

MARKETING IN 2021: UNCERTAINTY OR OPPORTUNITY?

The Future of Event Marketing

VIRTUAL EVENTS ON RISE



75%

of marketers plan to sponsor
virtual events in 2021

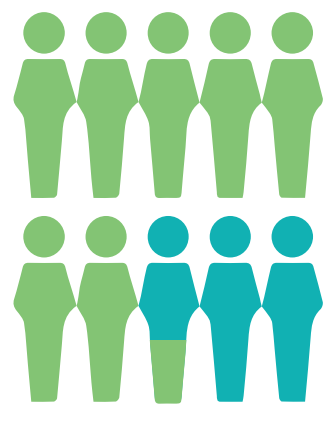
“

The key to virtual event engagement is to keep sessions short and invest in the audience experience.

”

Stacey Fontenot, Senior Vice President, Marketing, Cvent

LIVE EVENTS HEAVILY INFLUENCED BY GEOGRAPHY



59%

of marketers plan to sponsor
live events in 2021

“

The return of in-person events will be slow and go by region with Asia and Europe likely to begin before the US.

”

Mark Wilson, CMO, BlackBerry

NEW PRODUCTION VALUES FOR HYBRID EVENTS



69%

of marketers plan to host
hybrid events in 2021

“

We will look at smart venues that have the connectivity and production set-up to host hybrid-events and bring the audience from different parts of the market.

”

Ashish Babu, CMO for Europe & UK, TATA Consultancy Services

KEYS TO KEEP PARTICIPANTS ENGAGED



FOCUS ON
CONTENT



INVESTING IN
PRODUCTION



CREATE DYNAMIC
& ENGAGING
EXPERIENCES



PLAN SMALLER
TARGETED
EVENTS

KEYS TO RETURN ON EVENTS “ROE”

1

DETERMINE
EVENT GOALS

2

ESTABLISH
KPIs

3

KEEP PIPELINE
ACCELERATION
TOP OF MIND



Need Help Planning for 2021?

[Click here](#) to learn how Frost & Sullivan can help