



VirtualConference
Partnership

2020 Professionals Survey

Virtual Conferencing



Executive Summary

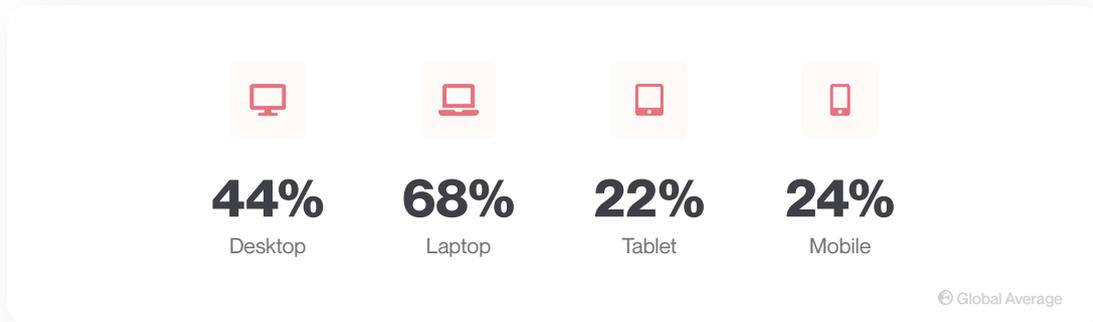
In October 2020, we took of the pulse of professional audiences in the UK, US and South Africa. The anonymous results are distilled from over 650 responses.

1. We are using video for our research and we plan to use video for our customer communication.
2. Video conferencing is baked into daily workflow and here to stay.
3. Virtual conferences are not a short-term phenomenon, they are delivering a different style of value. When in-person conferences open up, virtual and hybrid conferencing will have a role to play.

Question 1

On which device(s) do you prefer to watch videos?

Though the global trend, across all media, is to watch video on a mobile device, our respondents prefer the desktop or laptop computer. We can speculate that the current 'working from home' situation, may also have a bearing on the response.



Video is really useful and has saved me miles of travel over the past few years!

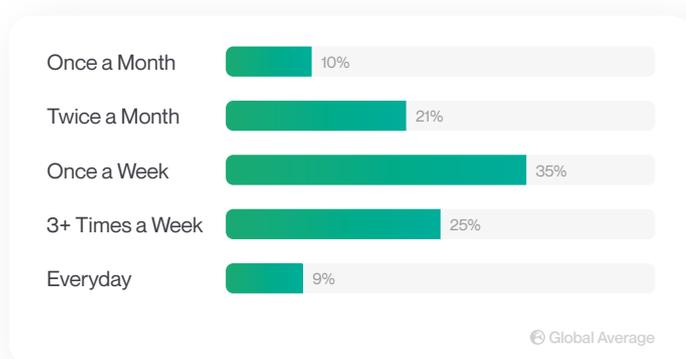
Participant Feedback



Question 2

How often do you watch on-demand videos for business?

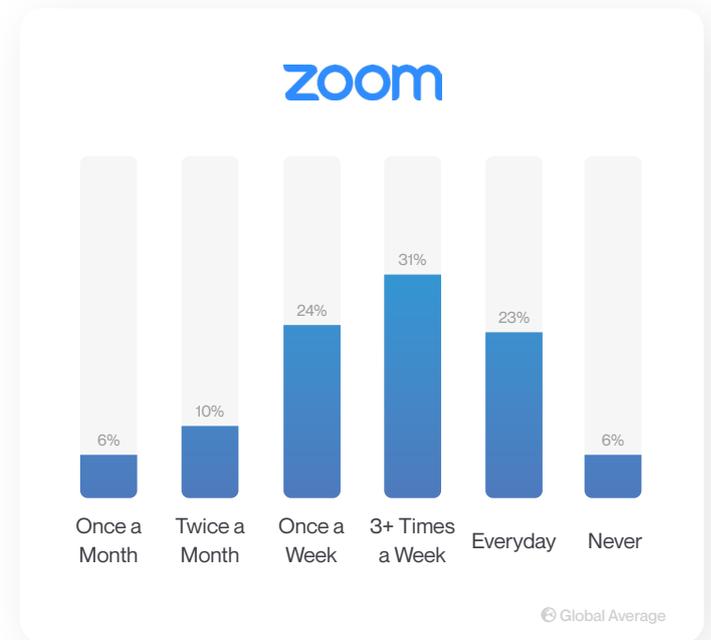
100% of our respondents watch on-demand business videos each month, with almost 70% watching weekly.



Question 3

How often do you use Zoom (or equivalent) for your business?

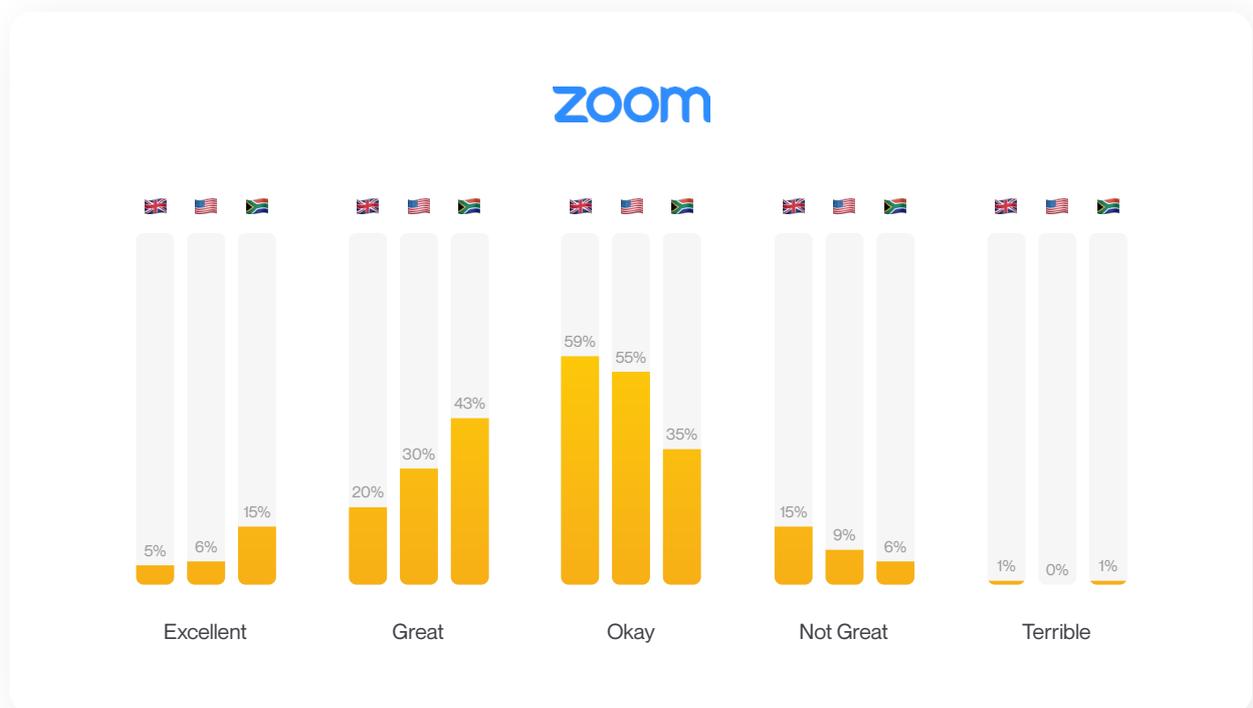
Six months ago many people hadn't heard of Zoom or Google Meet but these services have instantly become a core part of everyday business. 78% of respondents say they are now weekly Zoom devotees.



Question 4

If you use Zoom (or equivalent), how do you rate the experience, compared to a face-to-face meeting?

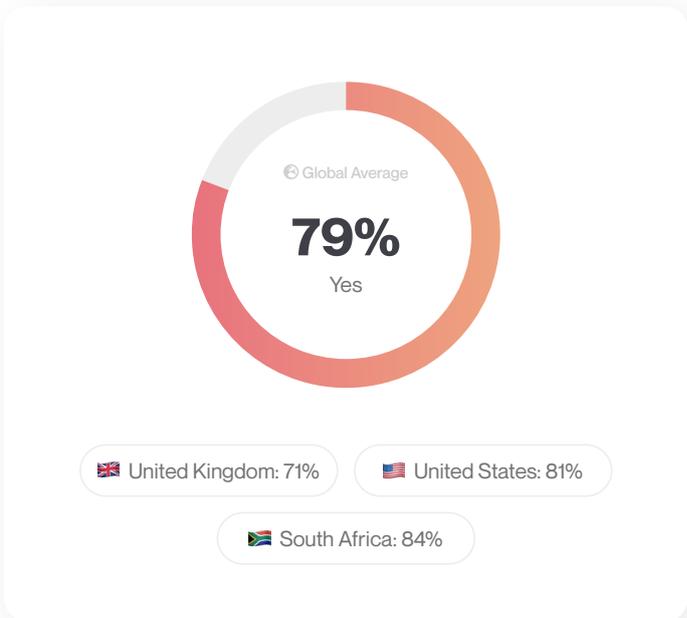
More than 84% of users rated Zoom 'Okay' to 'Excellent', helping explain the swing towards video as a source of day to day communication.



Question 5

Have you participated in a Virtual Conference?

In 2020, we have seen a distinct flip from 'in-person' to 'virtual' conferencing due to COVID-19. It will be interesting to see whether people will continue to attend virtual events or prefer to attend 'in-person' events once they resume.



Question 6

If yes, how do you rate the experience, compared to a face-to-face meeting?

Some mixed reactions to virtual conferencing, with 37% of participants completely satisfied. The overall findings show a thumbs up for virtual conferences. Respondents remarked that virtual conferences delivered “hassle free, on demand, no cost, no travelling”.

However, up to a quarter of those who have attended a virtual conference were not happy. They said they wanted longer breaks and shorter sessions as well as more options for engagement. “Definitely not an all-day agenda”. They insist on “lots of opportunities for discussion”.

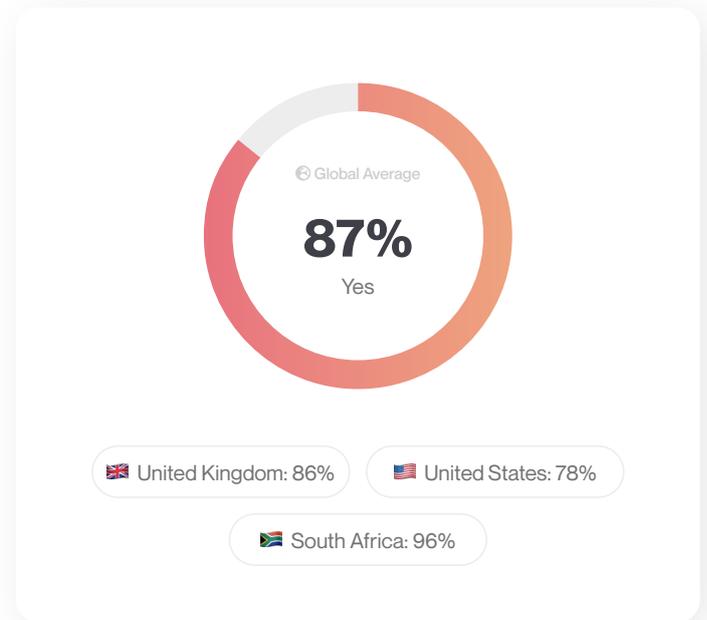


Question 7

In 2020, do you anticipate attending more virtual conferences?

The shift to virtual conferencing is clearly a done deal, not least because in-person events are on hold. But there looks to be a longer term impact. Though some respondents hanker for the return of the conference. “I miss in-person meetings and chatting to other people and advisers. This is not something a virtual conference can replicate”.

The majority are finding significant benefits in virtual conferences, “Time and cost efficiency. An advantage of far reduced pollution contribution created by avoiding motor vehicle and air travel”.



A very useful source of information from experts in their field.
Easily accessible.

Participant Feedback

Question 8

In your view, what would make the virtual conferences better?

14% **Keep it Short**

Shorter sessions. Some are scheduled to be held all day as though it's a replacement seminar and they're not the same as an in-person event where you can give 100% concentration for the session.

Run the conference over multiple days or even a week.

14% **No Changes Needed**

Good enough as they are!

I am happy with my experiences to date.



Needs Interaction

The attendees should not shy away from virtual networking.

We need communication between participants and attendees beyond formal Q&A sessions.

Networking is difficult, would be great if it can be improved.



Technology

Too many 'gremlins', but I am sure that this will improve.

I am not sure the software is often up to the mark and bad reception can ruin a conference.



Better Content

There are too many like-minded people. Debate and disagreement is more engaging to watch than PR and promotion

A few presenters are really good but some are still getting used to this type of presenting - lots of room for improvement.



Other

I miss networking over lunch.

Having more information beforehand so that I can be better prepared.

Clear agendas.

Starting on time - just like in-person meetings!

The new normal

Leading Virtual Experiences.

The Virtual Conference Partnership provides secure and interactive virtual events, with everything you would expect from the real thing.

Request a demo



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