

Most Marketers Don't Believe In-Person Events Will Happen This Year

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Roughly seven in 10 (71.2%) US ad and marketing executives think it's at least somewhat unlikely that in-person business events, including conferences and large industry shows, will take place by the end of 2020.

Coronavirus Impact: Likelihood of Live/In-Person Business Events Taking Place According to US Ad and Marketing Executives, July 2020

% of respondents



Note: by the end of 2020; includes conferences and large industry shows
Source: The 614 Group, "The Future of the 'In-Person' Business Economy: Summary of Wave 2 Findings," Aug 6, 2020

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In fact, just 8.8% of respondents said it's at least somewhat likely that live events will place this year, indicating that virtual events—which have increased amid the pandemic—will likely be a regular occurrence in the meantime.

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