

BY THE NUMBERS: MEDICAL MEETING SOURCING STRATEGIES



Seeking to understand the current status of medical, healthcare and life sciences meeting, MPI MD and partner Experience Scottsdale surveyed members in late Q4 of 2021. The results create a robust photograph of the status of global events in the healthcare sector.

82%

use Cvent or directly source their meetings. 20% say they use NSOs, 18% use third parties and 13% source via CVBs or DMOs.

ARE YOUR MEETINGS IN-PERSON



86% YES

14% NO



26-75

is the most common size of in-person meetings (45%), followed by 76-150 (26%), 150+ (21%) and 10-25 (9%).

80%

say they are currently sourcing for in-person meetings and events for their organizations or clients.

WHEN?

32%

1st half
2022

55%

2nd half
2022

14%

2023 and
beyond

CONVENIENT LOCATION

is the top deciding factor for selecting a destination, followed closely by **price**. Size, location environment, theme, facilities and amenities, air lift and pandemic protocols weren't as important.

79%

attending
FAM trips

82%

conducting site
inspections

73%

say their companies have master service agreements (MSAs) with their suppliers and partners.



POWERED BY

