

# Discovering Emerging Trends and Challenges in Event Management in the Time of Pandemic

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**Abstract:** This study is focused on the challenges faced by event organizers as they adapt to new trends in hospitality management during the COVID-19 pandemic. It discusses the transformative impact of virtual event platforms and marking a significant shift in how event is organized and experienced. A 4-point likert scale is used in the research questionnaire to be answered by the study target respondents which is event management professionals managing events during the pandemic. With a total of 100 respondents the results show the respondents' demographic profile in the terms of their age, gender, and length of service. The study also identified that the respondents influence of emerging trends and the intensity of challenges confronted in planning promotion, and preparation.

**Keywords:** event organizers, hospitality management, COVID-19 pandemic, virtual event platforms.

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## 1. INTRODUCTION

In the dynamic landscape of public gatherings, encompassing celebrations, lessons, promotions, and reunions, the term "event" signifies a diverse spectrum thoughtfully categorized by scope, nature, and surroundings. From Social and Educational to Career, Sports, Entertainment, Political, Corporate, Religious, and Fund-raising events, each gathering holds a unique place in our collective experiences. Notably, social or lifecycle events add a vibrant touch with public performances, excluding, however, the acknowledgment of worker accomplishments.

May 2020 marked a pivotal moment for the event industry, witnessing a significant transformation with the introduction of virtual/online event platforms in the Philippines. This innovative shift not only complemented traditional face-to-face events but also ushered in a new era. As we embark on the exploration titled "Discovering Emerging Trends and Challenges in Managing Trends in the Time of Pandemic," the resilience of events stands out. Even amid uncertainties, these gatherings persisted, skillfully navigating through health protocols and venue capacity limits.

This resilience is particularly notable in the context of authoritative statements, such as the Department of the Interior and Local Government allowing in-person Christmas parties under specific COVID-19 Alert Levels. The coexistence of traditional and virtual dimensions in the event landscape underscores its evolving nature. This connection sets the stage for our research journey, aiming to uncover the nuanced trends and challenges faced by event organizers in the dynamic era of the pandemic.

### Background of the Study

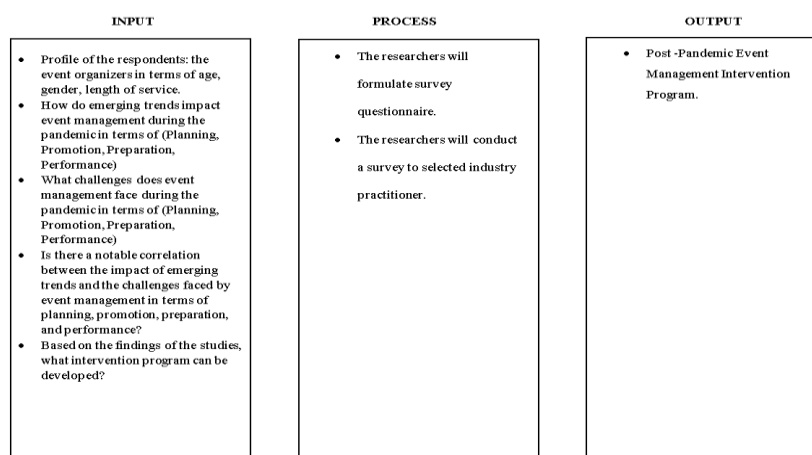
COVID-19 has been a major problem and has disrupted the travel and hospitality industries (Lopez, 2021). In this situation, despite the efforts of creative thinkers and leaders in various fields to adapt and find innovative solutions, the tourism and hospitality industries continue to face significant challenges. These sectors are particularly vulnerable, with concerns about the ongoing threat of disease affecting public perception (Madray, 2020). The pandemic has necessitated considerable modifications in event planning and organization, particularly on the part of planners and venues. On the other hand, virtual and hybrid gatherings will continue to exist. Venues may focus on a few key areas to ensure the safety of holding meetings and events, such as health and safety standards, technology solutions, and safe food and beverages. Any event venue hoping

to book group business and get ready for future live events must have a cleaning process in place. Furthermore, having policies is not the only thing that counts.

Virtual and hybrid meetings are here to stay because they address the need for a larger group of people to come together in a more secure and effective way. Hybrid events, which were popular before the outbreak and were used by huge corporations and other enterprises, require three times as much preparation. These events facilitate both online and in-person participation. Large organizations employ hybrid events, which were common before the breakout, to blend the best of both the online and digital worlds, requiring triple the level of preparation. Notably, significant organizational effort is required for the seamless execution of these hybrid events, a practice that was prevalent before the onset of the pandemic.

The study focuses on exploring emerging trends and challenges in managing events during the pandemic, with a particular emphasis on understanding the impact on event management practices and strategies.

### Research Paradigm



**Figure 1. IPO Model**

Presents the input, process and output that settles the study and its processes.

In the left box shows the input that indicates the problem encountered in conducting the research which needs to be solved by the researchers after the study.

The box in the middle contains the processes of the study. It begins with the gathering of data that are significant and related to the study.

In the right box shows the result of investigation of the study conducted in the respondents of Manila City.

The IPO Model (Input, Process, Output) serves as the guiding framework, showcasing the study's input – the encountered problems, the process – data gathering on relevant aspects, and the output – results of the investigation among respondents in Manila City.

### Statement of the Problem

This study is dedicated to investigating the challenges faced by event organizers as they embrace new trends in hospitality management during the ongoing COVID-19 pandemic. In pursuit of this objective, the research seeks to address the following aspects related to the demographic profile of the respondents and the effectiveness of new trends in event management:

1. What Demographic Profile of participants in terms of:

1.1 Age

1.2 Gender

1.3 Length of Service

2. How do emerging trends impact event management during the pandemic in terms of:

2.1 Planning

2.2 Promotion

2.3 Preparation

2.4 Performance

3. What challenges does event management face during the pandemic in terms of?

3.1 Planning

3.2 Promotion

3.3 Preparation

3.4 Performance

4. Is there a notable correlation between the impact of emerging trends and the challenges faced by event management in terms of planning, promotion, preparation, and performance?

5. Based on the findings of the studies, what intervention program can be developed?

By addressing these questions, the research endeavors to uncover the emerging trends and challenges that event organizers face in managing events during the pandemic, providing valuable insights into the dynamic landscape of the hospitality industry in these unprecedented times.

### Statement of Hypothesis

The hypothesis presumes a significant correlation between the impact of emerging trends and the challenges faced by event managers with regards to planning, promotion, preparation, and performance.

### Scope and Delimitation of the Study

The study focuses on "Discovering Emerging Challenges in Implementing Events Management New Trends in Time of Pandemic" among event organizers in Manila City, spanning the academic year 2020-2022. Limitations include potential lack of honesty in responses, inability to answer certain questions, and delays due to unforeseen factors.

## 2. REVIEW OF RELATED LITERATURE

### Local Literature

According to Anthony Esguerra (2022), the Philippines began the 90-day campaign season that would culminate with elections in May on February 8. The candidates for president, vice president, and their senatorial slates hosted proclamation events around the nation, bringing sizable throngs of supporters. On May 9, the Philippines will host one of the biggest elections in Asia with that record-breaking 65.7 million eligible voters, despite the COVID-19 epidemic continuing into its third year. Millions of voters in 106,174 contiguous districts will leave their homes to vote at 37,141 voting stations around the nation. Regarding the coronavirus, candidates continue to draw large crowds to gatherings that frequently break established rules meant to stop the virus from spreading.

According to Lopez (2021), The unprecedented challenges faced by the hotel industry in the Philippines, as highlighted in the current study, underscore the profound impact of the COVID-19 pandemic on the hospitality sector. The sharp decline in occupancy rates, revenue, and the displacement of tourism and hospitality workers has far-reaching implications for the broader events management landscape. Notably, the constraints imposed on inbound and domestic travel have not only altered tourism patterns but have also posed significant hurdles for event organizers within the hospitality industry. The current global struggle of tourism destinations aligns with the overarching theme of navigating emerging trends and challenges in managing events during the ongoing pandemic.

In the wake of the unprecedented challenges brought about by the COVID-19 pandemic, this study on the Philippine Meetings, Incentives, Conventions, and Exhibitions (MICE) industry provides valuable insights into the profound impact on the events landscape. The research, grounded in value-chain and stakeholder theories, underscores the need for a strategic

rethinking of MICE tourism in the 'new normal.' The study identifies barriers such as limited infrastructure, intermittent internet connectivity, and non-targeted marketing campaigns that have hindered the industry's growth. However, it also highlights opportunities for leveraging human resources, authentic tourism products, and fostering collaboration (Disimulacion, 2021). This exploration aligns with the broader context of discovering emerging trends and challenges in managing events during the pandemic, offering a foundation for understanding the transformative strategies and potential innovations necessary for event organizers within the hospitality industry.

The MICE industry's success underscores the possibility of disruptions throughout its value chain. Recognizing the industry's resilience, the document examines the pandemic's transformative effects, leading to a transition to information and communication technologies (ICT) as an alternative platform for events (Disimulacion, 2021). This investigation is in line with the broader objective of uncovering new trends and challenges in event management during the pandemic, fostering a proactive comprehension of the MICE sector's evolution after the COVID-19 pandemic.

### Foreign Literature

As per Madray (2020), the coronavirus is an extensive family of viruses that can infect both animals and humans. COVID-19 is an infectious illness resulting from a recently identified coronavirus, first identified in December 2019 in Wuhan, China. Since then, this disease has evolved into a pandemic, posing a global threat to human life. Social distancing, staying at least one meter away from others, isolating sick people, and wearing a mask are precautionary measures until a proper medicine is discovered. The threat of disease has settled in the minds of the people, and certain countries' policies of travel, entertainment, and event organization are causing a major setback and an edge to recession for such interconnected industries.

According to Eason-Bassett and Reic (2020), the impact of the COVID-19 pandemic has completely destroyed and annihilated the events industry. Innovation and agility as norms should be anticipated, and this change shall continue. Green shoots of recovery are emerging for events across various scales. The UoN Events Industry Forum contributes significantly to nurturing a two-way dialogue, guaranteeing that courses remain business-oriented, relevant, and beneficial. This research is to assist students in broadening their awareness of the industry, recognizing standards of conduct, and identifying their niche within it in order to support students in being a positive and strong force for recovery.

Businesses are suffering from a severe lack of capital to sustain themselves in the long run, despite the use of technology and measures such as live chat, webinars, online discussion shows, and podcasts, to continue the service despite the COVID 19 pandemic (Madray, 2020). The influence of COVID-19 on advertising strategies is clearly visible, since during this period when individuals are locked to their homes, the use of social media platforms has grown. This prompted organizations to increase their promotion on these platforms and enhance their products. Event businesses are also advertising their webinars, live events, and chats by giving away free masks and webinar vouchers, as well as increasing site traffic and engagement.

According to Coles et al. (2022), the experiences and situations faced by their respondents in the study they conducted, included people working in the tourism, leisure, and hospitality industries. The respondents report that the COVID-19 pandemic was an unexpected situation, hence the lack of preparation for this kind of major crisis. Some respondents of this study try to make sense of the current situation and attempt to apply suitable existing approaches. One event officer notes that local authorities' event staff members have a reduction number of 57%. A minority of the respondents report temporary changes in their roles as well as the organization of the event staff.

As organizations cautiously navigate beyond the pandemic crisis, event marketers project that 40% of events will be virtual, 36% in-person, and 24% hybrid (Feeley, 2021). Virtual events offer an advantage by simplifying the process of attracting a reliable lineup of participants. Furthermore, a growing trend suggests that more businesses will repurpose event content for post-event marketing, aiming to re-engage attendees with additional content.

## 3. METHODOLOGY

### Research Design

The research design employs a quantitative approach, utilizing statistical data through questionnaires and surveys. The study is conducted online through Microsoft Forms, with selected respondents, including industry practitioners, managers, employees, and local government representatives.

### Sampling Method and Size

A purposive sampling method is employed, targeting 100 respondents in Manila City based on quotas.

Both the total number of participants and the methodology by which it was determined are still unclear.

$$r = \frac{\sum(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum(x_i - \bar{x})^2(y_i - \bar{y})^2}}$$

By choosing of 100 respondents in Manila City proves to be both practical and efficient for quantitative studies. This method allows us to gather detailed and pertinent data while navigating resource limitations. It ensures the inclusion of participants with specific characteristics essential to the research objectives. For example, examining the impact of a career counseling program on a diverse group of college students can greatly benefit from this approach, offering a thorough understanding of the program's effectiveness (DR. Renu Bisht., 2024). Moreover, a sample size of 100 typically achieves data saturation, rendering the research manageable while still providing valuable insights (Muhammad Hassan., 2024).

### Research Instrument

The online platform would be used by the researchers to collect the data needed to complete the study. In particular, Microsoft Forms would be used by the researchers to send out surveys to the respondents.

The researchers used a 4-point Likert scale in constructing the survey questionnaire to elicit specific and nuanced responses from participants. The Likert scale provides respondents with a structured framework to express the extent of their opinions or experiences. By avoiding a neutral or middle-ground option, the researchers aim to encourage participants to choose responses that more accurately reflect their true sentiments.

## 4. DATA ANALYSIS AND TREATMENT

Following data collection, the researchers analyze and evaluate the information to derive accurate findings, leveraging statistical strategies and the support of De La Salle University Dasmariñas services for enhanced precision. A statistician will be asked to help interpret the findings of the study, and to equip the researchers with further knowledge as they analyze the data.

This refined structure ensures alignment with the title, "Discovering Emerging Trends and Challenges in Managing Events during the Pandemic," providing a comprehensive overview of the research focus.

There are no statistical methods offered to process the data in accordance with the given SOP.

## 5. RESULTS AND DISCUSSIONS

This section of the study will present the results of the data collected and the demographic profiles of the respondents in terms of their Age, Gender, and Length of Service.

### Statement of the Problem #1

#### What Demographic Profile of participants:

##### 1.1 Age

**Table 1.1 Demographic Profile according to age**

AGE	FREQUENCY	PERCENTAGE
20-30 years old	66	66.0 %
35-40 years old	24	24.0 %
41-50 years old	10	10.0 %
TOTAL	100	100

Table 1.1 shows the profile of the participants according to their age. Majority of the respondents belong to the category 20-30 years old having 66 out of 100 or sixty-six percent (66%). On the other hand, the category that got the least number of the respondents is 41-50 years old and above which consists of 10 out of 100 or ten percent (10%) of the population.

## 1.2 Gender

**Table 1.2 Demographic Profile according to Gender**

Levels	FREQUENCY	PERCENTAGE
Male	73	73.0 %
Female	27	27.0 %
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 1.2 reveals the demographic profile of the participants according to their gender. The figure shows that 73 out of 100 or seventy three percent (73%) of the participants are Male while 27 out of 100 or twenty seven percent (27%) of the participants are Female.

## 1.3 Length of Service

**Table 1.3 Demographic Profile according to Length of Service**

Length of Service	FREQUENCY	PERCENTAGE
0 to 5 years	65	65.0 %
6 to 10 years	27	27.0 %
11 years and above	8	8.0 %
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Table 1.3 presents the demographic profile of the participants according to their length of service. The figure presents that 65 out of 100 or sixty five percent (65%) of the participants have 0 to 5 years experience. While the least number 8 out of 100 or eight percent (8%) of the participants have 11 years and above experience.

## Statement of the Problem #2

**How do emerging trends impact event management during the pandemic in terms of:**

Verbal Interpretation of the Mean		
Interval	Per Item	Overall
1.00-1.49	Strongly Disagree	Very Low
1.50-2.49	Disagree	Low
2.50-3.49	Agree	High
3.50-4.00	Strongly Agree	Very High

## 2.1 Planning

Emerging Trends on Planning	Mean	Verbal Interpretation
Hybrid events offer a versatile approach, combining in-person and virtual elements effectively.	3.45	High
Flexible scheduling allows for effective adaptation to uncertainties, enhancing overall event planning.	3.39	High
Prioritizing health and safety in planning ensures participant well-being and event success.	3.49	High
<b>Overall Impact of Emerging trends on Planning</b>	<b>3.44</b>	<b>High</b>

Table 2.1 presents the emerging trends in event planning, focusing on three key aspects which are hybrid events, flexible scheduling, and prioritization of health and safety. These trends encapsulate contemporary strategies aimed at enhancing the efficacy and adaptability of event management practices. Hybrid events are identified as offering a versatile approach to event execution, garnering a mean score of 3.45 and indicating a neutral interpretation. Similarly, flexible scheduling

enables event planners to navigate uncertainties adeptly, with a mean score of 3.39. Furthermore, the prioritization of health and safety considerations in planning processes is underscored for its role in safeguarding participant well-being and ensuring event success, receiving a mean score of 3.49. The overall impact of these emerging trends on planning is reflected by a mean score of 3.44, suggesting a somewhat low to high influence. This provides valuable insights into the evolving landscape of event planning, signifying the imperative for practitioners to adapt and integrate these trends to foster resilience and innovation in the field.

The findings are similar to the research by EventMB (2024) that highlights the growing importance of hybrid events, flexible scheduling, and giving health and safety first priority when organizing events. The flexibility of hybrid events which may accommodate both in-person and virtual attendees—is highly commended. While putting health and safety first guarantees participant well-being and event success, flexible scheduling is essential for handling uncertainties. This highlights the need for event planners to incorporate these trends for resilience and creativity.

## 2.2 Promotion

Emerging Trends on Promotion	Mean	Verbal Interpretation
Traditional promotion methods are more effective, overshadowing digital strategies.	3.48	High
Virtual event platforms hinder effective promotion, presenting more challenges than benefits.	3.44	High
Traditional promotion methods are more effective than content-driven approaches.	3.36	High
Overall Impact of Emerging trends on Promotion	3.43	High

Table 2.2 shows emerging trends in promotion into the efficacy of traditional and digital strategies in garnering audience engagement. Traditional promotion methods, despite the rise of digital platforms, maintain a perceived effectiveness, with a mean score of 3.48 suggesting a neutral interpretation. Conversely, the perceived challenges associated with virtual event platforms are highlighted, indicating a mean score of 3.44 and a neutral stance on their efficacy in promotion. Furthermore, the supremacy of traditional promotion methods over content-driven approaches is underscored, receiving a mean score of 3.36. The overall impact of these emerging trends on promotion is reflected by a mean score of 3.43, suggesting a somewhat low to high influence. This means that to navigate the evolving promotional landscape adeptly, utilizing a blend of traditional and digital strategies to optimize promotional outcomes can maximize event reach and engagement.

In comparison to the findings of HubSpot research (2011) conclusions on new trends in promotion and the relative merits of traditional and digital audience engagement tactics. Even with the growing hegemony of digital media, conventional means of promotion are still seen as efficient in generating audience engagement. The difficulties with virtual event platforms are also emphasized, implying that their effectiveness as a means of advertising should be viewed neutrally. Additionally, the report emphasizes how effective traditional promotion strategies are compared to content-driven strategies. The aforementioned results underscore the significance of employing a combination of conventional and digital tactics to enhance promotional results and improve event outreach and involvement within the dynamic promotional surroundings.

## 2.3 Preparation

Emerging Trends on Preparation	Mean	Verbal Interpretation
Proficient use of technology ensures seamless event execution and enhances overall preparation.	3.43	High
Efficient use of remote collaboration tools facilitates effective communication and coordination, enhancing overall preparation.	3.47	High
Disruptions in the supply chain significantly hinder effective preparation, outweighing potential benefits.	3.45	High
Overall Impact of Emerging trends on Preparation	3.45	High

Table 2.3 presents the emerging trends in event preparation, highlighting key factors shaping the preparatory phase of event management. The proficient use of technology can facilitate a seamless event execution and garnering a mean score of 3.43, indicative of a neutral interpretation. Additionally, the efficient deployment of remote collaboration tools garners attention for its facilitation of effective communication and coordination, receiving a mean score of 3.47 and neutral integration in preparation processes. However, disruptions in the supply chain are highlighted as a significant impediment to effective preparation, outweighing potential benefits and receiving a mean score of 3.45. The cumulative impact of these emerging trends on event preparation is summarized by an overall mean score of 3.45, suggesting a somewhat low to high influence. This explains that using technological solutions while proactively addressing supply chain disruptions to optimize event preparation processes and ensure seamless execution.

In support of the data given by the proponents, the study of Eventbrite's (2022) corroborates Table 2.3's insights on emerging trends in event preparation, emphasizing technology's role in facilitating seamless execution. Efficient use of remote collaboration tools is highlighted for effective communication during preparation. However, supply chain disruptions pose significant challenges, underlining the need for proactive solutions to ensure smooth execution.

## 2.4 Performance

Emerging Trends on Performance	Mean	Verbal Interpretation
Limited use of analytics hinders effective performance assessment, overshadowing potential benefits.	1.43	Very Low
Challenges in participant interaction in virtual events hinder overall performance, outweighing potential benefits.	1.53	Low
Continuous improvement through feedback leads to highly adaptive event strategies, positively impacting overall performance.	1.52	Low
Overall Impact of Emerging trends on Performance	1.49	Very Low

Table 2.4 presents the emerging trends in event performance, as well as its key factors influencing the assessment of event effectiveness. The limited utilization of analytics is identified as a significant impediment, with a mean score of 1.43 indicative of a strong disagreement regarding its efficacy in performance assessment. Similarly, challenges in participant interaction within virtual event settings are acknowledged as a notable barrier, outweighing potential benefits and yielding a mean score of 1.53, denoting disagreement with its favorable impact on performance. However, the recognition of continuous improvement through feedback mechanisms is underscored as a crucial determinant of highly adaptive event strategies, thereby positively influencing overall performance, as reflected by a mean score of 1.52 indicating disagreement. This suggests the imperative for event organizers to address challenges while capitalizing on opportunities to optimize performance outcomes and enhance event success.

The article of Nitin Rane, Saurabh Choudhary, and Jayesh Rane (2023) provides some insights that indirectly support the discussion points mentioned in Table 2.4 about event performance and effectiveness assessment. While the article may not directly address event management, it discusses strategies for enhancing customer loyalty, engagement, satisfaction, and experience, which are relevant to the challenges and opportunities faced by event organizers.

### Statement of the Problem #3

What challenges does event management face during the pandemic in terms of:

Verbal Interpretation of the Mean		
Interval	Per Item	Overall
1.00-1.49	Strongly Disagree	Very Low
1.50-2.49	Disagree	Low
2.50-3.49	Agree	High
3.50-4.00	Strongly Agree	Very High



### 3.1 Planning

Challenges Encountered in terms of Planning	Mean	Verbal Interpretation
During the pandemic, planning events has been a challenging task.	3.57	Very High
Planning events during the pandemic has been hindered by uncertainties related to health and safety measures.	3.50	Very High
Planning events during the pandemic has become more challenging than before.	3.58	Very High
Overall challenges encountered in Planning	3.55	Very High

Table 3.1 provides a quantitative overview of challenges encountered in event planning amidst the COVID-19 pandemic, offering insights into the complexities faced by event organizers. The consensus among respondents underscores the formidable nature of these challenges, with mean scores ranging from 3.5 to 3.58, all indicating agreement with the statements. Specifically, the pandemic has posed a sense of uncertainty surrounding health and safety measures which might affect the planning process.

According to the study of Tim Coles, Giselle Garcia, Evelyn O'Malley, and Cathy Turner (2022) the challenges faced by event organizers during the COVID-19 pandemic. Specifically, the study may provide insights into how event organizers in the public sector have experienced and navigated these challenges, including the uncertainties surrounding health and safety measures. By examining the findings of this study, readers can gain a deeper understanding of the complexities faced by event organizers amidst the pandemic.

### 3.2 Promotion

Challenges Encountered in terms of Promotion	Mean	Verbal Interpretation
Effectively promoting events amid the pandemic has been challenging.	3.48	High
Engaging the target audience through online promotions is more challenging than in-person promotions during the pandemic.	3.41	High
Virtual platforms have become crucial for promoting events during the pandemic. Rate the effectiveness of virtual engagement in promoting your events.	3.57	Very High
Overall challenges encountered in Promotion	3.49	High

Table 3.2 presents an overview of the challenges encountered in event promotion amidst the circumstances imposed by the COVID-19 pandemic. Given the unprecedented circumstances, respondents acknowledge the difficulties associated with effectively promoting events, as evidenced by a mean score of 3.48, indicating a neutral stance. Furthermore, the transition to online promotion strategies presents its own set of challenges, particularly in engaging the target audience, with a mean score of 3.41 also reflecting a neutral stance on its efficacy. Virtual platforms have emerged as tools for event promotion, with a mean score of 3.57 reflecting agreement on their effectiveness in engaging audiences and promoting events. The composite score for overall challenges encountered in event promotion stands at 3.49, denoting a somewhat low to high level of difficulty.

To further understand the given data, the study of eHotelier (2020) offers insights into the shifting landscape of event promotion strategies as a result of the pandemic, including the difficulties associated with transitioning to online promotion methods and engaging target audiences effectively. Additionally, it may discuss the emergence of virtual platforms as tools for event promotion and how they have been utilized in response to the challenges posed by the pandemic. Overall, exploring this article may offer additional perspectives and support for the challenges encountered in event promotion amidst the circumstances imposed by COVID-19.

### 3.3 Preparation

Challenges Encountered in terms of Preparation	Mean	Verbal Interpretation
Strict health and safety regulations, like those governing crowd density monitoring, social distance, and sanitation, can be difficult to implement and enforce.	3.66	Very High
Event planners frequently have to make last-minute changes to their plans due to evolving restrictions, which makes planning more difficult.	3.58	Very High
To address issues, convey changes, and manage expectations in a setting that is changing quickly, efficient interaction with attendees, sponsors, and stakeholders is essential.	3.57	Very High
<b>Overall challenges encountered in Preparation</b>	<b>3.6</b>	<b>Very High</b>

Table 3.3 shows an overview of challenges encountered in event preparation amidst the health protocols necessitated by the prevailing COVID-19 situation. Respondents express broad agreement regarding the nature of these challenges, with mean scores ranging from 3.57 to 3.66, indicating the pervasive impact on preparatory processes. The score for overall challenges encountered in event preparation stands at 3.6, denoting a high level of difficulty.

Based on the study of Michael Feeley (2021) While the article may primarily focus on the concept of hybrid events, it could also provide insights into the challenges faced by event organizers in preparing for such events amidst health protocols necessitated by the pandemic. Feeley's article may discuss how event organizers grapple with implementing health protocols while preparing for hybrid events, which involve both in-person and virtual components.

### 3.4 Performance

Challenges Encountered in terms of Performance	Mean	Verbal Interpretation
Concerns about infection among attendees make it necessary to implement more security measures, health checks, and transparent communication about event procedures in order to guarantee participant[MOU1] ...	3.71	Very High
Adoption of technology, engagement, and maintaining a smooth online experience are all challenged by the shift to virtual or hybrid media.	3.61	Very High
In virtual or hybrid events, creative engagement which entails coming up with creative ways to keep participants engaged is crucial for sustaining interest and connection.	3.58	Very High
<b>Overall challenges encountered in Performance</b>	<b>3.63</b>	<b>Very High</b>

Table 3.4 offers an analysis of challenges encountered in event performance, particularly amidst the paradigm shift towards virtual or hybrid formats due to the COVID-19 pandemic. The respondents collectively showed acknowledgement of these challenges, with mean scores ranging from 3.58 to 3.71, all indicating agreement with the statements. The cumulative score for overall challenges encountered in event performance stands at 3.63, indicating a high level of difficulty.

In the study of Vaibhav Jain (2022) relates how event planners deal with the challenges of hybrid and virtual event performance, particularly in light of the pandemic's paradigm change. Through an examination of these forms' subtleties beyond their use as a stopgap, the piece could subtly address the difficulties faced by event planners. This conversation may be in line with the results shown in Table 3.4, which shows that respondents as a whole recognize the challenges associated with adjusting to virtual or hybrid event forms.

**Statement of the Problem #4**

Is there a notable correlation between the impact of emerging trends and the challenges faced by event management in terms of planning, promotion, preparation, and performance?

## EMERGING TRENDS

CHALLENGES		PLANNING	PROMOTION	PREPARATION	PERFORMANCE
CHAL-PLANNING	Pearson's r	0.808	0.721	0.825	-0.622
	p-value	< .001	< .001	< .001	< .001
CHAL-PROMOTION	Pearson's r	0.785	0.773	0.776	-0.668
	p-value	< .001	< .001	< .001	< .001
CHAL-PREPARATION	Pearson's r	0.812	0.721	0.748	-0.616
	p-value	< .001	< .001	< .001	< .001
CHAL-PERFORMANCE	Pearson's r	0.772	0.725	0.757	-0.521
	p-value	< .001	< .001	< .001	< .001

## Interpretation:

The table displays Pearson correlation coefficients and associated p-values, assessing the relationship between the impact of emerging trends and the challenges encountered in event management across planning, promotion, preparation, and performance domains.

Specifically, the emerging trends on planning have a significant and positive relationship with the challenges faced by event management since the correlation coefficients 0.808, 0.785, 0.812 and 0.772 in the said domain have p-values less than 0.05 level of significance. The null hypothesis of no significant correlation is rejected. This result indicated that higher impact of emerging trends on planning would most likely increase their assessment of the challenges in terms of planning, promotion, preparation and performance and vice versa.

Additionally, as the correlation coefficients of 0.721, 0.773, 0.721, and 0.725 in the promotion domain have p-values less than 0.05 level of significance, there is a substantial and positive relationship between the challenges faced by event management and the rising trends in promotion. The null hypothesis of no significant correlation is rejected. This finding suggested that a greater influence of new trends on promotion would probably lead to a higher evaluation of the difficulties associated with preparation, performance, planning, and promotion, and vice versa.

Given that the preparation domain's correlation coefficients of 0.825, 0.776, 0.748, and 0.757 have p-values less than 0.05 level of significance, it is evident that the developing trends in preparation also have a substantial and positive link with the issues faced by event management. The null hypothesis of no significant correlation is rejected. This finding suggested that greater impacts from new trends on preparation would probably lead to a higher rating for the difficulties associated with planning, promotion, preparation, and performance, and vice versa.

Lastly, the emerging trends on performance have a significant and negative relationship with the challenges faced by event management since the correlation coefficients of -0.622, -0.668, -0.616 and -0.521 in the performance domain have p-values less than 0.05 level of significance. The null hypothesis of no significant correlation is rejected. This result indicated that higher impact of emerging trends on performance would most likely decrease their assessment of the challenges in terms of planning, promotion, preparation and performance, and vice versa.

For planning, promotion, and preparation challenges, there is a strong positive correlation with the impact of emerging trends, with correlation coefficients ranging from 0.721 to 0.825 and all p-values <.001, indicating statistical significance. This suggests that as emerging trends exert a greater influence, the challenges faced in planning, promotion, and preparation tend to intensify. Similarly, in terms of event performance challenges, there exists a strong negative correlation with the impact of emerging trends, with a correlation coefficient of -0.521 and a p-value <.001, signifying statistical significance. This indicates that as emerging trends gain prominence, challenges in event performance tend to diminish.

### Statement of the Problem #5

#### Based on the findings of the studies, what intervention program can be developed?

Indicated on the findings include a significant correlation between the impact of emerging trends and the challenges faced by event management across planning, promotion, preparation, and performance, as well as the negative effect of these challenges on event performance. For this, an intervention program focusing on strategic adaptation and skill development could be developed.

Implementation of training and skill development programs to equip event planners and organizers with the skills and knowledge necessary to navigate emerging trends effectively can be done and this could include training in virtual event management, digital marketing strategies, crisis management, and contingency planning. Aside from this, a centralized platform or database where event management professionals can access resources, templates, and best practices related to planning, promotion, preparation, and performance evaluation can be established. This platform could facilitate knowledge-sharing and provide practical tools to support event organizers in addressing specific challenges. Together with this platform, a mentorship and coaching program pairing experienced event planners with emerging professionals can be developed as well. These programs can provide valuable guidance, advice, and support in navigating challenges, developing skills, and advancing careers in event management.

By implementing a multifaceted approach that combines training, support, collaboration, and innovation, event management professionals can enhance their ability to adapt to changing trends, overcome challenges, and ultimately improve the overall performance and success of events.

## 6. CONCLUSION

Events encompass experiences, spanning from social and educational gatherings to career, sports, entertainment, political, corporate, religious, and fundraising occasions. Notably, while social or lifecycle events infuse vibrancy through public performances, the recognition of worker accomplishments remains absent. The onset of the COVID-19 pandemic precipitated profound shifts in event planning and execution, compelling organizers and venues to adapt swiftly to evolving circumstances. The focus of this study was to elucidate emerging trends and challenges in event management during the pandemic era, particularly within the context of Manila City.

The impact of emerging trends exhibits a nuanced relationship with the challenges encountered across planning, promotion, preparation, and event performance domains. Statistical findings showed a positive correlation between the influence of emerging trends and the intensity of challenges confronted in planning, promotion, and preparation endeavors. These findings underscore the dynamics between evolving industry trends and the operational realities faced by event management professionals, thereby offering valuable insights for navigating the complexities of the contemporary event landscape.

## 7. RECOMMENDATIONS

Event management professionals need to adapt to changing trends and overcome obstacles in order to ensure the ongoing success of events in the context of the COVID-19 pandemic, where the field has seen a profound transformation with the emergence of online and hybrid event formats.

First, in order to provide professionals with the abilities and skills they need to thrive in the digital age, it is imperative that they make continuous investments in training programs and professional development that concentrate on digital event management, virtual communication technology, and online engagement techniques. A culture of innovation and experimentation within event management teams can also promote constant enhancement and improve the caliber and impact of events by stimulating the pursuit of fresh ideas and inventive solutions to deal with evolving audience preferences and technology breakthroughs.

Furthermore, in order to ensure event resilience and continuity in the face of sudden disruptions, it is imperative to establish strong contingency planning protocols and crisis management frameworks specifically tailored to the unique challenges posed by virtual and hybrid event formats, such as technical difficulties, cybersecurity threats, and participant engagement issues. In addition, cultivating partnerships and cooperative efforts with technology merchants, business leaders, and online event platforms can grant entry to specialized knowledge, materials, and creative solutions that supplement the skills of event managers and improve the general efficacy and success of virtual events. Adding interactive components to online

settings—like real-time polling, Q&A sessions, and virtual breakout rooms—can improve attendance and cultivate a feeling of community. Event managers can also improve audience engagement, facilitate interactive experiences, and produce memorable virtual events that rival traditional in-person gatherings by utilizing cutting-edge technologies like augmented reality (AR), virtual reality (VR), and live streaming platforms.

Moreover, to ensure ongoing learning and continuing performance optimization, detailed post-event assessments and debriefings are essential for identifying lessons learned and areas for growth. Through participant feedback, event metrics analysis, and key performance indicator (KPI) assessment, event management professionals may get important insights about attendance, engagement, and overall event efficacy. Informed decision-making and iterative process and strategy improvement are made possible by this data-driven approach, which eventually leads to improved performance and event success in the future.

Lastly, in-person gatherings are becoming increasingly prevalent these days. In any event planning proposal, it is critical to prioritize the safety and well-being of attendees, especially in light of the COVID-19 pandemic. This entails putting in place rigorous health and safety procedures that are in accordance with public health recommendations, including requiring mask wear, improving cleanliness, and establishing physical barriers between people. Furthermore, building guests' trust and confidence in their event experiences requires open and honest communication about safety precautions and expectations.

Event management professionals can improve their ability to adapt to changing trends, overcome obstacles, and ultimately improve the overall performance and success of events, especially in light of the COVID-19 pandemic, by integrating technological innovation, fostering flexibility and agility, investing in professional development, prioritizing attendee safety, and fostering a culture of continuous learning and innovation. Professionals who follow these suggestions can not only effectively tackle the challenges of virtual event management, but they will also be better equipped to succeed in the face of changing market conditions and have a lasting impact on the events sector as a whole.

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