

Physical or virtual events?

The answer may surprise you.

The global pandemic put a spotlight on virtual events and raised the question...
“Do we still need physical events?”

“[Virtual events] made it possible to safely serve our population.”

– Executive, Federal Government

51%

of people have attended 10 or more virtual events between March and August 2020.

So, what does the future look like for events?

We spoke with 135 business leaders in 31 countries to learn more.

“Since [April], we’ve only had virtual events, which have been much better quality in materials and lectures, probably because of less time spent on commuting and more time spent on events themselves.”

– Yoichi Kitano, System Engineer, Net One Systems Co., Ltd.

57%

say more than half of their events have gone (or will go) virtual in 2020.

Virtual events offer an interactive and engaging experience for attendees—at less cost.

81%

say that virtual events are equal to, or preferable to in-person events.

Virtual events are smarter, scalable, and safer.

“With so many working from home worldwide, we can have opportunities for additional training and information without the expense and safety concerns of in-person events.”

– System Administrator, Educational Institution

“The cost to run a virtual event is about 75 percent less than running an actual event. This saves not only money, but it saves time. There are fewer travel costs... and people can join from anywhere.”

– Project Manager, Small Business Computer Hardware Company

“Virtual events have helped us expand our audience and attendance.”

– IT Architect, Small Business Computer Services Company

Even when communities fully adjust to post-pandemic life, the data shows that people will actually prefer to attend virtual events.

87%

believe when restrictions are lifted, events should be at least 50% virtual.



It’s clear that virtual events are here to stay. And actually...their future is brighter than you think.

Looking to take your virtual events to the next level?
Check out Webex Webinars.

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Source: TechValidate