



INDUSTRY INSIGHTS REPORT

2021

OPENING REFLECTIONS:

What has happened to our industry over the past ten months has been heart-breaking. This is reflected in the insights from the many leaders and practitioners who took part in this report. We thank everyone who participated with their time, their feedback and their stories.

Many in the industry literally approached a cliff edge in 2020. Some are still there. But for others the ability to transform and change at speed has provided opportunities, not to replace what has been lost, but to create a future alternative. One of our partners Alex Reardon from Silent House Productions in California summed it up:

"A decade of technical progress has been made in just a few months. Now the mainstream (such as a corporate conference) can access what was only possible in high end film or concert production a year ago."

What our students, job seekers and even 'live' practitioners need now is to advance their core capabilities (such as strategic planning, logistics and project management) alongside the new, technical and digital skills required from Virtual to survive and thrive in a post covid world.

No question that our industry will come roaring back at some stage in 2021. That was clear from your responses. But right now the 'strategic planners' (the highest ranked role of participants) need to focus on taking the creative production capabilities of this world class industry into the delivery of new hybrid experiences for the future.

Uniquely we are well positioned in the UK to lead this technical revolution ...if (as many of you said!) our Government is able to proactively support the transition.

We wish you the very best for this year. As Douglas Everett reflected:

"There are some people who live in a dream world, and there are some who face reality; and then there are those who turn one into the other."



The Event Academy
CEO

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EMPLOYMENT?

Agency 23.68%

Freelance 15.79%

In House/Corporate 21.05%

Venue 5.26%

Business owner 34.21%

The largest segment here is the event and creative industry business owners which reflects on the experience and credibility of those who have contributed. The insights in this report are predominantly from leaders across the range of in house, freelance and agency practitioners.

Tim McCleary



The Involvement Practice
Managing Director

Why should anyone consider a career in the creative/event industry?

New opportunities are emerging everyday with the shift to virtual, hybrid and AR/VR.

What enhanced skills are needed to succeed in 2021?

1. Production skills
2. Staying up to date with new technologies

WHICH OF THE FOLLOWING WOULD YOU CONSIDER THE MOST IMPORTANT?



It's fascinating that Event Technology has gone from nowhere on this scale to one of the most important skills for any of us to master. Some will need to retrain, others will need to relearn. We will all have to be more open, curious and adaptive with a wider range of tools at our disposal.

Laura Cole



L C Events Ltd

Director - Operations Management

Why should anyone consider a career in the creative/event industry?

It is a fantastic community to be a part of and the Industry will bounce back. When it does people and their skillsets will be in more demand than ever. Events bring people together, they create experiences and enable networking and business opportunities

What enhanced skills are needed to succeed in 2021?

1. Virtual events
2. Health & Safety knowledge for managing Covid regs
3. Online platforms to increase productivity and efficiency



Walt Disney Imagineering Paris
Director Show Design & Production

What will be the biggest challenge for the creative/event sector in 2021?

Maintaining advancement of projects during COVID restrictions and possibility of Brexit issues for importation

Which emerging trend will gain the most traction in 2021?

Adapting current health situation to viable 'human interaction experiences' while maintaining safety for all

Why should anyone consider a career in the creative/event industry?

Because it's fantastic, varied, challenging, engaging and passionate

What enhanced skills are needed to succeed in 2021?

1. Variable work flow and access to streamlined tools
2. Adaptability to evolving situations
3. Client understanding to possible change and deviation from original scope



Experience Designed
Managing Partner

Why should anyone consider a career in the creative/event industry?

In spite of Covid 19 this is a great time to be in the experience business. There is increasing demand for experiences and emerging technologies to support more personalised, engaging and impactful experiences. Time for a reinvention of our traditional view of 'events' towards more exciting opportunities for live and online experiences.

What enhanced skills are needed to succeed in 2021?

1. Human Centric Experience Design
2. Virtual and Interactive Digital Experience Technology
3. Storytelling and multi-media production

Anna Wilson

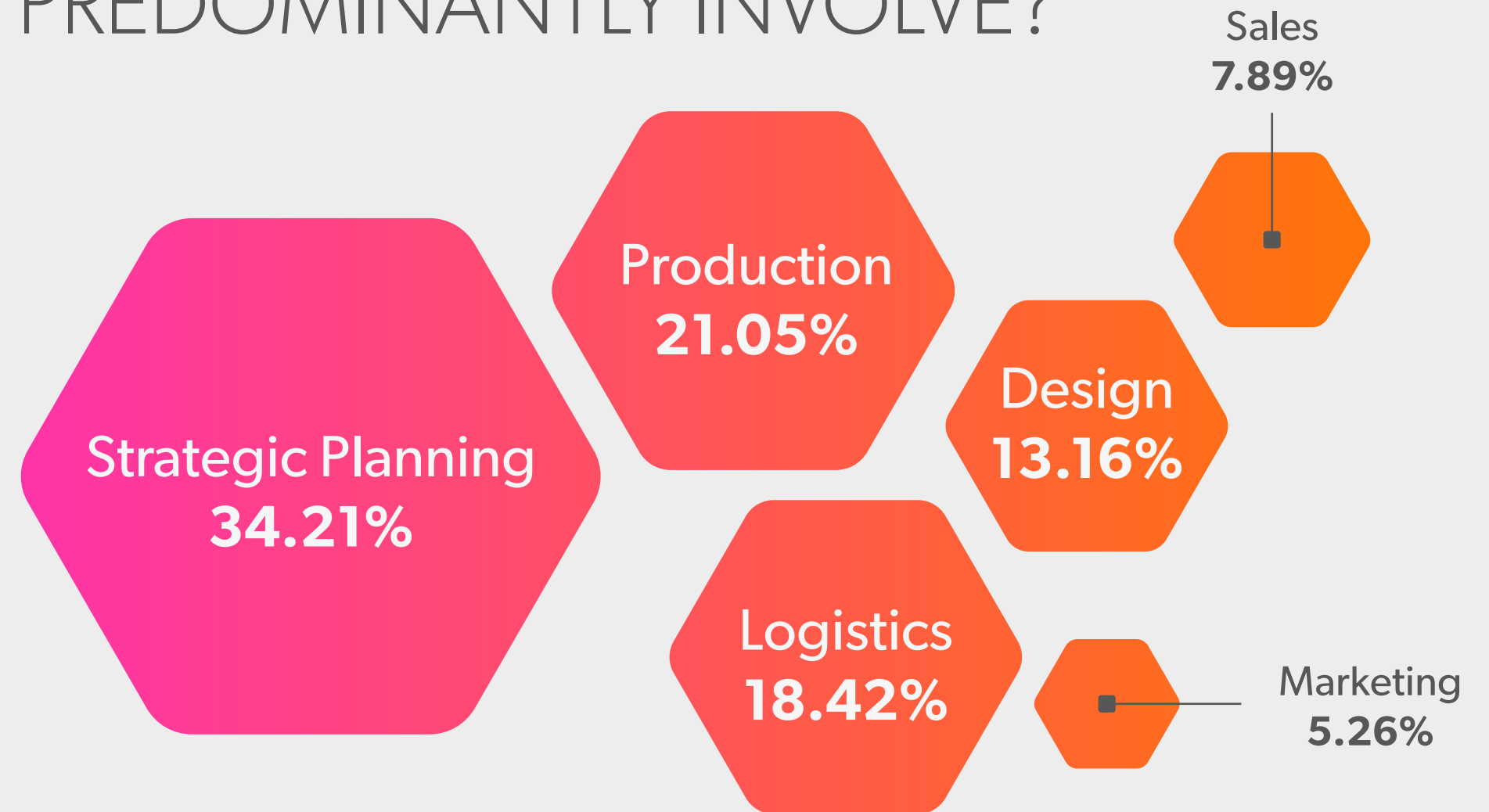


Secret Cinema
Community Manager

Why should anyone consider a career in the creative/event industry?

Events will continue to exist & may well even thrive, even if the platform or delivery vehicle changes. There is a fundamental need to for people to congregate & share cultural experiences; from weddings to gigs. Our current situation will eventually change and as it does we'll need responsive, creative teams of people able to adapt to those changes and potentially new ways of working. Entering the industry now might be a baptism of fire but will certainly ensure a robust set of skills to take forward. The events industry is changing, perhaps at a fundamental level but it will unquestionably endure.

WHAT DOES YOUR ROLE PREDOMINANTLY INVOLVE?

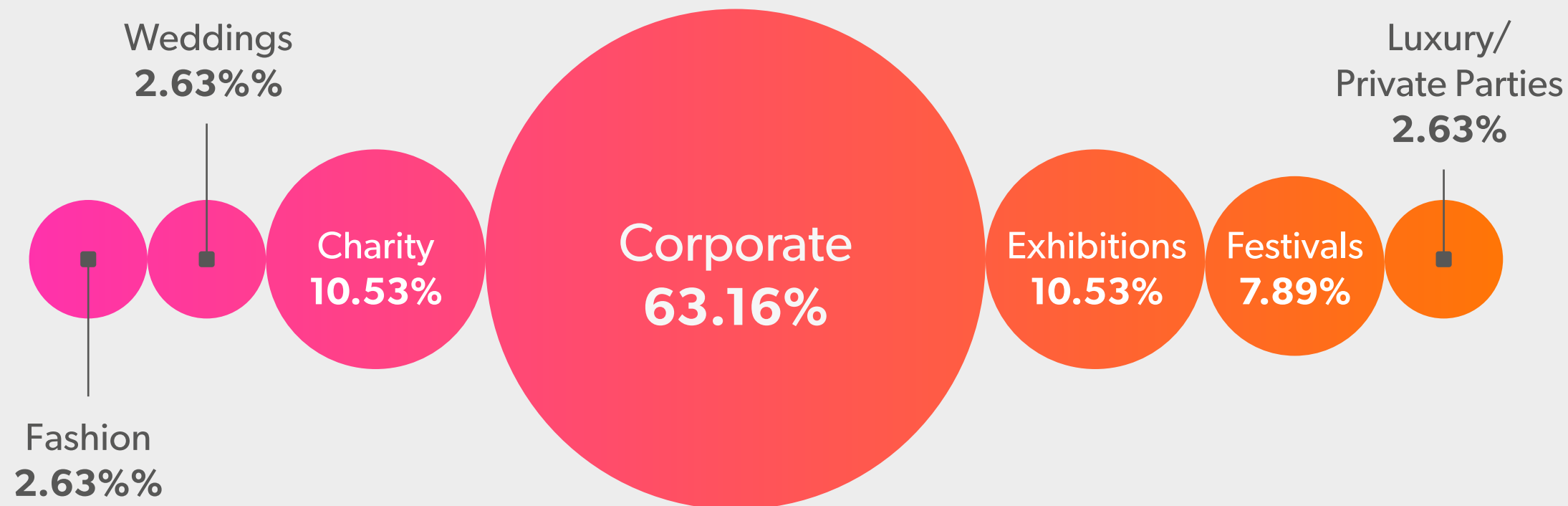


A clear strategy for our industry is much needed right now, which is what many of the participant's roles are focused on. However the core foundations of production, logistics and design are relevant whether an experience is live or virtual.

“Accelerated by the pandemic and enabled by 5G, we will see a dramatic increase in virtual products and experiences. Unrestrained by the physical space we will reimagine what a concert, conference, class or even product can be . How much would you pay for virtual couture?”

Dentsu report

WHAT SECTOR OF THE INDUSTRY DO YOU WORK IN?



The corporate sector dominates again this year which is to be expected, with some participants who work in the music or fashion worlds actually aligning themselves to corporate for the first time. This is perhaps a reflection of a need to be recognised as 'commercial' rather than 'fringe' at this time and a reminder of how the skills needed for different sectors are transferable.

Alex Reardon



Silent-House Productions

Partner

Why should anyone consider a career in the creative/event industry?

Because congregation is built into our DNA and will survive the pandemic.

What enhanced skills are needed to succeed in 2021?

Study new technologies in depth e.g. Unreal Engine

Alex Webb



TLRdynamics.com

Director

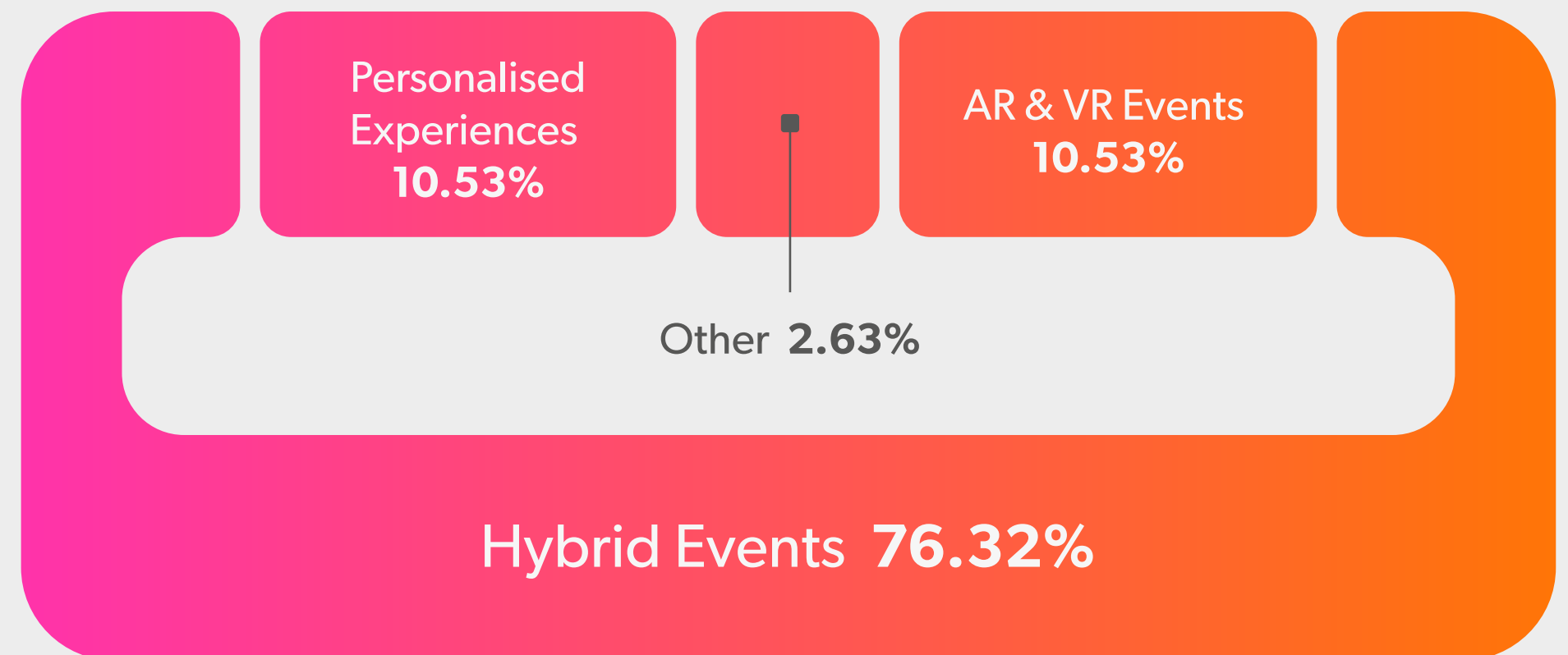
Why should anyone consider a career in the creative/event industry?

It's an exciting place to be as you need to be creative and innovative to be able to capture the excitement and feeling of an event. Really thinking out of the box of how you can use technology to bring an event to life. It's exciting.

What enhanced skills are needed to succeed in 2021?

1. Emotional Intelligence
2. Creativity
3. Flexibility

OF THE EMERGING TRENDS, WHICH OF THESE DO YOU THINK WILL GAIN THE MOST TRACTION IN 2021?



Hybrid, VR, XR and AR are clearly more than just trends...they are how we do events now. Those looking to get ahead in the industry will need to become experts in more than just live delivery. Event management has become significantly more technical than a year ago, and even if you don't understand it yourself you need to know how to manage a team who do!

Gabrielle Austen-Browne



Diversity Ally
Co-Founder

What will be the biggest challenge for the creative/event sector in 2021?

Diversity and Inclusion implementation

Which emerging trend will gain the most traction in 2021?

Diversity and Inclusion and hybrid

Why should anyone consider a career in the creative/event industry?

Because there will soon be an events industry bonanza. Like the gold rush!
New opportunities and skills will be harnessed and utilised, allowing for more diversity and creativity

What enhanced skills are needed to succeed in 2021?

1. Virtual and hybrid
2. Using new social media platforms for providing education
3. Camera skills/online presentation skills

Rob Bagust



Bristol-Myers Squibb
Worldwide Congress Manager

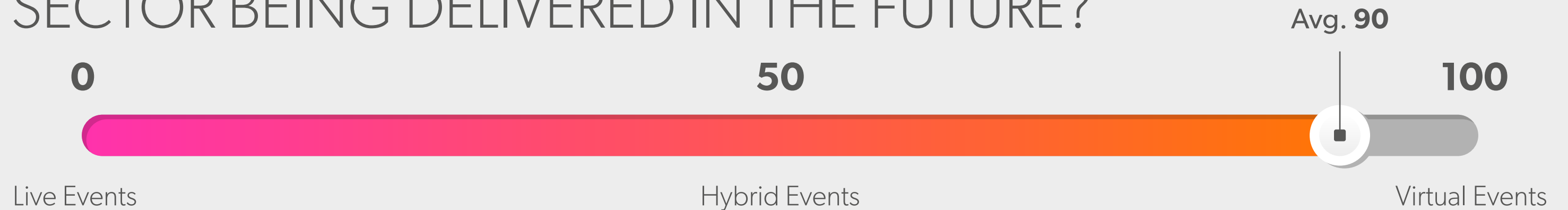
Why should anyone consider a career in the creative/event industry?

Our industry remains awesome! We've been hit pretty hard by the Pandemic but we will bounce back. Yes there will be some adjustments, but we're resilient people who are good at planning for changing circumstances. The skills of great events people allows them to flex easily and that's why we will not just survive, we will thrive. Things may well look a bit different for many of us, but that's cool, because it should. We have an opportunity to paint the picture of a new future and that's exciting. It's the only place I would want to be....

What enhanced skills are needed to succeed in 2021?

1. Enhance 'audience engagement' skills as these are still lacking in the sector
2. Research skills - to truly understand what the needs are that we are servicing through events
3. Persuasion skills - to make sure decision makers and budget holders support conducting research, listen to that and then engage audiences properly!

HOW DO YOU SEE THE MAJORITY OF EVENTS IN YOUR SECTOR BEING DELIVERED IN THE FUTURE?



This is a stark indication of the expectations of virtual experiences over live in 2021, although many expect things to balance out mid year, incorporating the best of both worlds.

Mark Beaver



Event Concept

Founder

Why should anyone consider a career in the creative/event industry?

Digital events are here to stay and the blend of live and virtual will be an interesting space for those that enjoy the medium, but virtual events are not the same!

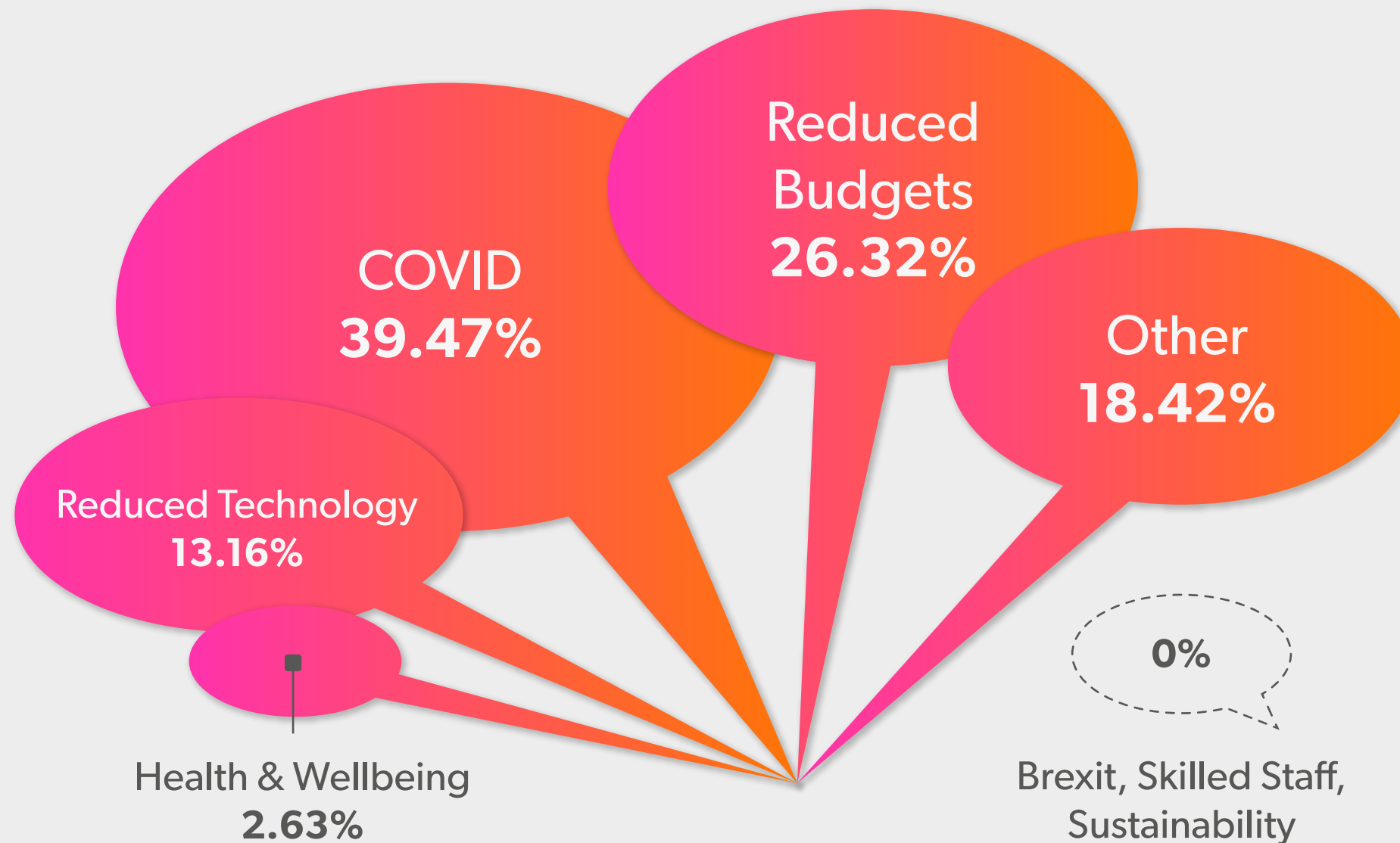
What enhanced skills are needed to succeed in 2021?

1. Understanding of digital assets ar/vr/film/ virtual platforms etc
2. Understanding of how to create engaging virtual events
3. Strategic thinkers

**“Expect shows
at scale next
summer”**

Live Nation CEO, Michael Rapin

WHAT WILL BE THE BIGGEST CHALLENGE FOR YOUR SECTOR NEXT YEAR?



Obviously the pandemic is the biggest challenge for all of us and this will impact budgets going forward. However, as restrictions ease and our industry's approach to risk is recognised so the challenges will reverse bringing issues such as Health and Wellness to the fore.

Millie Walker



St Paul's Cathedral

Special Services & Events Coordinator

Why should anyone consider a career in the creative/event industry?

No matter where you work, events are always going to be needed! It might be a difficult industry at the moment but people will always be desperate to celebrate and who wouldn't want to work in an industry that brings joy!

What enhanced skills are needed to succeed in 2021?

Greater knowledge of AV & live streaming

THANK YOU

The Event Academy would like to extend our gratitude to our network of leading professionals who contributed to make this report possible, including but not restricted to:

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