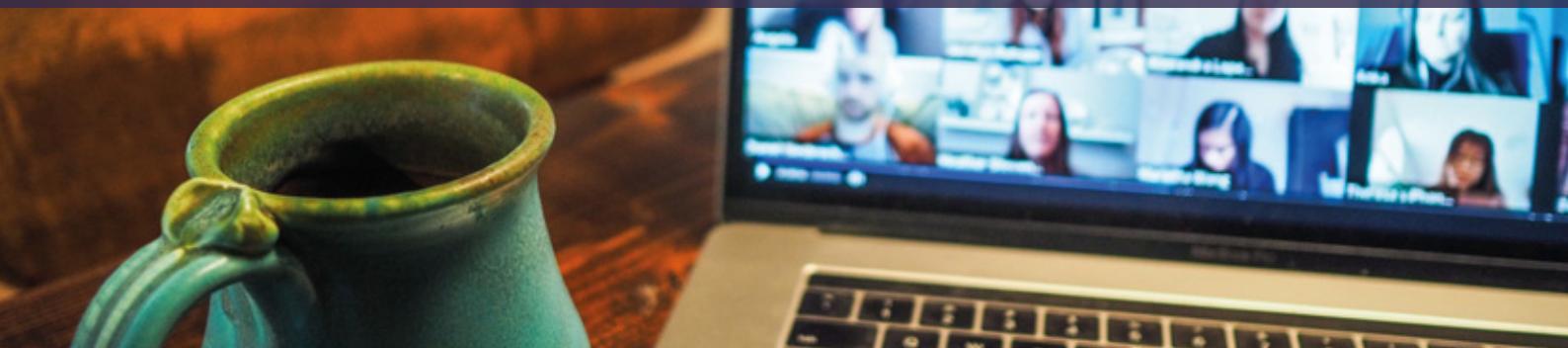


Virtual events - a passing phase or the new normal?

Participating in a **TechPros** Thought Leadership interview



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Participation does not cost anything other than 20 minutes of your time. We will arrange the call over Zoom and send you a calendar invite. If you want to discuss your interview with **TechPros.io** before participating, please email interview@techpros.io with the theme you have been invited to interview for and a number to call you on.



Virtual events - a passing phase or the new normal?

Months before the Coronavirus outbreak, in September 2019 Gartner claimed that by 2024, remote work and changing workforce demographics will impact enterprise meetings so that only 25% will take place in person, down from 60% today. Now, as a result of the global lockdown, businesses have had to move to a home working model, relying on platforms like Zoom and MS Teams to run meetings and events. As a result, and because of the additional use of these tools for personal meetings, business professionals are becoming increasingly familiar with video sessions. The virtualisation of what would normally be human to human engagement, for the time being is here to stay. Some argue that the savings offered by not having to travel or pay for venues, technology advancement and the ability to rearrange meetings at short notice, record what was discussed and produce inexpensive videos, means a larger share of future event budgets should be spent online. Others are of the opinion that the extra costs and time spent on face to face events far outweigh the advantages of more virtual meetings. This interview explores these predicaments and uncovers the current views of marketing leaders who must reallocate marketing budgets to digital programmes and virtual events.



Background reading to set some context for the interview

B2B Marketing in the Time of COVID-19: Experiences Will Evolve the Same Way News

Media Did

Will Coronavirus mark a tipping point for virtual events?

An eBook will be published in the Summer of 2020 which will reveal the findings and offer a guide to successful virtual event strategies and formats.

Facilitator: **TechPros.io**

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