Event planners are busy, hands-on multitaskers who juggle a number of responsibilities to ensure events run smoothly. According to Cvent’s 2019 Planner Sourcing Report, they’re getting busier with the 10 event planning lifecycle stages.

**WHY THEY’RE BUSY**

**HOW MANY EVENTS THEY MANAGE:**
- 50 OR MORE: 15%
- 11 OR MORE: 50%
- 1-10: 25%

**ATTENDANCE:BUDGET**
- 50%: 59%
- 25-100: 35%
- 1-24: 12%

**EXPERIENCE**
- Under 5 years: 12%
- 5-7 years: 35%
- 8-10 years: 37%
- 11 years+: 6%

**WHO ARE INCREASINGLY BUSY**
- Millennials (25-34): 35%
- Generation X (35-54): 46%
- Baby Boomers (55-74): 14%

**WHY THEY’RE GETTING BUSIER**

**MARKET TRENDS:**
- HOTEL MARKET: 44%
- VENUE MARKET: 38%
- SOCIAL MEDIA MARKETING: 18%

**NEED FOR ASSISTANCE:**
- 17% of planners report they are often or always seeking help from CVBs.

**HOW HOTELIERS CAN HELP**

**MAKE IT EASIER TO OFFER ASSISTANCE**
- Communicate clearly and anticipate planner needs.
- Make it easier to offer assistance by establishing good relationships with your local CVBs.

**TOP EVENT PLANNING LIFECYCLE STAGES:**
1. Determine & Communicate Event Performance
2. Source Venues and Vendors
3. Gather & Analyze Feedback
4. Manage Travel & Housing
5. Create Mobile Applications
6. Promote the Event (Event Marketing)
7. Execute and Manage Event Program/Content
8. Oversee Onsite Experience & Manage Logistics
9. Determine and Oversee Event Program Strategy and Budget
10. Manage Attendee Registration

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