

Conferencing and Events - UK - 2023

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This report looks at the following areas:

- How the market has performed in the unprecedented disruption of the COVID-19 pandemic and now supply chain disruption and high inflation
- Key market drivers and challenges
- Analysis of the business, leisure and mixed events segments
- The projected performance of the conferencing and events market from 2023-27

Following the severe disruption caused by the pandemic, the value of the conferencing and events market increased from £11.5 billion in 2021 to an estimated £35.9 billion in 2022. The spike in 2022 can be attributed to pent-up demand in the wake of COVID-19, although the value remained below the pre-pandemic level in 2019.

While there is increased demand for face to face events and conferences, the sector continues to grapple with a number of challenges. These include staffing shortages, high cost, short lead times and a more adverse macro-economic climate. These issues are all playing a part in tightening profit margins in the sector.

With higher costs hitting both the B2B and B2C events sectors, the industry needs to focus on creating value for its clients. Flexibility in planning and a focus on efficiency is going to be vital to navigate the more challenging market conditions.

Audience expectations are becoming far more experience-led. This requires increased collaboration between events organisers and venue operators, with a focus on transforming event spaces to meet the evolving audience expectations.

The future of the sector will be intertwined with the ongoing development of technology. The continued adoption of cutting edge technology will enhance



“While there is increased demand for face to face events and conferences, the sector continues to grapple with a number of challenges. High costs, short lead times and staffing challenges remain high on the agenda. Client expectations are also growing, with audience expectations becoming far more experience-led.”
- Claudia Preedy, Principal Analyst

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impact and provide unique experiences for attendees. Digital innovation can also be expected to make the hybrid model more appealing and immersive.



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