

# Is cancel culture just noise for brands, the B2B metaverse, and where events are at

Audio

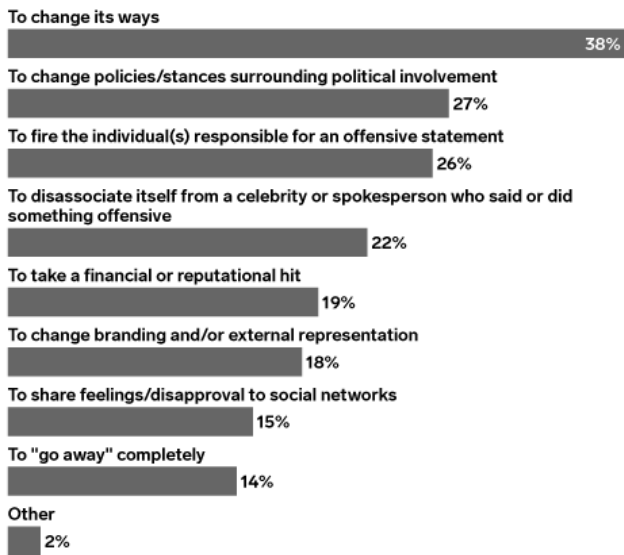
Learn about whether cancel culture for brands is just noise and how brands can best avoid landing themselves in hot water over social issues. "In Other News," we discuss what to expect

from the B2B metaverse and how far events have come. Tune in to the discussion with our analyst Dave Frankland.

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### Reasons Why US Adults Would Cancel\* a Company, Dec 2020

% of respondents



Note: \*stop supporting

Source: Porter Novelli, "2021 Business of Cancel Culture Study," Jan 26, 2021

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