



## **The Emergence of Virtual Events During Covid19 Pandemic: A case study of MICE Industry, Batangas Philippines**

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### **Abstract**

This pandemic affected a lot of industries and one of which is the MICE industry. The need for caution and social distancing results in the adaptability of settings and digitalization of events. Virtual events are a powerful tool to pull through with this crisis and prepare for future ones, this will allow more flexibility and sustainability in the MICE industry. This study aims to determine the customers' perception about participating in virtual events in terms of convenience, socializing, visuals and efficiency, and the problems they encountered. Moreover, to describe the profile of the respondents in terms of the number of events they attended, nature of the events, and the platforms used. The survey was conducted among the customers who experienced attending virtual events during Covid19 Pandemic specifically in Batangas Province. The respondents were selected through a simple random sampling method and a sample size of 215 was computed with an effect size of 30%. The data was tallied, encoded, and analyzed using SPSS at 0.05 alpha level. The data was also subjected to normality test using Shapiro Wilk Tests to get the hypothesis and the difference according to profile, and Independent Sample t-test and Analysis of Variance.

The result was found that the majority of the respondents attended 1-10 online events, they prefer webinars as the nature of the online events and most of the events attended by them are through Zoom Video Communications and/or MS Teams because of the convenience of participating. Without payment, or low registration fee is savored the most; in terms of socializing having the opportunity to interact, communicate, and exchange thoughts and ideas with others. The visual presentations are satisfied for combining with the PowerPoint slides with videos. The efficiency of virtual technology is sustained concerning transportation, food & beverage, and overnight accommodation. Overall, the variable efficiency is what the respondents liked the most in participating in virtual events. The common problems encountered by the respondents are poor internet connection from home or office. There is a significant difference observed in the emergence of virtual events when grouped according to profile. In conclusion, it was measured that the visuals, convenience and efficiency are the main factors that influence participants attending virtual events.

**Keywords:** COVID19, Facebook Live, MICE Industry, Virtual Online Platform