



DUO

THE DUO REPORT: COVID-19 AND ITS IMPACT ON THE CANADIAN EVENT INDUSTRY

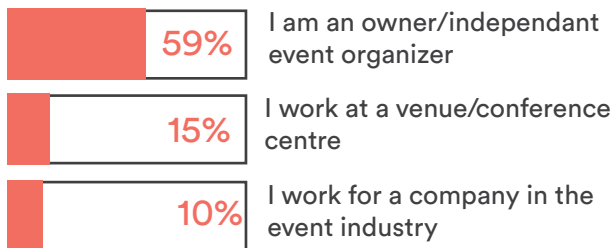
From Duuo's 2020 Event Planning Professionals survey.

INTRODUCING THE DUUO REPORT ON THE CANADIAN EVENT INDUSTRY

As the world shifts to a new “normal”, we’ve taken the pulse of the Canadian event industry to see how planners are coping with social distancing guidelines. We also share lessons learned since the beginning of Covid-19, and the future plans of the industry. Overall, it’s clear that Canadian event planners are dedicated to creating memorable events that bring people together.

WHO DID WE TALK TO?


What type of company/organization do you work for?




What is the typical size of one of your events?





HOW HAS COVID-19 AFFECTED YOUR WORK?

 **52%**
I'm still working, but a lot less than usual

 **10%**
I'm working the same amount as before

Our survey finds that 52% of Canadian event planners are continuing on with their day-to-day tasks at a reduced workload.

 **20%**
I've completely stopped working

 **10%**
I feel busier than ever

Additionally, one of the biggest challenges is a lack of budget for new tools to help them work through the pandemic.

That being said, event planners remain optimistic and have used the changing times as an opportunity to focus on developing new skills for their career.

EVENT PLANNERS AS COVID-19 “CHARACTERS”

We asked our event planners to choose the Covid-19 character they most identify with. Check out the results!



15%
Hobby Holly



15%
Cheerful Chris



13%
Procrastinating Polly

WHAT SKILLS AND KNOWLEDGE HAVE YOU GAINED THROUGHOUT COVID-19?

As the world shifted online, Canadian event planners were forced to go digital. Whether it is hosting a virtual wedding, arranging Zoom calls with clients, or investing more time into their marketing efforts, our participants have had to quickly focus on learning new tools and skills.

HOW DO YOU MAINTAIN CLIENT RELATIONSHIPS DURING COVID-19?



39%

Increase social media presence



21%

Sent personalized and hand written notes



21%

Provided people with personalized resources

WHAT IS YOUR GO-TO SOURCE FOR EVENT INDUSTRY INFO DURING THIS TIME?



33%

Event planning associations



26%

Influencers on social media



18%

Trade magazines such as Bizbash

In order to help your client create the perfect wedding, corporate gathering, or family reunion, you need to be able to trust and communicate effectively.

Our participants have worked hard to maintain those client relationships by amping up their social media presence, hosting virtual events, and even sending some good, old-fashioned hand-written notes!

In order to stay in the loop with everything happening in the events industry, our participants have turned to event planning associations and social media, while also relying on traditional media outlets like Bizzabo for up-to-date information.

DESPITE SOCIAL DISTANCING, PLANNERS ARE STAYING CONNECTED!

74% Use Zoom to stay connected with clients

LET'S SEE WHAT PLANNERS ARE REALLY SAYING!

When things get back to normal, what's the first trip you'd like to take?



43%

A beachside vacation in Aruba



34%

A food-filled tour of Italy



9%

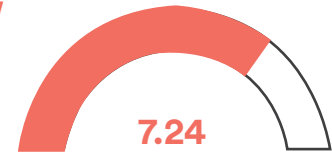
An exciting Safari in Kenya



MOVING FORWARD

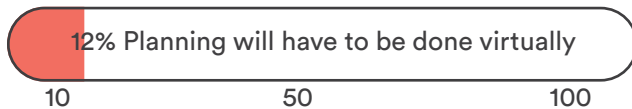
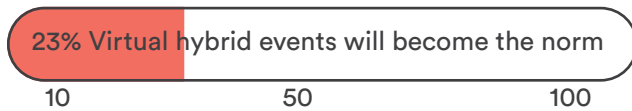
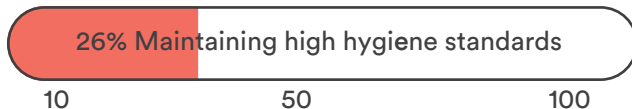
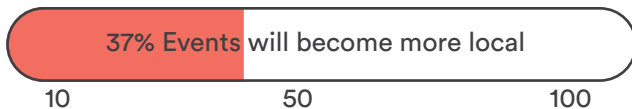
Canadian event planners are optimistic about a future where we can be within six-feet of our loved ones to celebrate life's most exciting events. While there are still hurdles to overcome, this dynamic group makes it clear that they're working hard to find a way to bring us all together again.

ON A SCALE OF 1-10, THE AVERAGE RESPONSE ON HOW OPTIMISTIC PLANNERS WERE FEELING ABOUT THE FUTURE WAS 7.24

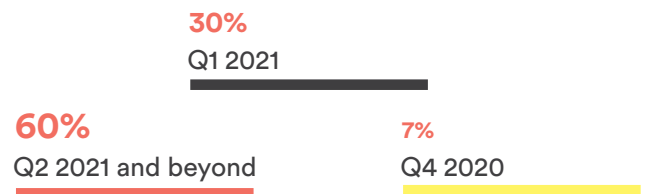
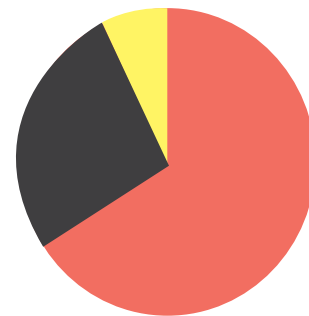


Event planners are hard at work creating alternative solutions and getting the ball rolling on future events. 60% of our respondents said they're planning events for the second quarter of 2021 and beyond. With that in mind, event planners are starting to think more locally when it comes to their plans for the future, with 37% of respondents claiming that one of the biggest challenges impacting their occupation is the fact that people will be less willing to travel for events in the future.

TOP CHALLENGES FACING EVENT PLANNERS IN THE FUTURE



IF YOU ARE RESCHEDULING EVENTS, WHEN ARE YOU RESCHEDULING?



LET'S SEE WHAT PEOPLE ARE REALLY SAYING!

Here's what Canadian event planners have been binge watching lately!

"Classy" reality TV (think Selling Sunset) **55%**

Cooking competitions **22%**

Heartwarming sitcoms **18%**



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Go to duuo.ca/partner to receive a promo code that your clients can use when they purchase Duuo Event Insurance.

We're excited to partner with
you!

The logo for Duuo, featuring the word "DUUO" in a bold, red, sans-serif font. The letters are slightly stylized, with the 'U's having a small horizontal bar above and below them.