

MARKETING STRATEGIES FOR OVERCOMING THE CORONAVIRUS CRISIS

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KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE



COVID-19 BUZZWORDS

In these challenging times ...

Stay safe ...

Now is the time to ...

How COVID-19 is changing ...

How to ... during COVID-19

Flatten the curve

Social distancing

FREE WEBINAR!

THE NEW NORMAL

A SERIES OF SURVEYS CARRIED OUT AMONG EUROPEAN MEETING PLANNERS

KONGRES MAGAZINE'S RESEARCH ON COVID-19 EVENT RESTRICTIONS

The third survey in a series of research articles by Kongres Magazine delves into restrictions connected to organising events and their gradual removal. We wanted to know what event organisers, venues, congress centres and hotels think about the measures that have brought our industry to a complete halt. The sooner liberalisation of socialising at certain types of events happens, the sooner restrictions will get removed.

NUMBER OF ANSWERS:
509 respondents

Will participants be wearing masks at events for the foreseeable future?

The way events are organised will change completely in the future. Wearing masks at events is something that we never thought we would be discussing. Most respondents agree that participants will be wearing masks at events in the future.

- 46.7 % - YES
- 31.5 % - I am not sure
- 13.0 % - NO

In addition to the attendees, 64.1 % of respondents believe that employees will also have to wear masks at future events.

Will professional medical staff need to be present at events?

- 45.1 % - NO
- 26.4 % - YES
- 18.7 % - I am not sure

- Depends on the size of the event
- Yes, to measure temperature
- Only for big events
- Depends on the format & structure of each event
- Yes, always
- A well defined protocol is enough

When do you plan on carrying out your first live event?

- Autumn 2020 - 52.7 %
- Summer 2020 - 12.1 %
- Winter 2021 - 12.1 %

When do you think European governments will allow events for up to 100 people?

- September 2020 - 34.1 %
- 2021 - 18.7 %
- October 2020 - 14.3 %
- August 2020 - 9.9 %
- July 2020 - 8.8 %
- October 2020 - 7.7 %
- June 2020 - 5.5 %
- December 2020 - 1.1 %

NECESSARY MEASURES

The vast majority of respondents agree that disinfection of conference halls and handing out hand sanitisers to participants are the most necessary measures.

- Disinfection of conference halls - 4.5
- Handing out hand sanitisers to participants - 3.6
- Checking body temperature at the entrance - 2.9
- Providing masks - 2.6
- Medical staff for controlling medical procedures - 1.3

Research 1:

How concerned are you about COVID-19? (finished)

Research 2:

How will we (re)start marketing after the corona? (finished)

Research 3:

When will we be able to meet again? (finished)

Research 4:

Meeting destinations after COVID-19? (finished)

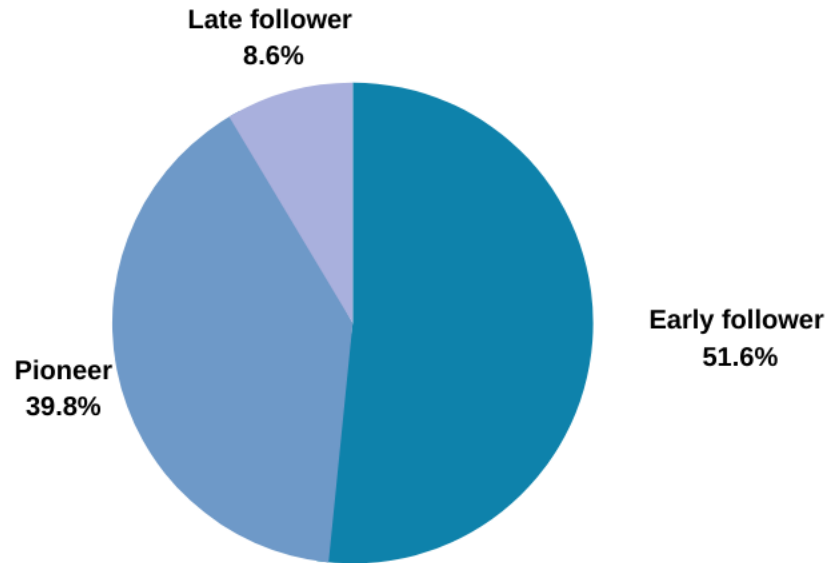
Research 5:

L-Day (finished)

Research 6:

Live vs Virtual vs Hybrid (pending)

How would you describe your company's reaction to the outbreak?



- **Early follower** – collects information and reacts promptly
- **Pioneer** – acts proactively and makes timely decisions
- **Late follower** – relies heavily on external information
- **Lone ranger** – imposes very little change

94,5 % of respondents said that they are concerned about the future of the meetings industry.

Very concerned - **71.7 %**
Concerned - **22.8 %**
Neither concerned nor unconcerned - **4.7 %**
Not concerned - **0.8 %**
Not at all concerned - **0.0 %**

Our first analysis in March 2020 showed that on average, every European meeting planner had to cancel 7,86 events and postpone 9,59.

WHEN DO YOU PLAN ON CARRYING OUT YOUR FIRST LIVE EVENT?

We are certain that many colleagues wake up with the same question; when will I be able to organise events?

Autumn 2020 - **52.7 %**

Summer 2020 - **12.1 %**

Winter 2021 - **12.1 %**

In Slovenia

L-DAY = **31 August 2020**

Small B2B events = **31 May 2020**

More on

<https://kongres-magazine.eu/l-day-live-event-day/>



THE IMPACT OF COVID 19 vs 09/11



Will participants be wearing masks at events for the foreseeable future?

46.7 % - YES we will be wearing masks

31.5 % - I am not sure

13.0 % - NO we won't be wearing masks

The way events are organised will change completely in the future. Wearing masks at events is something that we never thought we would be discussing.



Compared to 2019, do you expect your marketing budget to change in 2020?

Decrease - **67.8 %**

Stay the same - **23.0 %**

Increase - **8.0 %**

Not sure - **1.1 %**

This part of the survey indicates that most companies just want to survive. Everyone wants to decrease their expenses, finding ways to save money. First on the list of things to eliminate is marketing and advertising.

TOP PRIORITIES FOR MEETING PLANNERS

What do you think will be your top priority in 2020?

- 34.5 %** - Carrying out postponed events
- 25.3 %** - Improving engagement with clients
- 13.8 %** - Reaching a relevant audience
- 11.5 %** - Revenue increase
- 8.0 %** - Carrying out cancelled events
- 4.6 %** - Increasing the number of events
- 2.3 %** - Increase in sales

Priorities have been turned upside down in this unprecedented situation. Most companies will be focusing their energy on carrying out postponed events and improving engagement with clients.



**CONTENT
MARKETING**

SOLIDARITY FUND

PROMO VIDEOS

VIRTUAL FAM TRIPS

CRM

GUERRILLA ADD

**ONLINE EVENTS
(WEBINARS)**

MORE CONTENT

WEBSITE

**If someone gave
you 500.000 EUR to
spend on marketing
after the crisis,
where would you
invest it?**

**RELIABLE
INFORMATION
NETWORK**

**HIGH-END VIDEO
ADVERTISING**

LINKEDIN

SOCIAL MEDIA

NATIVE ADVERTISING

SEO

BLOGGERS

STORYTELLING

MOBILE APP

SOCIAL AND SELF NEEDS AFTER CORONA

From
PROMISE LAND



"Follow me to the promised land"



to
FEAR
MARKETING



"Fear is a primal emotion"



and
RECIPROCITY



"Receiving something creates the social obligation to return it"



and
LOSS VS
GAIN



"Expecting gains increases safety behaviour"

When do you think is the right time to restart marketing?

52,7 % - Now

18.2 % - Right after the situation goes back to normal

10.9 % - After the cancellation of events is over

9.1 % - Next year

7.3 % - Other

1.8 % - It's better to stay silent

0.0 % - Never

If we go silent during this critical time, chances are brands will go elsewhere. Most respondents agree that we should restart marketing right away. We will see how that turns out in practice.



MAJOR CHALLENGES AFTER THE CRISIS

- 1 Distrust and fear of traveling abroad**
The burning question... is it safe to travel?
- 2 Security problems with transportation**
Getting people to travel again
- 3 Security problems during events with many people**
Activate the trust in meeting
- 4 Cleaniness and sanitation of hotels and restaurants**
Safety and higiene of the venues
- 5 Overload of information**
Overflow/excess of advertising
- 6 New event formats**
Cheaper but more flexible events
- 7 Low budgets**
Price dropping – how to get on the same level as before?
- 8 Market segmentation**
Not all markets will recover at the same time/in the same way



RANK OF THE MOST IMPORTANT CRITERIA WHEN CHOOSING A DESTINATION AFTER COVID 19?

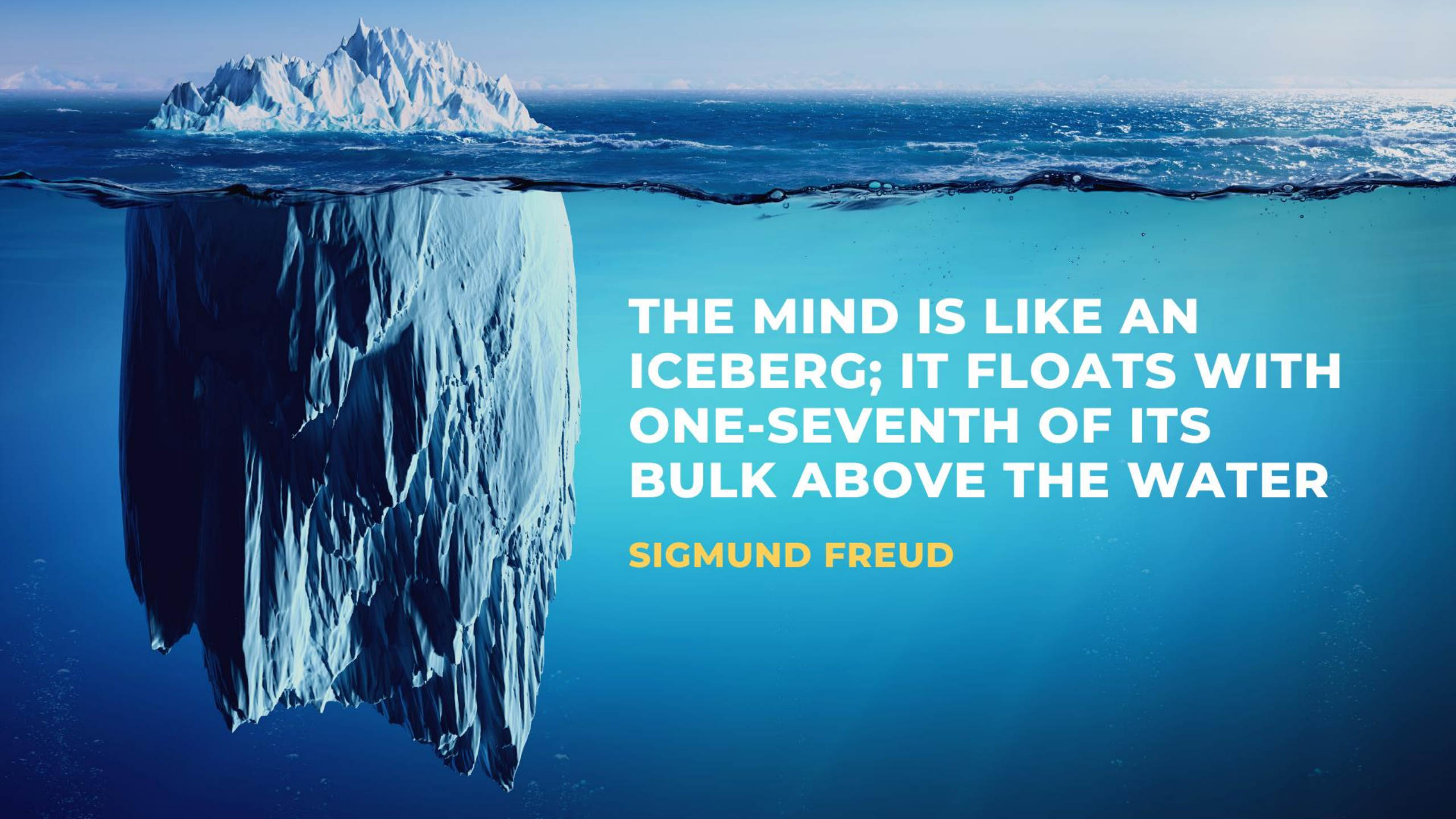
General and health safety	10.2
Comfort and accessibility	9.2
Value for money	8.4
Climate	6.9
Consideration of sustainable principles	6.8
The professionalism of local meetings industry	6.4
Less crowded destination	6.3
Attractive natural or cultural location	6.0
Economic stability	5.4
Image of the destination	4.9
Visa requirements	4.0
Entertainment and nightlife	3.6

An aerial view of a raft with orange gear floating in turbulent blue water. The raft is positioned in the center of the frame, surrounded by white-capped waves. The text 'RESTART YOUR MARKETING' is overlaid in large, bold, yellow letters across the middle of the image.

RESTART YOUR MARKETING

The global pandemic caught most destinations and meeting providers flat-footed and unprepared to carry out crisis communication.

Savings from communication budget cuts are short-lived and the negative consequences of not communicating with clients can be substantial.



**THE MIND IS LIKE AN
ICEBERG; IT FLOATS WITH
ONE-SEVENTH OF ITS
BULK ABOVE THE WATER**

SIGMUND FREUD