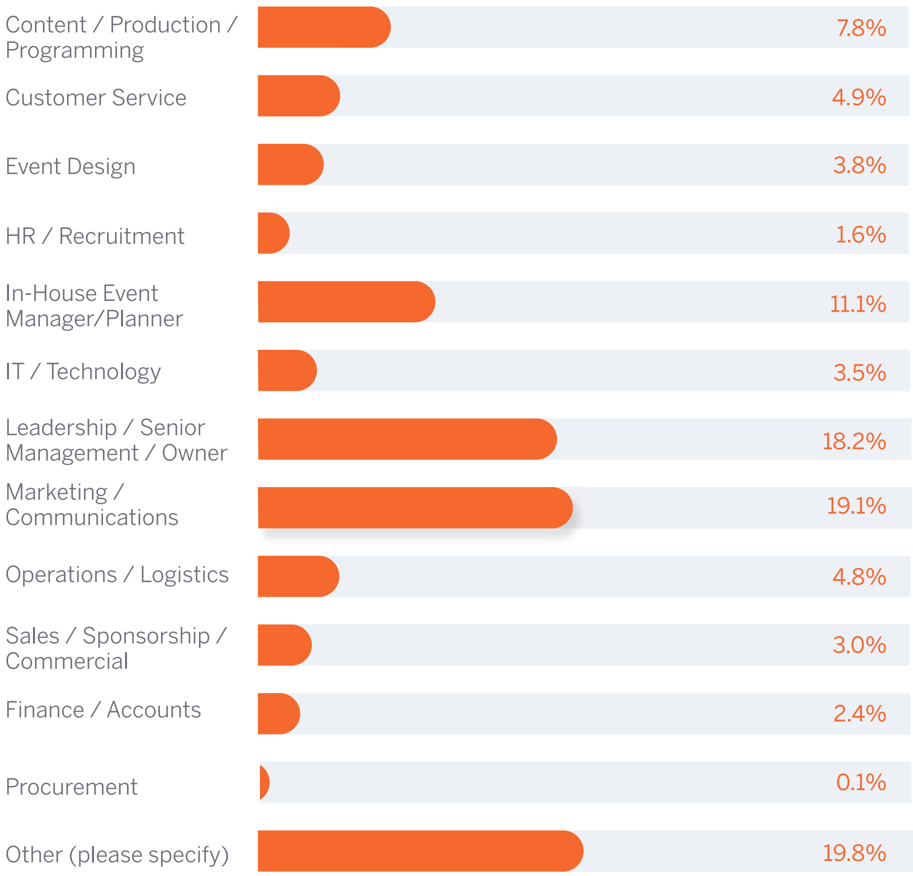
Unless otherwise stated, only answers from event organisers (not suppliers or venues) were included in the results.

The results shared in this survey are based on 875 event professionals in the UK. Here is the demographic breakdown:

Organiser Type

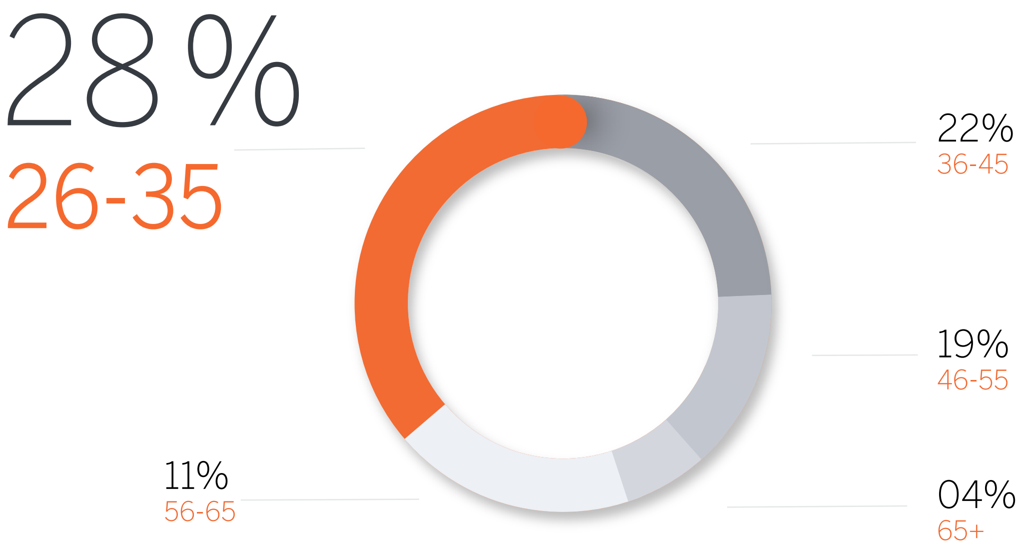


Job Role



Content / Production / Programming
7.8%
Customer Service
4.9%
Event Design
3.8%
HR / Recruitment
1.6%
In-House Event Manager/Planner
11.1%
IT / Technology
3.5%
Leadership / Senior Management / Owner
18.2%
Marketing / Communications
19.1%
Operations / Logistics
4.8%
Sales / Sponsorship / Commercial
3.0%
Finance / Accounts
2.4%
Procurement
0.1%
Other (please specify)
19.8%

Age

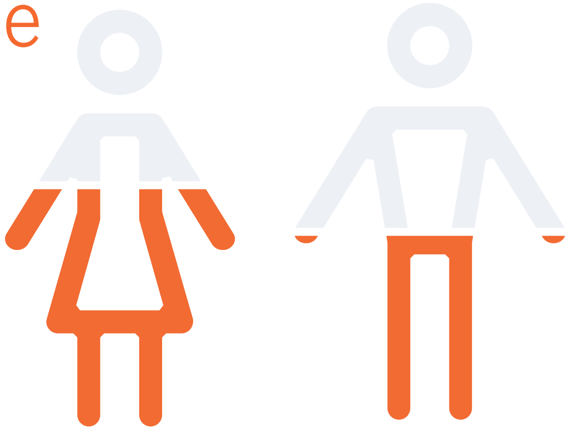


28%
26-35
22%
36-45
19%
46-55
04%
65+
11%
56-65

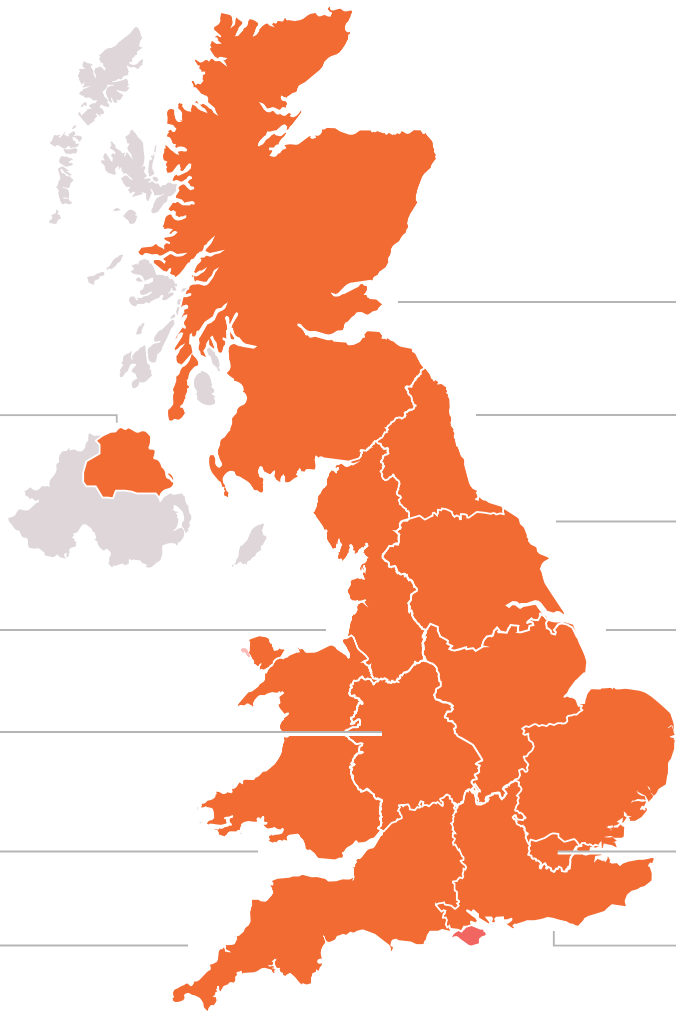
Gender

60%
Female

40%
Male



Location (of office)



01%
Northern Ireland

08%
North West

04%
West Midlands

03%
Wales

08%
South West

08%
Scotland

02%
North East

06%
Yorkshire

04%
East Midlands

05%
East of England

38%
Greater London

12%
South East

Event Type

21.9% Class, Training or Workshop

Conference 18.1%

Endurance, Sport or Race 03.3%

Festival (Music) 4.1%

Festival (Other) 5.6%

Food & Drink 5.3%

Trade Show (Consumer) 3.3%

Trade Show (B2B) 3.6%

Music / Gig 5.0%

Networking 15.2%

Quiz, Gala or Fundraiser 7.5%

Other (please specify) 7.2%

Average Event Size (n° of tickets)

57% 1-100

18.5% 101-250

9.6% 251-500

5.2% 501-1000

3.0% 1001-2000

0.9% 2001-3000

2.0% 3001-5000

1.3% 5001-10000

2.5% 10000+

Eventbrite

About Eventbrite

Eventbrite enables people all over the world to plan, promote, and sell out any event. Since its inception in 2006, Eventbrite has processed over 200 million tickets and helped organisers sell over £1.8 billion worth of tickets to events in 187 countries.

The online ticketing platform makes it easy for anyone to discover events, and to share the events they are attending with the people they know. Eventbrite provides a professional, simple way to manage and promote events to help you reachyour business goals.

Learn more at **www.eventbrite.co.uk/how-it-works/** or call **0800 652 4993**.