

# Association Events *at Risk*


## Current trends with events...


The conference and event industry is robust and planners are having to contend with an evolving risk landscape.

Most (**75%**) meeting professionals view risk and compliance as very or extremely important... these elements are crucial for a comprehensive and resilient strategic meeting framework.<sup>1</sup>

- **More than three-quarters** of their meetings and events will be either **entirely in-person (68%)** or **hybrid (15%)**
- **79% of professionals** now rank safety and security as their primary planning priority. Driven by evolving threats, including cybersecurity risks, active shooter scenarios, and protest targeting, planners are shifting from reactive to proactive, integrated security strategies.<sup>2</sup>
- The meetings and events industry is expected to thrive — and meeting professionals are optimistic — **66% of them anticipate increased budgets.**<sup>1</sup>

## Do your events... Provide essential revenue and member engagement?

 Revenue derived from conventions, tradeshows and meetings has traditionally represented a significant portion of an association's revenue, upwards of 30% to 40%.<sup>3</sup>

 Attendance and revenue on the rise: Almost 50% of planners reported higher attendance at their most recent in-person event compared to previous ones.<sup>4</sup>

**78%** Planners respond to say that 78% of meetings and conferences will either stream content in real time or provide content fully in person.<sup>4</sup>

## Are they held in locations susceptible to severe weather conditions?

Adverse weather isn't just referring to hurricanes as the frequency and severity continues to increase for all weather related events.

**\$115B** 2025 ranks as the third-highest year (after 2023 and 2024) for billion-dollar weather and climate disasters — with 23 such events costing a total of \$115 billion in damages.<sup>5</sup>

Weather cancellations: over 70% of the claims over the last decade for Aon's Showstoppers event cancellation insurance program are a result of a weather related issue – hurricane, winter weather, flooding, etc.

Climate change is increasing the frequency and intensity of both convective and winter storms due to warmer atmospheric temperatures, which hold more moisture and provide more energy (fuel) for severe weather. Billion-dollar, highly destructive convective storms (tornadoes, hail, wind) have become more frequent, while winter storms are packing more moisture, leading to heavier snow or freezing rain.<sup>6</sup>



## EVENT CANCELLATION

is coverage for the "unexpected" ...



advance preparation is key

**Covering multiple events:** 50% of associations purchasing Event Cancellation insurance purchase it for multiple events within an annual schedule as opposed to purchasing for single events.

## EXPERIENCE COUNTS



**Coverage for all types of meetings:** the Showstoppers Event Cancellation program provides cancellation insurance coverage to more than 2,500 events annually – including tradeshows, meetings, conventions, conferences, etc.<sup>3</sup>

**One cancelled event could potentially cost your association hundreds of thousands of dollars!**

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<sup>1</sup> American Express GBTK 2025 Global Meetings and Events Forecast

<sup>2</sup> 2026 Global Trends Report from FCM Meetings & Events (FCM M&E)

<sup>3</sup> Aon Affinity Nonprofits Showstoppers Event Cancellation Insurance Program

<sup>4</sup> PCMA's Convene 32nd Meetings Market Survey

<sup>5</sup> Climate Central

<sup>6</sup> Canadian Climate Institute

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