

# Virtual Events May Be the Norm Post-Pandemic

## ARTICLE |

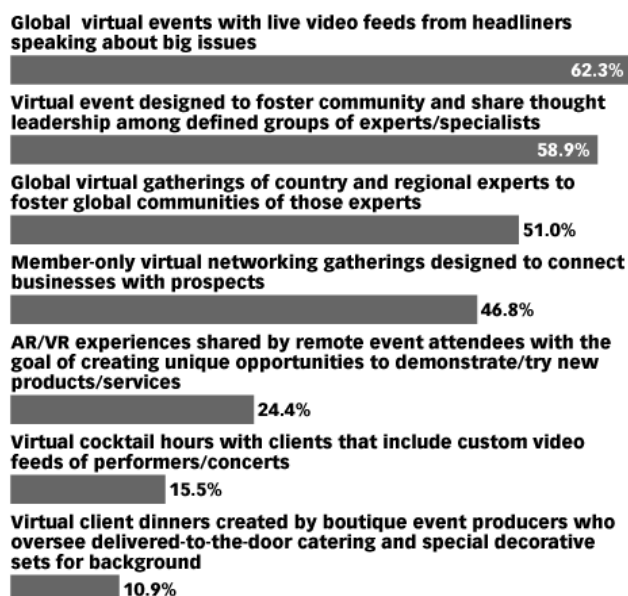
**Rimma Kats**

Most in-person events have been canceled, and as concerns around face-to-face meetings persist, companies will likely be pivoting to virtual gatherings—even for intimate dinners and cocktail hours with clients.

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## Types of Events that Are Very Likely to Occur Regularly Post-Pandemic According to US Marketing Professionals, May 2020

% of respondents



Note: includes agencies, marketers, publishers, ad tech and other marketing and advertising disciplines  
Source: The 614 Group, "The Future of the 'In-Person' Business Economy," June 8, 2020

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Virtual events will likely be a regular occurrence post-pandemic, according to US marketing professionals polled by The 614 Group in May 2020—especially large gatherings, including those that feature headliner speakers. Some marketers also believe that smaller gatherings will also become more frequent, at least for the time being. Roughly 15.5% said there will likely be virtual cocktail hours with clients that include custom video feeds of performers and concerts, while slightly fewer (10.9%) said that virtual client dinners, put together by boutique event producers who oversee the food and decorations, will be a regular occurrence.

### Read More:

- [How Marketers Can Adapt to Event Cancellations Brought on by Coronavirus](#)
- [Experiential Marketing in the Age of COVID-19](#)
- [How B2Bs Can Continue Selling in a COVID-19 World](#)

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