



KONGRES

BAROMETER 2023

Kongres Magazine's
**Annual research
on meetings
industry trends**

KONGRES MAGAZINE

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KONGRES BAROMETER TOPIC IN 2023

WHAT WORKS AND WHY IN MICE MARKETING AND SALES

Through an in-depth survey, we wanted to identify which marketing activities are worth your investment in 2023, which trends will shape the future of the industry, and propose solutions for overcoming challenges.

Methodology

Data was collected through a questionnaire consisting of 39 questions that was sent via email and shared across social media. The sampling frame was Kongres Magazine's database of meeting planners and social networks. Representing the target population in the research is a sample of 265 respondents presented in more detail below in the following slides. The survey ran from October to December 2022.

Duration of the survey: **October - December 2022**

Number of questions: **39**

Weighted number of responses: **265**

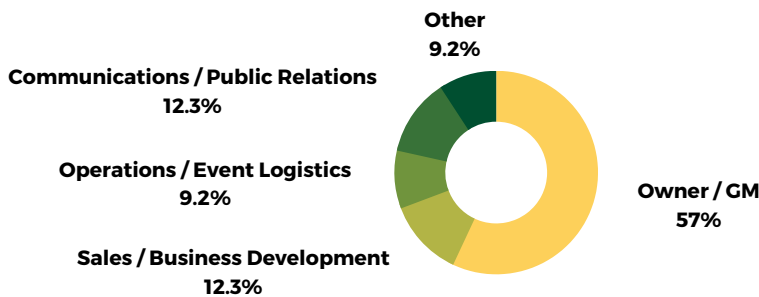
Number of views: **527**

Number of countries: **29**

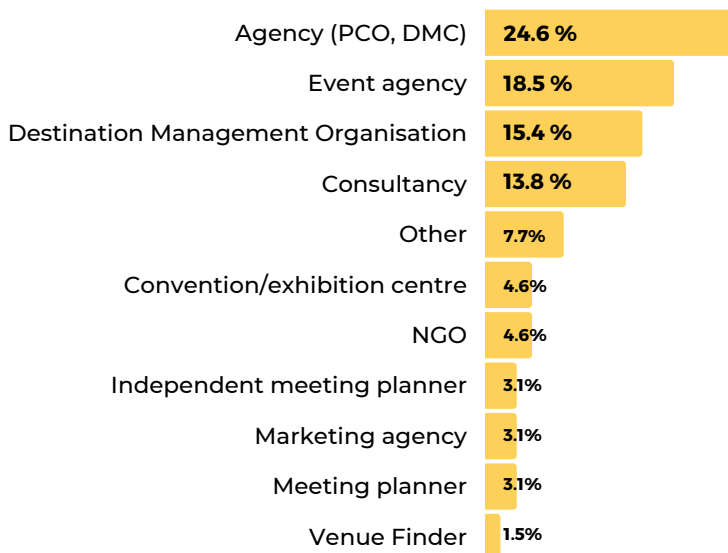
Which generation do you belong to according to your year of birth?

- 50.8 %** Generation X (1966 - 1980)
- 21.5 % Baby Boom Generation (1946 - 1965)
- 20.0 % Generation Y (1981 - 1995)
- 4.6 % Mature generation (before 1945)
- 3.1 % Generation Z (1996 - 2018)

Which of the following best describes your primary job function at your company or organization?



What is your primary business?



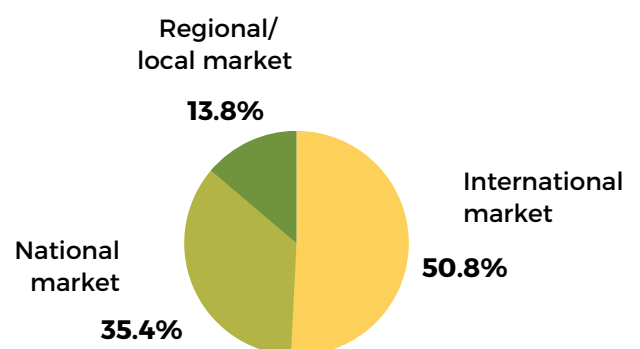
KEY FINDINGS

The majority of respondents in the survey were middle generation event organisers (70.8% Millennials and Generation X), followed by the older generation (Baby Boomers and Mature represent 26.1%), while Generation Z is in the minority in this survey.

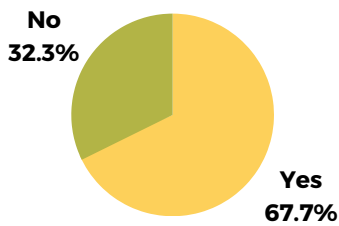
The majority of respondents belong to the C-level and represent important decision makers in our industry. We consider this sample to be representative of our industry.

57% of the respondents come from various event agencies, 16.9% are consultants and marketing agencies, and 15.4% are representatives of destination organisations, which is a representative sample. In terms of market orientation, the respondents are divided in half. A good half are active on the international market, the others on the local or regional market.

From which markets do the majority of your clients come from?



Do you have an active database of buyers in a CRM system?



If you answered yes, how large is your database?



What types of segmentation do you typically use to identify and target consumers?

- 46.2 % ▶ Geographic (e.g. country, town, postcode)
- 35.4 % ▶ Interest-based (e.g. shared beliefs, interests)
- 35.4 % ▶ Firmographic (dividing B2B customers into groups based on company attributes)
- 29.2 % ▶ Socio-economic (e.g. income, occupation)
- 21.5 % ▶ Behavioural (e.g. spending habits, browsing habits)
- 20.0 % ▶ Demographic (e.g. age, gender)
- 12.3 % ▶ Psychographic (e.g. personality, social status, attitudes)
- 7.7 % ▶ Life-stage (e.g. having children, retiring)

Which marketing tactic will be the most important in the future?

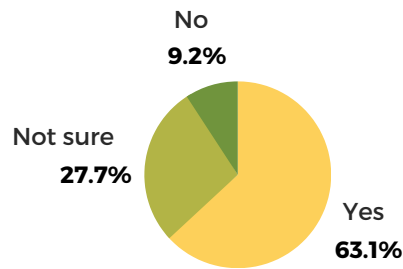


KEY FINDINGS

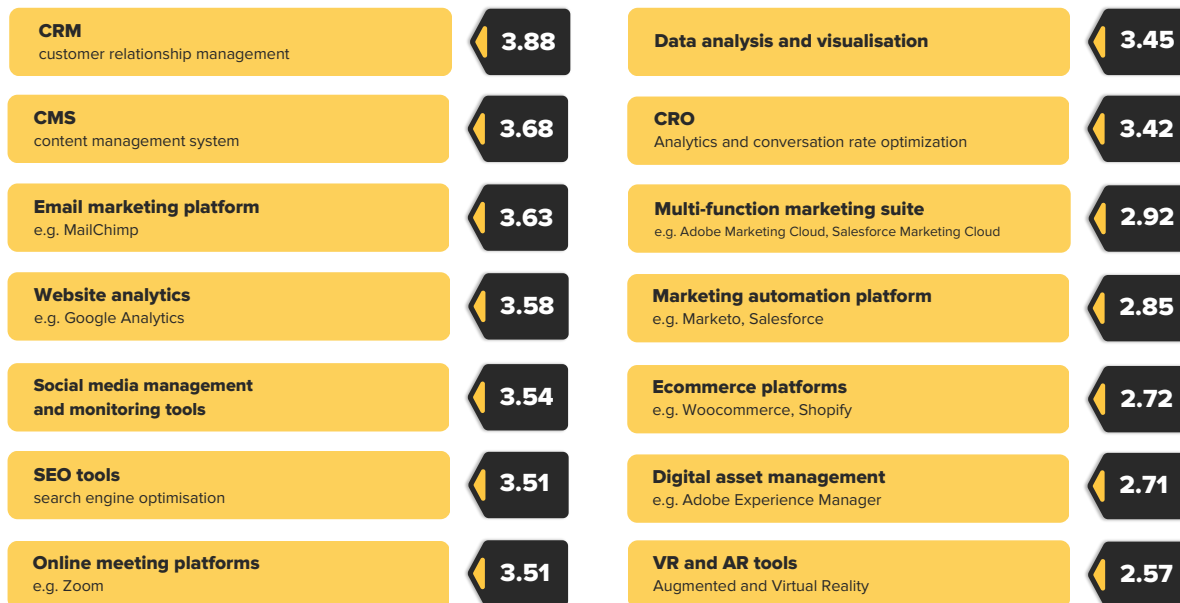
The database and CRM system are the heart of B2B marketing. A surprisingly high proportion of respondents do not have a CRM system (32.3%). Almost 60% of respondents (57.7%) have up to 5,000 contacts in their database, which are most often segmented according to the classic geographic key.

Content marketing is at the forefront of the choice of marketing tactics, with event marketing also ranking highly. The fact that the industry is in a kind of transition is confirmed by the relatively high proportion of non-significant responses regarding digital marketing, which is the main trend and dominates in other industries.

Do you believe digital marketing is enabling the meetings industry to achieve greater business value, performance, and innovation?



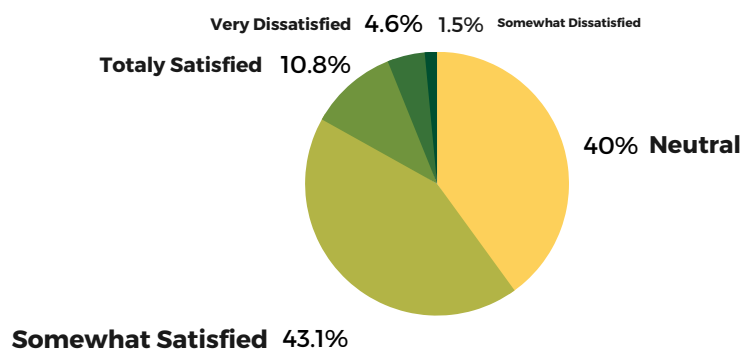
How important are the following tools for your business?



How useful are the following sources for finding information about events, destinations or venues?



How satisfied are you with international MICE associations as a marketing generator?

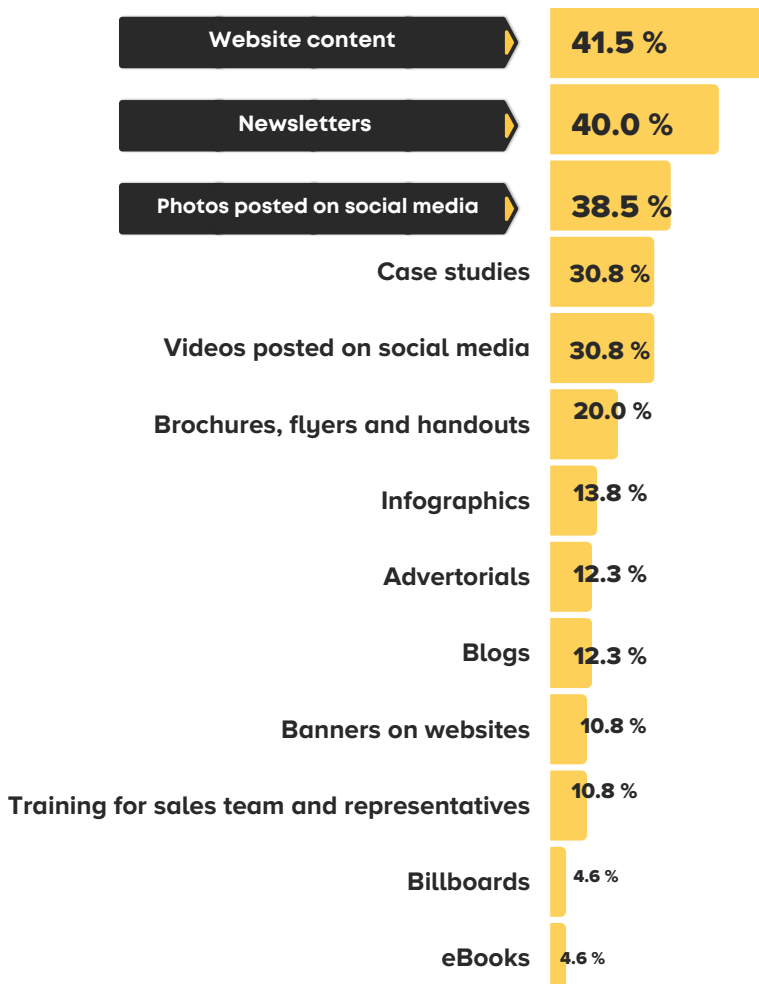


KEY FINDINGS

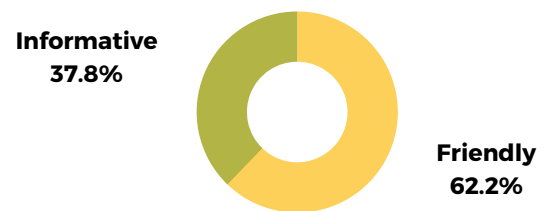
The answers to this question are directly correlated with the question on marketing tactics. B2B tools are at the forefront, but there is a lot of room for improvement in the integration of analytical and advanced digital marketing tools, which is still quite underdeveloped in our industry.

The majority of respondents trust personal contacts, followed by convention bureaus, while destination fam trips are still highly rated. Trust in venue-finding agencies, professional media and social networks has decreased significantly. Trade shows are also experiencing a slight stagnation.

What kind of content has proven to be the most effective for achieving your marketing goals?



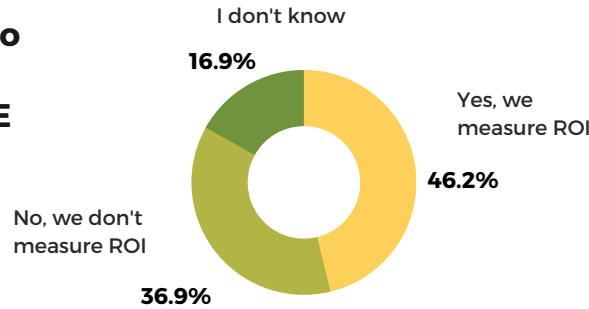
What tone of communication appeals most to you in sales-oriented messages?



KEY FINDINGS

This answer also correlates with the previous answers and shows a lack of awareness of the power of digital media in particular. Video content in particular is overlooked, as are various lead generation tools such as whitepapers etc.

Do you have a way to measure and track the ROI of your MICE sales activities?



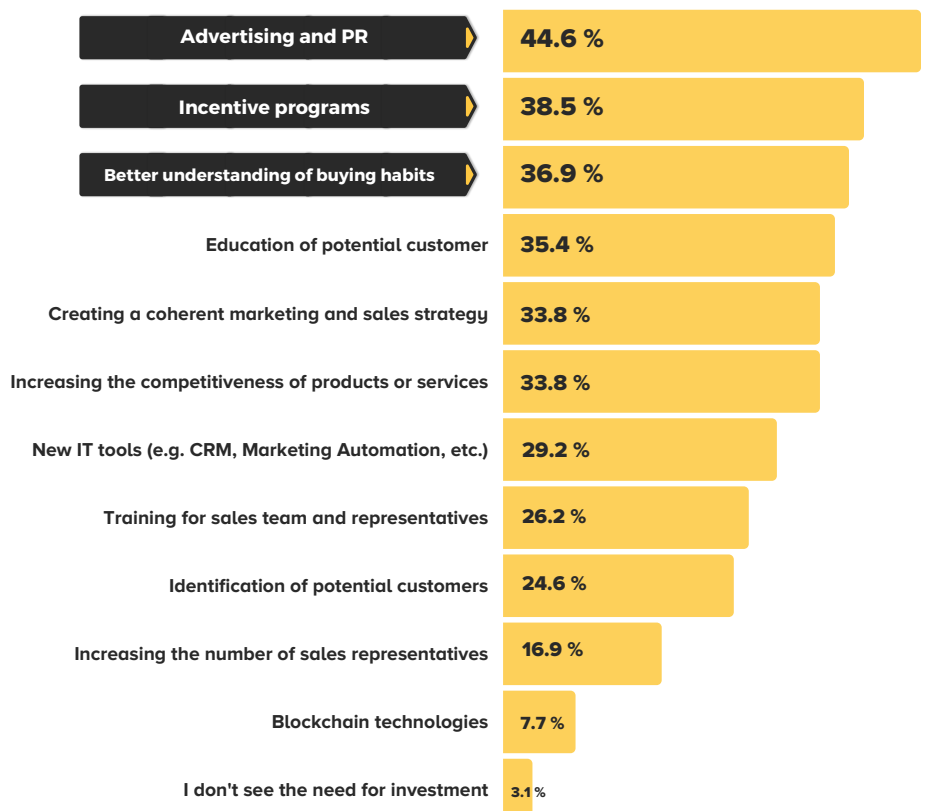
KEY FINDINGS

A surprisingly high proportion of respondents do not measure the ROI of their sales activities or are not aware of it (53.8%). However, even among the answers on the metrics used, there is a wide dispersion of responses, indicating that there is no clear consensus in this area and that the use of matrices is unsystematic.

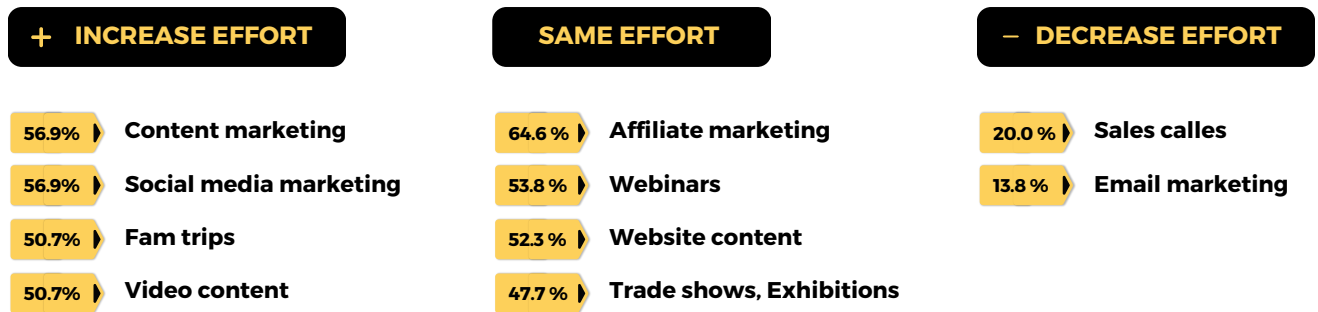
Are you using any of the following sales indexes?

- 41.5% ▶ **Leads by Source** (where your customers are coming from)
- 38.5% ▶ **Conversion Rate** (percentage of new leads converted into customers)
- 33.8% ▶ **Closed Opportunities** (how much revenue your sales have generated)
- 29.2% ▶ **Sales Cycle** (the average duration or time it takes to win a deal)
- 29.2% ▶ **Win/Loss Rate** (the percent of opportunities that you won/lost)
- 21.5% ▶ **Average Customer Lifetime Value** (total expected revenue from a typical customer)
- 20.0% ▶ **New Business vs Upsell** (balance between new business with upsells)
- 15.4% ▶ **Pipeline** (at what stage is each open opportunity)
- 10.8% ▶ **Net Promoter Score** (percentage of customers who are promoters of your business)

In what areas do you think your company should invest to increase sales efficiency?



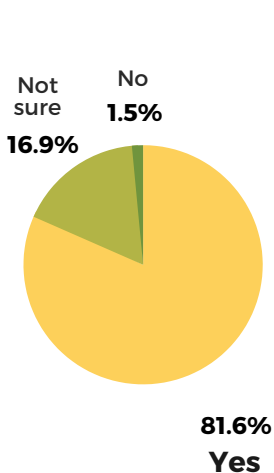
Where do you plan on increasing/decreasing effort and investment in 2023?



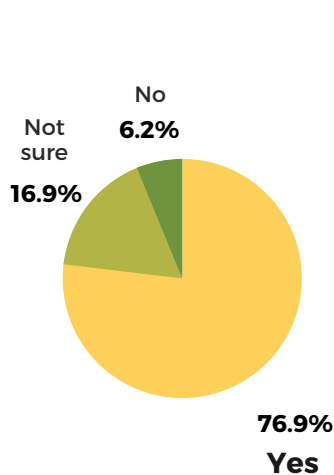
KEY FINDINGS

The answers are also rather classic (advertising, incentives, education) when it comes to investing in sales activities. A surprisingly small proportion of respondents intend to invest in IT tools and even blockchain technologies. This thesis is confirmed by the second question, where, at least in our opinion, it makes sense to look for an answer individually for each company.

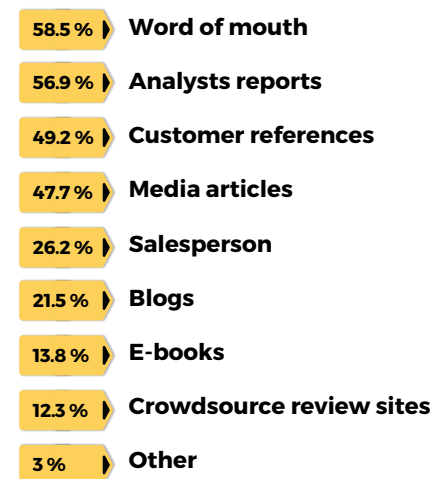
Do you feel that attending B2B trade shows and exhibitions will stay an important part of MICE sales in 2023?



Do you feel that Fam trips will stay an important part of MICE sales in 2023?



What sources of information about the meetings industry do you rely on personally?



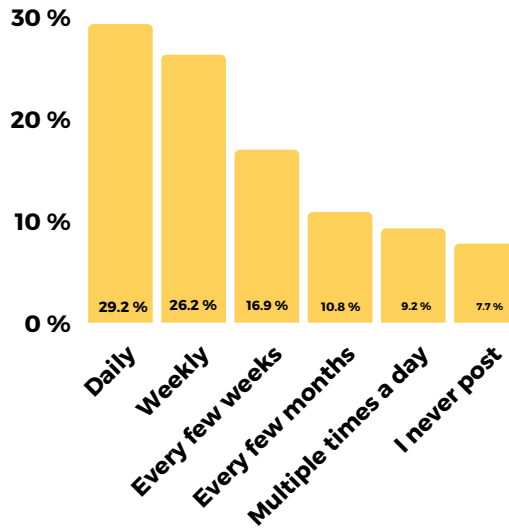
KEY FINDINGS

The majority of respondents believe in the power of trade shows and fam trips, which is confirmed by the high ranking of word of mouth as an important source of information. Surprisingly, there is a decrease in the importance of salespersons, which was ranked at the top of the list in one of the previous surveys. The knowledge of typical lead generation tools such as e-books and blogs is also weak.

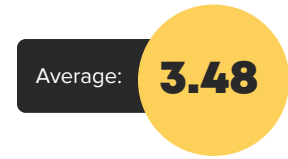
How much time do you spend on social media per day?



How often do you post on social media?



How many social media sites do you have accounts with?



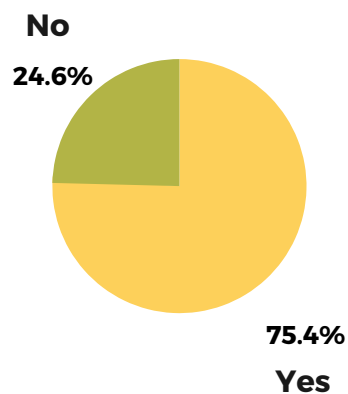
KEY FINDINGS

A good third of respondents (33.8%) spend between half and one hour a day on social networks. Of those who are on social networks for more than an hour, 36.9% are on social networks for more than an hour. Respondents post frequently on social networks, with 38.2% posting daily. Social networks are therefore an extremely important tool for event organisers.

What do you use social media for?

- 60.0% ▶ Inspiration
- 56.9% ▶ News
- 55.4% ▶ Keeping in touch with friends and family
- 43.1% ▶ Buying and selling
- 40.0% ▶ Event planning
- 15.4% ▶ To browse/ time waste
- 12.3% ▶ To meet new friends
- 12.3% ▶ To find employment
- 4.6% ▶ Dating

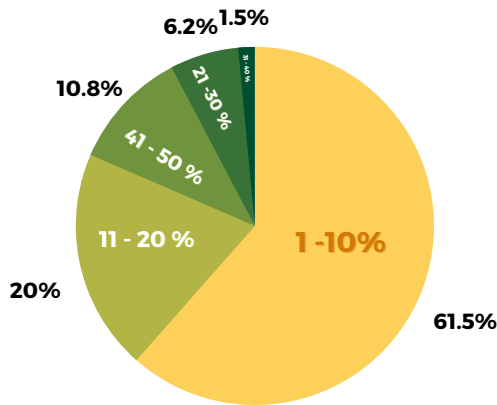
Do you use social media to market your business?



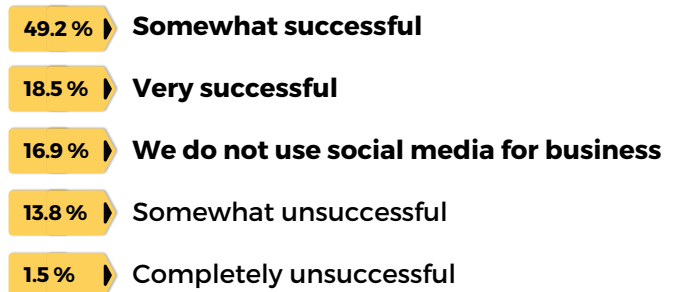
KEY FINDINGS

Social networks are mainly a source of inspiration and a tool for keeping up to date with news and keeping in touch with friends. The majority of respondents say they also use them for buying and selling (43.1%). The strong consensus that respondents also use social networks for business should therefore also be understood in terms of the underlying motives of users (inspiration, news, keeping in touch).

What % of your company's overall marketing budget was spent on social media marketing in 2022?



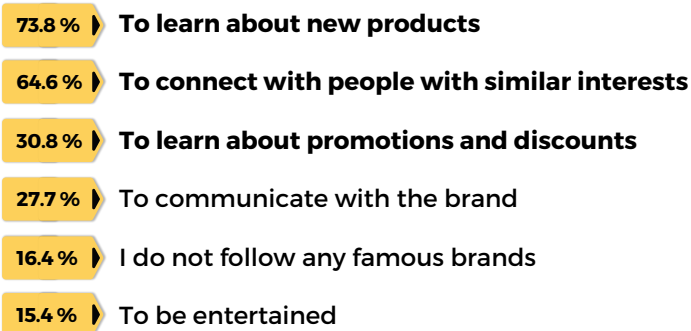
Has social media proven to be successful in achieving your marketing goals?



KEY FINDINGS

Using the standard deviation method, the average budget for social networks is 12%. A high 67.7% of respondents are convinced of the success of social media campaigns. However, the share of those who are not convinced is statistically the same as the share of those who do not use social networks for business.

Why do you follow famous MICE brands on social media?















What are your key social media marketing goals?












KEY FINDINGS

A comparison of the respondents' personal preferences and specific goals on social networks shows a large gap in this area. The answer to the WHY question defines the overall social media marketing strategy.

Which social media channel has proven to be the most successful for your business?

 LinkedIn	10.7		
 Facebook	10.5	 Reddit	5.8
 Instagram	9.9	 Twitter	5.2
 Clubhouse	7.3	 TikTok	5.0
 Pinterest	7.0	 Snapchat	4.9
 YouTube	5.8	 Tumblr	3.2
		 Twitch	2.6

Rate the following social media chat tools by their importance for your business

 7.9 Facebook Messenger
 7.0 Instagram DM'S
 6.2 Whatsapp
 5.7 Skype
 4.9 Line
 4.0 Slack
 3.1 Snapchat
 3.1 Viber
 3.0 Telegram

What are the key challenges you face when it comes to conducting social media marketing?

78.5 %	Content quality
40.0 %	Engagement
38.5 %	Lack of resources (people, tools, skills)
24.6 %	No strategy
20.0 %	Content quantity
16.9 %	Measuring ROI
13.8 %	Securing marketing budget for social media
13.8 %	Social media automation
7.7 %	Lack of support from leadership
4.6 %	Team bandwidth
1.5 %	Other...

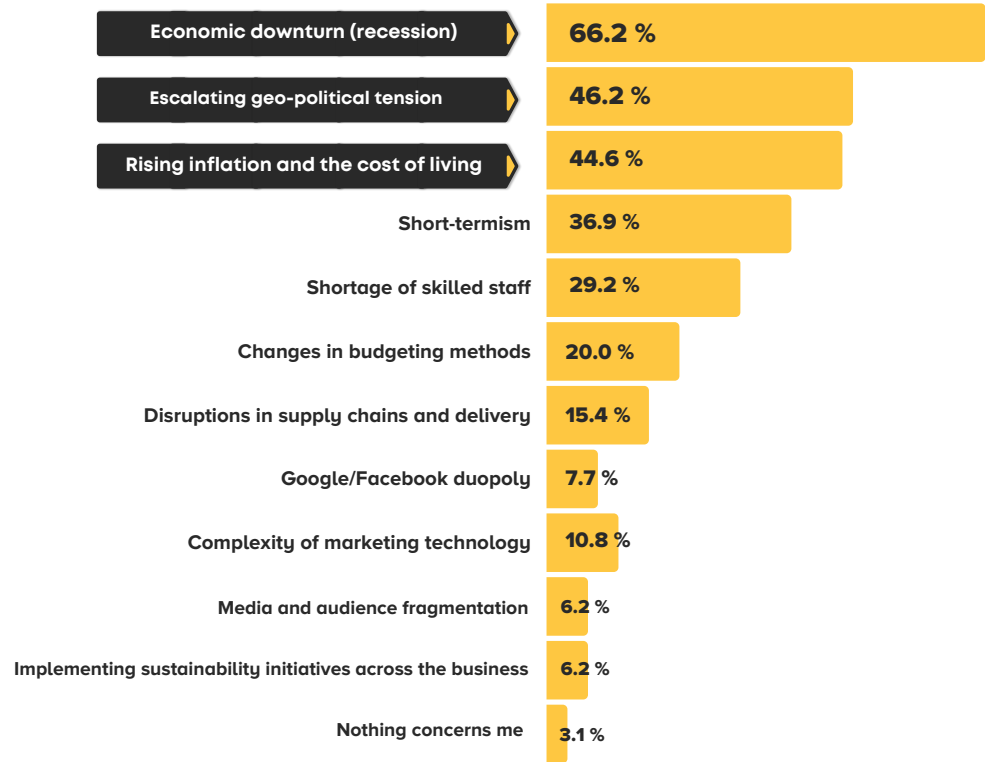
KEY FINDINGS

When analysing this data, it is imperative to take into account the age structure of the respondents, with a predominance of Generation X. The question is therefore which audience you are reaching through social networks. Undoubtedly, in terms of B2B communication, **LinkedIn** is currently the most effective. Our research confirms this.

This area of research may not be among the most important, but it is indicative of the current communication hierarchy that prevails among our target audience.

The survey shows that the holy trinity of content + people + engagement is high on the list of challenges among respondents. To this we would add the challenge of lack of strategy, which our survey also showed.

When working on your marketing plans for 2023, what are your biggest causes for concern?



KEY FINDINGS

The answer to this question was expected, but we would draw particular attention to the double-digit price increases, which are often not based on cost growth.

Read more

<https://kongres-magazine.eu/2023/01/double-digit-inflation-of-prices-of-meeting-venues-continues/>

Key take-aways from the research

& personal recommendations by Gorazd Čad, Editor in Chief of Kongres Magazine

1

Brand is what you share, not sell

Gen Z now makes up 40% of all global consumers and holds earnings of about \$7 trillion. Sharing and co-creation have long been associated with the Z generation

2

Content is still king

The digital beast is immensely hungry for good content. We need to integrate content marketing into all marketing processes today. Content is a prerequisite for the success of sales and marketing activities.

3

Take back your data

Think about how you manage your data. It is your biggest asset, next to your content. Think about all the touch points where you can capture data.

4

Omnichannel Experience

Virtually everyone uses multichannel, but few provide a unified user experience across all channels. This is the heart of modern marketing and sales.

5

Tik Tok is The Trend

After six years, the short video app has leapfrogged its competitors and established itself as a leading platform in brand marketing too. Consider how you can integrate it into your marketing mix.

6

Artificial intelligence

2023 will be a pivotal year for AI in the creative industries. Microsoft plans to invest around \$10 billion in OpenAI. ChatGPT can answer questions, write poetry, and even program. Google's alternative is called LaMDA.

7

What we can measure we can improve

Monitoring website traffic, visitor behaviour and user experience helps you make the right business decisions based on data from various analytics tools.

8

Zero Bullshit

As far as sustainability is concerned, I recommend that you stick to the zero-bullshit philosophy. This means open-source communication, clear goals and a transparent pledge. To get started, read [Conventa's Green Guide](#) (for now, only in Slovenian)

**Never go on trips with
anyone you do not love!**

Ernest Hemingway

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