



Virtual Attendee Learning Report

Spring 2021



According to our [Virtual Attendee Experience Report](#), online attendees are more likely to choose learning as their main goal than in-person attendees.

Given the strategic role of virtual experience in the hybrid era of events we **decided to dive deeper.**

Attendee Learning Research Goals

Understand the needs, perspectives, and practices of attendees in regards to learning at virtual events.

Key Takeaways

Learning is the **primary motivation** of virtual event attendees

Virtual events have provided people with **more learning opportunities**

Virtual events have **succeeded** in providing attendees with positive learning experiences

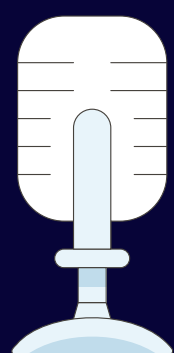
Digital communication tools play a **significant role** in enhancing attendee learning

Learning Research Methodologies



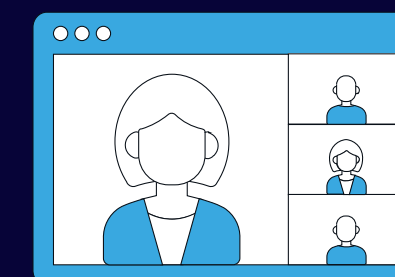
X2 surveys with 400 (total) attendees

- Online survey created on SurveyMonkey
- Paid participants were recruited according to profiling
- Additional screener questions to ensure targeted profiles
- **Timeframe:** 2021/03-04



Interviews with 15 attendees

- Paid participants who met our segmentation criteria
- Ranged in location, age, industry, seniority & company size
- Interviewer + note taker/s from members of the attendee group
- **Timeframe:** 2021/03



Data analysis of virtual Bizzabo events

- Approximately 9K attendees
- **Timeframe:** 2020/08 -2021/03

Findings

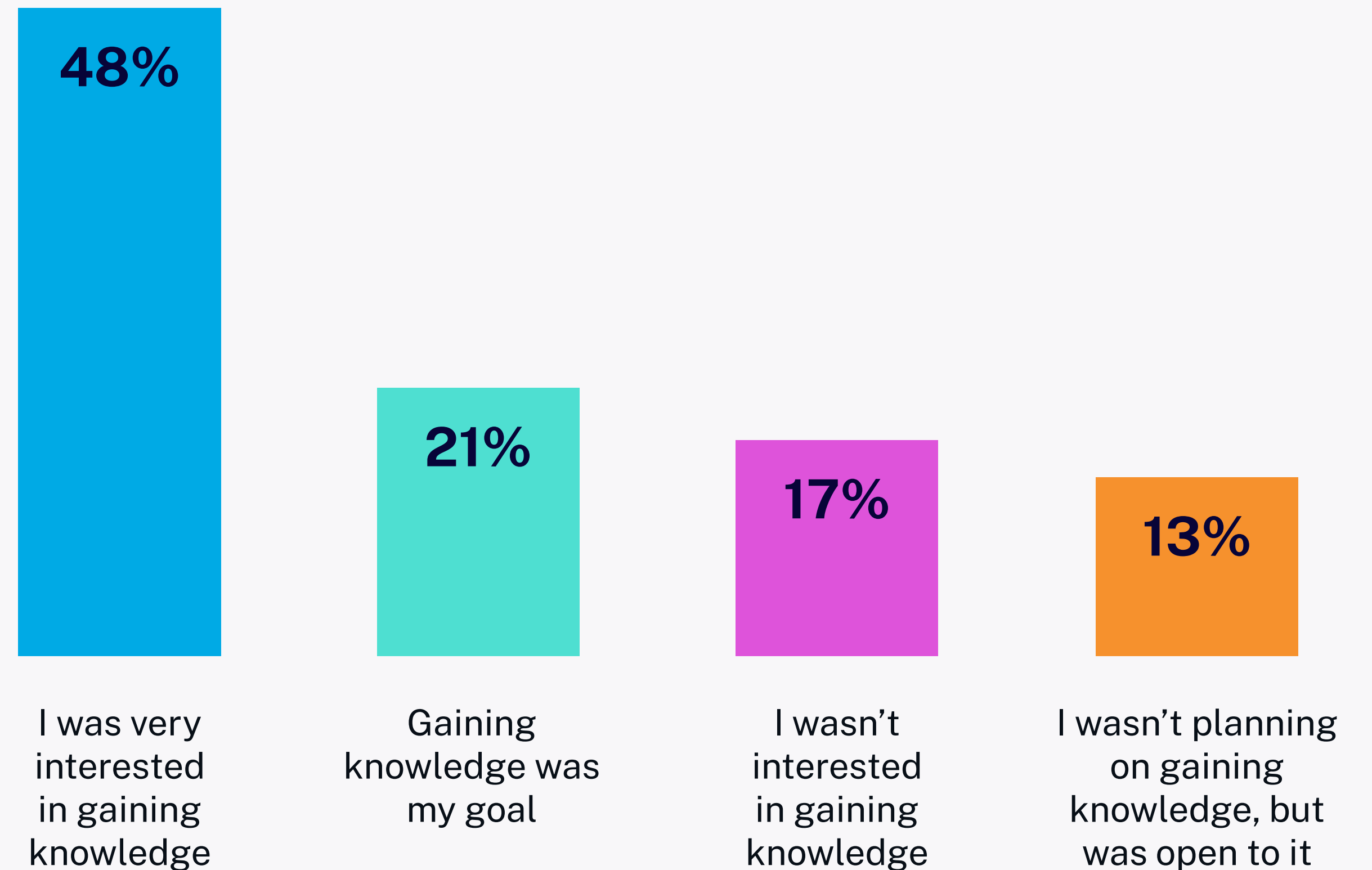
Learning about Learning

Perspectives on Learning

From our research, we identified a few hypotheses:

- Learning is central to virtual event attendees
- **Mandated Learners** make up 26% in-person and 25% online attendees
- **Loner Learners** make up 11% in-person and 32% online

What was your perspective on gaining professional knowledge at that event?



Learning Goals

“... it’s more just to get exposed to new ideas and new ways of thinking, so professional and personal blend together because I don’t really have a line between the two.”

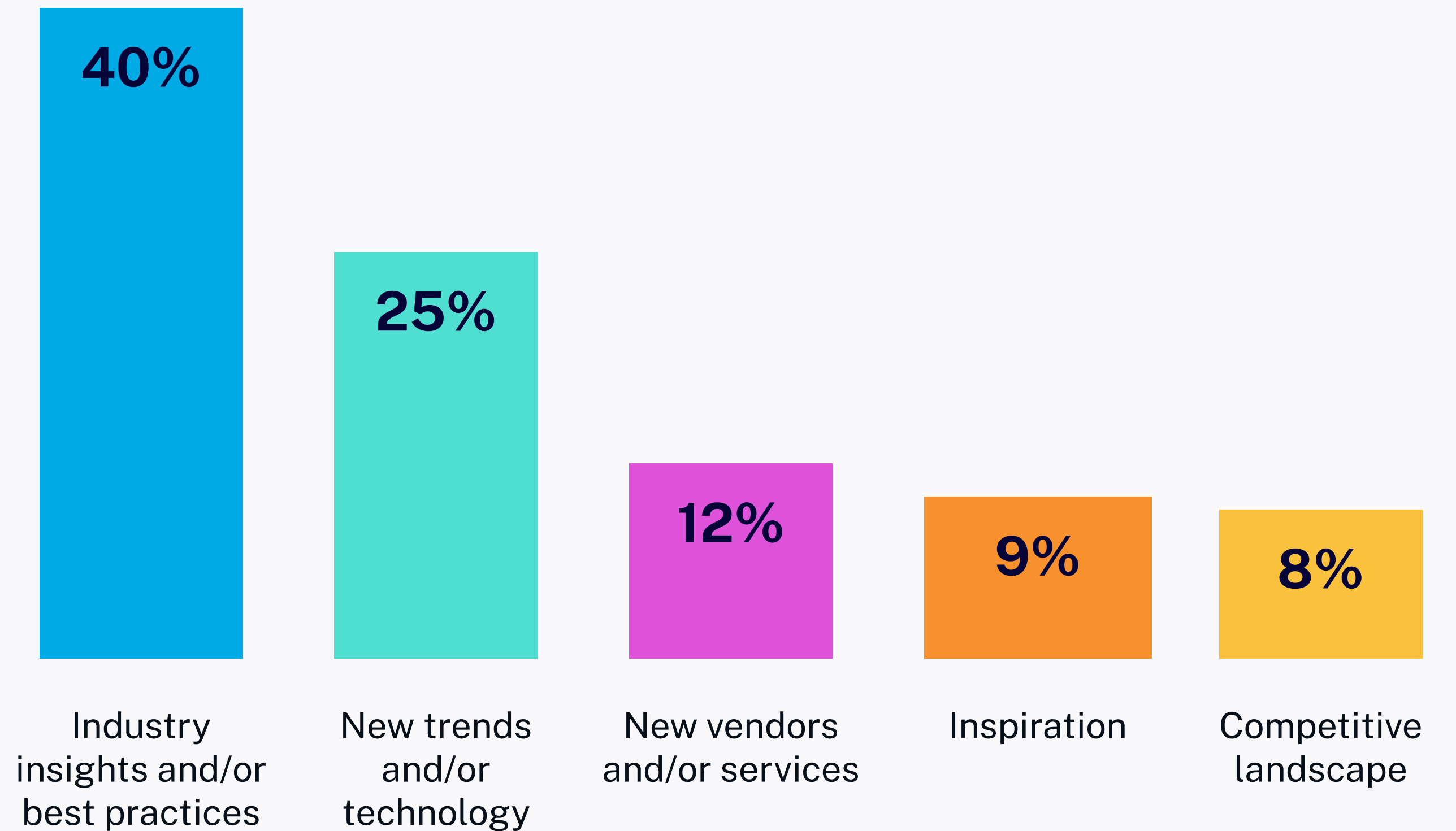
April, 39, “Radical Networker”

Types of Learning

From our research, we identified a few hypotheses:

- Many attendees were looking for specific knowledge to help them professionally
- Interviewees from larger events like Microsoft Ignite tended to have less specific learning goals

What knowledge were you hoping to gain?



Learning Goals

“I personally didn’t have a huge interest in the topic, but it was still interesting and I like to attend the event to learn. So I did; even if this one wasn’t particularly up my lane.”

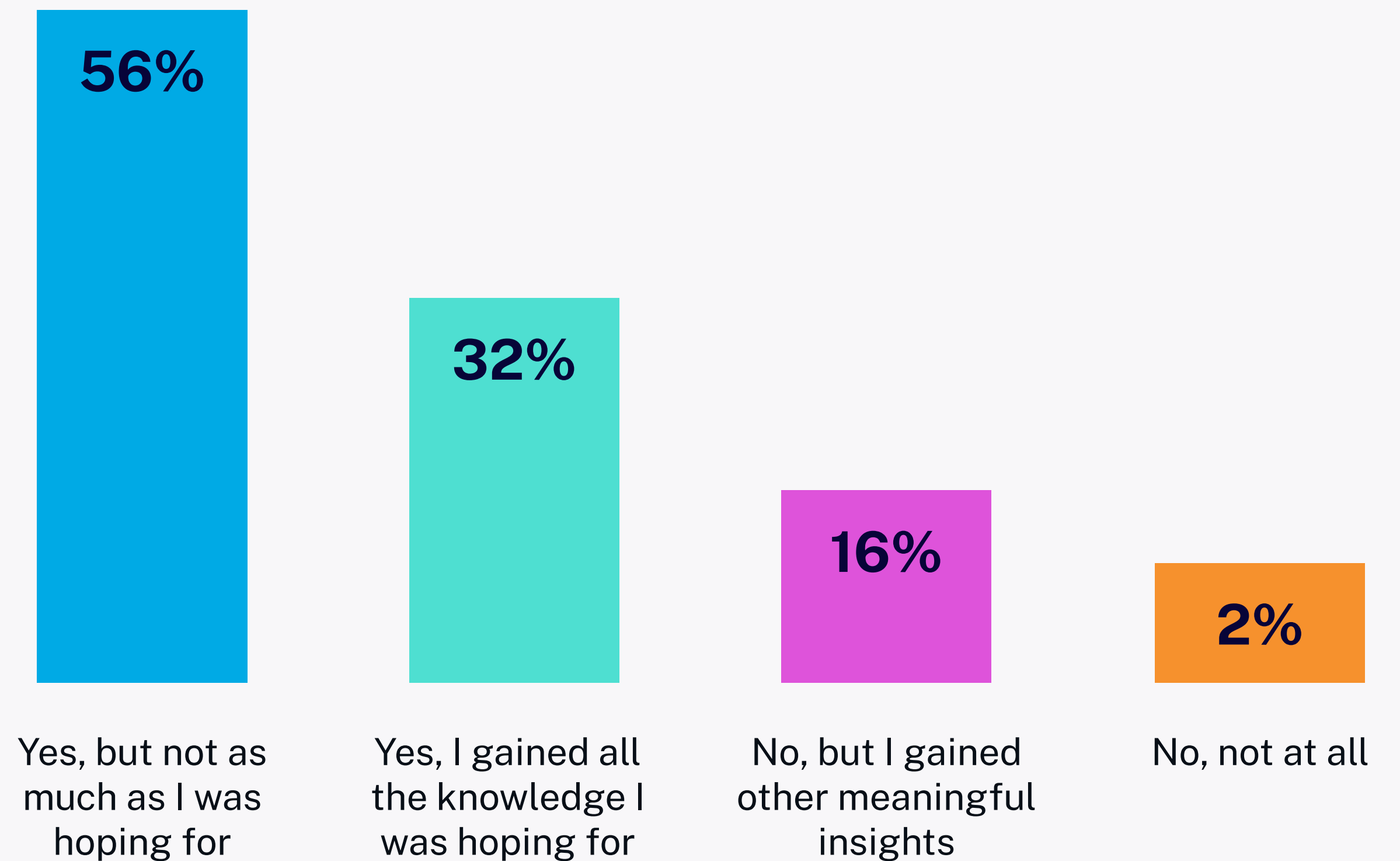
Eric, 55, “Solo Learner”

Learning Goal Attainment

From our research, we identified a few hypotheses:

- **Over half** of attendees were **satisfied** with their learning outcomes
- Our previous research activities show that while attendees report positive learning outcomes for virtual events, learning goal attainment remains [20% more successful](#) at in-person events (n=526)
- Only 7% of attendees were dissatisfied with their learnings at virtual events. 41% were neutral

Were you able to gain the knowledge you were hoping for?



Live vs. On-Demand events

“I tend to phase out a little easier and it’s easy to hit pause and walk away. So having the live broadcast, I can easily set aside the time to do it and not be distracted during those times.”

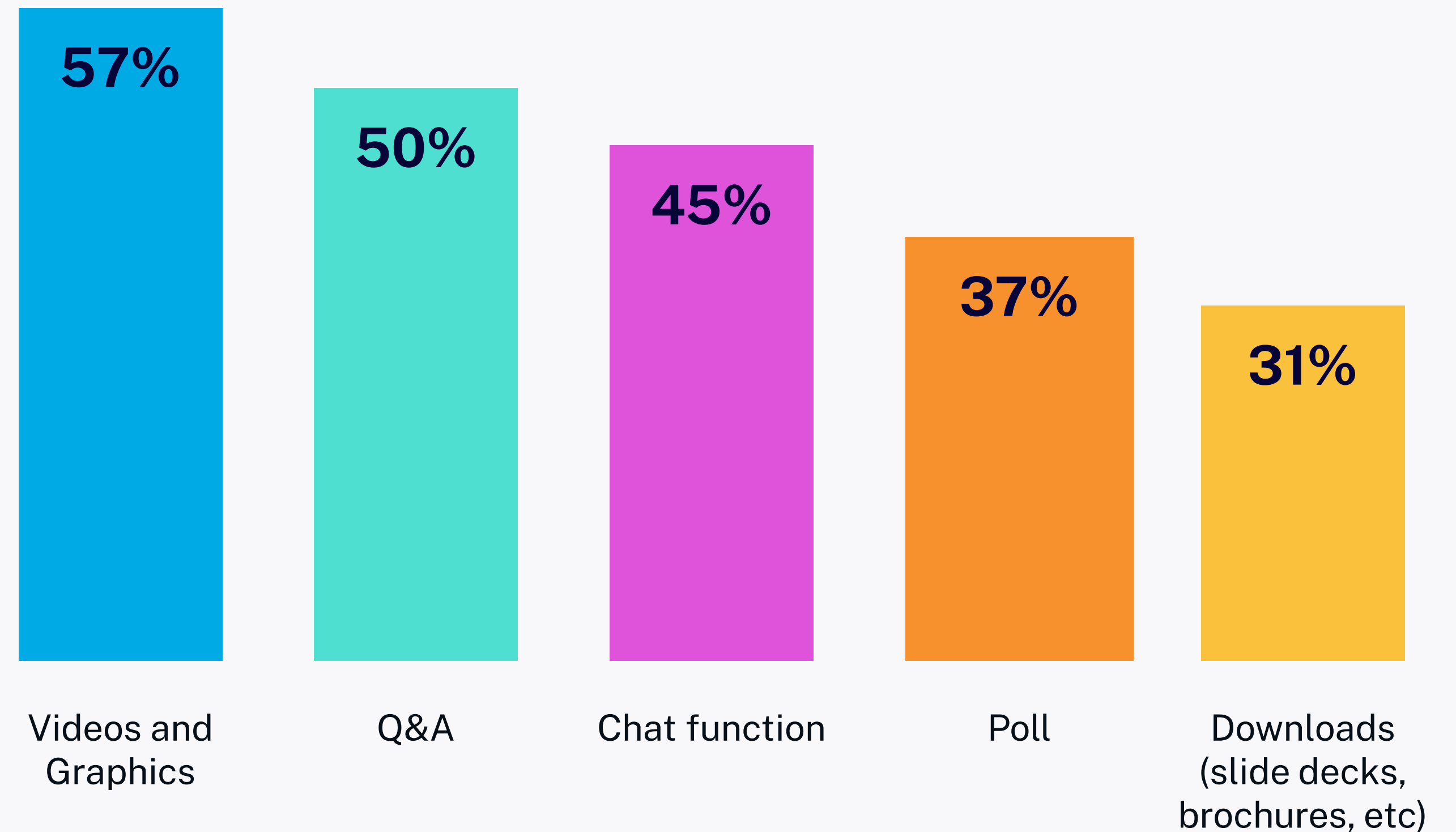
Robert, 44, “Mandated Learner”

Learning Tools

From our research, we identified a few hypotheses:

- The **majority** of attendees reported learning something new through a comment or question posted in the **chat**
- **76%** of attendees said the **event Q&A** lead to interesting insights and discussions
- An analysis of Bizzabo data shows there is a **statistically significant correlation** between **viewing duration** of a session and **participation in Q&A**

What tools were most useful to the learning process?



Making use of the chat function

“Maybe someone is talking about a specific website that people could actually access so we will ask, can you please send us a link? Or will you make this presentation available later on?”

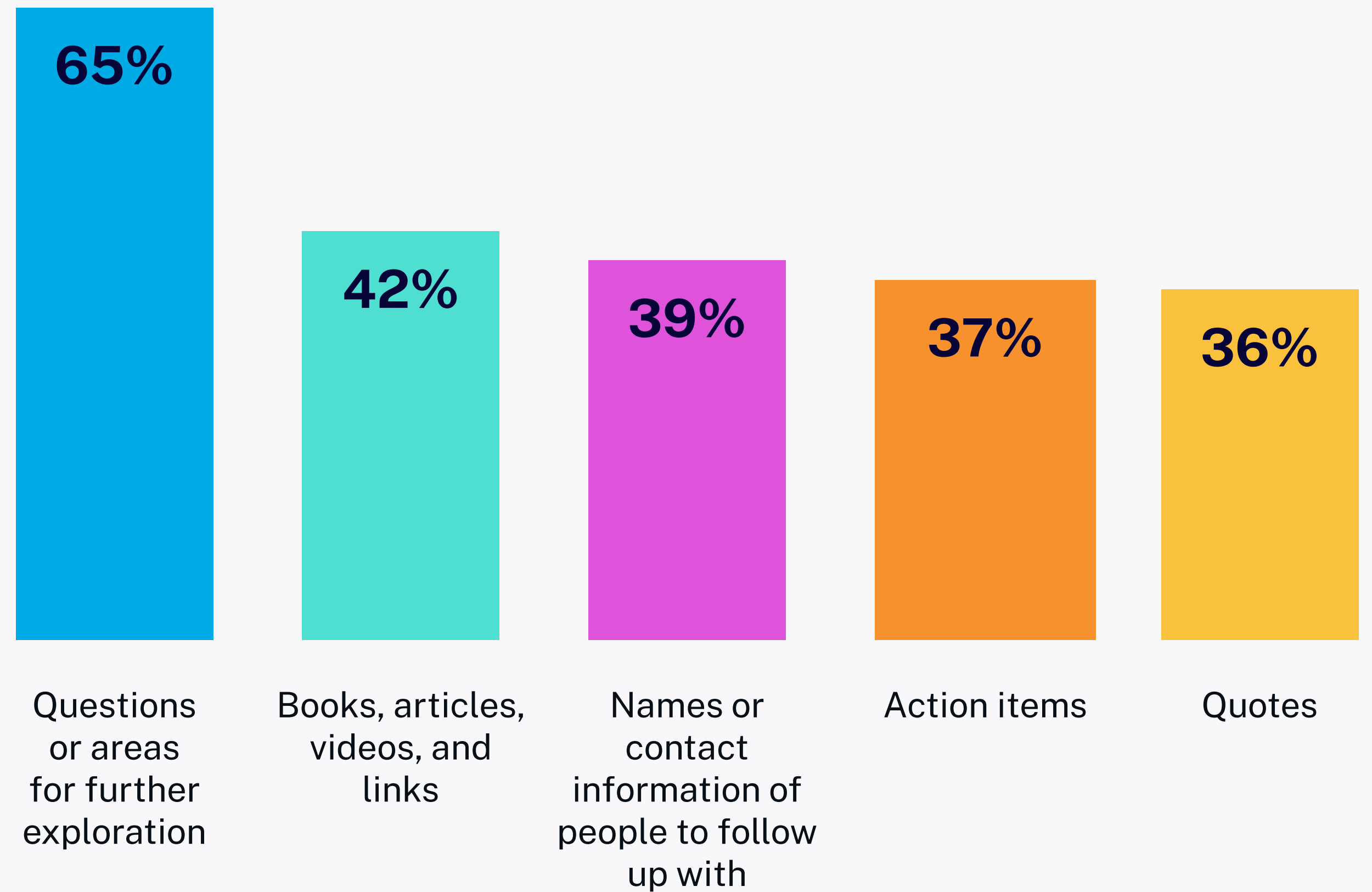
Pavlos, 30, “Mandated Learner”

Note-Taking

From our research, we identified a few hypotheses:

- Almost **80%** of event participants **take notes** and of those who do, **48%** use a pen and paper
- Only **20%** of participants felt that their notes included **everything**

What information was included in your notes?



Sharing

From our research, we identified a few hypotheses:

- **Over half** of attendees reported that **sharing information** with colleagues was expected
- **No attendees** reported sharing new information via social media channels

How did you share your event experience & insights with your colleagues?



Did you share what you learned?

“Yes, I definitely did. What I did was I took as best notes as I could, and then I shared a Google doc with all my findings on it.”

Stanley, 40, “Mandated Learner”

How Fluke Reliability Delivered a Personalized Attendee Experience With Bizzabo

[READ THE CASE STUDY](#)

