



We're All Hosting Digital Events, What Now?

 *Sendoso* *splash*  TrustRadius

The Experts



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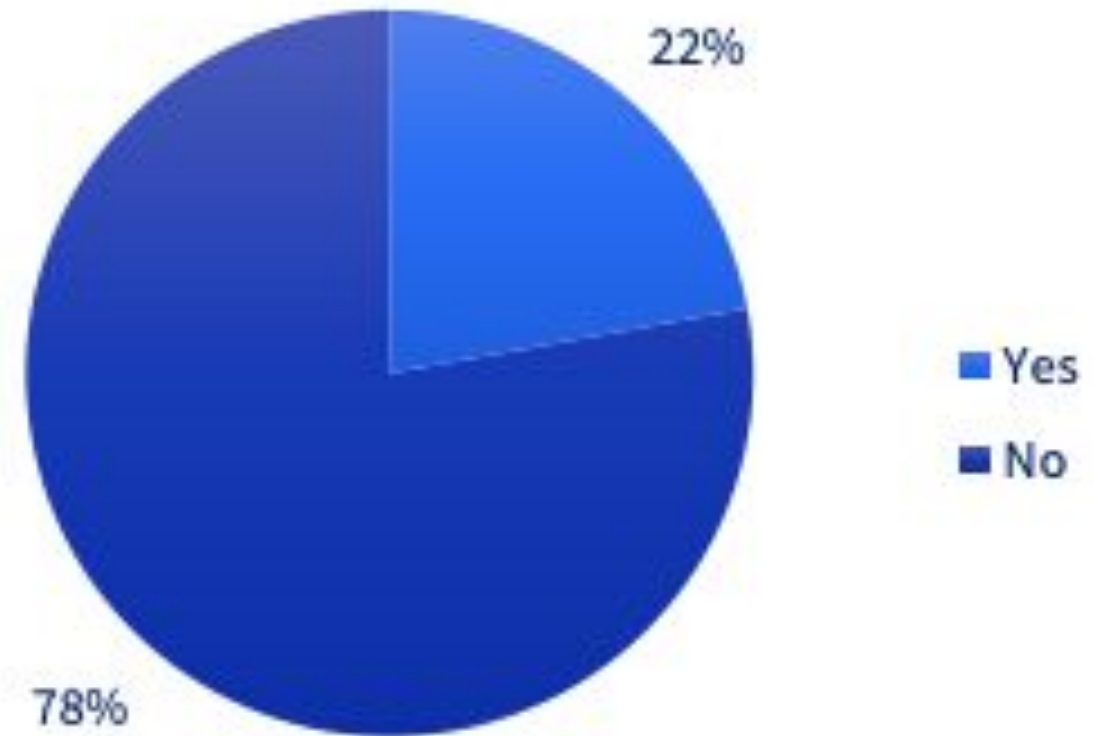
Surviving the First Half of 2020

- Digital Events aren't just webinars
- We've pivoted, what worked?

Industry Research

- Surveyed over 2,000 professionals
- Titles split evenly between Associates, Managers, and Director +
- Companies of all sizes

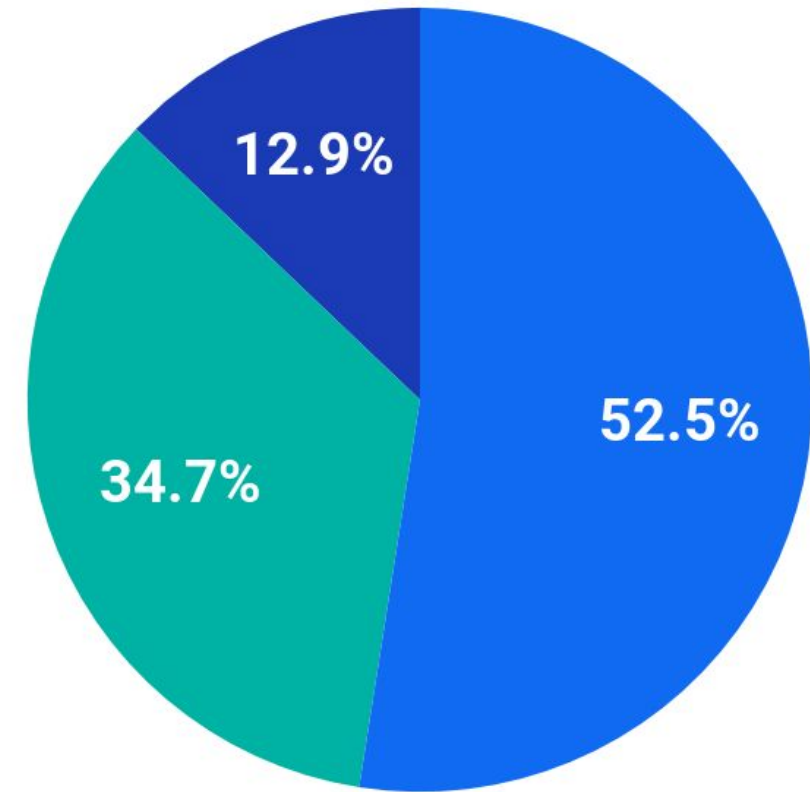
Are you a marketer that helps organize/ host digital events for your organization?



Digital Event Fatigue is REAL

- **53%** of respondents are fed up with digital events
- The average person gets close to **5X** as many webinar invitations as webinars they actually attend.
- Majority of respondents are invited to **4+ events/ WEEK** but only attend **1-3/MONTH**

How do you feel about webinars right now?

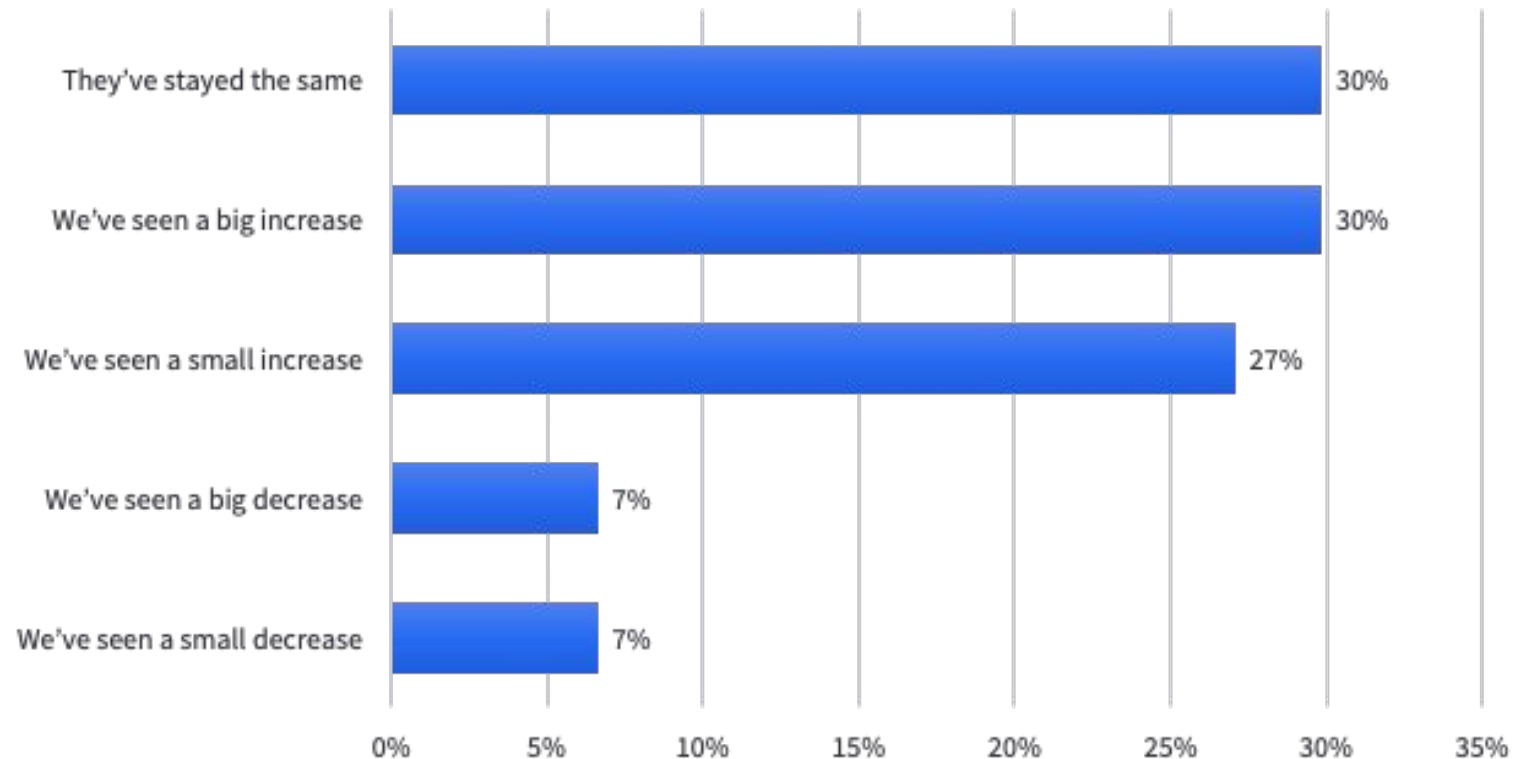


● There's too many ● There's just enough ● I want more

What's Up with Registration?

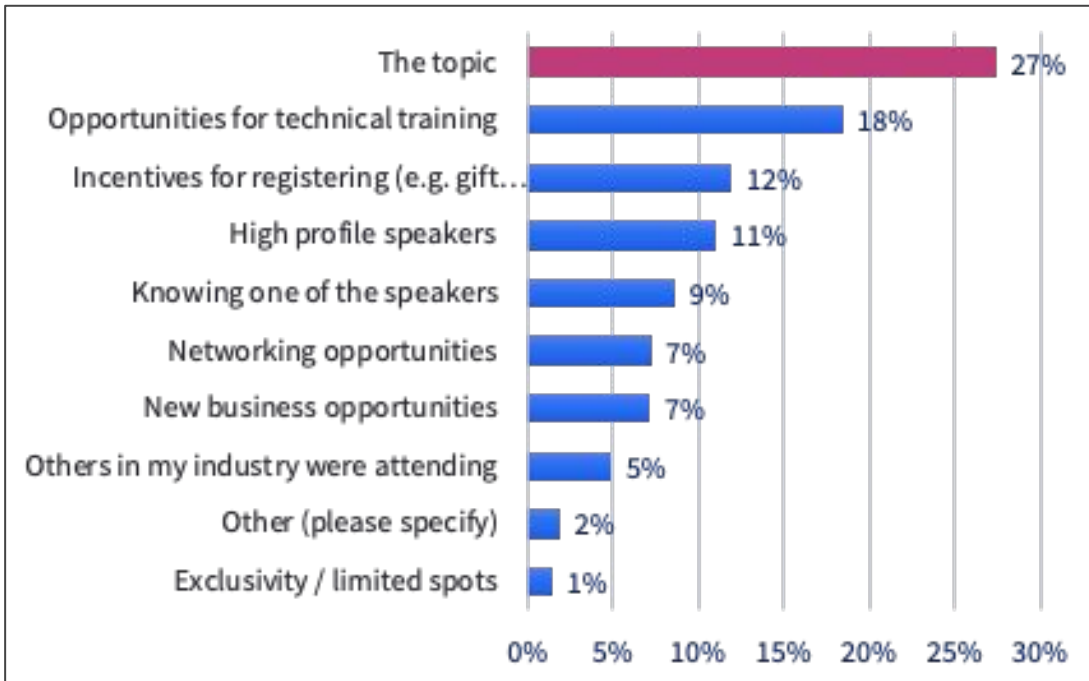
57% have seen their attendance rates increase since the global pandemic began.

How have your webinar attendance rates been affected by the COVID-19 pandemic?

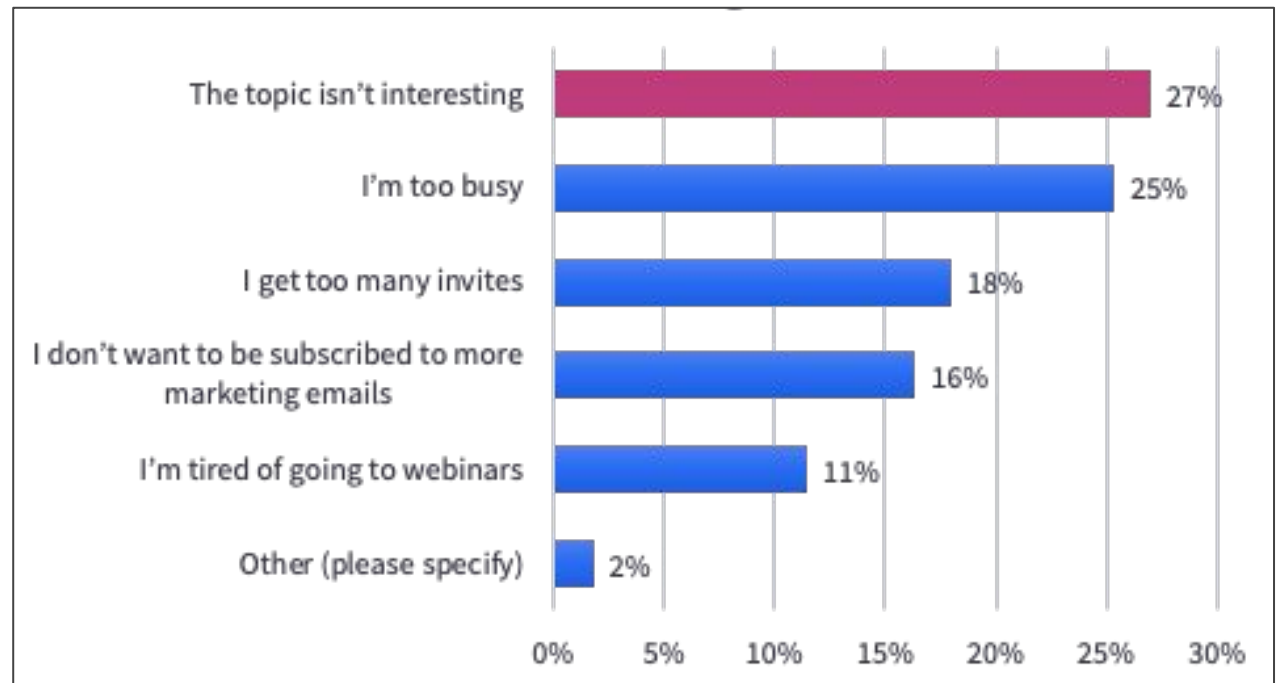


Why People Do & Don't Register

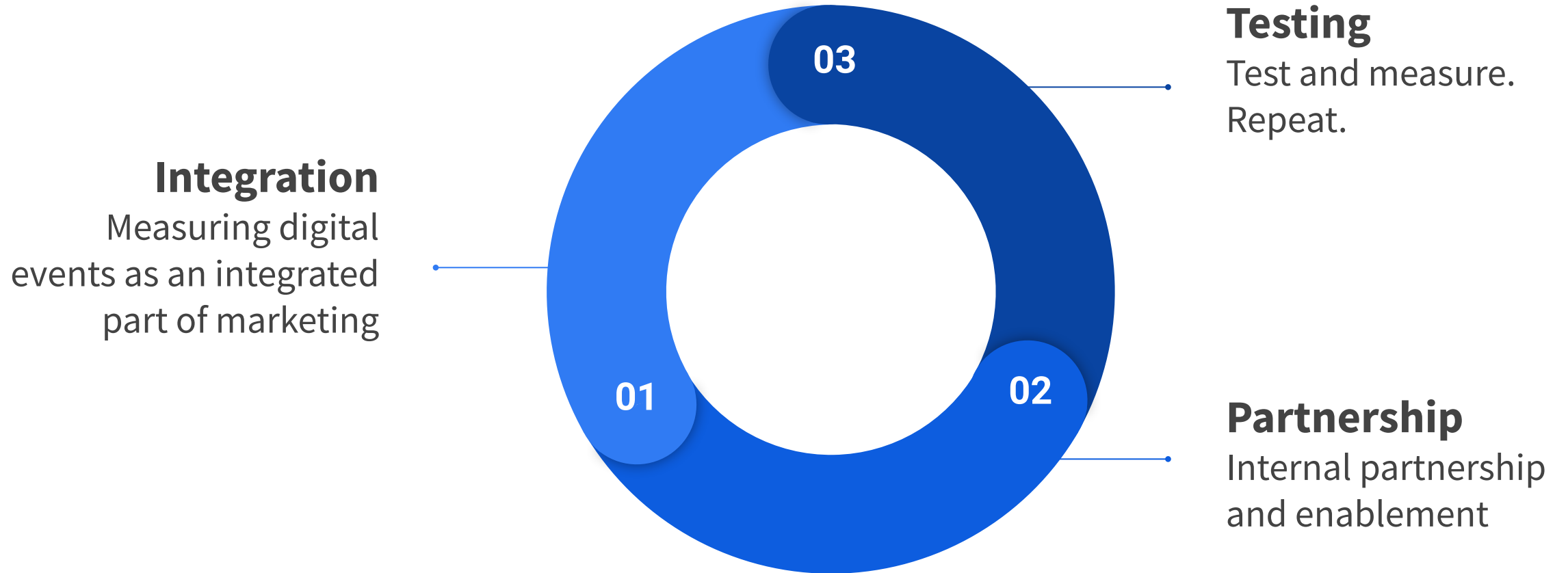
What Motivates You to REGISTER



What Motivates You to NOT REGISTER



Measuring Success

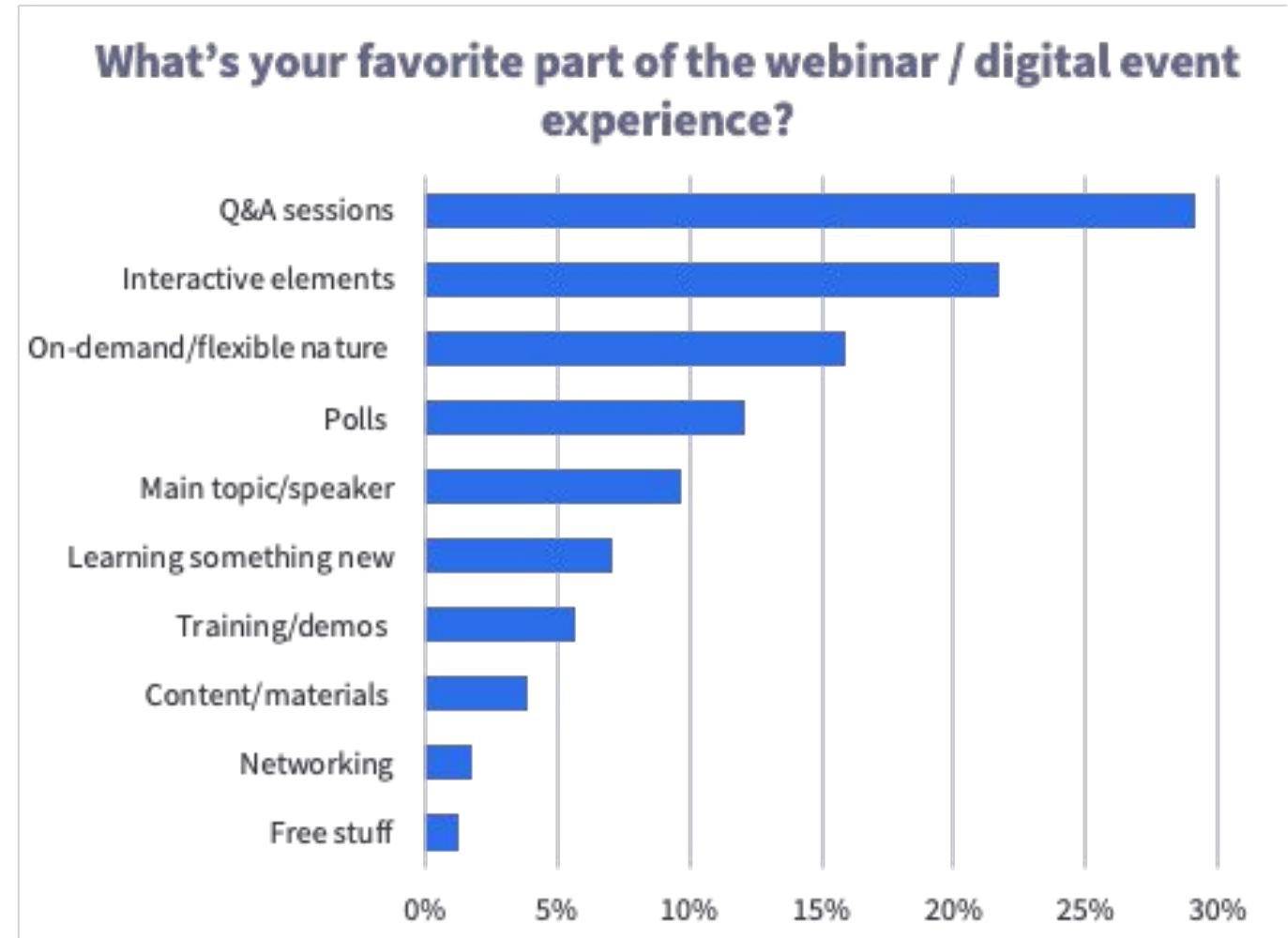


What Attendees Want

Interactivity and flexibility are attendees favorite.

"Being able to attend [events] in my comfies."

-Anonymous



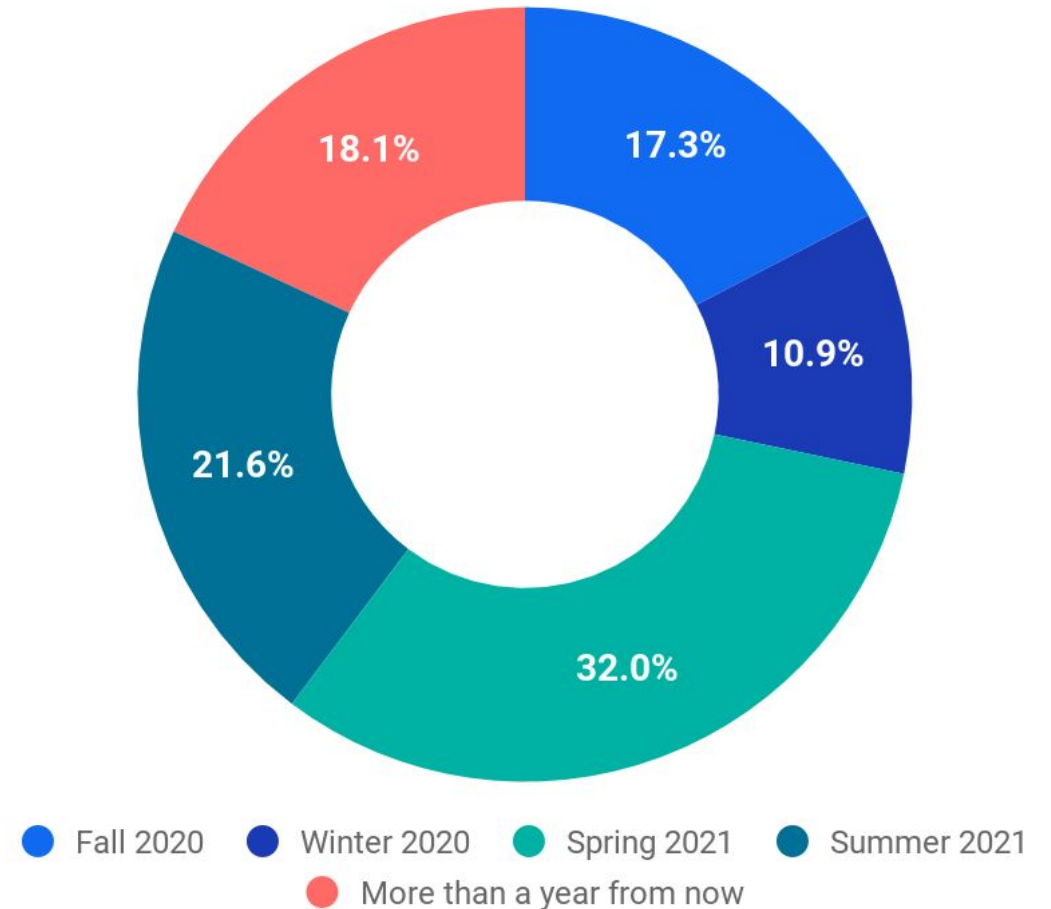


Audience Poll

What's Next?

Most people won't be ready to attend a live event until 2021, with **40%** not comfortable attending until **2H 2021**

When do you think you would you feel comfortable attending in-person events again?





Q & A