

BUSINESS EVENTS AS A FACTOR OF EMPLOYER ATTRACTIVENESS

Staff Retention

Opportunity to go on business trips and attend events makes employers more attractive, especially for those who like travelling a lot.
> Ranked at 4 out of 17 factors

Seamless

For around 75%, easy planning and approval of work-related trips are an important factor for traveling and attending in-person events.

Idea Generation

Attending in-person events and going on business trips with colleagues are important sources of inspiration for everyday work.
> Idea generation on-site with 9% in 4th place

Little Relevance

Online meetings are much less relevant as sources of inspiration than meeting others in person.

Inspiration

In comparison to interacting with colleagues in the office or when working from home, people are more (above average) inspired by attending in-person events.

Future Meeting Space 2022
„Redefining Event Attendance“ survey (n=1.921)
Respondents: first jobbers, employees and managers from all sectors

FUTURE MEETING SPACE

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2022