



FREEMAN[®]

event research

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**IMPACT OF COVID-19 ON EVENT ATTENDANCE
NOVEMBER 2020**

**NAB SHOW ATTENDEES
SELECTED KEY RESULTS**

971 NAB SHOW RESPONDENTS

NABSHOW[®]
Where Content Comes to Life

Key Insight

68% OF NAB SHOW ATTENDEES CURRENTLY EXPECT TO ATTEND IN-PERSON EVENTS BY FALL 2021

Time is not static.

Fall 2021 is getting closer every day and prospective attendees are adjusting their expectations accordingly. The decision on attending is being based on what they know *today*. And that can change at any moment.

88%

are likely to return to in-person events once the threat of virus recedes.

2021 TOP TRENDS

Vaccines are a key attendance driver.

NAB Show attendees are open to adding virtual & hybrid components to in-person events

62%

say their attendance decision most influenced by availability of vaccine.

58%

Virtual components will have a larger role at in-person events than in the past.