

## Second part of UFI-Explori Global Recovery Insights 2020 report published

- Latest global study looks at the future of digital and hybrid events

Paris / London – 10 December 2020: UFI and Explori are today releasing the second part of the Global Recovery Insights 2020 report. The study was conducted by live events research specialists, Explori, in partnership with UFI, the Global Association of the Exhibition Industry, and supported by SISO, the Society for Independent Show Organizers.

The second part of this global study, based on more than 9,000 responses from 30 countries, follows on from the release of the first part of the report in October, which looked at how exhibitors and visitors of trade shows and business events are being impacted by a lack of live events, and how they view hybrid and digital events.

The insights released today focus on the experience of visitors and exhibitors at digital events, including how they perceive current digital offerings, their views on future investment, and what role they think hybrid events will play in the visitor journey going forward. The core findings echo the first report in the strong demand for a return of live events. Visitors highlight the time and cost benefits related to digital events, and are becoming increasingly comfortable with event content delivered digitally. Exhibitors have a strong preference for live events in all areas – networking, in particular – and feel that digital events currently don't provide a good ROI.

"The second part of this global study provides key insights for the industry, as we plan for 2021 and move ahead with the reopening of shows and venues. Although it's clear that our customers are keen to return to face-to-face when possible, the industry landscape has changed. As we emerge from the COVID-19 pandemic, we should see digital as a major opportunity to enhance the buyer-seller connections we provide," says Kai Hattendorf, UFI's Managing Director and CEO.

Sophie Holt, Managing Director at Explori, adds: "The second part of this global study provides useful insight into what the digital events of the future could look like. In the future, digital events will not seek to replicate the in-person experience, but instead leverage their strength at delivering against singular objectives. They will contribute to engaging communities, guide audiences through unfamiliar territory and help to meet customers where they are. Despite the resounding preference for live events, there are strong reasons to consider the importance digital will play as restrictions begin to ease moving into 2021."

The full report will be shared with UFI and SISO members during a dedicated UFI connects session in January 2021. Meanwhile, you can watch the UFI connects session on the Global Recovery Project [here](#).

Attachment:

- [Cover of the Global Recovery Insights report – Part 2](#)

**About UFI – The Global Association of the Exhibition Industry:** UFI is the global trade association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents more than 50,000 exhibition industry employees globally, and also works closely with its 60 national and regional association members. More than 800 member organisations in 88 countries around the world are presently signed up as members. Around 1,000 international trade fairs proudly bear the UFI approved

label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.

For more information, please contact: UFI Headquarters: Email: [media@ufi.org](mailto:media@ufi.org) Tel: +33 (0)1 46 39 75 00 or [www.ufi.org](http://www.ufi.org)

**About Explori:** Explori is a uniquely scalable platform allowing event organisers to capture high-quality visitor and exhibitor feedback from any market, in any language. Combining an online survey platform designed for the live event industry, with research support and consultancy from event experts, Explori allows organisers to easily and cost-effectively create robust audience insight year after year. With offices and support partners in London, Dubai and Italy, Explori serves exhibition organisers in every market in the world. They currently support events in 50 countries in 30 languages, with more being added all the time. Explori has grown to become the industry's biggest source of event benchmarking data and insight, with participation from over 2,700 shows and 3 million responses conducted globally.

Press Contact: Natalie Campbell Reid, Communications Lead - [n.campbellreid@explori.com](mailto:n.campbellreid@explori.com) - [www.explori.com](http://www.explori.com)