

**Eventbrite**

Event Industry Report 2017



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## So what did we learn?

Although the survey took place after the results of the in-out referendum on EU membership was known, it has done little to dampen the optimism of the industry, with 65% of organisers saying they're expecting their existing events to grow, and 56% planning on launching more new events this year.

That being said, nearly a quarter of all respondents did expect Brexit to have some impact on their events over the next 12 months.

'Efficiency' is still the watchword for most organisers (no change from last year), with some 40% expecting a drive for efficiency or cost reduction will be the number one factor shaping their events.

Despite a lot of news coverage and some terrible events in 2016, security is still surprisingly low on everyone's list of concerns, though it is increasingly on the radar for 'professional event organisers.'

On average, despite focusing on efficiency, budgets rose 7% last year.

In terms of marketing and technology, not much has changed over the last 12 months.

Social media continues to grow in popularity, as do event apps; while VR/AR and big data / analytics are creeping towards wider adoption, and certainly much broader awareness amongst organisers.

The marketing mix is unchanged since our first survey, with email, free social media and referrals / word of mouth taking the top 3 spots as 'most effective' channels in that order.

Where there has been plenty of change is amongst the UK's top venues this year, with several gaining prominence and a few dropping down the rankings.

In line with a focus on efficiency, the survey reveals that while operating budgets have risen slightly, there's been a downward pressure on teams, with team sizes reducing slightly, and the percentage of organisers considering reducing them further up from a year ago. However close to a third are still planning to hire, so it's not all bad news on this front.

For more depth and stats, let's dive into the full findings.

### **Continue to read the full report for details on:**

- Why people are running events in 2017
- Expectations of growth from different types of organiser
- The big trends impacting growth
- Detailed budget analysis of major items including:
  - › Print
  - › Venues
  - › Food and beverage
  - › Infrastructure
  - › Marketing
  - › Programme and content
  - › Tools and technology
  - › Video and photography
  - › Insurance
  - › Security
  - › Onsite staffing
- Which technologies organisers are investing in
- The key marketing trends and most effective tactics
- The UK's favourite venues
- What venues can do better
- Average team sizes
- The skills in most demand this year
- Revenue streams

# The Events Landscape in 2017

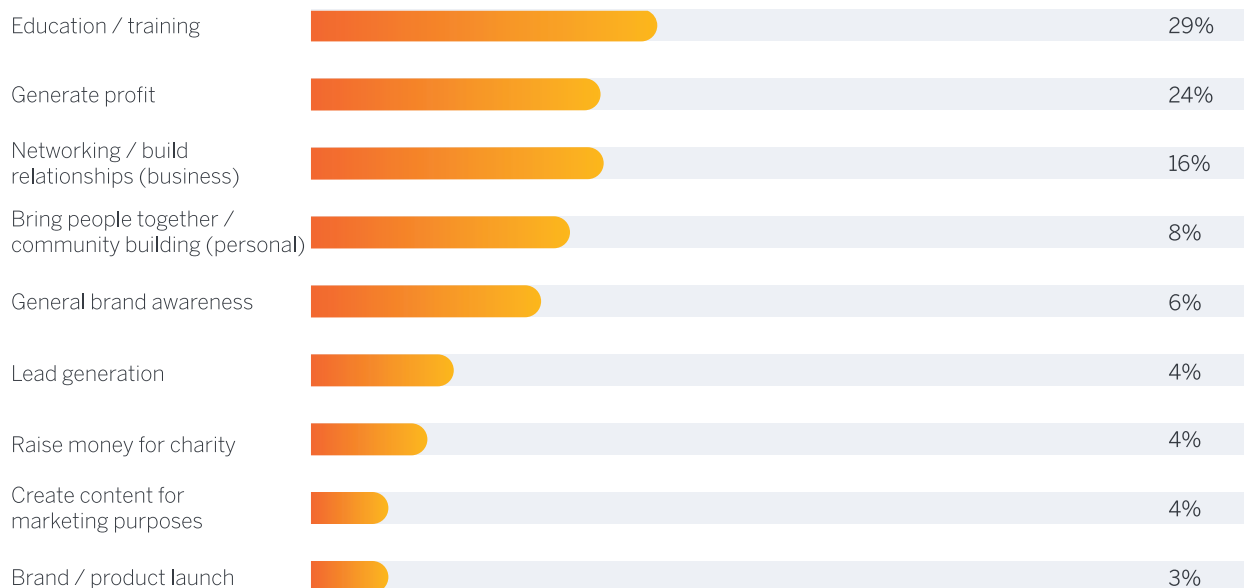
## Why are people running events?

In 2016, the most popular reason for people running events was 'Education and Training'; in 2017 it remains 'Education and Training' (36%), with 'Generating a Profit' (30%) coming in second (up two places) and 'Networking' (30%) third (down one place).

The least likely reason for people to organise events in 2016 was surprisingly for a 'brand or product launch,' and using events primarily for the purpose of creating content for marketing campaigns climbed for a third year in a row to 8%, moving off the bottom rung for the first time.

Here are the responses in full:

What is the main reason you or your company organise events?



As you'd imagine there was some variation in these reasons depending on the organiser, so let's take a look at the key differences.

Professional event organisers were - perhaps unsurprisingly - the most likely to run events for a profit (61%, up from 55% in 2016), followed by 'networking' and then 'community building' - unchanged since last year.

Freelancers and the self-employed were again most likely to run events to generate a 'profit' (46%), followed by 'community building' and 'education or training,' also unchanged from the 2016 results.

There was however a shift in why small-to-medium businesses (SMBs) ran events in 2016. Remaining a top priority was 'networking and relationship building' (45%), however in 2016 they prioritised 'generating a profit' more (up one place), and 'lead generation' supplanted 'building brand awareness,' as the third most important reason for running events.

There was also a shift in why medium to large businesses organise events.

Last year's top three reasons were: networking and relationship building,' followed by 'building brand awareness,' and then 'education or training'. This year, their priorities were 'education and training (48%),' with 'general brand awareness' in second spot and 'networking' in third place. This is a big shift in how larger corporates are prioritising education and training within their events.

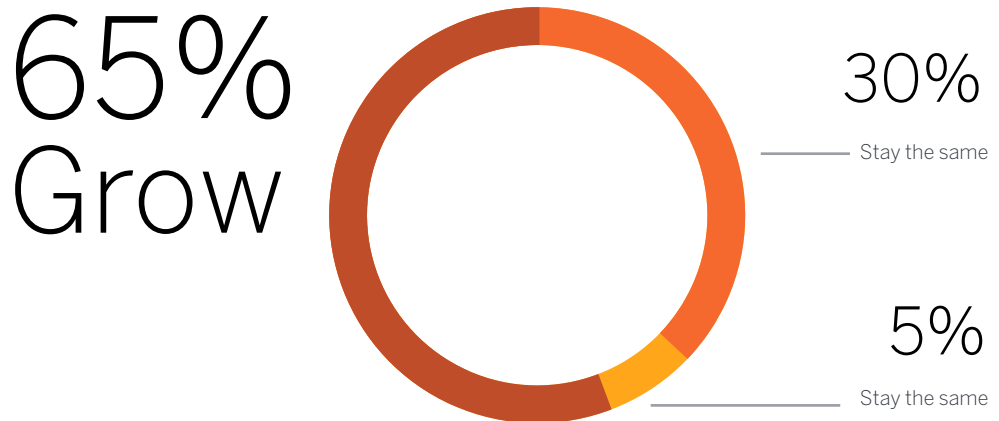
Charities and non-profits' primary purpose for running events remained 'education or training' (46%), followed by 'community building,' with 'networking' third. This is surprising as for the first time ever, 'raising money for charity' didn't make it as a top three reason for organising an event.

## Is the events industry growing?

Despite Brexit, optimism and opportunity remain in 2017, with 65% of organisers saying they're expecting their existing events to grow, just a 2% decrease on last year's results; and versus just 5% who expect them to decline (up 2% on last year).

Similarly, a majority of the organisers (56%) in our survey are expecting to launch more events in 2017 (down just 1% on last year), with 7% saying they'll run less (a 1% increase to last year).

Regarding your existing events, do you expect them to grow, decline or stay the same in 2017 compared to 2016?



Are you planning to run more, less or the same number of events in 2017 compared to 2016?





Digging into the results, medium to large business were least likely to believe their events were going to grow (56%), while professional event organisers were once again the most optimistic (81%).

Professional event organisers were also most likely to be planning on launching more events this year (68%), though down on the 72% from last year, with mid-to-large businesses also least likely to be launching new events (42%).

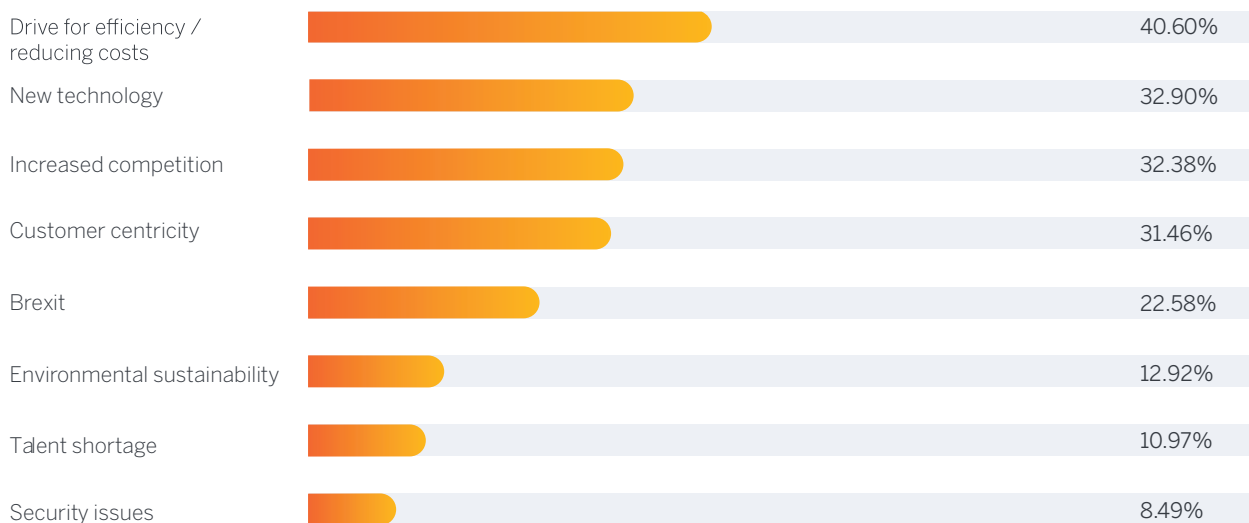
Large business were also most like to be planning on reducing the number of events run at 18%, double the 9% that were planning a reduction last year.

### The big trends impacting growth

In this year's Pulse Report we again asked: what trends do you feel will have the biggest impact on your events in 2017?

The results are below:

Which of these trends do you expect to have the biggest impact on your events in 2017?



Amongst all organisers, the drive for efficiency and cost savings once again comes out in the top spot as a key trend that will impact their events, even increasing its importance on last year.

It seems that 'doing more with less' is going to continue being a familiar mantra for every event organiser in 2017.

The impact of new technology was again the second biggest trend organisers expect to impact their events in 2017, while 'Increased competition' was third, up from fourth last year.

Almost one quarter (23%) expect Brexit to impact their events in 2017.

Looking at the bottom 3 responses, concerns about security, a shortage of talent and sustainability are still not keeping eventprofs up at night, all unchanged on the previous year.

If we take a look at the results segmented by organiser type, some interesting differences emerge.

- Charities were least expecting technology to impact their events in 2017 (27% v 34% average).
- Despite their thinking about new technologies, charities were expecting a drive for efficiency to impact their events more than any other type of organiser.
- Professional event organisers were 4 times more likely than medium-to-large businesses to be concerned about security at their events.
- Smaller businesses and charities are the organisers who think Brexit will most likely impact their events this year.
- Freelancers and professional organisers were the most likely to see increased competition as having an impact on them in 2017.

# Budgets

We asked organisers to share the budgets they typically spend on key line items that are common across the majority of event types. Running through each of them, here are the key themes and interesting statistics we discovered.

## Summary

The average budget per event in 2016 was £70,774 - to cover venue hire, F&B, AV & equipment hire, marketing, the event programme, tools & technology, printed materials, video or photography, insurance, security and event staff.

Professional event organisers again had the largest budgets, averaging £126,398, but this year medium to large businesses had a much increased average spend at £119,655, up from £67,379 last year.

Freelancers once more had the smallest average budget at £21,493, a considerable decrease on their average last year which was £39,031. This was followed closely again by charities with the second smallest budgets at £25,343, another large reduction on the previous year's average budget of £40,346.

Small-to-medium business had an average budget of £60,982, similar to last year's £56,392.

Across the survey, 22% of all organisers are expecting to increase budgets this year (up from 20% last year), with 6% expecting to reduce them (similar to 2016) and 72% planning on keeping the same level of spend.

With expectations of growth and event launches still high, this budget stagnation once again speaks loudly to the need for eventprofs of all shapes and sizes to focus on efficiency.

When it comes to budget increases, for a third year in a row it is marketing that will see the most investment in 2017, with 35% of respondents expecting to increase their marketing budget next year, (up again on last year).

Security is the line item least likely to be increased, reflecting organiser's general views that it is not something likely to impact their events in the coming 12 months.

## Print

Excluding those who spent nothing, the average budget for printing across all organisers was £2,461, up from £2,221.

19% of organisers spent nothing on printing, with charities being most likely to invest nothing, followed by small-to-medium businesses.

Professional event organisers were most likely to invest something in print, and on average they had the biggest budgets at £4,205.

Freelancers had the smallest budget, with an average spend of £919. However they were also the type of organiser most likely to increase their print budgets in 2017, while larger businesses were the least likely to invest more.

## Venues

Venues were back to being the largest line item on an event organisers budget this year (up from being the 3rd largest last year).

On average organisers spent £10,257 to hire a venue (excluding those who paid nothing), up from £9,375 .

A large percentage (25%) of all organisers managed to host their events without spending any money on a venue (though this was down for

a third year in a row). The type of organiser most likely to snag a free venue were SMBs, with an impressive 40% of all SMB respondents saying that didn't have a venue budget for their events last year.

Professional event organisers spent the most on their venues, with an average cost of £30,725, over 3.5x more than the next largest venue budget, which was for medium to large businesses at £8,446.

Freelancers spent the least per venue at £2,237.

29% of organisers said they expect their venue budgets to increase next year (up from 24% in 2016), while 7% are looking to decrease it. Freelancers are most likely to be investing more (38%), while SMBs are the least likely to (21%).

## Food & Beverage

The average budget for food and drink at an event in 2016 was £6,006, up from £5,906 in 2015.

18% of all organisers spent nothing on F&B for their events, with freelancers being the least likely to invest in catering (19%). Larger businesses were most likely to invest in catering, with only 13% saying they spent nothing (even ahead of professional event organisers).

However we do see that again professional event organisers have the largest budgets, averaging £13,361 for food and drink, while freelancers had the smallest budgets, averaging just £1,883.

26% of organisers said they expect their catering budgets to increase next year, up from 23% the previous year. Freelancers are most likely to invest more (from a pretty low base), with SMBs least likely to increase their catering budgets.

## Infrastructure

The average spent on infrastructure (Staging, Lighting, PA etc.) amongst all organisers per event was £9,857 (excluding those who spent nothing), down a little on the £10,034 average from last year. This still makes it the third largest budget item on average for organisers.

However, much like last year, there was also a very significant number of organisers (43%) who spent nothing on infrastructure.

The least likely to spend money on infrastructure were medium to large businesses (55%), while charities spent the least on average at £2,876 per event.

As per the rest of the survey, professional event organisers had the highest average spend (£19,593) followed by small-to-medium businesses (£12,728), once again outspending larger businesses (averaging £10,777), a pattern we saw last year too.

Just 17% of organisers felt their infrastructure budgets would increase next year, down 1% from 12 months ago.

## Marketing

Each year the Pulse Report finds that organisers are most likely to increase their budgets year on year, and once again we find this to be true, with the average marketing budget per event rising 13% from £4,338 to £4,914 (excluding those who spent nothing).

However the number of organisers that spent nothing on marketing also increased, up to 23% from 19% the previous year. Perhaps reflecting the size and scope of their existing reach, it was larger businesses who were least likely to spend money on promoting their events.

Professional organisers were unsurprisingly the most likely to invest in paid promotion, though somehow 5% had a budget of 0.

As we've seen in previous budget items, freelancers had the smallest average promotional budgets at £2,027, while professional organisers had the largest at £10,178.

Freelancers were most likely (48%) to increase their marketing budgets in 2017, while SMBs and charities were least likely (24% and 26% respectively).

## Programme & Content

With an average spend per event of £7,874, the programme and content budget saw the largest decline in this year's Pulse Report survey, down from the #1 spot with £10,050 last year.

This was primarily due to a drop in the average budget for professional event organisers, which reduced from an average of £24,091 down to £14,536. However this still left them with the biggest budget for an event's content and programme.

On the opposite end of the spectrum, charities had the least to spend on their event's programme, averaging just £2,595 per event (a 38% drop from £4,172 the previous year).

39% of all organisers spent nothing on their content, with larger businesses the least likely to invest here (45%), and professional organisers most likely to.

22% of organisers felt that content and programme budgets would increase in 2017. As throughout much of the survey, freelancers were most bullish on increasing their budgets here, while SMBs were least likely to invest more next year.

## Tools & Tech

The average investment in tools and technology per event across all organisers was £4,431, a healthy 25% increase on last year's average of £3,535.

While professional event organisers had the highest average spend on technology at £8,536, SMBs weren't far behind with average budgets of £7,623.

Freelancers spent the least on tools and technology, with an average budget of £984, while charities averaged £1,332 and larger businesses spent £3,679 per event.

23% of all organisers thought their budget for tools and technology would increase next year, with professional organisers most bullish (36%) and larger business least likely to invest more.

## Video & Photography

Video and photography was the second smallest budget item for organisers in the survey, with an average spend of just £2,786.

Freelancers spent the least with an average budget of £881.

Professional event organisers spent the most, averaging £8,701, a huge 81% increase on the previous survey where they average a spend of £4,818. This could be a reflection of the growing importance of video to market events.

They were also roughly twice as likely to invest something into video and photography than any other type of organiser, with just 20% saying they spent nothing, compared to an average of 46% across all other organisers.

Charities were least likely to invest in video or photography at all, with 50% saying they had no budget.



22% of organisers are expecting their video and photography budget to increase in 2017. Freelancers were the most bullish on increasing their investment (32%), while larger businesses were least keen (13%).

## Insurance

The average spend on insurance across all organisers was £10,070, up a massive 172% on the previous year's average spend of £3,709.

This was primarily driven by a few SMBs and larger businesses spending very large sums (in excess of £250k), compared to respondents last year.

This pushed up the average spend on insurance per event for a medium to large business to £37,647. However the median was £2,500, which is probably a more accurate reflection in this case.

The average spend of professional organisers on insurance was £6,268, while freelancers spent the least, averaging £899 per event.

46% of all organisers spent nothing on insurance, including 72% of all mid-to-large business organisers.

16% of organisers are planning on investing more into insurance next year, with larger businesses least likely to invest more (8%), and freelancers most likely to (27%).

## Security

Budgets for security averaged £6,704, down 17% from £8,126.

It was the budget item least likely for organisers to invest in, with 67% spending nothing; and only professional event organisers were more likely than not to invest in security.

However those that did spend money on it spent quite a lot, with medium to large businesses again averaging the largest spend at £21,794.

Charities had the smallest budgets for security, averaging £1,168.

Security was the least likely budget item to rise next year, with just 11% expecting it to increase.

### **Onsite staffing**

The average budget for onsite staff was £5,413, down just slightly on last year's average of £5,977.

On this line item, larger business organisers were the biggest spenders, averaging £13,357. Professional event organisers spent an average of £5,676, while freelancers had the smallest budgets (£1,694).

45% of all organisers spent nothing on staffing, with mid-to-large businesses least likely to spend anything (54%), compared to professional organisers where just 15% had a budget of 0.

17.5% of organisers were expecting to spend more on staffing at their events next year. Professional organisers were most likely to invest in this area (28%), perhaps reflective of their understanding that a great onsite experience is crucial to winning repeat business - and you need good staff on the ground to deliver that.

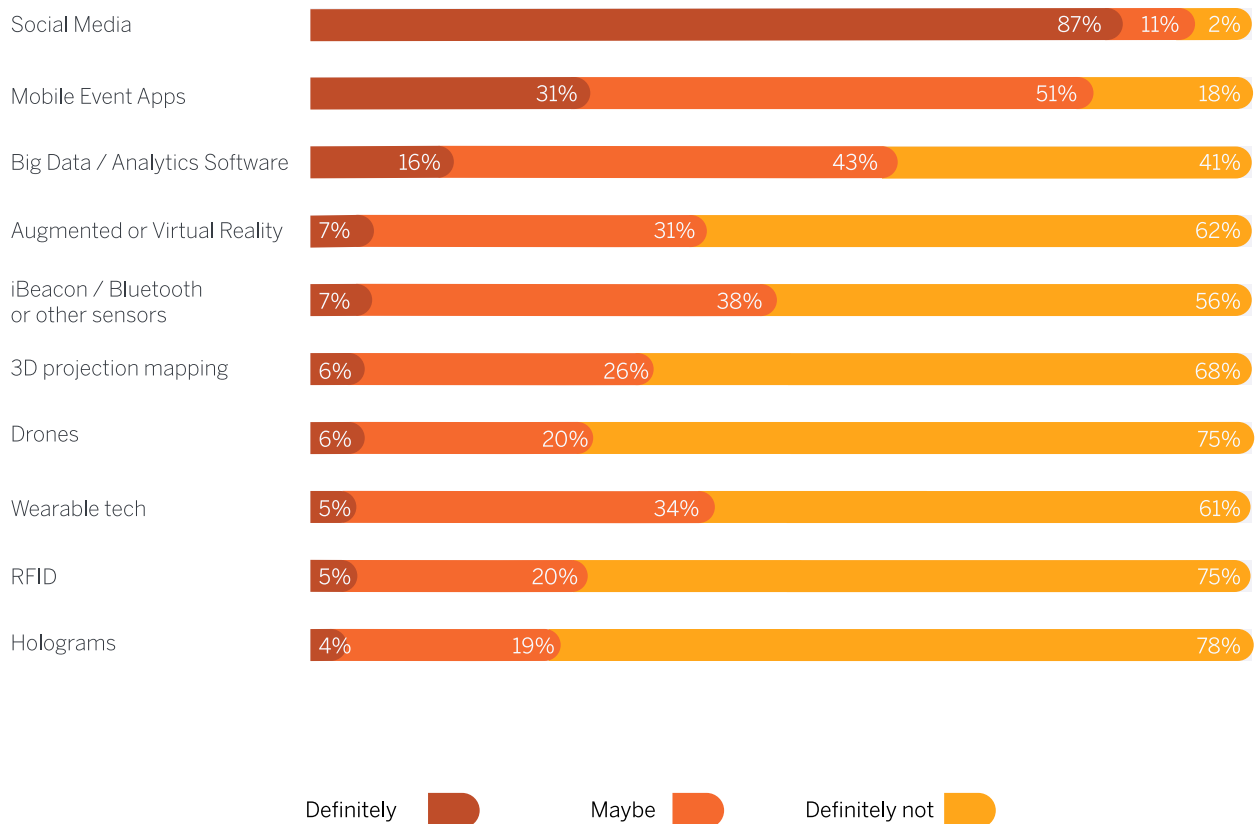
# Trends in Technology

Of those organisers who are planning to invest in technology, where is the budget most likely to go?

To help answer this, we asked “Do you plan on using any of the follow technology at your event(s) in 2017?”

Below is a chart detailing the answers we got.

Do you plan on using any of the follow technology at your event(s) in 2017?



As you'll see from the chart, social media has become even more ubiquitous across events, with 87% of organisers 'definitely' using it in 2017, up from 81% 12 months ago.

Mobile event apps hold their position as the 2nd technology most likely to be used by event organisers, with a slight increase in those considering it.

We see that VR and AR has now also started to penetrate the consciousness of event organisers, with 31% now actively considering it for their events, up from 23% last year. However it obviously still has some way to go until it becomes a fixture of events, with just 7% having made the decision to invest in it.

Holograms continue to be a more futuristic technology, once again being the least likely to be used at events in 2017, with only 4% looking to definitely include it in the event experiences, and 78% definitely not going to use it (up from last year).

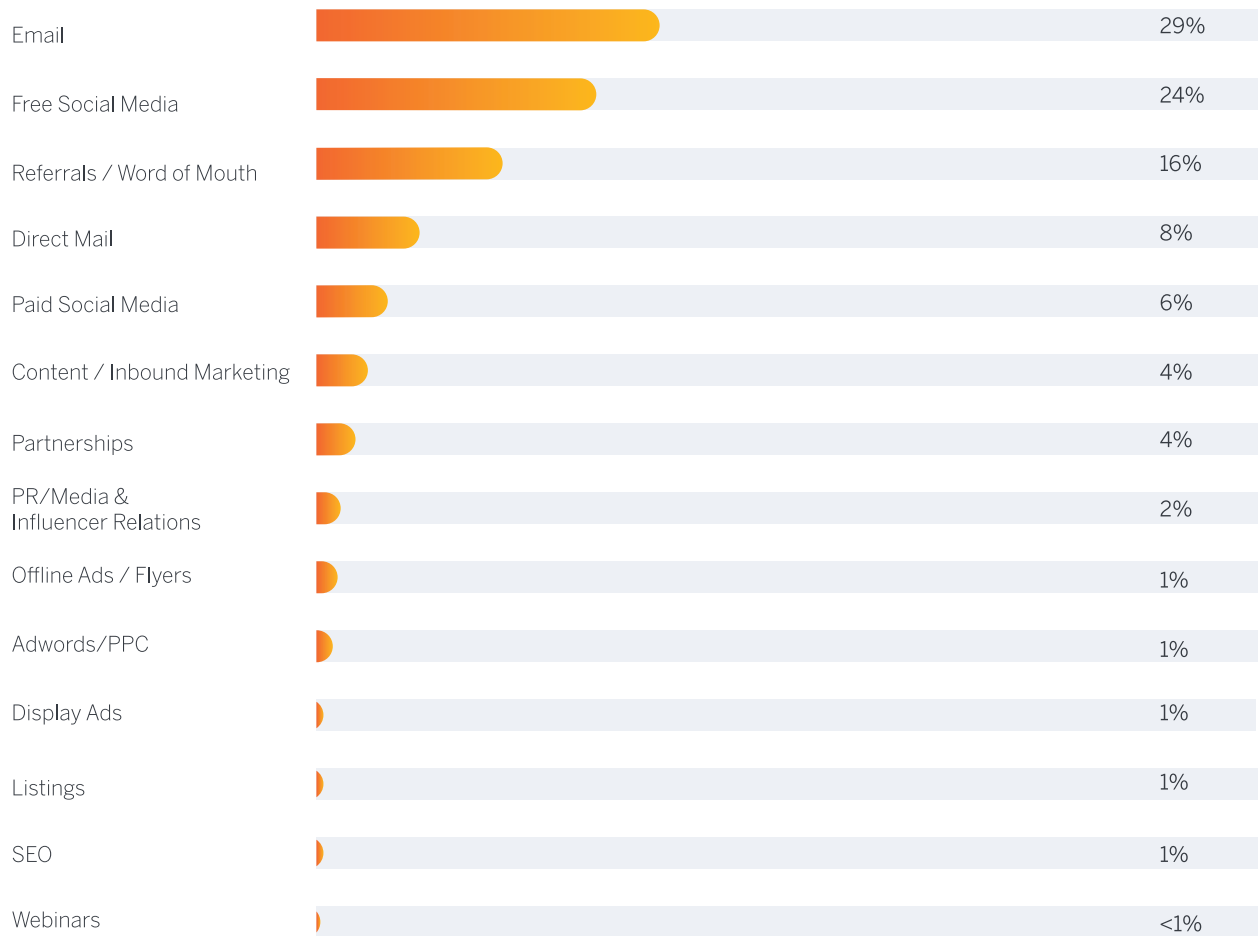
'Big Data and Analytics' saw another gain this year in terms of organisers actively evaluating it (up from 37% to 43%), but despite a lot of interest, this hasn't translated into adoption, with it holding steady at 16%.

Across almost every category, professional event organisers were the most likely to be using tech in their events this year, while charities remain the least likely to adopt technology.

## Marketing

How are events reaching their attendees these days? That was the focus of our next section where we asked organisers to rank their top 3 most effective marketing channels.

Rank your most effective event marketing channels:



As you can see, email is seen as the most effective marketing channel by organisers for the third year in a row.

In fact, the top 3 most effective channels are unchanged from 2015 and 2016, with the second most effective channel being free social media with 24% of the vote, and 'word of mouth or referrals' being voted the third most effective channel (down slightly from 19% last year).

Paid social media saw perhaps the most marked increase in usage and effectiveness, jumping by 100% year-on-year from 3% to 6%, reflecting the need to 'pay to play' when getting your message across on the major social networks now.

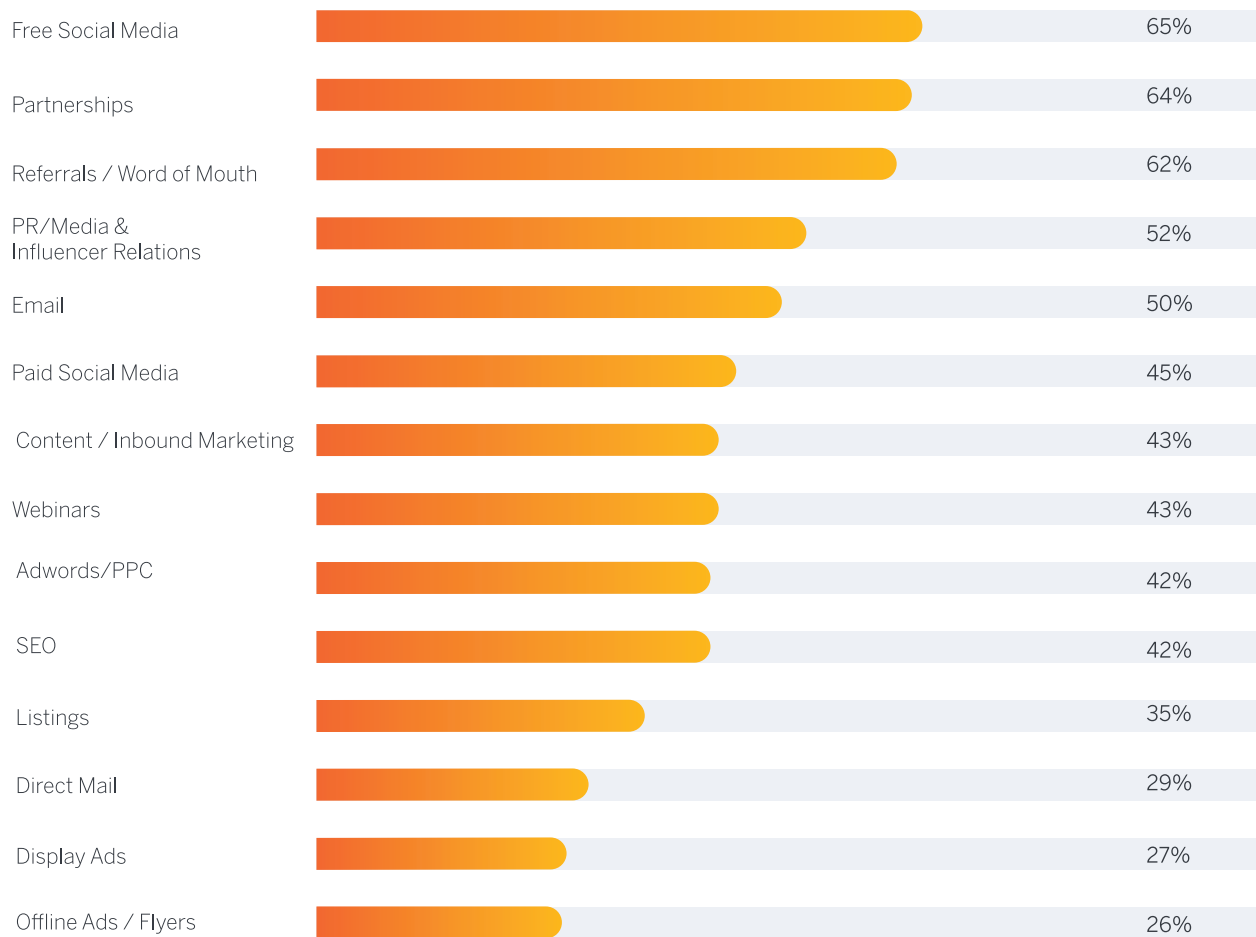
Webinars were once again voted the least effective marketing tactic, though that accumulated a couple of votes this year; while SEO and listings rounded out the bottom 3 least effective tactics for event organisers. Online display advertising moved up one place this year, out of the bottom 3, with listings taking its place.

And so for a second year in a row, given the importance of Google and internet searches for event discovery, SEO being in the bottom 3 is a real head-scratcher, and perhaps best put down to a lack of understanding and measurement of the channel, rather than its genuine ineffectiveness.

## Marketing Trends In 2016/2017

We also asked if organisers are about to change their marketing habits at all, by using certain tactics more or less, or if they plan on keeping the same mix.

Which marketing channels do you expect to use more in 2017?



In terms of where organisers are looking to invest more time (or money), social media remains the most popular channel, with 65% planning on using it more again in 2017, though this is down slightly on the previous year.

Partnerships is the channel next most likely to be used more by organisers over the next 12 months, bumping referrals / word of mouth down from 2nd spot last year to 3rd.

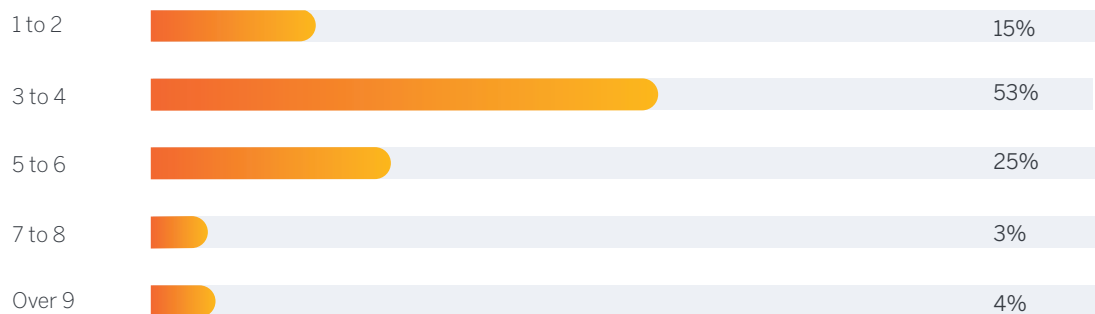
PR and Media has seen a big jump in interest, with over half of organisers looking to utilise it more in their promotional campaigns in 2017, compared to 42% the previous year.

Other tactics that could see a rise this year are SEO (42% up from 39%), Content and Inbound Marketing (43% up from 35%), and more Paid Social (45% up from 41%).

## Marketing Channels

We also wanted to know how many different marketing channels event organisers tend to use, so that was our next question:

On average, how many marketing channels do you use to promote your event(s)?





As you can see, the majority (53%) of organisers use 3-4 channels - most likely email, social, and word of mouth.

This is a slight decrease on last year, where 54% were using 3-4 channels.

However there has been an increase in the number of organisers using 5-6 channels, from 22% to 25%.

15% of organisers stick with one or two marketing channels, while an adventurous 7% use 7 channels or more.

Digging a little deeper into the data, we see that unsurprisingly professional event organisers were more than twice as likely as any other organisers to utilise 7 or more marketing channels.

Charities and freelancers were the most likely to stick with just 1-2.

# Venues

## Your Favourite Venues

We once again asked all our respondents to name their favourite venues for hosting events in the UK, with 603 individual venues being nominated in total, and 63 venues nominated at least twice in one of the top spots (down from 76 last year).

The leading venue, with a total of 10 votes as a 'Favourite 3' was London's ExCel. This was double the number of votes it received last year.

In second place was The Brewery with a total of 7 votes (up from 3 last year).

In joint third place with 6 votes were etc. venues (a previous winner, and up from 3 last year), Hilton Hotels (their best placing yet) and Birmingham's NEC (last year's winner).

Google's London Campus took 4th spot with 5 votes, one less than last year.

The following venues all deserve a call out for accumulating 4 votes each in an incredibly diverse mix of responses: Church House, East Midlands Conference Centre, Grand Connaught Rooms, The Roundhouse, The Royal Institution.

Here is the full Pulse Report Venues Leaderboard:

Votes	Venues
ExCel	10
The Brewery	7
etc venues	6
Hilton	6
NEC	6
Google Campus	5
Church House	4
East Midlands Conference Center	4
Grand Connaught Rooms	4
Roundhouse	4
Royal Institution	4
Crowne Plaza	3
Holiday Inn	3
House of Commons	3
Institute of Directors	3
London Olympia	3
Manchester Central Convention Complex	3
Marriott	3
RBS Offices	3
WeWork	3

## How do event organisers choose venues?

What is it that makes people love a venue? What are the factors that encourage someone to book? This is what we asked next.

Overall the top 3 most important factors when choosing a venue for organisers was cost (70%, up from 65% last year), location (68%, up from 65%) and flexibility of space (57%, up from 47%).

This means that the top 3 reasons for choosing venues are unchanged, though their relative importance compared to other factors have increased year on year.

The least important factors were accreditation (11%), being recommended by a trusted source (17%) and uniqueness (23%). These also remain the same as last year, though each has decreased further in relative importance.

Looking deeper into the results, we find that:

Charities were most price sensitive, with 80% ranking a venue's cost as the most significant factor when choosing where to book. Professional event organisers were least price sensitive, with just 56% citing it as the most important factor.

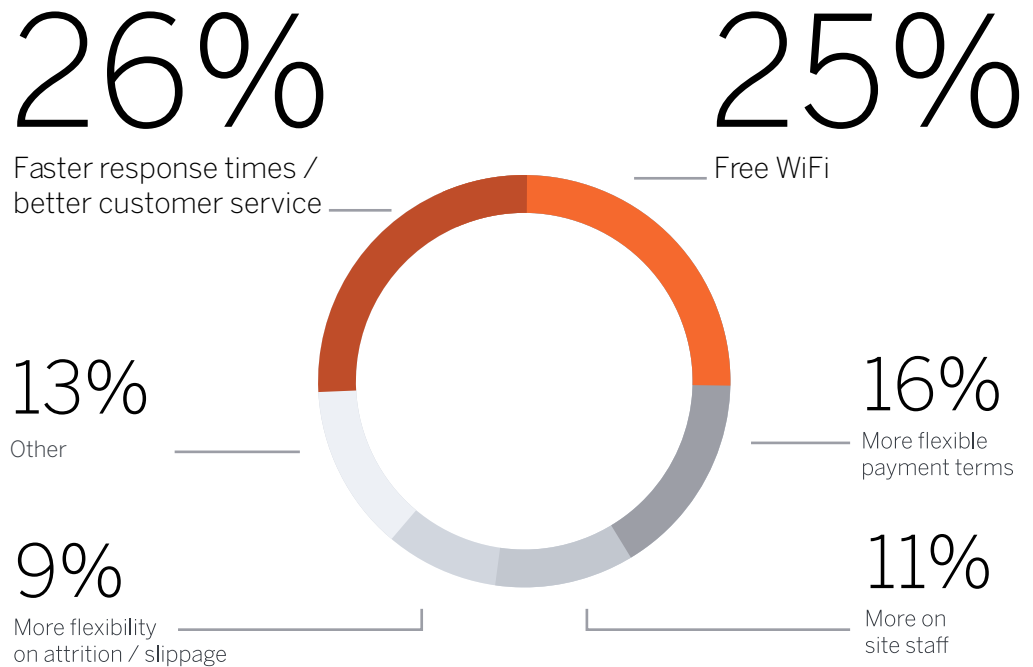
What professional organisers cared most about was flexibility of space, with 72% saying it was very important to their decision making, while charities were least concerned about this.

Interestingly good wifi wasn't voted as very important by a majority of any organiser type, perhaps reflecting that good wifi is now seen as a given, though professional organisers and businesses of all sizes were most concerned about it.

In the comments sections, three additional factors really stood out as being important to choosing a venue: accessibility for disabled guests, parking, and the catering.

## What can venues do better?

We also asked "What one product or service could a venue offer you, to most improve your experience of working with them in 2017?"



As you can see from the chart, faster response times from venues was the most sought after improvement from all organisers, followed by free wifi and more flexible payment terms, which are the same three main asks from organisers last year.

Under 'Other' there were a few clear themes that emerged: firstly, organisers are looking for better AV equipment and sound quality at their events, as well as more technical expertise to help them set up correctly; parking and accessibility for disabled attendees both cropped up several times again; and so did the cost of refreshments in particular.

When comparing the data based on the different types of organisers, we see that:

- Medium to large businesses are more likely than any other organiser to want venues to offer faster response times and better customer service
- SMBs care most about flexibility on attrition / slippage and more flexible payment terms
- Professional event organisers are the most keen to see venues provide more onsite staff
- Charities were most likely to want free wifi at venues

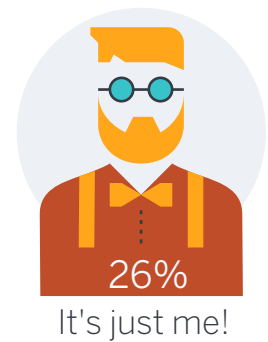
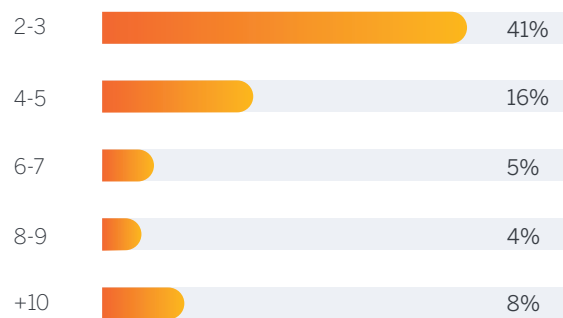
# Teams & Talent

Another key element of our annual survey is to understand the impact of team sizes on events, whether organisers are looking to hire in 2017, and what positions are most in demand.

We started by looking at team size.

## Team size

On average, what is the size of your team working on events (including all full-time functions - sales/operations/marketing etc.)?



In this year's survey, while a team size of 2-3 remains the most prevalent amongst all organisers, there was a general shift towards slightly smaller teams in 2016.

There was a 41% reduction year on year in teams of 6-7, a 4% reduction of teams sized 8-9 and a 21% drop in teams sized 10 or above. This probably shouldn't be surprising though, given last year's survey showed such a focus on efficiency.

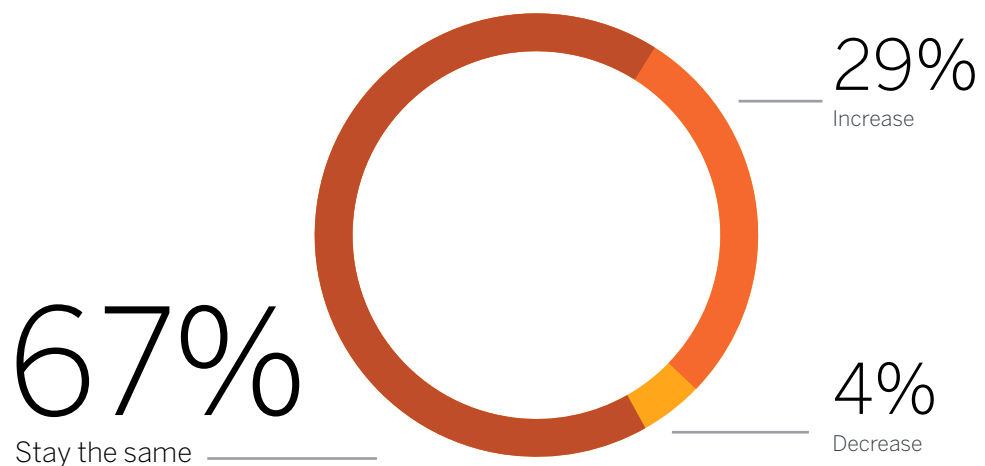
The number of solo-organisers remained unchanged.

As you would imagine, professional organisers were the most likely to have the largest teams, with 21% working in teams of 10+.

Aside from freelancers, charities were the most likely to work alone, while larger businesses worked in teams of 2-3 more than any other organiser type.

### Team growth in 2017

Do you expect your team size to increase, decrease or stay the same in 2017?





Overall, organisers are as likely to hire more people than they were last year, with the % staying the same at 29%.

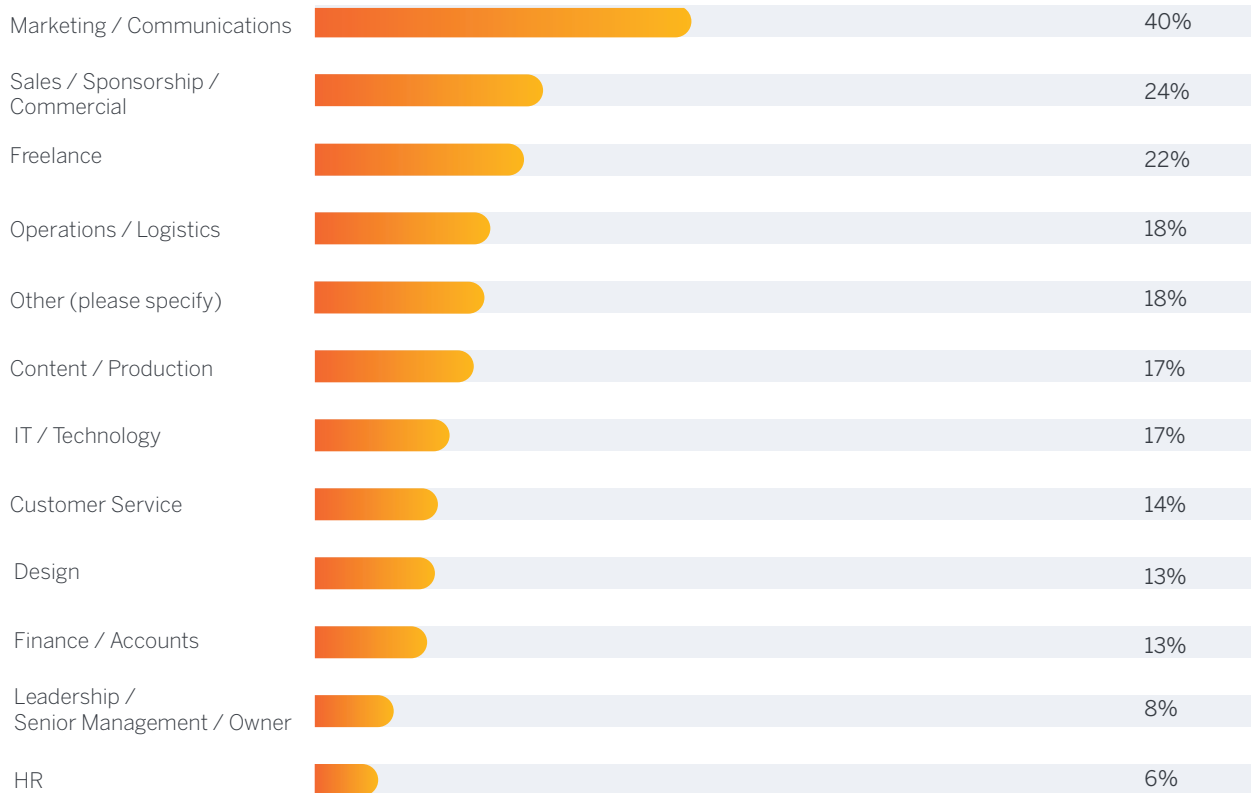
However they are also more likely to be considering reducing team sizes in 2017, with twice as many organisers considering it than 12 months ago.

Professional event organisers are once again the most bullish on team growth, with 40% planning on hiring this year (though this is down on 46% in the previous survey).

On the other hand charities and non-profits are also once again least likely to increase their team size (20%) and most likely to reduce them (5%).

### Skills in demand

For those who are hiring, what positions are most in demand?



Much like the previous years, marketing and communications roles are in highest demand, though less so than in 2016, at 40% versus 48% in the previous survey.

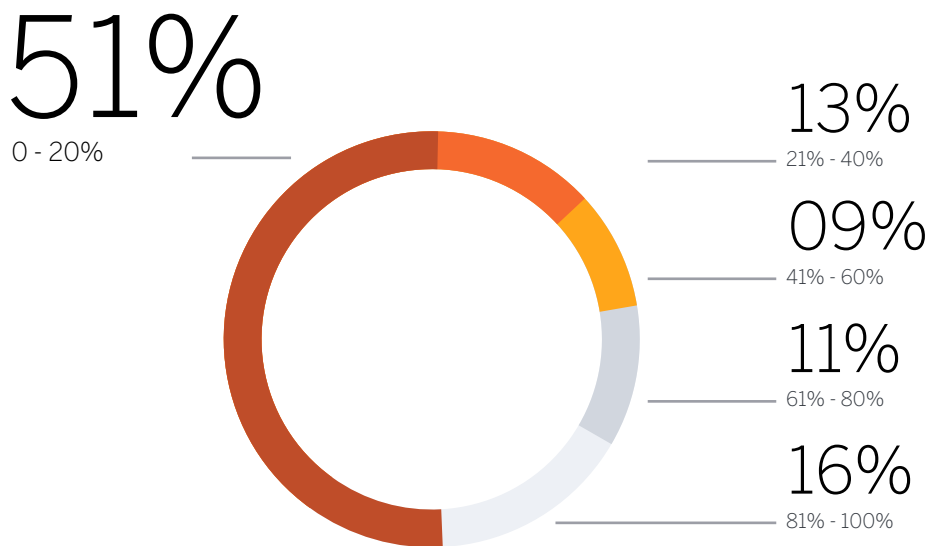
Sales, sponsorship and commercial roles have remained at the same level of demand as last year at 24%, however in terms of ranked importance they increased, as freelancers dropped a little from 25% to 22%, taking the third spot.

In the 'other' responses, 'volunteers' were the most in-demand position, again reflecting on organiser's overarching need to find efficiencies in their approach to running events.

### Revenue streams

Back again in this year's survey, we wanted to understand how reliant organisers were on ticket sales versus other forms of income.

% of Revenue from Ticket Sales



As you can see from this chart, only 16% of organisers rely almost entirely on ticket sales for their revenue, while a small majority (51%) bring in less than 20% of their revenue from ticket sales.

If we exclude all those organisers with free events, we see a somewhat different picture emerge though, with (26%) of paid-event organisers counting on ticket sales to bring in 80% or more of their revenue.

Medium to large businesses were the least likely to bring in any revenue from ticketing to their events, while freelancers were most reliant on it as an income stream.

So for those events not relying on ticket sales to bring in revenue, what other income streams are they working on?

The most significant is sponsorship, with 29% of all organisers also generating sponsorship income. This was most important to professional event organisers, where 40% also sell sponsorships to their events.

Grants were the next most important (14%), particularly to charities where 20% rely on grants to income.

This was followed by commercial partnerships (12%) and exhibitors (9%). The least used income for events was crowdfunding (<1%), followed by investors (1%), and concessions (4%).



# Methodology & Demographics

Questions and answer options differed slightly from the 2016 survey, and a different range of organisers answered it, meaning results should be seen only as a broad indication of trends and not used for direct year-on-year comparison.

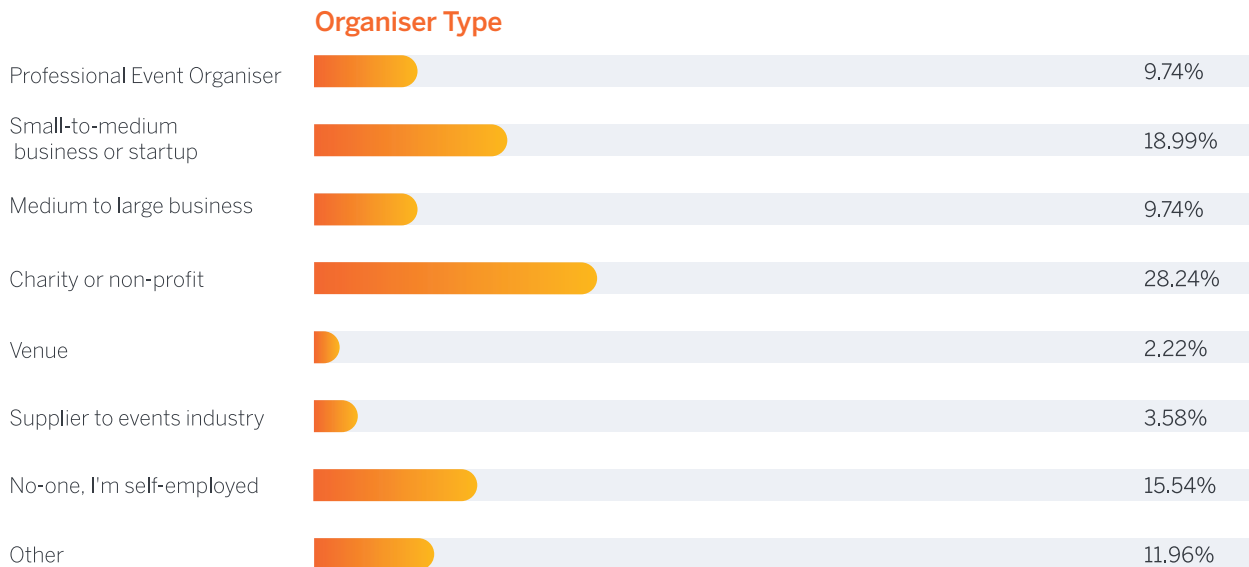
Where 'N/A' was included as an answer choice for questions, it was excluded from the results and percentages were weighted accordingly.

Where budget ranges were given, we took the median from each range to calculate budget numbers.

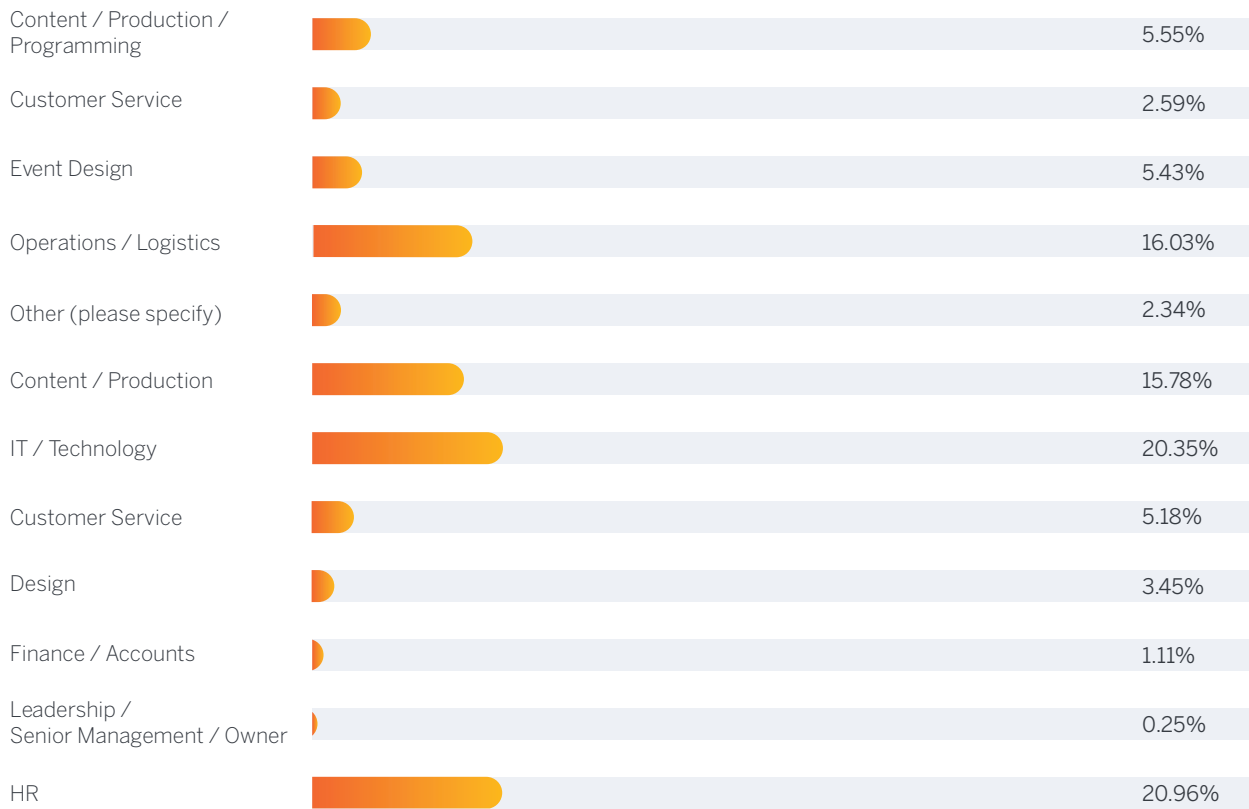
Unless otherwise stated, budgets of zero were excluded when calculating percentages in the budget section, which were then weighted accordingly.

Unless otherwise stated, only answers from event organisers (not suppliers or venues) were included in the results.

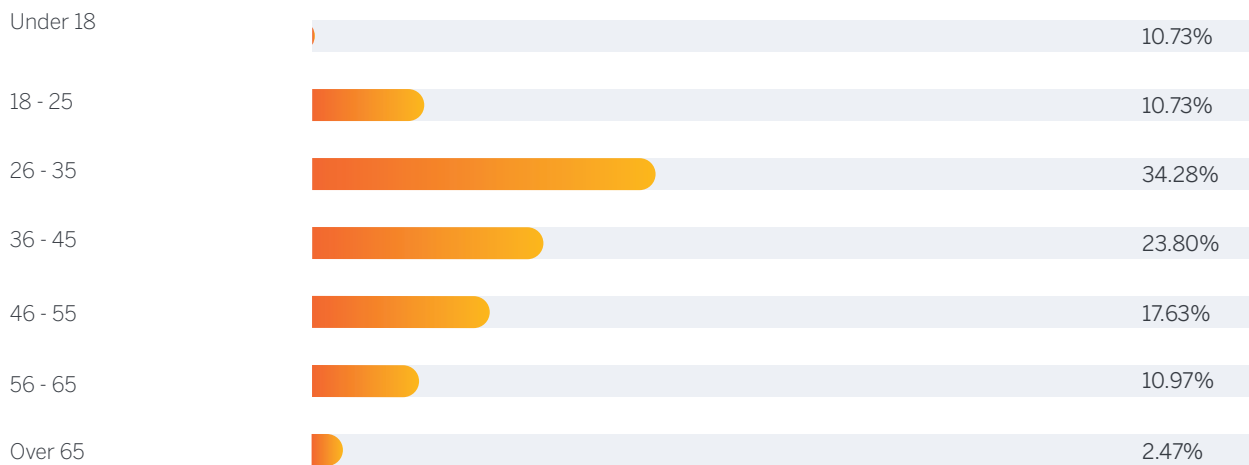
The results shared in this survey are based on 811 event professionals in the UK. Here is the demographic breakdown:



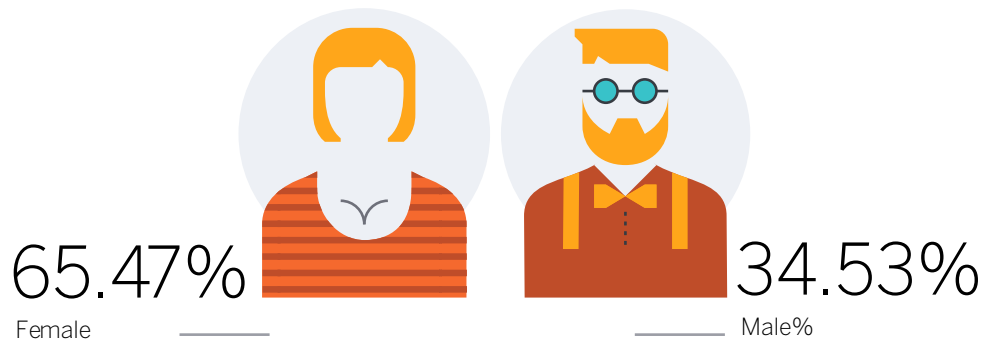
## Job Role



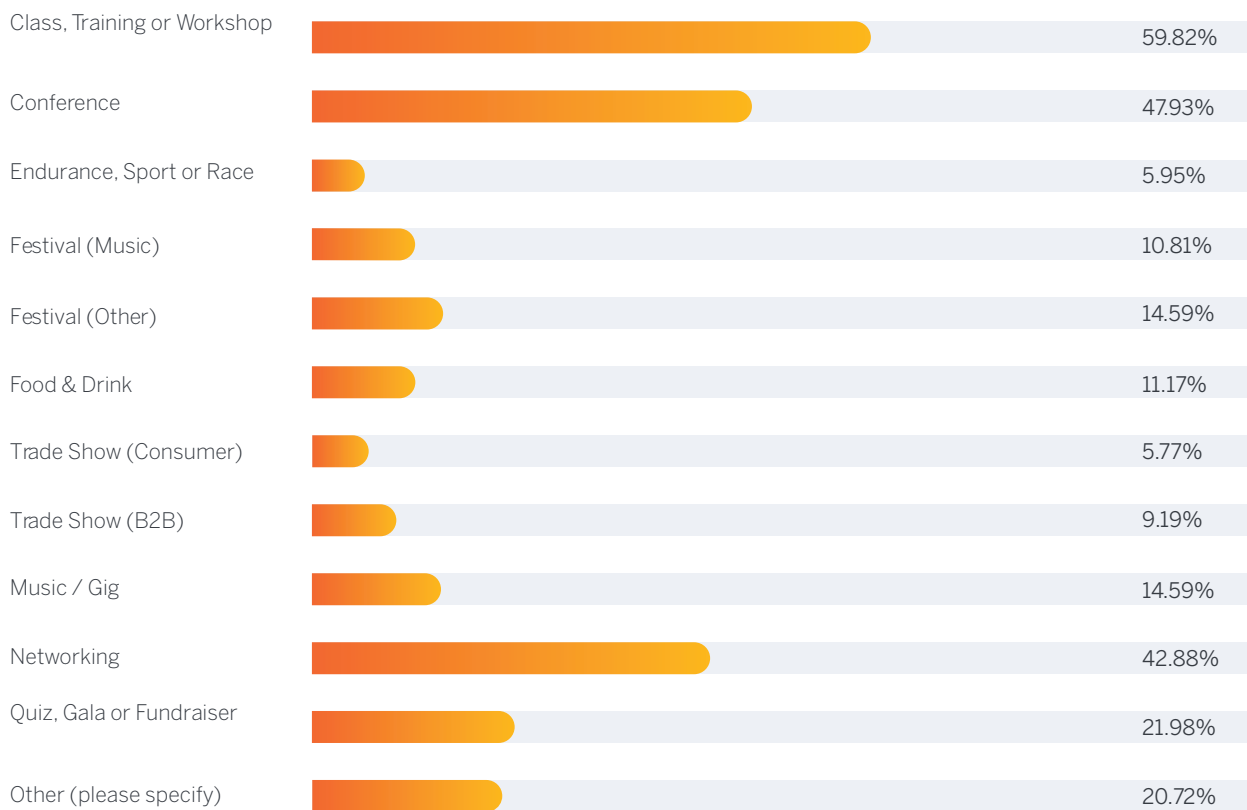
## Age



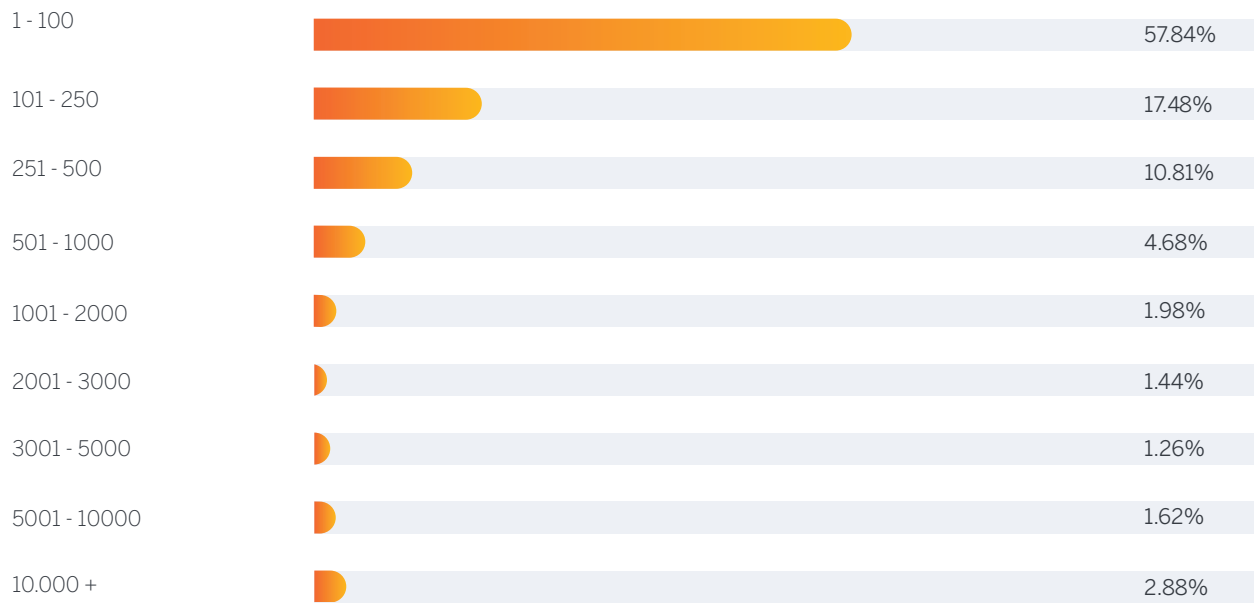
## Gender



## Event Type



### Average Event Size (no. of tickets)





# Eventbrite

Eventbrite enables people all over the world to plan, promote, and sell out any event. Since its inception in 2006, Eventbrite has processed over 200 million tickets and helped organisers sell over £1.8 billion worth of tickets to events in 187 countries. The online ticketing platform makes it easy for anyone to discover events, and to share the events they are attending with the people they know. Eventbrite provides a professional, simple way to manage and promote events to help you reach your business goals.

Learn more at [www.eventbrite.co.uk/how-it-works/](http://www.eventbrite.co.uk/how-it-works/) or call **0800 652 4993**.