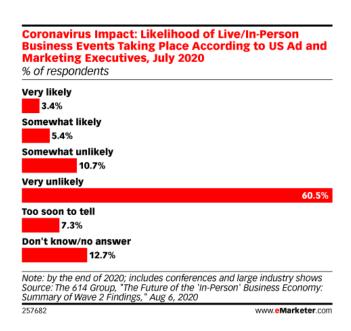


Most Marketers Don't Believe In-Person Events Will Happen This Year

ARTICLE

Rimma Kats

oughly 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.





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.

Read More:

- Virtual Events May Be the Norm Post-Pandemic
- Experiential Marketing in the Age of COVID-19
- What Virtual Selling Mistakes Are Buyers Seeing?

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