

SME Monthly Pulse Survey for August 2020

Executive Summary

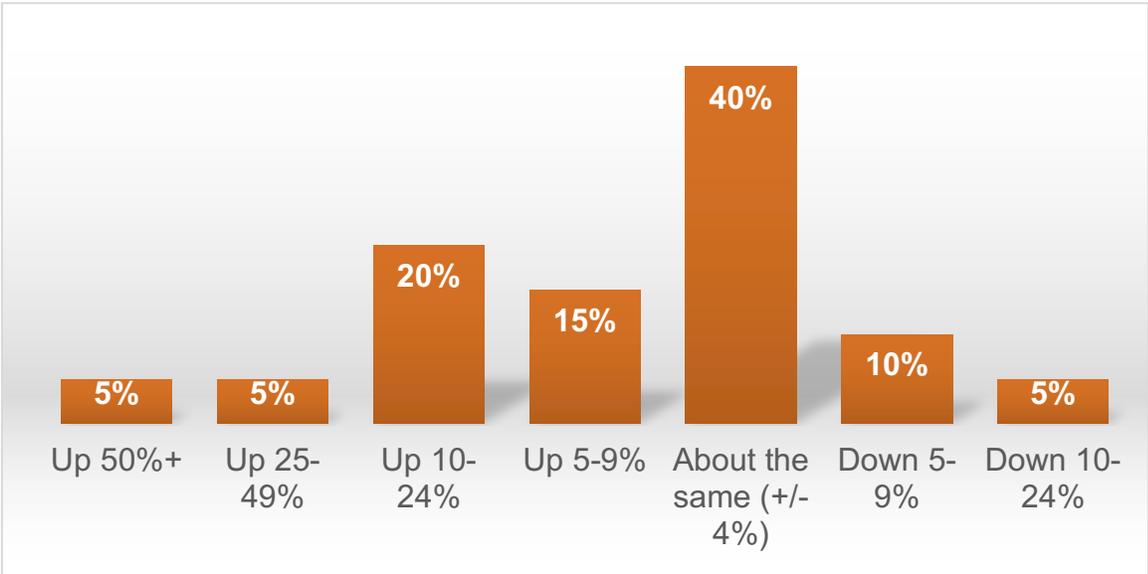
- As would be expected, subscription and membership business are faring better than event business. Only 15% of subscription and membership business experienced a decline, while 48% of events businesses fell
- However, it is interesting to note that 16% of respondents said their event business was actually doing better this year than last year
- Initial results from virtual events are encouraging, at least from a profitability standpoint. 67% of respondents said profits from virtual events were higher than those from in person events
 - One respondent shared revenue was down 74% but profits more than tripled
- 31% of event organizers are having success keeping their ticket prices the same for virtual events and 63% have reduced their ticket price by at least 25%
- The biggest successes over the past month were mainly around innovation
 - Pivoting to virtual events
 - Launching new products
 - Creating new types of content
 - Forging new business partnerships
 - Profitable success with new types of paid media
- The biggest bottlenecks include
 - Lack of staffing, particularly digital marketing and technology resources
 - Zoom fatigue, for both staff and event attendees
 - Keeping staff motivated
 - Onboarding new employees
 - Focus / time management
- As this is the first SME Pulse survey we do not have any trending data yet, but will add this in future reports

Detailed charts follow. We're always looking to improve. Send questions and comments – including ideas for future survey questions – to Rob Ristagno at rob.ristagno@sterlingwoods.com

Detailed Charts

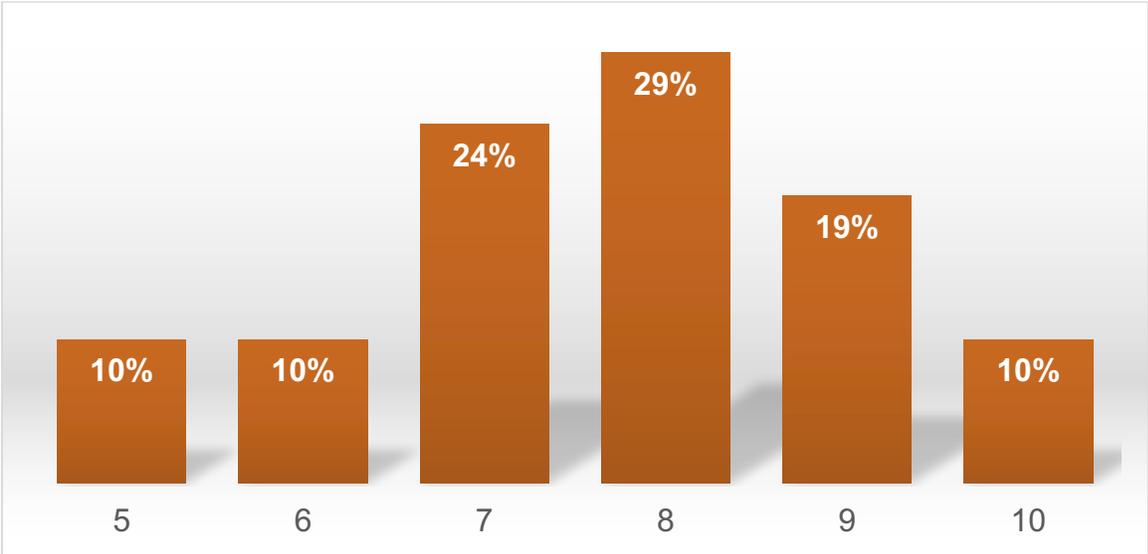
Only 15% of businesses reported a decline in paid subscription and membership revenue, with 45% citing an increase.

For paid subscription and membership revenue streams of your business, how were July 2020 revenues compared to July 2019 (percentage change)?



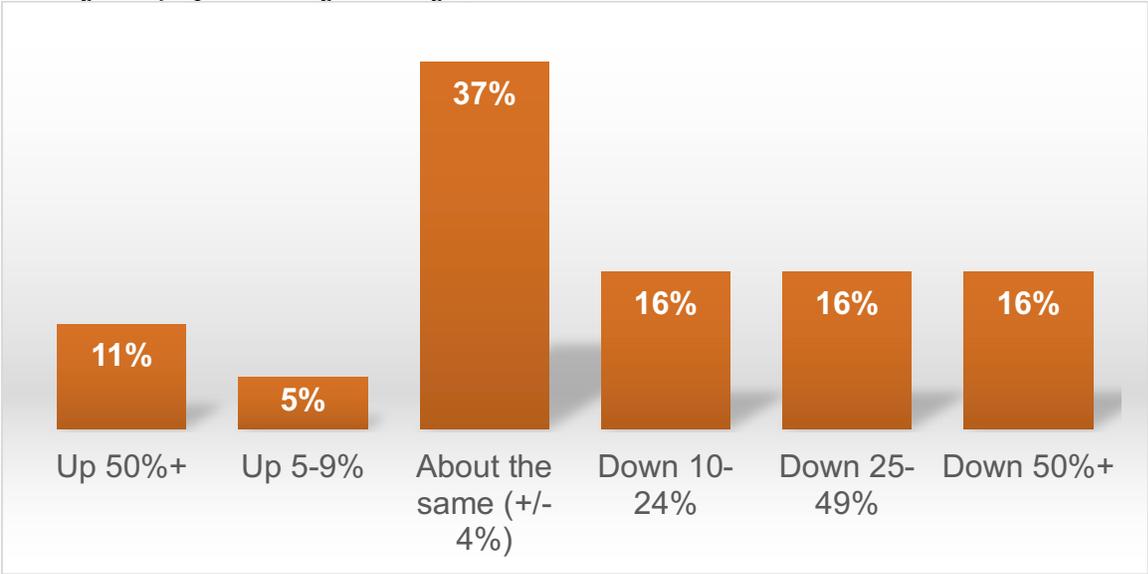
Executives are neutral about the next 12 months for Subscriptions and Memberships. Net Optimism Score* is +10 (plus ten).

On a scale of 1-10, how optimistic are you about your paid subscription and membership lines of business over the next 12 months.



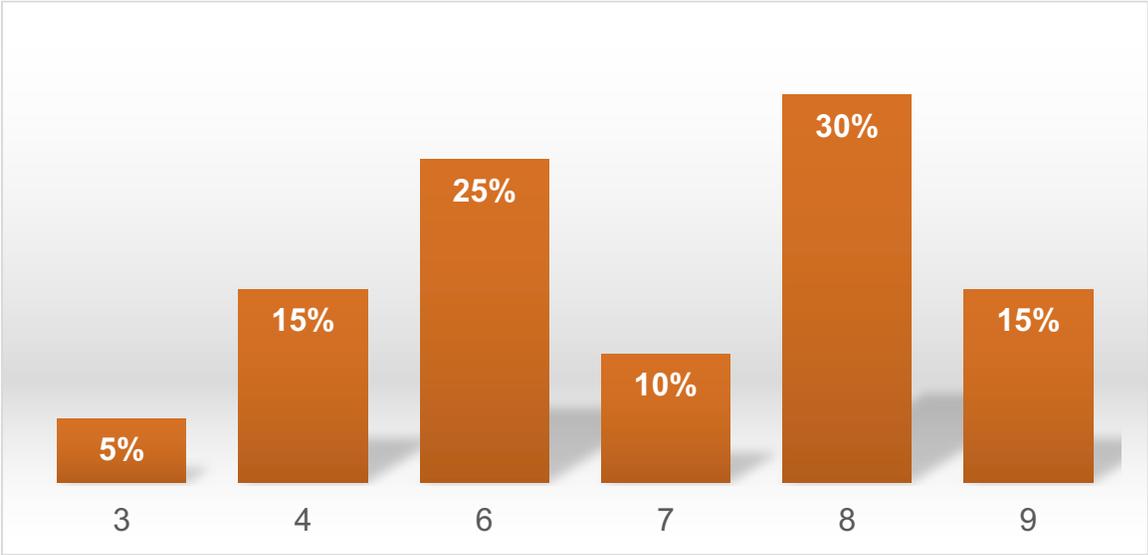
48% of event business lines experienced a decline but it's promising that 16% increased.

For event revenue streams of your business, how were July 2020 revenues compared to July 2019 (percentage change)?



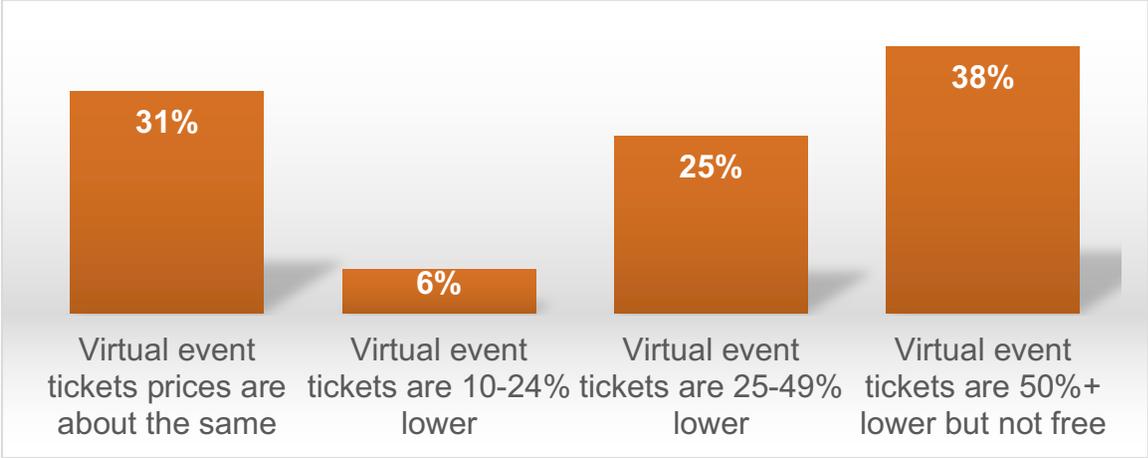
Executives are less optimistic about the next 12 months for the Events business. Net Optimism Score* is -30 (negative thirty).

On a scale of 1-10, how optimistic are you about your event lines of business, whether in person or virtual, over the next 12 months (1=extremely pessimistic, 10=extremely optimistic).



Two-thirds of businesses reported virtual events were more profitable than in-person ones. There is a mixed approach to pricing, although a healthy 31% reported keeping virtual event tickets priced in line with in-person ones.

How do ticket prices for your virtual events compare to your in-person events?



How do profits from virtual events compare to what you typically earn from in person events?



*Net Optimism Score = % who selected 9 or 10 - % who selected 6 or lower