55% Of Event And Promo Staffing Agencies Have 6 Months Left To Survive

Monday 20 July, 2020

The True Impact of Covid-19 on the Event and Promo Staffing Industry

London, UK (Wednesday, 15 July 2020) — Revealing the truth behind the impact of Covid-19 in their benchmark report, Liveforce gives a voice to the event and promo staffing industry. Following a survey sent to over 6,000 event professionals, **this report measures the business impact of coronavirus, analyses recovery strategies and forecasts the future for UK event and promo staffing agencies.**

> *“No longer able to sit by and wait for things to unfold, our team at Liveforce wanted to provide a degree of certainty in an uncertain time - even if those certainties have a negative starting point!” Greg Lusk, Co-founder, Liveforce*

Covid-19 has had an impact on every part of our lives and its lasting effects are a concern for everyone. **The events and promo industries have been hit particularly hard, with 55% of event staffing agencies predicted to run out of cash within the next 6 months.** Despite generating an estimated £70bn to the UK economy and providing 700,000 jobs, the industry as a whole is in a phase of uncertainty.

> *"We are not in the same boat. We are in the same storm! But very different boats!” Michael Wyrley-Birch, CEO, TRO*

The aim of the report is to benchmark the industry with a fact-based, emotion-free indication of how professionals in the industry are coping, what has helped thus far and what the future may hold. Find out when the industry is predicted to return to “normal”, how event and promo staff feel they've been treated by their agencies and who is likely to go out of business before the market returns. It’s not all doom and gloom!

> *“78% of staff still want to work in the Events and Promo sector despite the effects of Covid-19”*

Armed with knowledge Liveforce truly believes it will be possible to weather this storm. The report is available for download from https://bit.ly/32g7xm9.

Launched in 2019, Liveforce is an end-to-end staffing platform built for event and promo agencies to streamline the recruitment, management and scheduling of their temporary workforce. Their innovative processes cut through unnecessary admin time, bringing direct savings to the hundreds of staffing agencies worldwide that currently rely on their platform. Newcomers Liveforce quickly established themselves as a market leader as they aim to further revolutionise the event staffing industry. For more info please visit https://liveforce.co.

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If you would like more information about this survey please call Mark Walls at +44 7951 205432, or email mark@liveforce.co.

Asset Downloads

Liveforce logo - https://drive.google.com/file/d/170lANegrDTQBq627Hozh4xtxlmvygoNg/view?usp=sharing

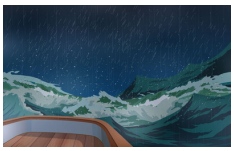
Survey Cover - https://drive.google.com/file/d/13Sb6vcG-s5RbSotXTZ9FU-N33p0boWlw/view?usp=sharing

Stat 1 - https://drive.google.com/file/d/16n4mSLltSg6RrR0b_BLU29HMKzk9VX7W/view?usp=sharing

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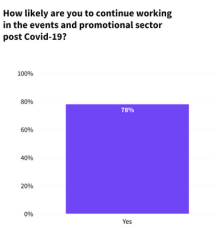
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