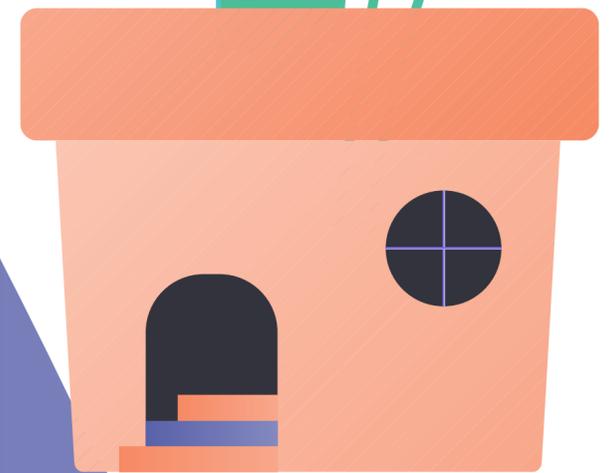
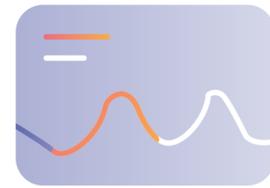
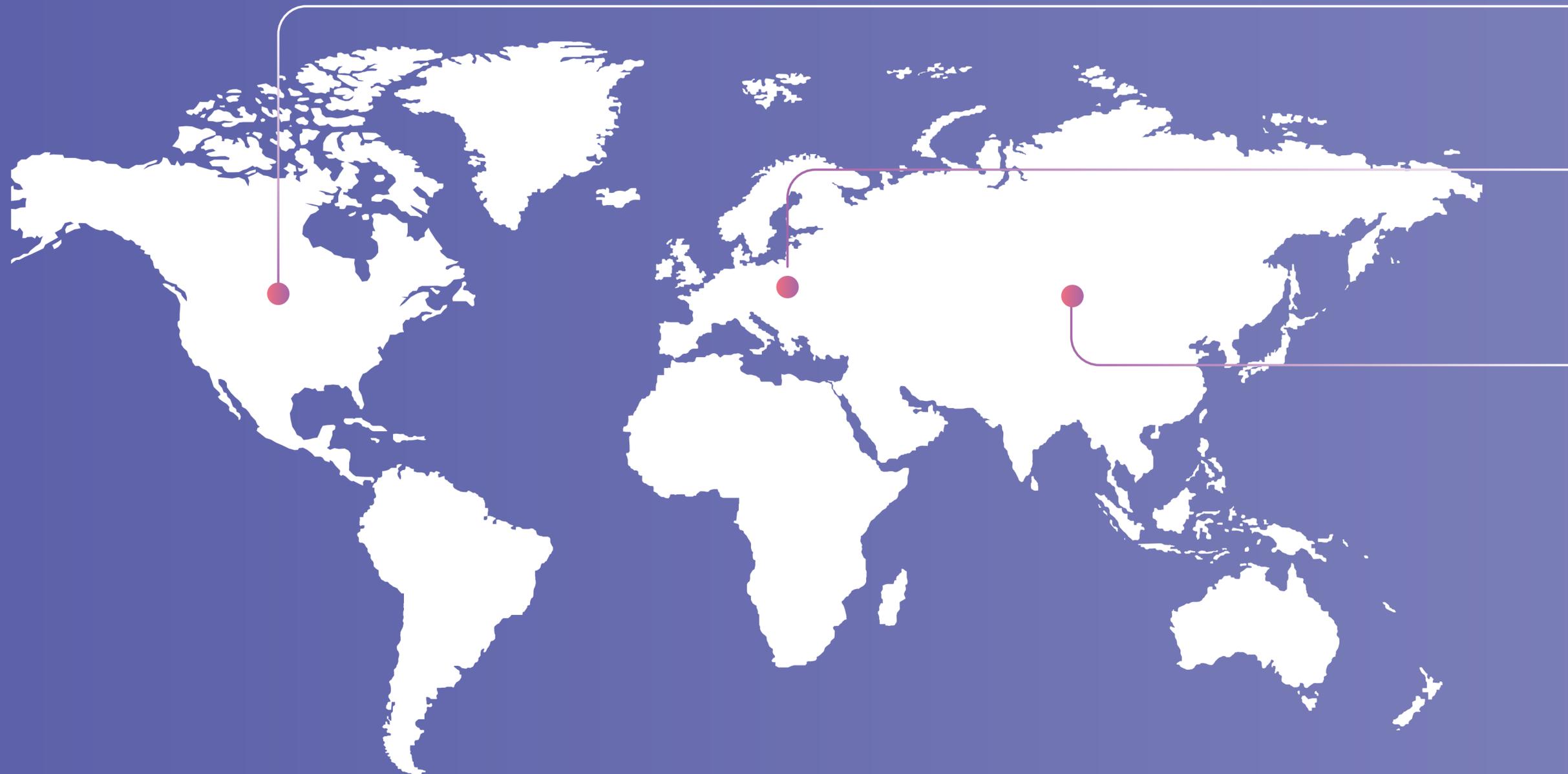


THE EVOLUTION OF EVENTS

The future of events is rapidly changing. How are you preparing for it?



DEMOGRAPHICS & METHODOLOGY



69%

from North America

15%

from Europe

9%

from APAC

361

Participants between July 1
and August 31

74%

Director/Manager or
above

KEY FINDINGS

1 Virtual has become the go-to channel for organizers.

Responding to COVID-19, the majority of event and marketing professionals have pivoted their event strategy to virtual. In comparison to in-person events, organizers are seeing tangible benefits related to the reach of their events and their ability to access speakers with virtual.

2 Organizers are still in the early stages of optimizing virtual events.

Many organizers are still struggling to optimize the experience of their attendees and the value that they provide for sponsors. Meanwhile, pricing strategy, and production logistics remain a hurdle for many organizers.

3 Looking to 2021, event organizers are optimistic about resuming in-person.

Despite the spectre of looming budget cuts, the majority of organizers are planning to resume in-person events by 2021. For many, this strategy will likely be supported by virtual engagement.

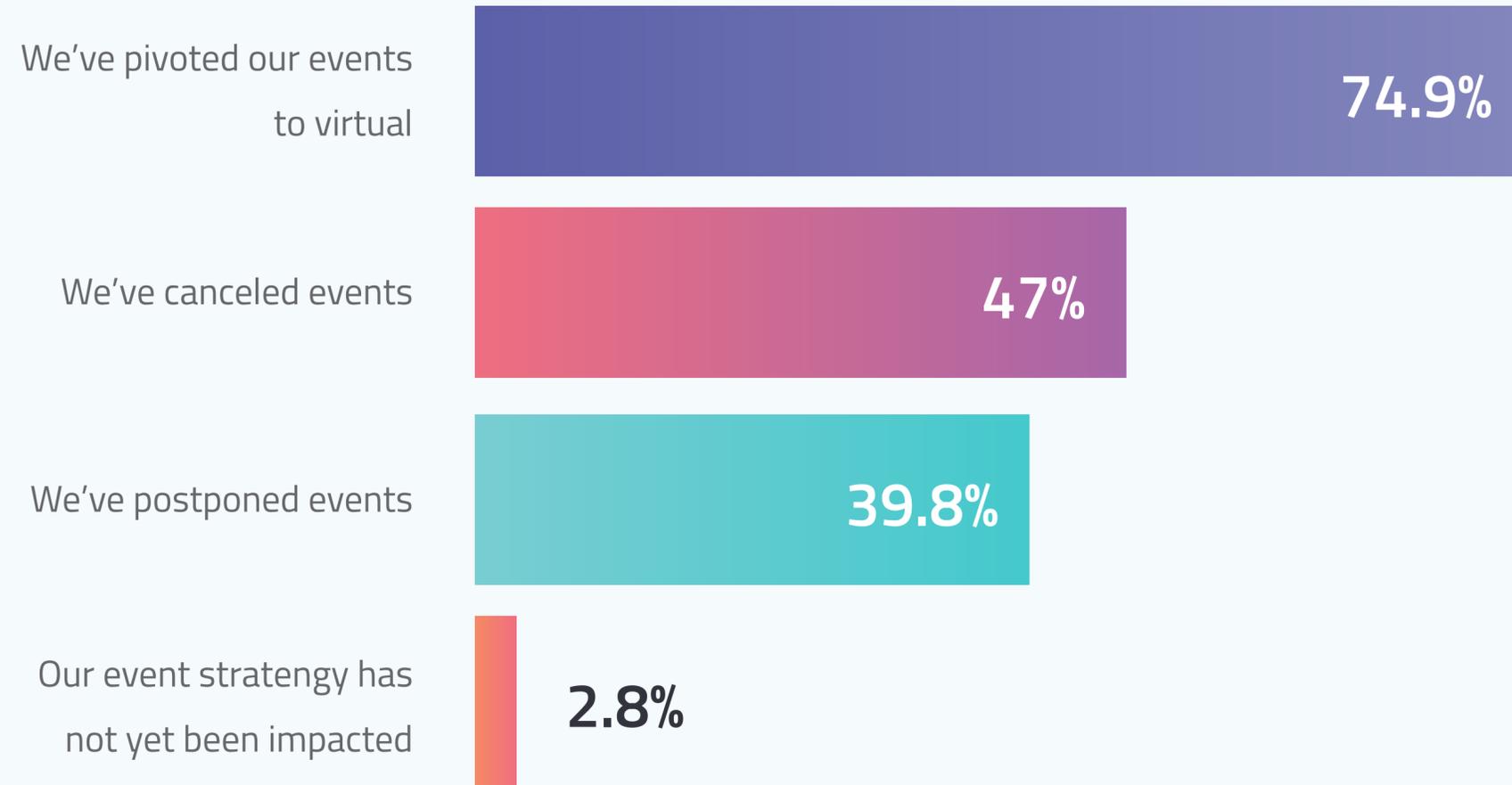
4 Hybrid is the next frontier for event organizers.

While 72% of organizers plan on investing in hybrid in 2020 and 2021, only 24% have ever invested in hybrid experiences. Just as organizers had to reimagine virtual events in 2020, 2021 will be the year of reimagining how to combine virtual and in-person experiences.

THE STATE OF VIRTUAL EVENTS

The majority of event and marketing professionals have pivoted to virtual in response to COVID-19

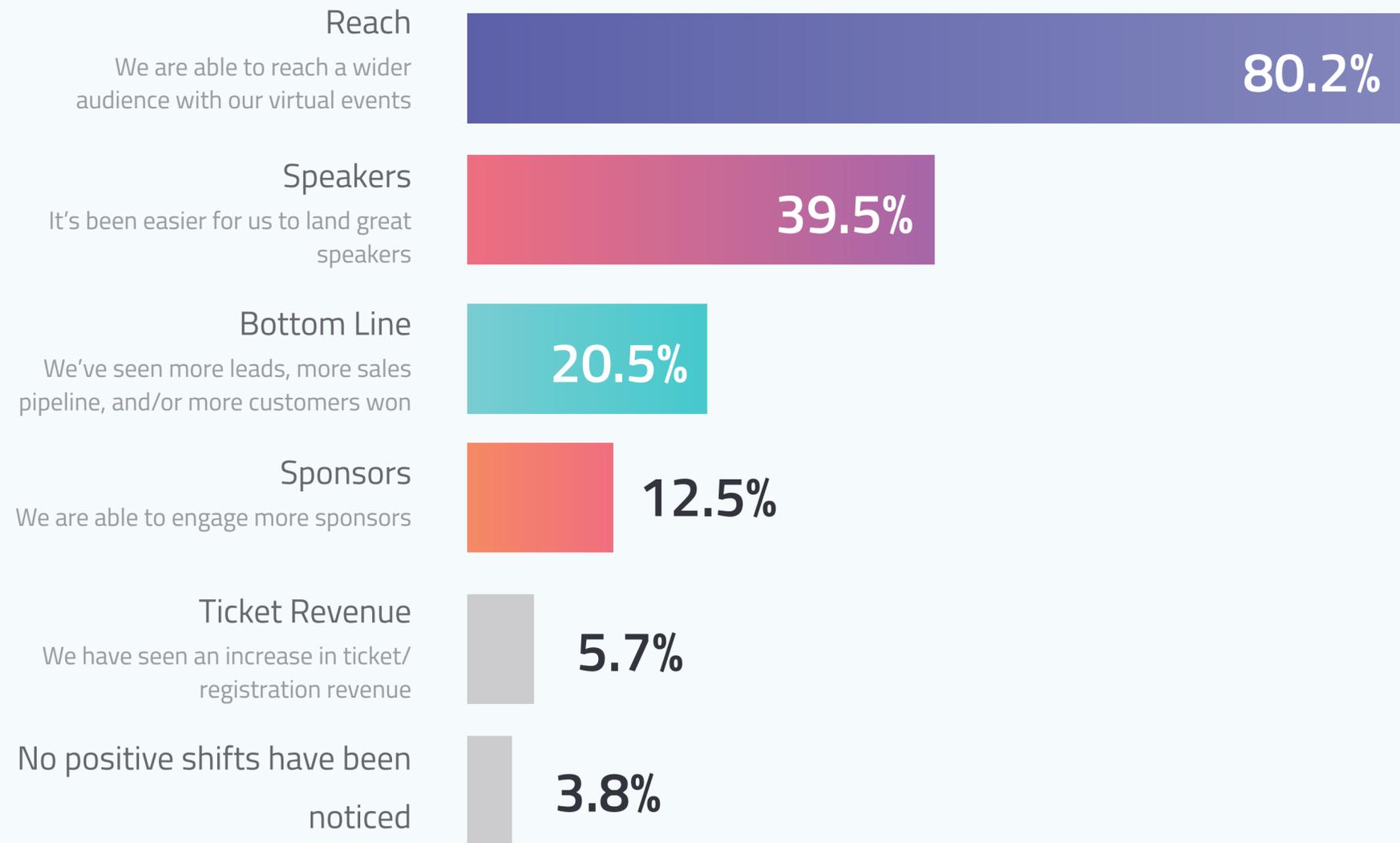
How has your event strategy been impacted by COVID-19?



Multiple responses permitted

Reach is by far the biggest positive shift that organizers are experiencing with virtual

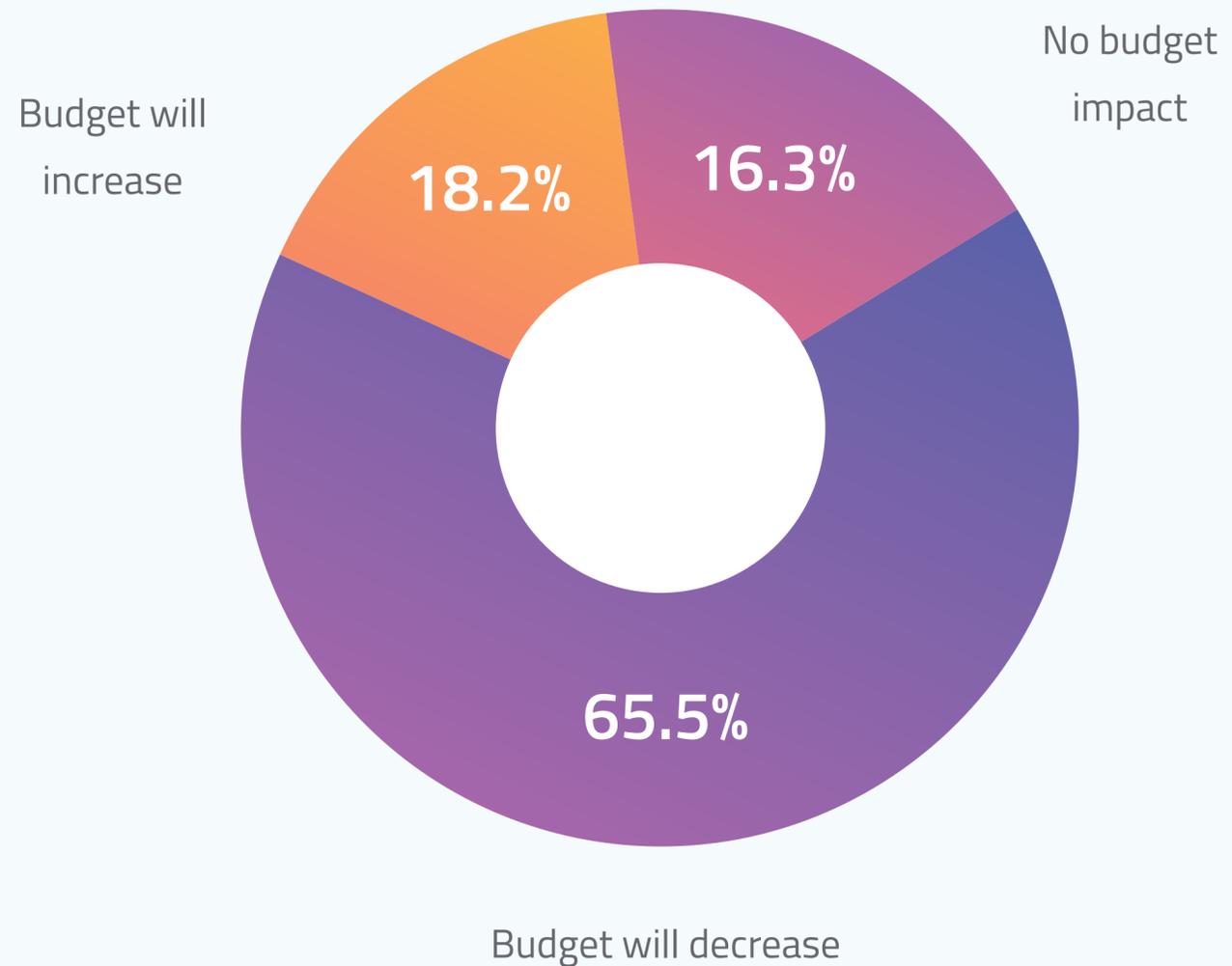
What positive shifts have you experienced with hosting virtual events compared to hosting in-person events?



Multiple responses permitted

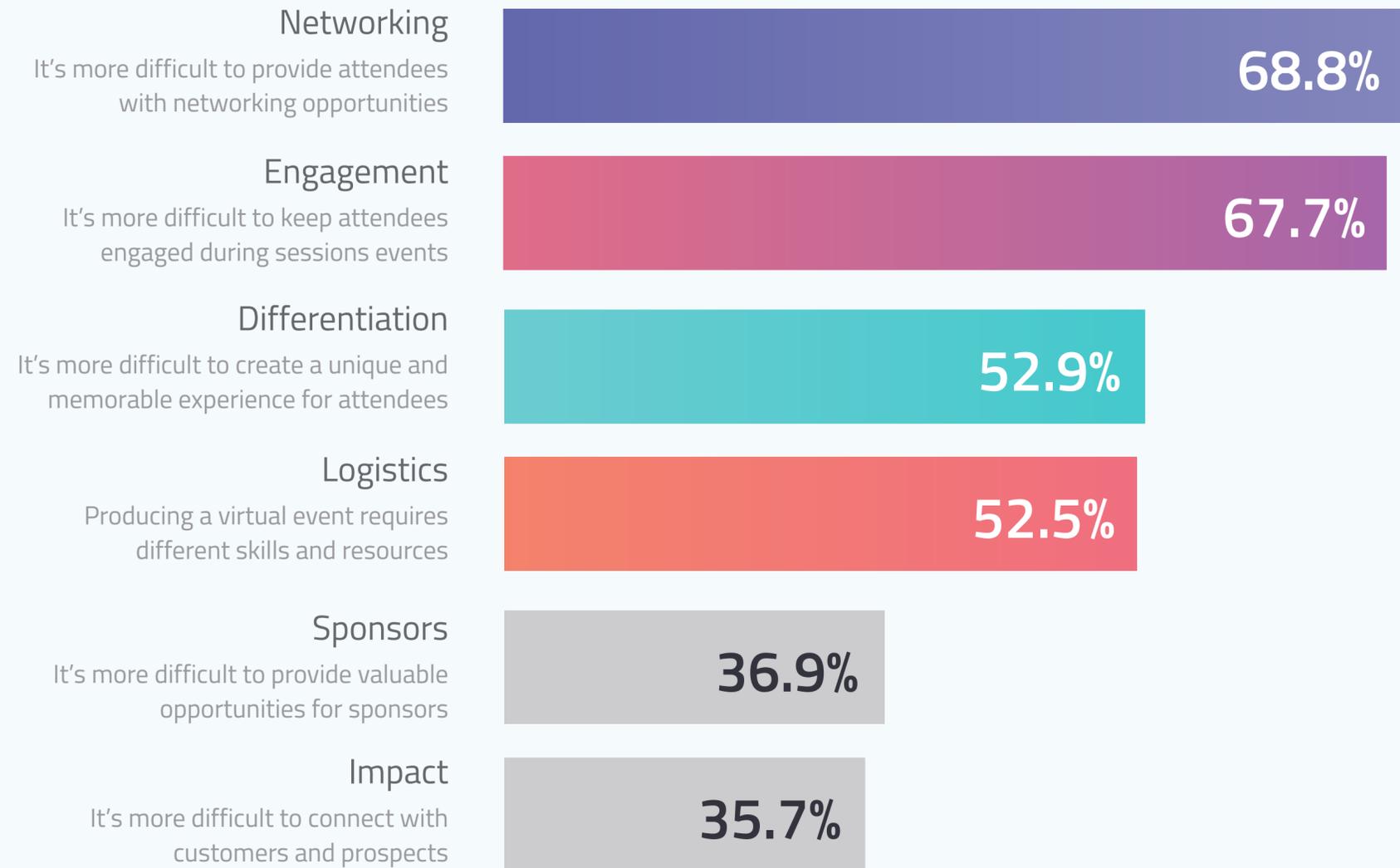
The majority of organizers anticipate budget cuts for their virtual, in-person, and/or hybrid events going into 2021

Do you believe your 2021 budget for virtual, in-person, and/or hybrid events will be impacted by COVID-19?



Networking and engagement account for the biggest challenges that organizers face when hosting virtual events

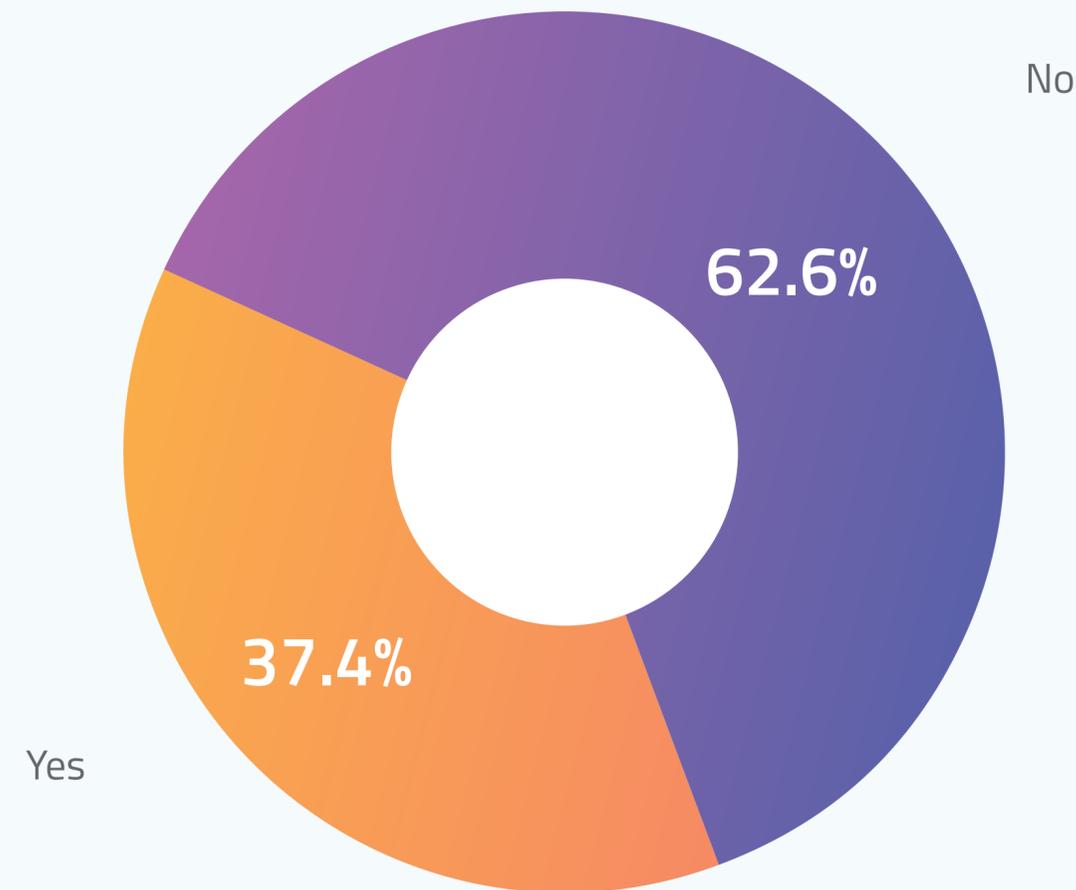
What are the biggest challenges that you've noticed with hosting virtual events compared to hosting in-person events?



Multiple responses permitted

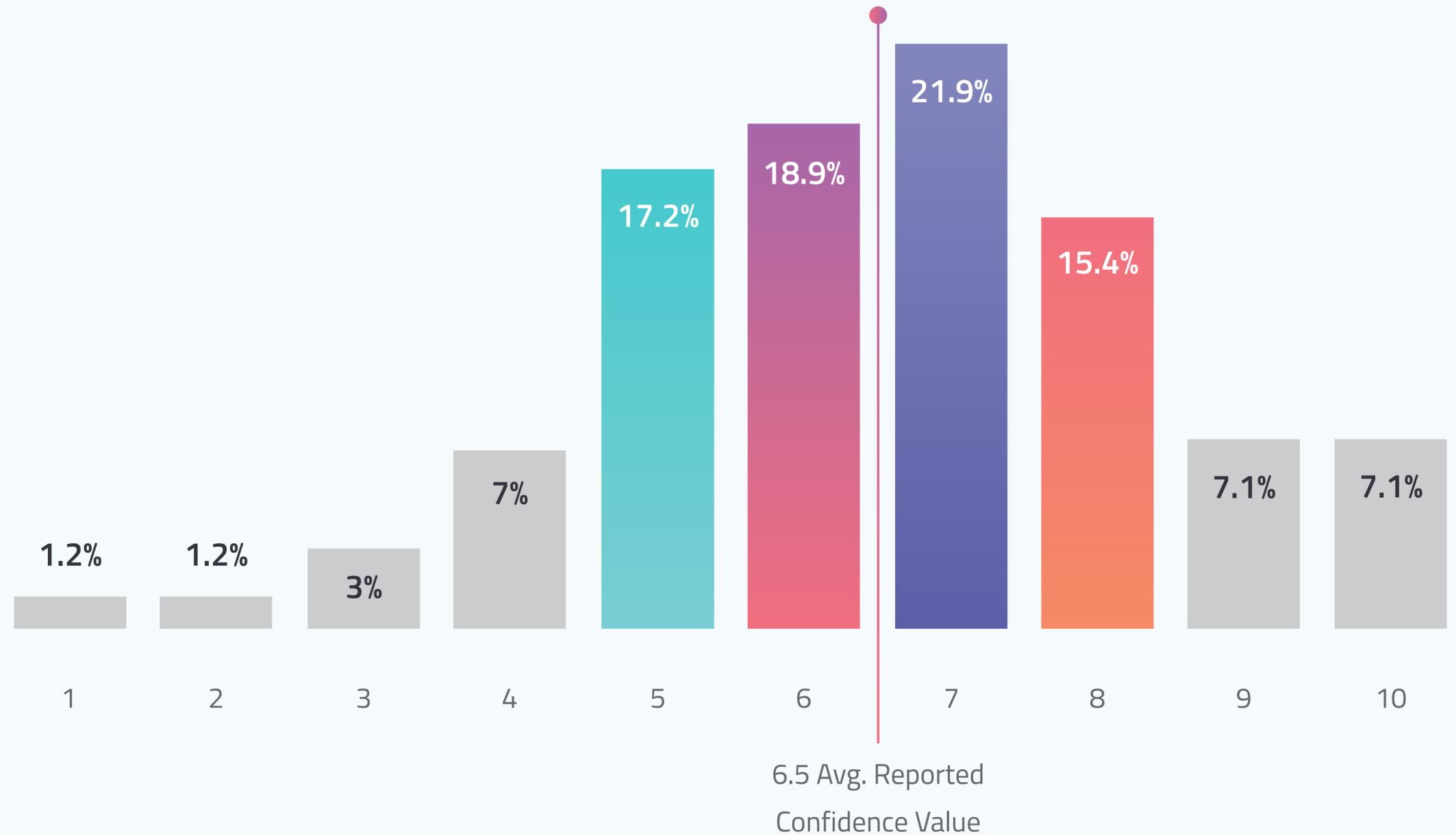
The majority of virtual organizers have yet to partner with a production services company

Do you work with a production services company to help execute your virtual events?



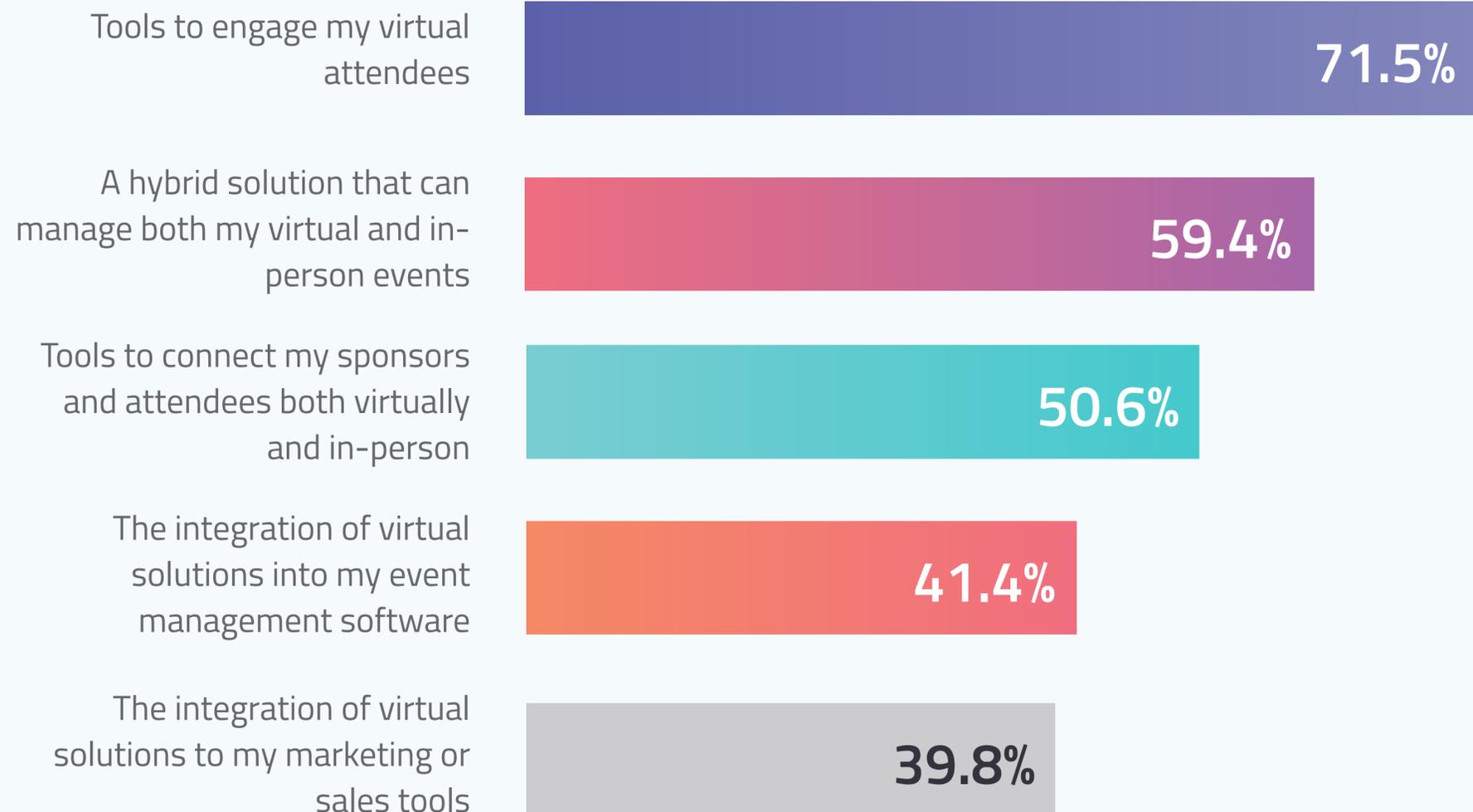
Most event marketers are still struggling to drive value for sponsors

On a scale of 1 to 10, how confident are you in the value of the opportunities that you provide for your virtual event sponsors?



**Organizers
are looking to
technology to lead
with attendee
engagement,
sponsor value, and
hybrid experiences**

Which aspects of event technology will play a key role in your event strategy in 2020 and 2021?



Multiple responses permitted

What Event Marketers are Saying: Optimizing Virtual



Do not try a "lift and shift" of physical to digital - it's better to re-think the entire strategy and start from the beginning to optimize the experience vs square-peg-round-hole from a physical event strategy and experience.

Director/Manager, Google



Really clarify what technical components you will need to execute the event and evaluate new event software off of those components. You might not get all of them in one software, but you should at least get your top 5 priorities.

Director/Manager, Lattice



Do not be afraid to hire people with experience in virtual events. It'll speed things up in production part of the event so you have time to work on marketing and content.

Sr. Director/Manager, Growth Marketing Conference



In order to put on a quality event, you need months of preparation, planning, and a full team in place. It is just as much work as an in-person event and shouldn't be discounted or it will be reflected in the final product.

Individual Contributor, BNY Mellon

What Event Marketers are Saying: Optimizing Virtual



Content is key. We need to provide useful, original and insightful content that can actually help attendees.

Director/Manager, Aivo



Do your research, understand your business objectives and select vendors who complement your needs.

Director/Manager, Vanguard



Production value is the secret sauce. Only do live if it's truly interactive.

Director/Manager, Google



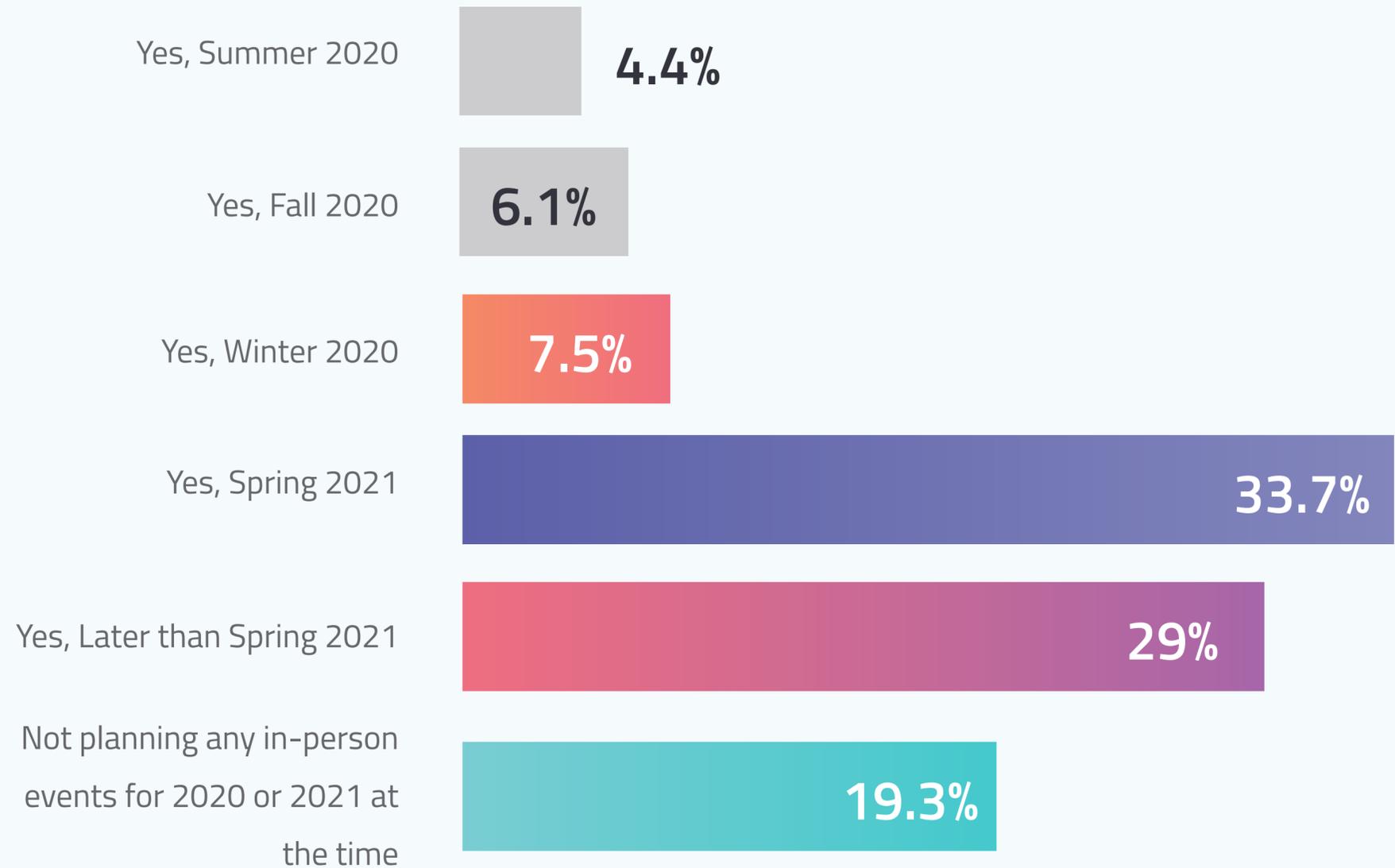
Do your research on the event platform and make sure your content is killer. The attendee engagement and overall experience is hugely related to the value of the content, but the event platform can also make or break it.

Individual Contributor, Salesloft

TOWARDS A HYBRID FUTURE

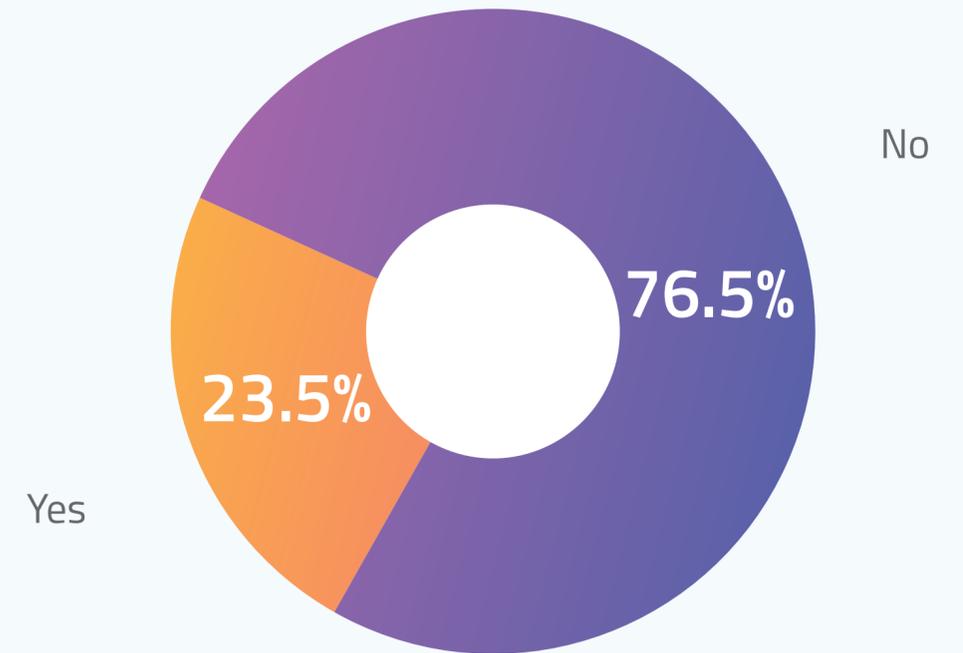
The majority of respondents are planning to resume hosting in-person events at some point in 2021

When are you planning to resume hosting in-person events?

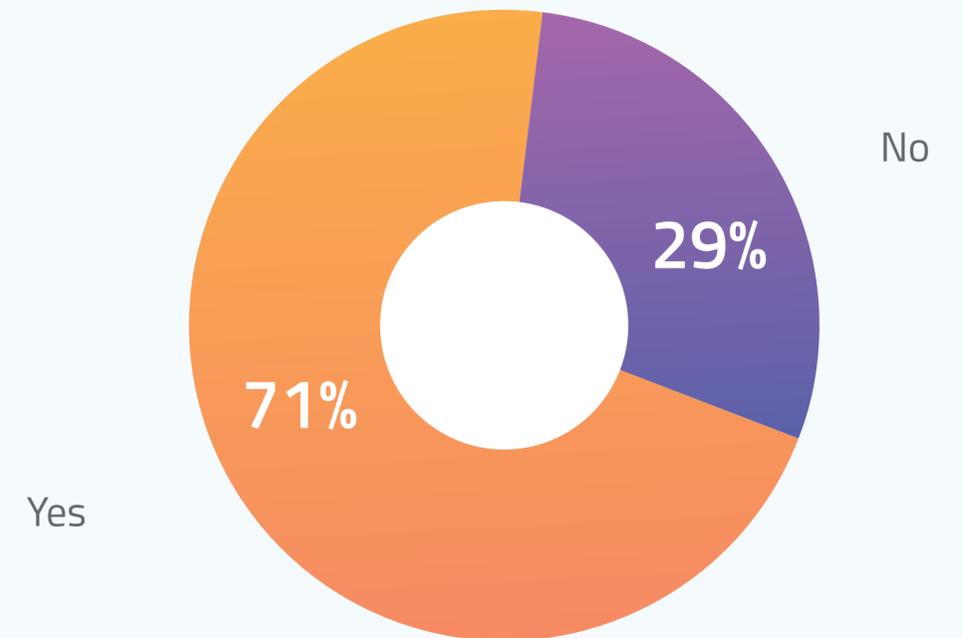


While more than three quarters of organizers feel like they have a clear understanding of what a hybrid event is less than a quarter have ever hosted one

Have you ever hosted a hybrid event before?

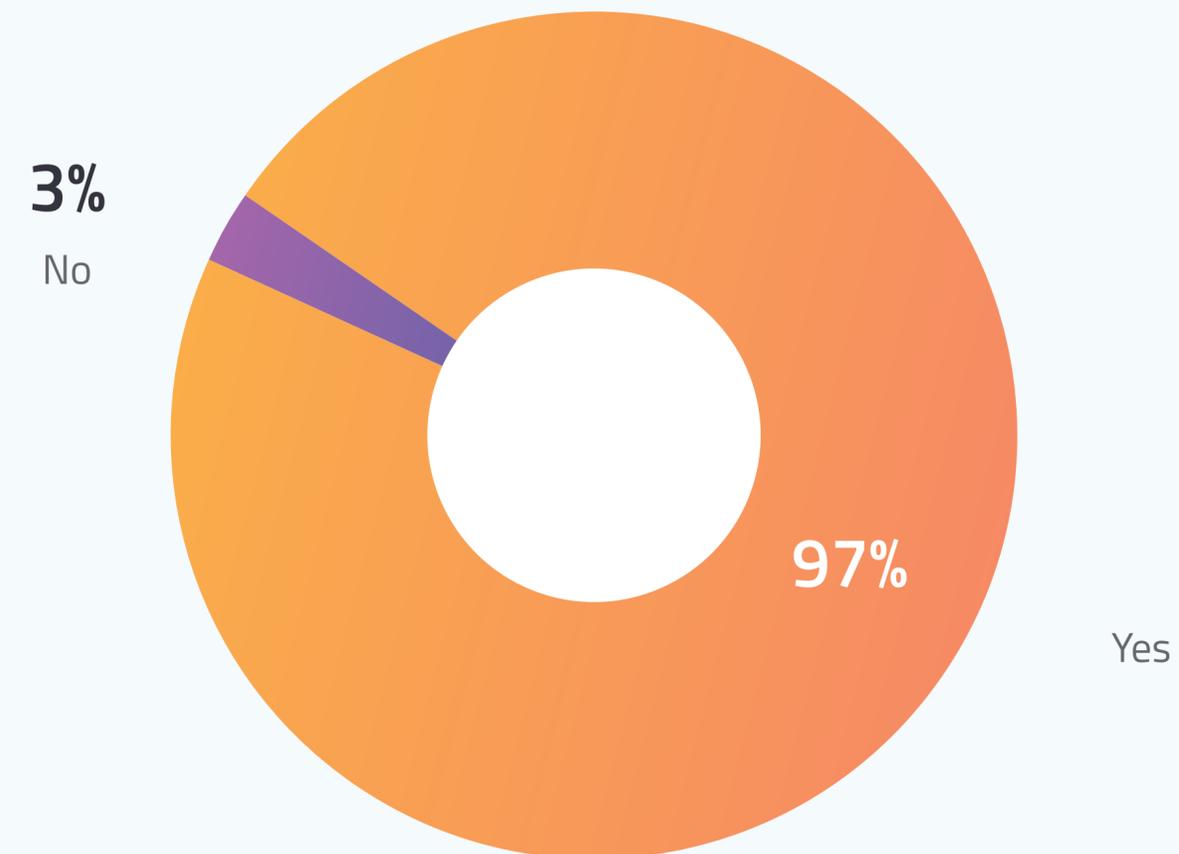


Do you feel like you have a clear understanding of what a hybrid event is?



Despite this uncertainty, we can expect to see more organizations invest in hybrid in 2021

Generally speaking, do you believe we will see more hybrid events in 2021 than we have seen in the past?



VIRTUAL, IN-PERSON, HYBRID

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[Request Demo](#)

