## CEMA Summit Townhall Panel Sneak Peek

OLGA: "The Agents of Chance" is the official theme of this year's Town Hall

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Karen:

Hype vs. Reality

How to integrate virtual and live

Looking for new tech to bridge the hybrid community

Jodie - what's

new and

interesting in

the tech

world?

NeKeta: How do We measure

lill: The transitior out of pandemic into hybrid. The change, what does that really looks

2023 conversions have been around making some short adjustments on 2022

> Feels like pandemic 2.0 for economic reasons. Feels like there's less degree of freedom and more pressures.

> > How does that affect the bottom line?

How do we think about the audience holistically?

carry

forward?

How do we

not loose

all of that

good?

How do We achieve balance?

## What keeps you up at night?

"how do you get through all the hype?"

Theres' a difference in between the digital and the inperson, is not apples to apples

Richard: keeps seeing the same thing in terms of hybrid tips

thinking about the decision window and how it is quite abbreviated

Timeline compression is a hurdle

TIMING on events is what is really critical

Thinks we will

see better

user friendly

interactive

The division is making the work harder

story Craft LAB



## CEMA CORPORATE EVENT MARKETING ASSOCIATION CONNECTS IDEAS • INSPIRATION • PEOPLE



Courtney McClintoc: not short term bookings for her programs, they are working on 2023. Having issues getting folxs to responds to the long term.

Will Willis: on the content side seeing a lot of companies moving away from the big events.

Driven from the sales fields to do small, city by city, and feeling pressure to do virtual

Seeing the recession and economic side putting a lot of pressures.

Ruth: As change agents, during this balance of live, digital and hybrid-mix, what do you think of the idea of allowing eams to experiment and potentially fail? oes your organization tolerate or even nurture that mindset?

Will Willis: What they say and what they actually do is very different. Comes back to the balance of the hype versus reality.

budget constraints slow innovation

Gordon: A lot of our clients have forgotten how to produce and manage event with the expectation and budgets that they are coming with

Lofty expectations that don't match real timelines

Asking for more support companies are hiring less and outsourcing more

a lot of outsourcing because companies cannot find the right skillset.