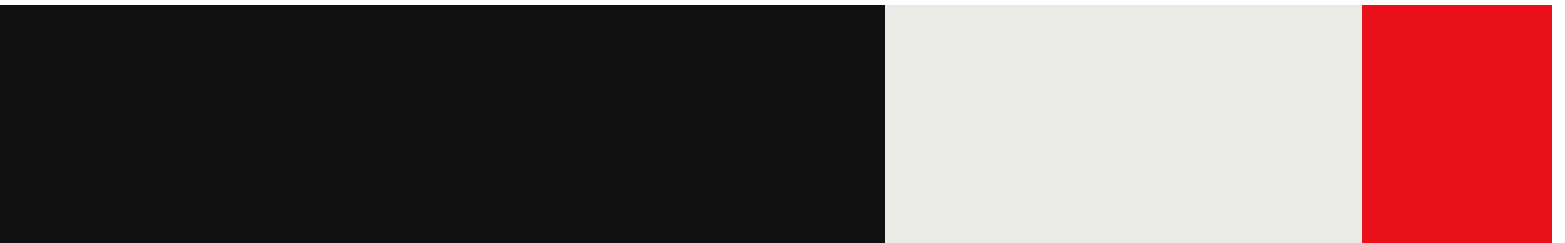


# What we expect events in 2021 to look like, brand safety scores, and post-pandemic ads

Audio



On today's episode, we discuss in-person events in 2021, how to put on an engaging hybrid conference, and how to consider making money from virtual events. We then talk about

Twitch's "Brand Safety Score," new ads envisioning post-pandemic life, and TV makers leaving no ad spot unturned. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Jillian Ryan.

### Precautions Event Planners Worldwide Anticipate Taking for Future In-Person Events, Q2 & Q3 2020

% of respondents

	Q2	Q3
Hand sanitizer stations	90%	93%
Space restrictions in meeting rooms to maintain distance between participants	79%	88%
Plated, served, or boxed meals only	67%	79%
Mandatory face masks for attendees	41%	72%
Temperature check at registration	35%	68%
Only contracting hotels, venues, and event vendors with verifiable sanitation processes	60%	65%
Reduced attendee count	61%	64%
Virtual option for all face-to-face meetings/events	52%	61%
Limited number of participants for tours/activities	35%	44%
Considering ground transportation changes	11%	37%
Medical/EMT personnel on staff	28%	32%
No international travel/meetings (will stay domestic/local only)	23%	22%
Private chartered flights	5%	5%

Source: Global DMC Partners, "Q3 2020 Meetings & Events Pulse Survey," Nov 10, 2020

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