

LiveCom Alliance European Industry Survey 2018



Budget trend

	DECREASE	SAME	INCREASE
NETHERLANDS	6%	35%	59%
BELGIUM	19%	30%	51%
ITALY	9%	51%	35%
UK	5%	64%	31%
AVERAGE 2018	10%	45%	45%
AVERAGE 2017	7%	51%	43%
AVERAGE 2016	18%	47%	36%

AVERAGE INCREASE 2018

GERMANY	5%
CH	14%
SPAIN	16%

AVERAGE DECREASE 2018

FRANCE	10%
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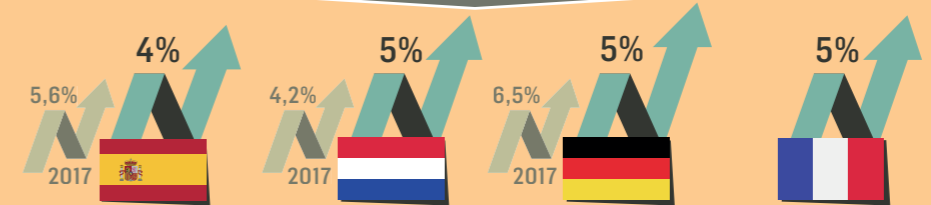
Number of events

	DECREASE	SAME	INCREASE
BELGIUM	20%	19%	61%
NETHERLANDS	1%	33%	66%

AVERAGE INCREASE 2018

SPAIN	16%
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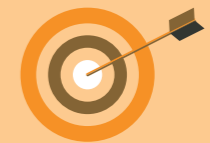
Budget forecast



LIVE COMMUNICATION SHARE IN MARCOM MIX



Challenges



WAR ON TALENT • STAYING TECH-SAVVY • BECOMING PURPOSE-LED

Trends



DATA MINING • GENERATING CONTENT • LIVE AS A STRATEGIC DRIVER