

Medical Meetings: General Trends & Perception of Scottsdale

ONLINE SURVEY | Report | March 2024



EXPERIENCE
SCOTTSDALE

Pharma Forum

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Section 1.

Introduction



Overview

Methodology, data collection and analysis by Pharma Forum in cooperation with Experience Scottsdale. Data collected January 23, through February 21, 2024. Methodology conforms to accepted marketing research methods, practices and procedures.

Methodology

Beginning on January 23, 2024, Pharma Forum emailed invitations to participate in an online survey to active users. By February 21, 2024, Pharma Forum had received 141 completed responses. Of those, 85 respondents represented are involved in the procurement of products and/or services or planning/delivering of meetings/events, their job focuses on either Corporate (Life Sciences Manufacturer), Association/Non-profit/Academic/Government, Destination Management Company (DMC)/Destination Management Organization (DMO)/Convention and Visitor's Bureau (CVB) or other similar organizations and they are based in North America. The following analysis is based on those 85 respondents.

Response Motivation

To encourage prompt response and increase the response rate overall, email invitations and survey materials were branded with the Pharma Forum name and logo to capitalize on user affinity for this valued brand.

Section 2.

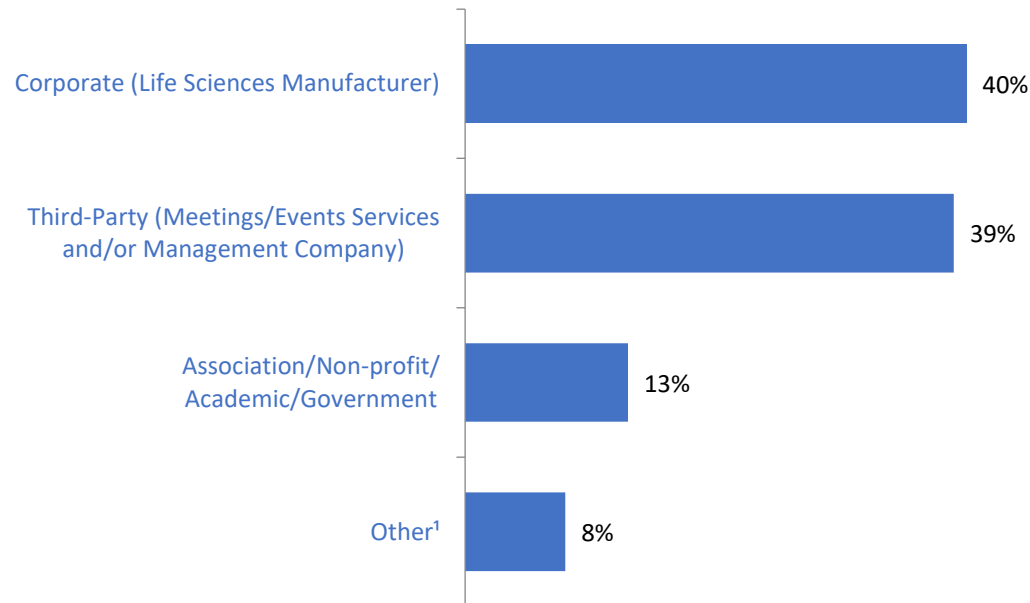
Respondent Profile



Organization Type & Job Function

Respondents are most likely to represent Corporate (Life Sciences Manufacturers) (40%) or Third-Party (Meetings/Event Services and/or Management Companies) (39%). Respondents hold a variety of job functions, most commonly planning/delivering meetings or events (68%).

Organization Type

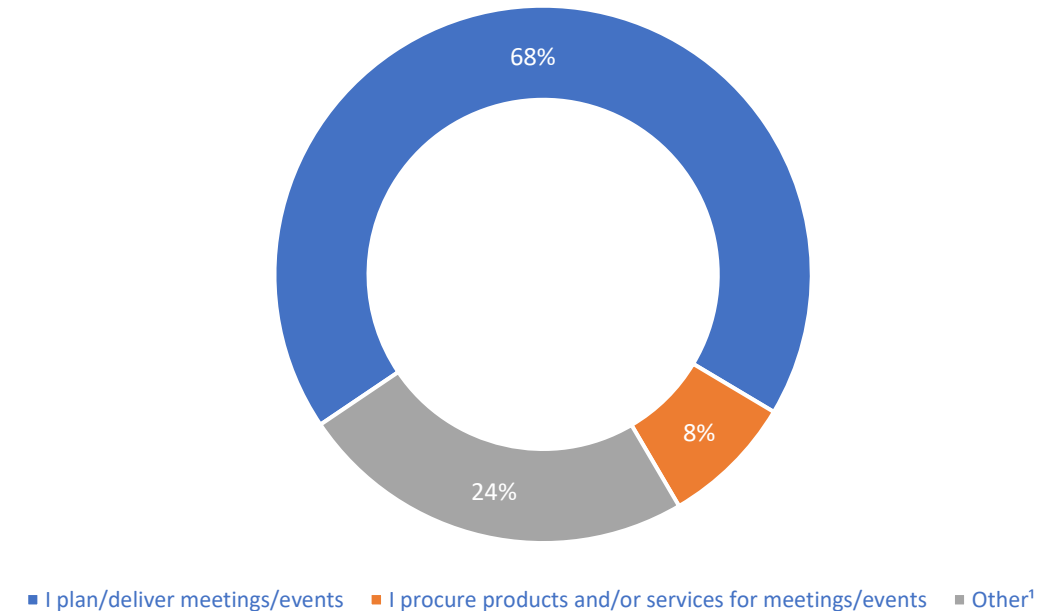


Question: Which of the following best describes your organization:

Base: All respondents (n=85).

¹Other: Hotelier; Independent Contractor; Independent Planner; Medical Education (x2); Pharma Company internal Meeting; Management Director; Primary Healthcare Office.

Job Function



Question: Which of the following best describes your job function:

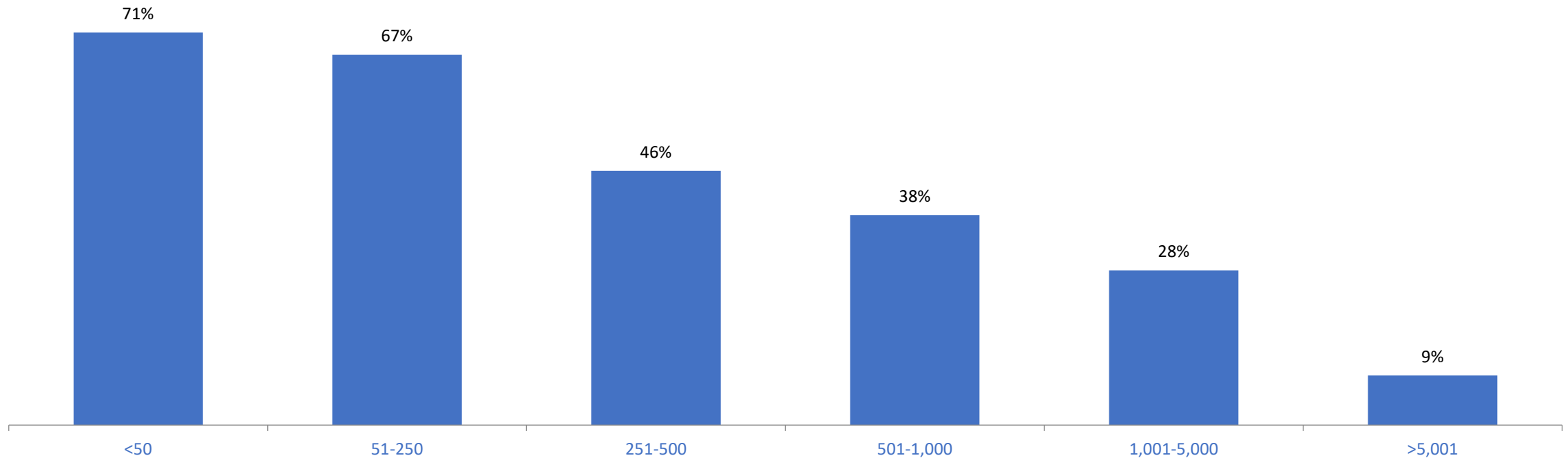
Base: All respondents (n=85).

²Other: Quality Assurance; I manage a team of meetings and events planners; I oversee the planning of the meetings which are managed by a third-party supplier; TOV reporting / compliance; I review SOWs and addendums for many pharma meetings and work directly with purchasing and procurement. I also onsite on site at our meetings; Overall lead for the internal meeting planning department; Compliance (x4); Scientific Communications; Commercial compliance; Executive – President; Manage team of event planners that plan/deliver events and procure products/services; Marketing/sales training; Medication Ordering and Delivery; Provide meeting space and accommodations for meetings; Patient Services/Market Access; QA/Control; Speaker bureau management.



Meetings/Events Size Planning

7 in 10 respondents (Total Ave. 69%) plan/deliver events for up to 250 attendees, while a third of respondents (37%) plan/deliver events for more than 1000 attendees.



Question: In terms of attendees, what size meetings/events do you plan: (Please select all that apply)

Base: All respondents; multiple answers permitted (n=85).

Section 3.

Medical Meetings: Challenges, Trends & Sourcing



Top Meeting Challenges

Rising costs, budget restrictions and location availability are cited by respondents as their top 3 meeting challenges.

Summary of Challenges¹:

- Budgets
- Rising costs
- Hotel/venue availability
- Compliance
- Driving attendance
- Managing hotel and meal caps

Word Cloud:



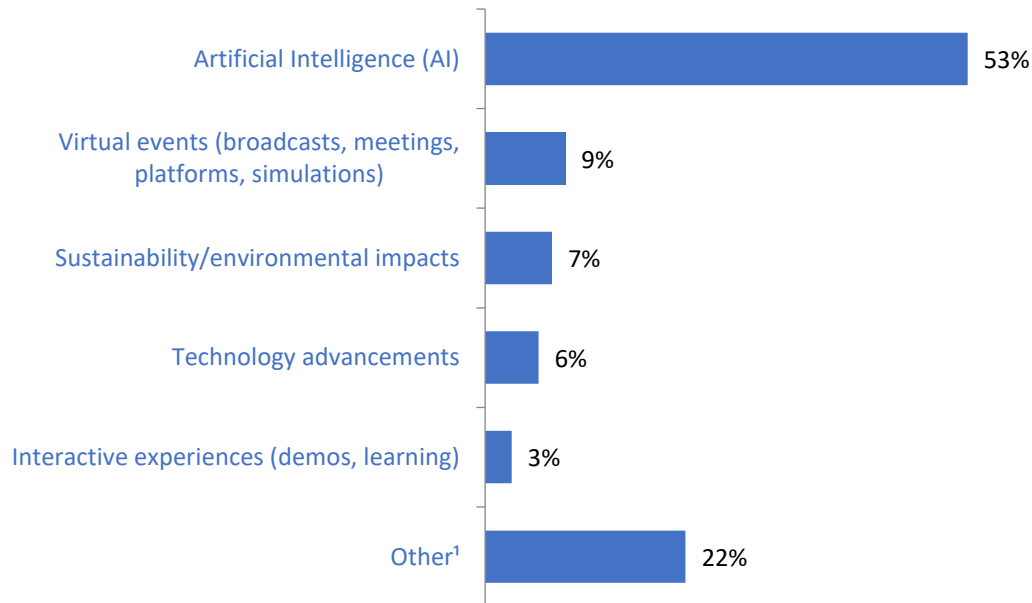
Question: What are your top 3 challenges in your position?

Base: All respondents (n=85). ¹Note: for all verbatims see slides 23-28.

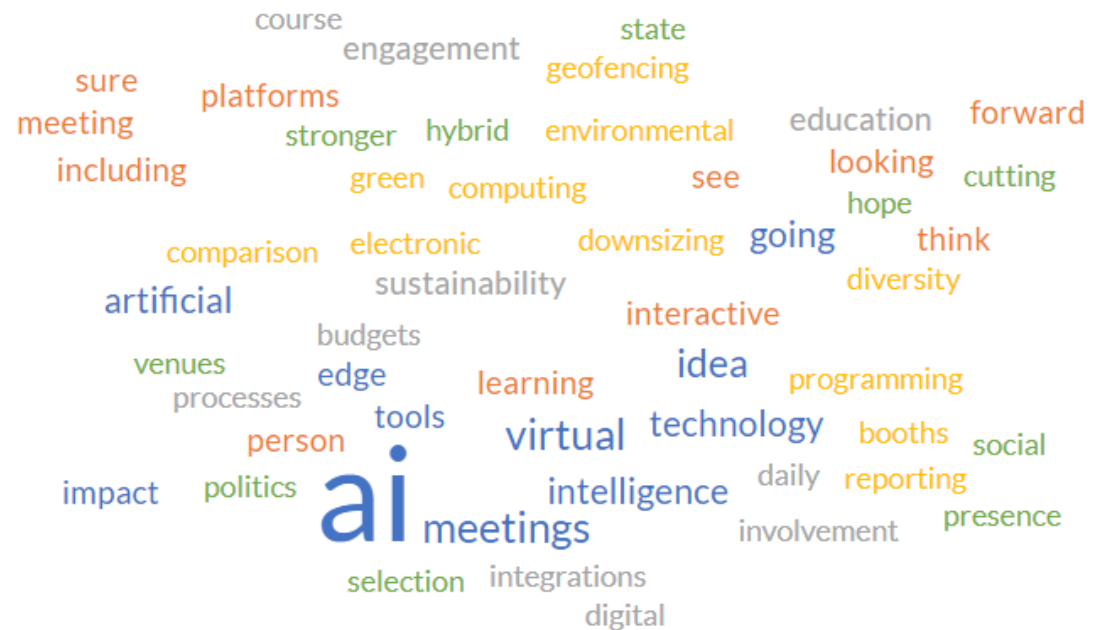
Most Innovative Trend in the Next Year

Artificial intelligence (AI) emerged as the most innovative trend that will affect the medical meetings industry in the next year.

Summary of Innovation Trends¹:



Word Cloud:

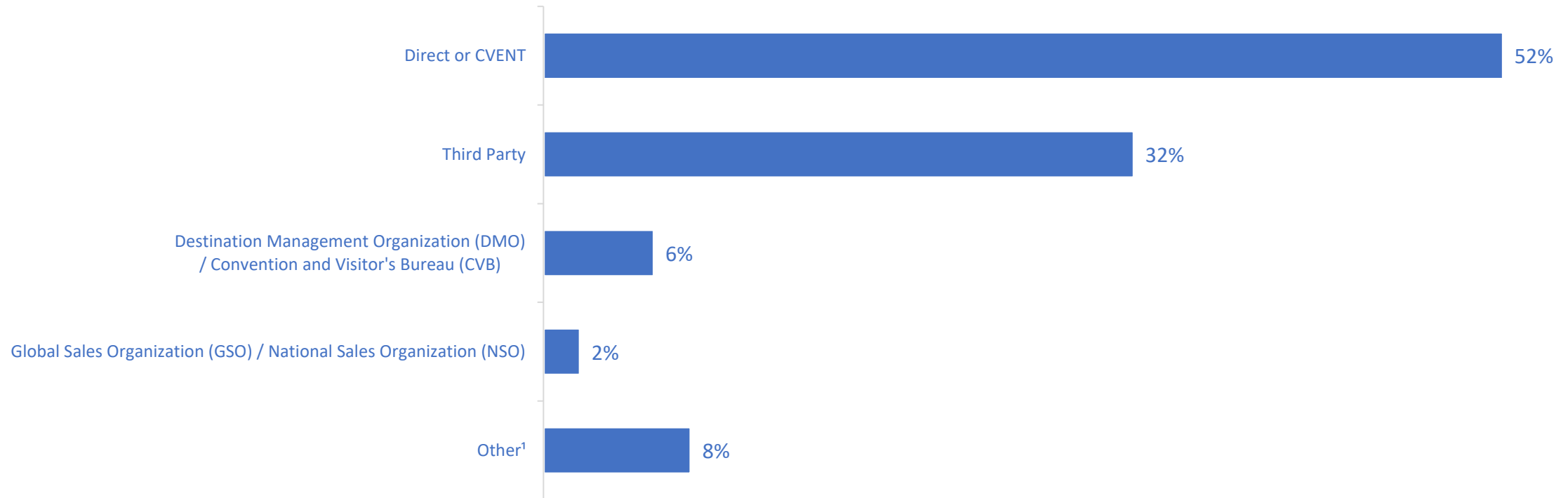


Question: In 1 or 2 words, what do you think is the most innovative trend that will affect the medical meetings industry in the next year?

Base: All respondents (n=68); Write-in responses were coded into the categories above. **Note:** 'Don't know' not included (n=7). ¹**Note:** for all verbatims see slide 29.

Primary Method of Sourcing Meetings

Respondents are most likely to source meetings Direct or via CVENT (52%), followed at a distance by third party (32%).

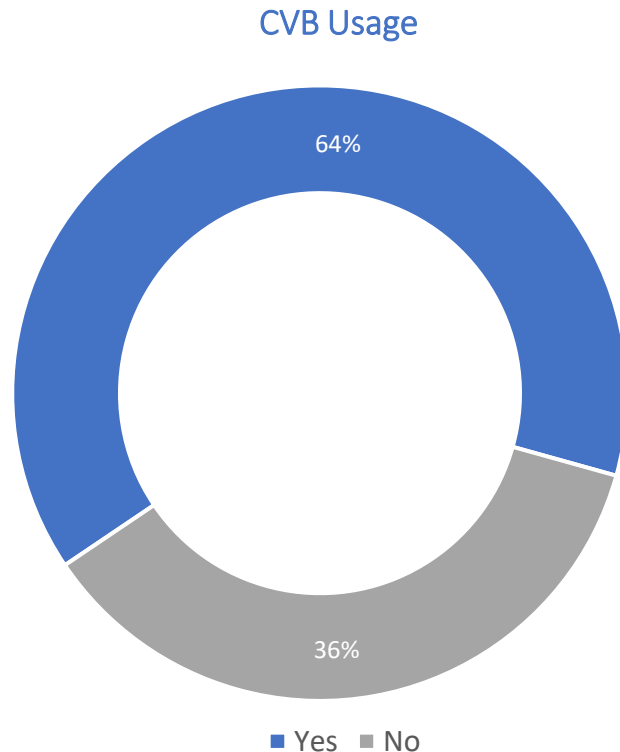


Question: What is the primary method your organization uses to source meetings?

Base: All respondents (n=85). ¹Other: All of the above; Conference Direct; Currently contracted with 3rd party agency with in-house sourcing team; I use several approaches, depending on the size of my meetings; I am reaching out to more DMOs these days, however; Ourselves; Own research.

Use of Convention & Visitor's Bureaus (CVB) for Sourcing Needs

Two-thirds of respondents (64%) include CVB in their sourcing plans, while lack of knowledge/need, meeting size and the use of online tools are the main reason for the non-usage of CVBs.



Question: Do you include your Convention and Visitor's Bureau (CVB) for your sourcing needs?

Base: All respondents (n=69). Note: 'Don't know' not included (n=16).

Reason for CVB Exclusion:

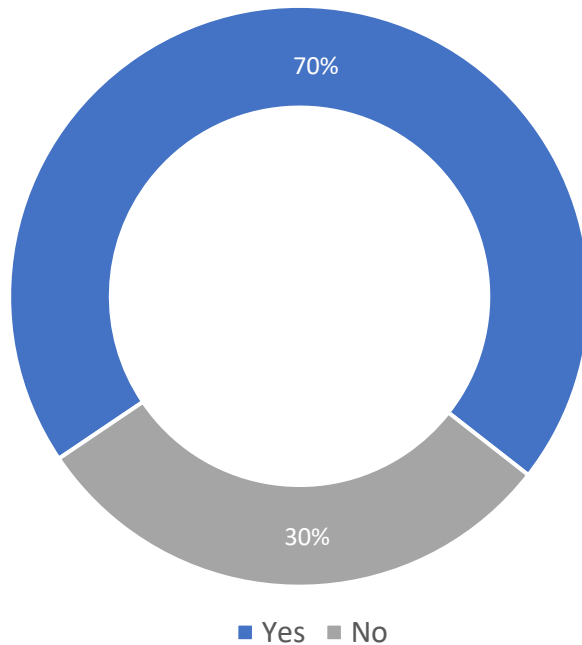
- CVB representatives live, work, play and worship in their locations and know the area better than anyone and can offer free sourcing and amenities and opportunities for the attendees and planner. We cannot use CVBs for our meetings, but I have always found them to be invaluable and a wonderful resource
- Cvent does what we need faster
- Depends on the meeting size, not used for smaller programs
- Don't know much about how to utilize
- Generally, our venues are repeat locations where the area offerings are already a known quantity
- I don't know what that is
- I have mainly relied on direct sourcing and platforms like Cvent for event planning due to familiarity and convenience. Using a CVB hasn't been part of my practice, but I am certainly open to exploring it in the future
- I usually don't want another point of contact. One POC is enough to respond to emails, etc
- Meetings we source are typically smaller style
- No need
- Not found the to be useful
- Small meetings don't require additional information
- So far, have been successful using Cvent or utilizing our NSO. However, CVBs have been great to partner with when looking at non-hotel venues such as restaurants or museums
- Team not knowledgeable enough. Now training them to do that
- Too early to include them when sourcing
- Typically sourcing in areas we are already familiar with
- Union fees, food & beverage quality
- Use Cvent or on own
- We have our own spaces or spaces nearby with whom we have a relationship
- We use our GSOs

Question: Please explain why you do not include Convention and Visitor's Bureau (CVB) for your sourcing needs? Base: All respondents who do not include CVB in their sourcing needs (n=20).

Future Meetings Currently Being Sourced

7 in 10 respondents (70%) are currently sourcing future meetings, most commonly to be held in the second half of 2024.

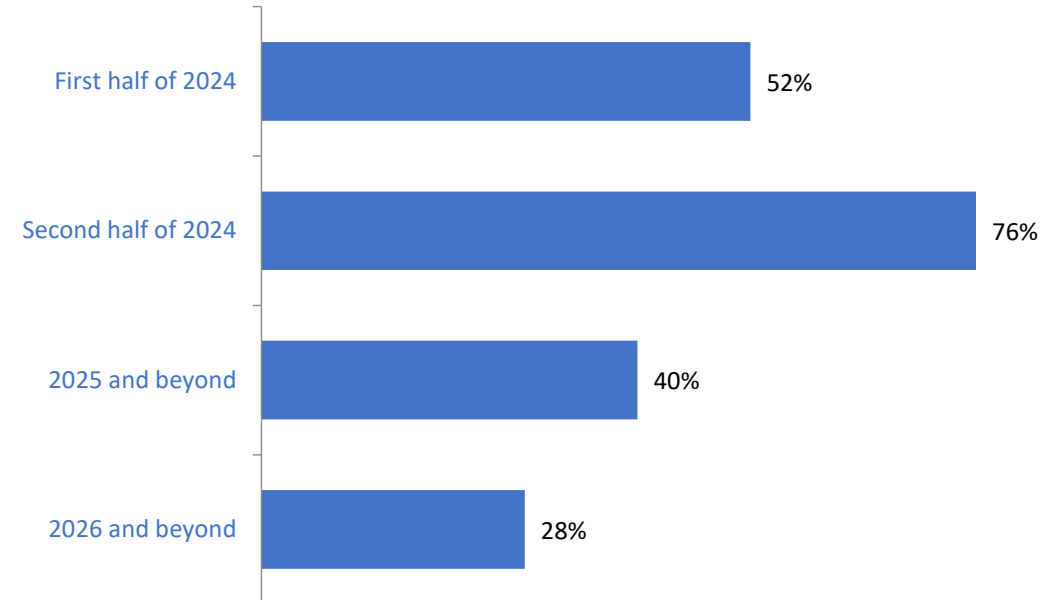
Currently Sourcing Future Meetings?



Question: Are you currently sourcing future meetings?

Base: All respondents (n=71). **Note:** 'Don't know' not included (n=14).

When Will Those Meetings Be Held?

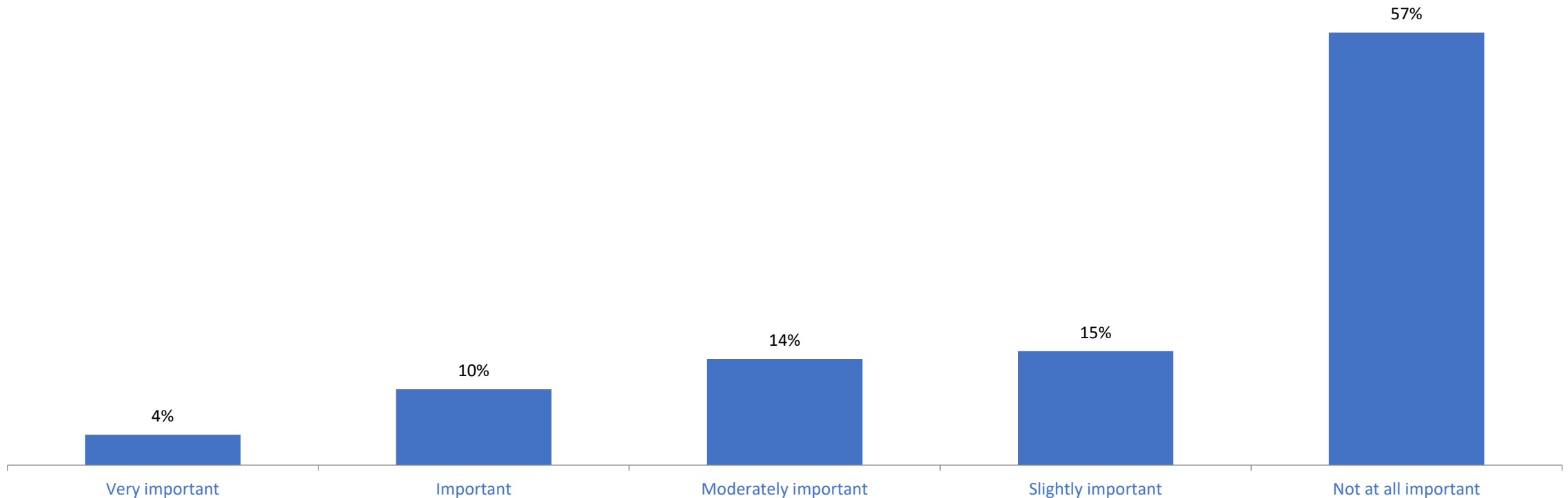


Question: When are those meetings to be held? (Please Select all that apply)

Base: All respondents who are currently sourcing future meetings; multiple answers permitted (n=50).

Importance of Specialized Medical Facilities or Simulation Centers When Selecting a Destination

Only 28% of respondents consider the availability of specialized medical facilities or simulation centers at least “moderately” important when selecting a meeting or event destination. Most (57%) consider these amenities not at all important.



Question: How important is the availability of specialized medical facilities or simulation centers when selecting a meeting or event destination?

Base: All respondents (n=78). Note: 'Don't know' not included (n=3).

Location/venue preference and the type of topics/trends to be incorporated have been cited by respondents as the key information they would like to obtain from Health Care Providers about attendance habits and meeting preferences.

Word Cloud:

- [illegible]

Base: All respondents (n=29). ¹**Note:** for all verbatims see slide 30.

The reduction of plastic and paper consumption are cited by respondents as the most common sustainable event practices presently undertaken.

- Paperless / digital materials
- No plastics
- Water stations
- Reusable/recycle materials
- Food and solid waste reduction

[illegible]

Base: All respondents (n=59). ¹**Note:** for all verbatims see slide 31.

Ensuring diverse representation and content are cited by respondents as the most common DEIB+ event practices presently adopted.

Word Cloud:

-
- A word cloud visualization of terms related to diversity and inclusion. The words are arranged in a circular pattern, with 'speakers' and 'sessions' being the largest and most prominent. Other significant words include 'diversity', 'inclusive', 'meetings', 'events', 'vendors', 'food', 'rooms', 'groups', 'deib', 'practice', 'diversify', 'representation', 'perspectives', 'place', 'sure', 'based', 'menu', 'meal', 'backgrounds', 'interest', 'identified', 'paenliest', 'ambassadors', 'field', 'themes', 'unknown', 'possible', 'creating', 'panelists', 'content', 'wide', 'varied', 'everyone', 'try committee', 'meeting', 'engage', 'resource', 'diverse', 'attendees', 'employees', 'suppliers', 'member', 'development', 'alongsides', 'conversation', 'just', 'design', 'currently', 'resonate', 'ensure', 'range', 'special', 'menu', 'diversity', 'inclusive', 'meetings', 'based', 'sure', 'place', 'perspectives', 'representation', 'diversify', 'business', 'diversify', 'business', 'diversify', 'business'.

Base: All respondents (n=47). ¹**Note:** for all verbatims see slide 32.

Section 4.

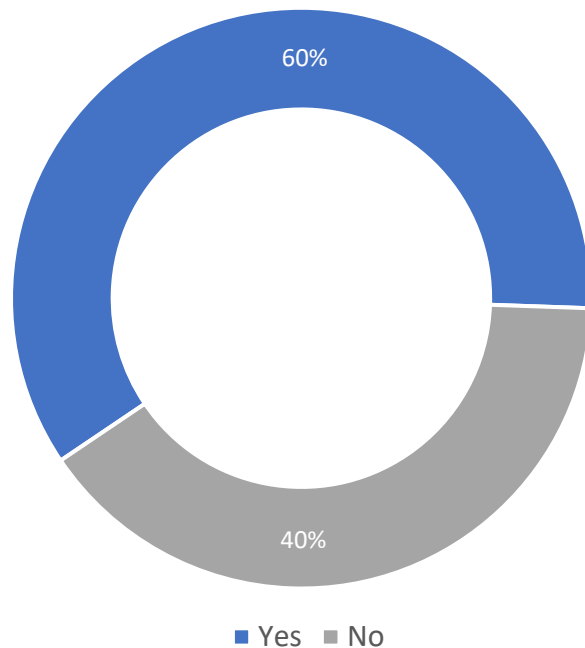
Key Findings: Scottsdale Events



Hosting Events in Scottsdale

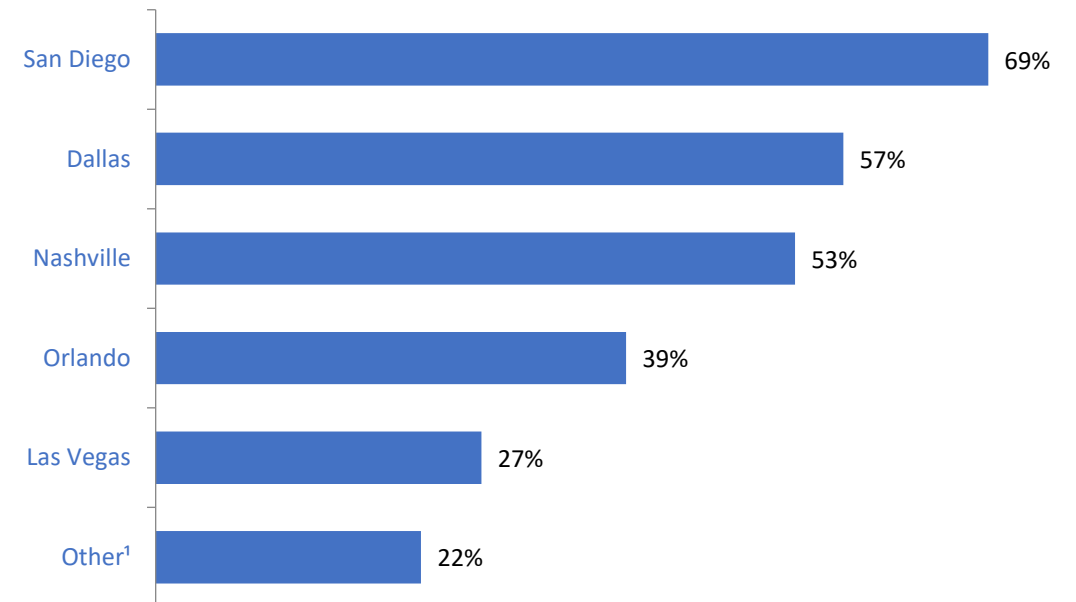
Most respondents (60%) have hosted at least one event in Scottsdale, while San Diego, Dallas and Nashville are seen as the most popular alternative event locations.

Hosted an Event in Scottsdale?



Question: Have you or your organization ever hosted an event in Scottsdale?
Base: All respondents (n=85).

Alternative Destinations Considered



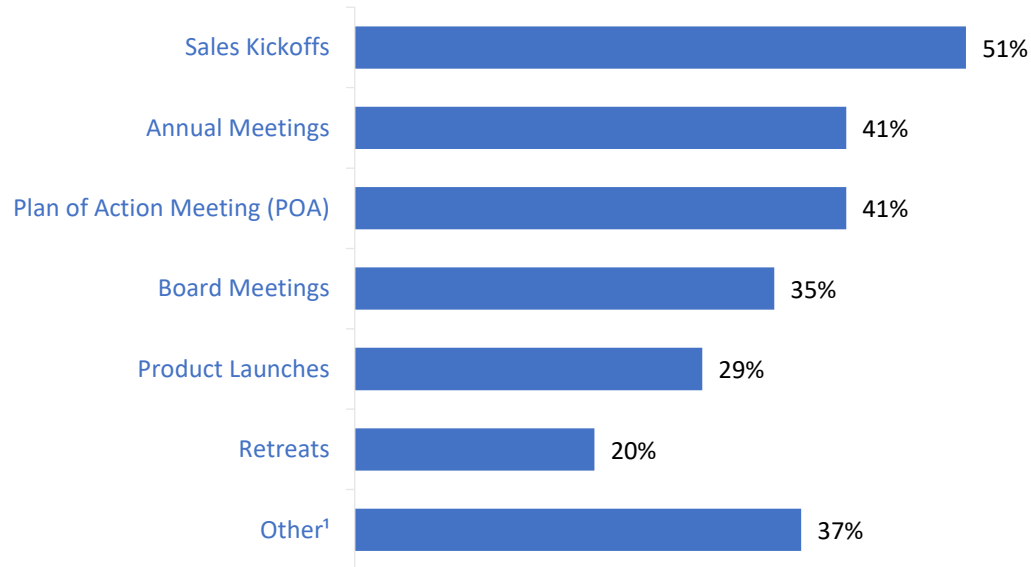
Question: When you source Scottsdale for a meeting or event, what other destinations are generally under consideration? (Please select all that apply) **Base:** All respondents who organized an event in Scottsdale; multiple answers permitted (n=51).

¹**Other:** Austin, Albuquerque; Charleston; Chicago, Miami, Washington DC, Boston; Colorado; Denver, Houston; Napa, Orange County, Lake Tahoe; Our programs span east to west in US; Phoenix (x2); Phoenix, Orange County, CA, Tucson; Phoenix, Tucson, Albuquerque.

Scottsdale Medical Meeting Type & Ease and Access

Medical Sales Kickoffs is the most common meeting type hosted by respondents in Scottsdale, followed by Plan of Action, Annual and Board meetings. 8 in 10 respondents rate the ease and access to Scottsdale as either 'Excellent' or 'Good'.

Medical Meeting Type

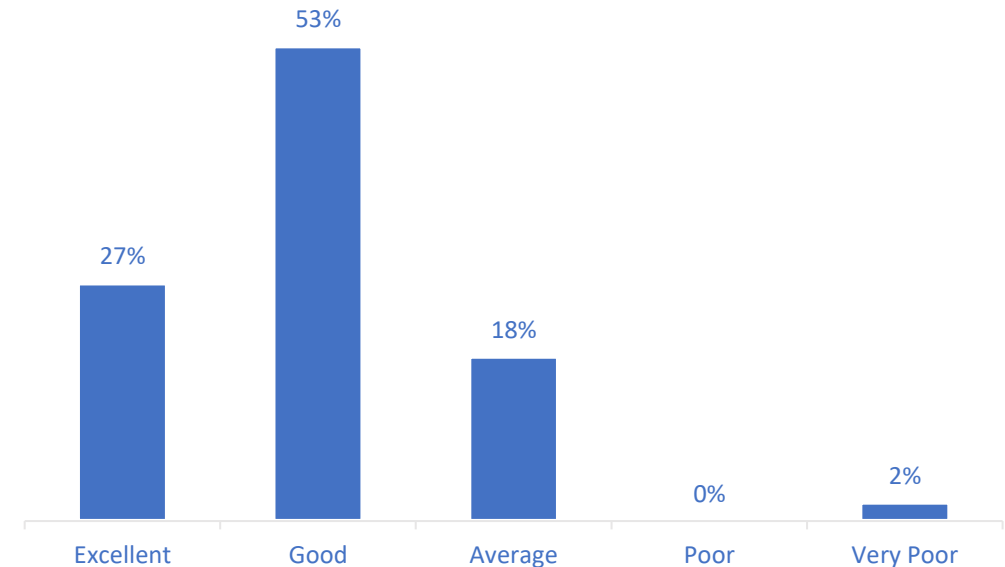


Question: Please select all of the medical meeting types you have hosted in Scottsdale:

(Please select all that apply) Base: All respondents who organized an event in Scottsdale; multiple answers permitted (n=51).

¹Other: Advisory Boards (x6); Board meeting; Cadaver labs; Committee Meetings; Congress (x3); Customer training; HCP programs; Incentives (x2); Market Research; Regional HCP meetings; Speaker Programs; Speaker Trainings (x2); Speakers' bureau (x2); Tradeshow.

Ease & Access

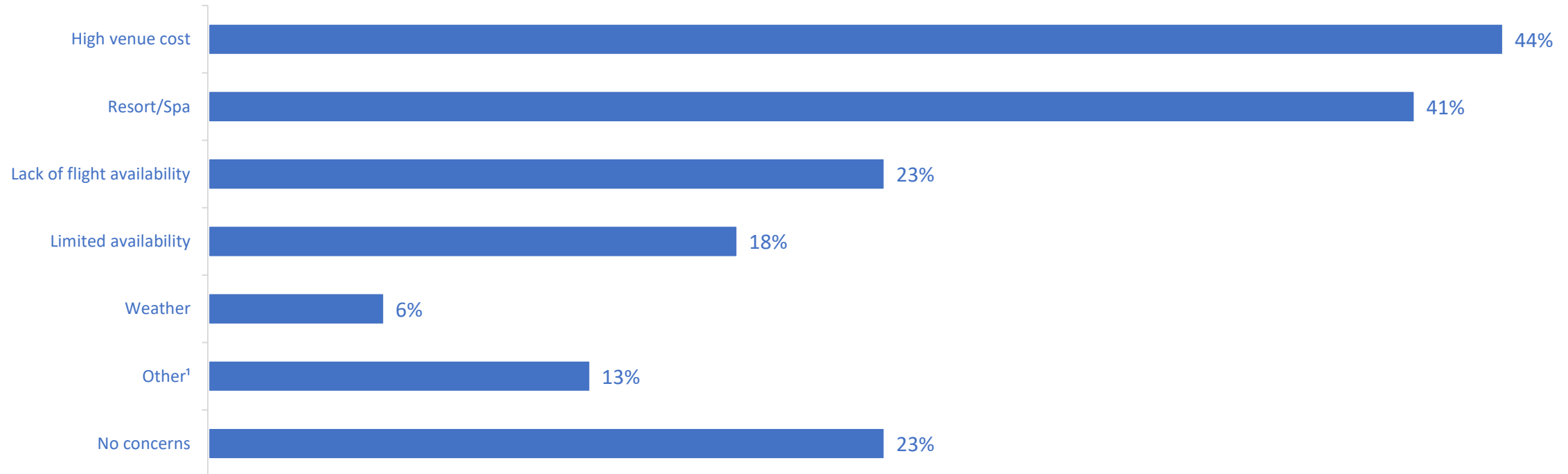


Question: How would you rate Scottsdale for ease and access?

Base: All respondents who organized an event in Scottsdale (n=49). **Note:** 'Don't know' not included (n=2).

Scottsdale Hosting Concerns

The most commonly reported concerns about hosting a medical meeting in Scottsdale are high venue cost (44%) and resort/spa (41%). A quarter of respondents (23%) have no concerns about hosting medical meetings in Scottsdale.



Question: What concerns (if any) do you have about hosting a medical meeting in Scottsdale? (Please Select all that apply)

Base: All respondents; multiple answers permitted (n=80). ¹**Other:** Above allowable meal caps and too expensive air lift; Because of HCP, staying in a location that does not have resort/spa in the name; Carbon use; Depending on hotel...perception; Distance from east coast; Not sure my members would travel; Space; The heat; Time change from East Coast; Travel distance from MA.

Section 5.

Verbatim Comments



What are your top 3 challenges in your position?

1st Challenge:

- Aligning schedules
- Arrogance of properties turning down excellent room revenue for just less than what they want in F&B but very close
- Attendance
- Attendees for in person meetings
- Availability
- Availability of hotel venues for the meetings
- Budget - AV, airfares, food & beverage all seem to be increasing.
- Budget (x2)
- Budgets (x4)
- Budgets are shrinking and event costs have gone up considerably
- Budgets! (X2)
- Clarity on educational goals of med ed groups in pharma
- Coming up with new agenda, topics
- Coming up with relevant content for meetings
- Compliance
- Compliance management
- Development of qualitative metrics to training goals
- Differing compliance needs for different clients/making sure team is trained
- Ensuring all regulations are codes are being followed.
- F&B meal caps at venues
- Finding decent prices especially when it comes to AV
- Finding hotels within our price range
- Finding pharma compliant meeting and housing space
- Funding
- Gathering information necessary for sunshine reporting
- Giving the client what they want within budget
- HCP caps
- Hotel available
- Hotel costs, especially F&B for HCP meetings
- Hotels not responding promptly
- Inadequate human resources (head count)
- Increased costs
- Increased hotel costs with reduced budgets.
- Increasingly tight budget
- Industry recognition and value justification: the challenge here involves gaining wider recognition within the industry for the complex and multifaceted role of event specialists. There is a need to educate clients and stakeholders about the extensive work that goes into planning and executing an event, which justifies the required fees and budgets. This encompasses demonstrating the expertise and value that a seasoned event specialist brings, including strategic planning, risk management, creative design, and logistical coordination. The goal is to shift the perception of event planning from being viewed merely as an operational task to being recognized as a critical strategic function that contributes significantly to the success of an event
- Jumping between compliance requirements for different accounts

What are your top 3 challenges in your position?

1st Challenge:

- Lack of creativity
- Load of work
- Meal caps
- Meeting strict budgets
- New business
- Obtaining agenda alignment from internal team
- Planning time frame - usually too short
- Pricing for F&B at hotels - staying within meal caps
- Procurement
- Pushback from planners
- Recruitment, onboarding, salaries and retention
- Reduction of budgets, including overall T&E
- Registration
- Resource (x2)
- Rising costs (x2)
- Rising costs, only 5% increase in annual budget, and same experience expectations
- Rising F&B costs
- Rising meeting costs (lodging, food, travel)
- Rooms to space ratio needed
- Rules regarding lead time for requests are not followed, and event is still approved
- Service levels declining in hotels
- Short lead time
- Short lead times
- Sign-in sheets are not completely accurately (sometimes not at all)
- Sourcing
- Sourcing adequate locations for the meeting needs
- Staffing
- Staying current on all relevant regs
- Staying within T&E policy
- The most challenging part of my job is reviewing and negotiating addendums for meetings with a non-MSA hotel. The 24+ provisions in an addendum are constantly struck by the hotel, and the magic is to be flexible and agree on mutuality whenever possible
- Time management
- Understanding of pharma compliance and pricing by hotels - huge issue
- Venue availability
- Venue cost
- Venue pricing
- Venues not having space, and the meeting space : rooms ratio seems to have changed
- Waiting for hotels to respond to RFP's
- Workforce challenges - both internal and external - finding the right staff and training and retaining - also working externally with the workforce challenges with suppliers, hotels, convention centers, vendors, etc. And their newer workforce, sometimes too few in their workforce, etc
- Workload

What are your top 3 challenges in your position?

2nd Challenge:

- Adoption of process
- Amount of programs related to number of staff
- Attendee appropriateness
- Attitude toward compliance
- Av
- Av cost
- Availability
- Availability in the market
- Budget (x3)
- Budget management
- Budget/strict maximums
- Budgets and profits and with rising expenses and encouraging new ways to find more revenue and raise revenues to make profits similar to the past. Also helping internal and external stakeholders to understand these challenges monetarily that all are facing in meetings currently.
- Changing mindsets with more senior colleagues
- Clients' budgets
- Compliance adherence
- Constant organizational changes / different leadership
- Contracting our #1 choice hotel
- Costs
- Costs of Av
- Creating deliverables that satisfy a wide range of cross-functional stakeholders
- Decreasing attendance
- Easy to use all inclusive planning and tracking platform
- Finding new and different venues
- Finding new patterns of attendee engagement
- Food & beverage pricing & offerings
- Food and beverage pricing
- Getting key players on the same page
- Getting people to attend our events and promotion of events.
- Ground transportation
- Guaranteeing the right number of people, but trying not to over order so we don't have too much food waste
- Hotel availability
- Hotel caps
- Hotel costs increased but service decreased
- Hotel room rates
- Hotels adhering hcp meal caps
- Hotels are short staffed which effects food quality and service
- Hotels lack of flexibility in contracting, menu planning
- Increased rules and expectations
- Keeping expenses in check
- Learners only attending for credits and no networking

What are your top 3 challenges in your position?

2nd Challenge:

- Location near airports
- Logistics around in person meetings while still allowing team to perform job
- Meal limits
- Meeting planning agency thinking outside of the box
- Not really a challenge, just time consuming. Helping sales reps understand that provisions in an MSA are pre-negotiated and cannot be edited
- Perception of luxury at hotels regardless of published star/diamond rating
- Production companies charging too much
- Proving ROI of convention exhibits
- Quick decision making with stakeholders
- Reaching hcps with education
- Receiving client updates on activities
- Remaining within internal compliance spending guidelines for food
- RFP's don't provide enough information
- Schedule challenges
- Scope creep
- Securing financial backing and support: this challenge revolves around obtaining adequate financial resources to create and execute high-quality events. This includes seeking partnerships, collaborations, and sponsorships that align with the event's goals and themes. The task extends to effectively negotiating with sponsors and partners, showcasing the mutual benefits and ROI, and managing these relationships to ensure continued support for current and future events. Additionally, there is an ongoing effort to diversify revenue streams and explore innovative funding models, ensuring financial sustainability and the ability to scale event operations
- Short lead time
- Short timelines
- Shortened lead times by clients
- Shortened timelines
- Space availability
- Space to rooms ratio
- Stakeholder expectations have not totally evolved since covid
- Stakeholder management
- Still seeing challenges with staffing on the supplier/vendor side of the industry. Not enough staff or inexperienced staff
- Support
- Timeliness of closing out events for tov reporting
- Timeliness of program planners' responsiveness
- To many people involved
- Travel
- Turnover. Some planners are not ready for how admin intense healthcare/pharma events are
- Urgency
- Value of live events to customers
- Walk-in attendees
- Workload

What are your top 3 challenges in your position?

3rd Challenge:

- 3rd party support
- Adhering to compliance guidelines related to meal costs
- Agency support
- Attendance
- Budget
- Budget constraints (x2)
- Content
- Contract negotiations
- Deviations from agenda
- Effective communication
- Employer flexibility needed for work/life balance
- F&B cost
- Finding appropriate locations
- Finding great speakers and lack of availability.
- Finding the match between properties that are nice enough but still fit within standards of the medical community
- Food and beverage
- Funding for meetings
- Getting teams on board with electronic documents vs paper documents
- Happy medium
- Implementing cost effective and meaningful monitoring program
- Increased fees/costs - example: service/gratuity on hotel menus up to 26%
- Inexperienced hotel staff
- Innovative ways for engaging health care learners
- Internal personnel changes in meeting attendees
- Keeping team motivated
- Knowledgeable staff
- Lack of forecasting
- Lack of responses from partners/vendors/suppliers
- Last-minute changes
- Lead time to source, plan & execute
- Leading & managing up and down
- Learning to use ai to increase productivity
- Less staff
- Limited space options during RFP process
- Managing challenges 1 & 2
- Meal caps
- Meal caps based in other countries
- Obtaining timely feedback to meet submission deadlines

What are your top 3 challenges in your position?

3rd Challenge:

- Other vendors
- Overall cost increases
- Patient attendee recruitment
- Pharma company compliance requirements
- Pharma menus
- Political and social issues impacting selection and then also when we have meetings in cities. These include any issues from abortion to LGBTQ+ and other issues
- Prospecting
- Pushback from program planners
- Recent lack of negotiating latitude at venues post covid hotels not willing to increase room rental to offset a deeper F&B discount to make the meal compliant with the caps
- Redefining services amid expanding roles: the role of event specialists has evolved significantly, encompassing a broader range of responsibilities and skill sets. This expansion necessitates a redefinition of the services offered to accurately reflect the comprehensive nature of the work involved. There is a challenge in addressing the tendency of companies to consolidate multiple roles or tasks into a single position to save costs, often at the expense of the event's quality and the professional's workload. The focus is on advocating for the delineation of roles, emphasizing the need for specialized skills for different aspects of event planning, and pushing back against the trend of overburdening specialists with an unsustainable scope of work
- Response times
- Responsiveness of planners
- Revenue generation
- Rising costs (food, av, etc)
- Service
- Service charges
- Shifting corporate priorities
- Site availability due to short timelines
- Sourcing timelines
- Staffing challenges in certain locations
- Staffing/bandwidth
- Staying ahead of the curve in relation to appropriate meeting topics
- Staying within budget
- Technology challenges - electronic sign-in sheets missing data
- Timelines
- Tov reporting
- Travel
- Understanding I cannot be all things to all people even though I try
- Working virtually / collaboration not as great as it could be
- Working within tight timelines and strict guidelines

In 1 or 2 words, what do you think is the most innovative trend that will affect the medical meetings industry in the next year?

- Artificial intelligence (AI) (x36)
- Sustainability/environmental impacts (x5)
- Virtual events (broadcasts, meetings, platforms, simulations) (x6)
- Technology advancements (x4)
- Interactive experiences (demos, learning) (x2)
- Budgets & technology
- Diversity
- Don't know/NA (x7)
- Downsizing of booths
- Edge Computing
- Education to rural providers
- Electronic reporting
- Focus on content driving attendance
- Hybrid
- I think there will be a stronger in person presence and more social impact on selection of meeting venues (i.e. state politics)
- In person
- Incorporating wellness!
- Networking spaces
- Physician/Patient virtual simulation for education
- Scaling down
- We are seeing a different level of engagement in the meetings. Pharma companies are looking to have more engaged attendees to justify the cost, which causes the meetings to be more days and even including connection activities

What information would you like to know about Health Care Providers' attendance habits and meeting preferences?

- Allergies, food sensitivity, venue suggestions
- Any information is important
- Any new regulatory information to guide us
- Are attendees willing to pay out of pocket for items/activities not covered by meeting host?
- As much as possible
- Destinations that are familiar with medical meetings.
- Destinations with easy, frequent flights are most desirable
- Do they prefer to attend secondary meetings (advisory board meetings) in conjunction with major conferences or separately?
- F&B trends
- In-person or virtual preference
- Interested in exploring specific topics and themes that most engage HCPs at medical meetings, and how these preferences align with their ongoing professional development and practice areas. Also, keen to understand their interest in post-event materials and follow-up resources - what do they find useful versus what do they tend to dismiss?
- Is it location based, time of year (conferences/meetings)
- New trends in the way they like to learn in an ever-changing multigenerational landscape
- Newest trends for 2024
- None at this time. Our attendees are HCPs.
- Nothing - I feel overall nothing has changed in the responses since I began coming to Pharma Forum 8 years ago except now they are considering virtual more attractive in education which has been a trend since covid
- Preferred cities and venues
- Preferred content, days of the week and time frame
- Preferred destinations and preferred times of year
- Tell me everything you know!
- Venue preferences, allergies, food restrictions
- What day of the week they prefer and if they would rather have an airport property or a nicer hotel but further from the airport
- What do they look for from a meeting
- What drives HCPs to attend a training meeting, what would they like to hear more? How can I increase their attendance at Investigator Meetings?
- Would HCP prefer the end or beginning of the week?
- Would they rather have an airport property (for a quick 1-day meeting)

What is the most sustainable event practice you currently put in place at your events?

- All China (x2)
- Although we have a global team, we are committed to having US staff go onsite to US meetings. We have augmented our US team to accommodate
- Check to see if the hotel is sustainable
- Cost analysis to figure where it would be most cost effective to go to
- Eliminating printed materials. Use a meeting app to communicate all details and limited printed materials to email
- Food and solid waste reduction
- Hybrid meetings to cut down on flights, reduce printed materials
- IPADs instead of printed materials
- Less printing (x3)
- Limiting long-haul travel of attendees
- Many things, but we just started using Fill it Forward for attendee water bottles. That has been well received so far
- No bottled water (x9)
- No paper
- No paper. Reusable food options for breaks. Food donations to shelters
- Refillable toiletries, oyster recycling
- No handouts or giveaways, only recyclable meeting bags. We have reduced our badges to just lanyards; no badge holders, ribbons, etc. We have water stations for refilling and have reduced water bottles almost fully. We pull together a sustainability report post meeting. We have reduced single-use signs. We only carpet aisles in the general session and those areas in the exhibit hall that require it. We use digital signage as much as we can. We encourage and ask questions on our RFP about what hotels and convention centers are doing for sustainability
- No plastics, gift water bottles and use water coolers on site
- No resorts, spas or lavish venues (x2)
- No onsite printed materials
- On-site staff
- Paperless (x6)
- Prioritizing digital materials over printed ones and using venues that are committed to sustainability, including waste reduction and energy efficiency
- Private check-in
- Recycling (x2)
- Reduction review of carbon footprint and how to reduce at the next similar event.
- Refillable water bottles and try to source farm to table catering
- Reusable or electronic signage (x2)
- Reusable water bottles
- Reusable when possible
- Tracking carbon footprint
- Trying to "under order" so we have enough food but are estimating for no shows
- Using menus of the day vs custom menus, QR codes vs scanning/printing, reusing rooms for various event meetings, water bubblers instead of bottled water
- Using our own space for meetings
- Utilizing CVENT, reduce paper waste
- Utilizing mobile events app (SpotMe) to eliminate paper waste; eliminate bottled water by using reuseable water bottles or providing water stations.
- Vegan options
- Water stations vs bottled water; recycling of meeting materials offered
- We do not place an emphasis on incorporating sustainability into events with exception of re-usable water bottles. Our leadership does not see necessary.
- We do not use sign-in sheets anymore. We use on arrival
- NA; None; Don't know (x3)

What event practice do you currently have in place that most incorporates Diversity, Equity, Inclusion, & Belonging (DEIB+)?

- Business resource groups
- DEI ambassadors identified at meetings to engage field-based employees in conversation or interest groups
- DEI committee which I'm a member of
- Development sessions
- Diversify attendees
- Diversity suppliers
- Ensuring diverse representation in speakers and panellists, alongside creating inclusive content and themes that resonate with a wide range of backgrounds and perspectives
- Ensuring varied representation and perspectives in speakers
- Food & beverage - try to select menu that incorporates all food requests to avoid special meal so delegate does not feel out of place
- Including diverse vendors and food options
- Invitation, participation, speakers
- It's just a normal practice, not a special effort. We don't even have a policy because we just do it - policies are for those that need guidance
- Multiple
- My hotel has a strong DEIB board in place
- Neurodiversity
- None - would like to learn more
- Opt-in D&I sessions, land acknowledgement before the meeting begins, menu considerations
- Private rooms for prayer; and mothers nursing. Catering the accounts for dietary needs and offers alcohol-free alternatives
- Speakers, F&B, location, etc
- Stage design/meeting design and presenters and meal cards
- Tbc
- That the course directors meet the criteria for diversity
- Try to include female speakers and speakers of color as much as possible
- Videos during the IM in addition to presentations which are kicked off by a specialized diversity leader
- We dedicate time to celebrate and promote this at our meetings
- We evaluate the vendors used currently, review meeting dates and F&B selection
- We have a code of conduct in place that creates a welcoming environment for all. WE have DEIB specific events as well as information sessions specifically related to DEIB. We have the option for attendees to add their pronouns to their badges. We have support buttons for everyone if they would like to wear them. We make sure that our sessions speakers are as diverse as possible. We make sure that our mother's have lactation rooms as well as we have gender inclusive restrooms
- We have a DEI committee that engages with attendees
- We make sure that all meetings are available to everyone and are inclusive.
- We work with diversified vendors
- We've had sessions on this at events
- NA; none; don't know (x18)

Thank you

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