



2022 Professional Survey

Virtual Conferencing

In Q4 2021, for the second year in a row, we surveyed our professional audiences across the UK, US and South Africa. The results are **distilled from over 600 responses**.

- 90% of US viewers attend virtual events (76% of the UK audience)
- 88% say they will stick with virtual, despite having the option for in-person events
- 50% of the audience watch on demand videos every week and 93% watch at least monthly

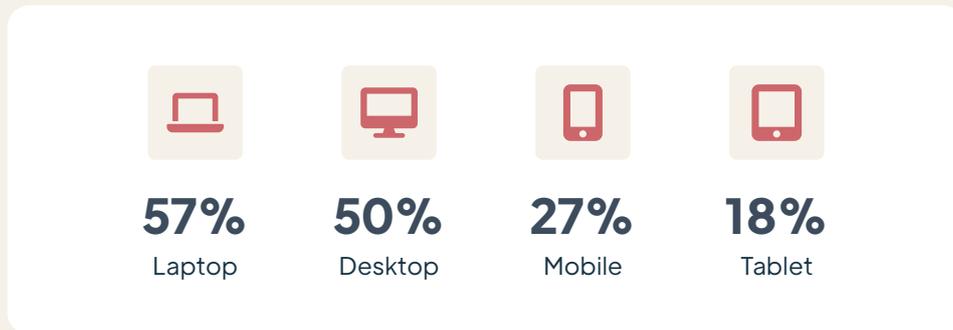


VirtualConference
Partnership

QUESTION 1

On which device do you prefer to watch videos?

Those watching on mobile increased 7% in 2021, but our audience continues to prefer a laptop or desktop computer. Viewers on laptop and tablet decreased by 5%; perhaps an increase in working from home means less time on the commute and less time on mobile devices.



PARTICIPANT FEEDBACK

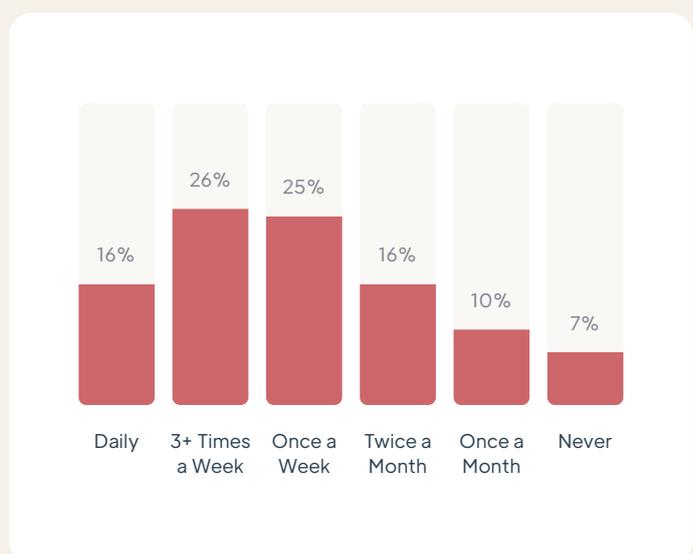
"I think Virtual Conferences work well just the way they are. Going forward, I think more people will be inclined to opt for the virtual option now that they have become commonplace. A better use of time, better financially and also for the environment."



QUESTION 2

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

The advantages of virtual events and remote solutions make it virtually impossible to neglect the technology in favour of other methods. With over 90% of our audience using video/virtual meetings as a regular part of their business.



QUESTION 3

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

The majority of respondents watch video for business purposes at least monthly, with over 50% watching weekly.

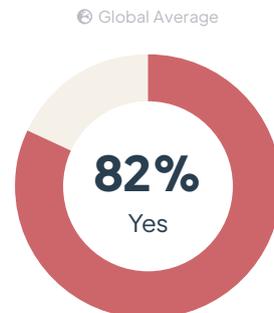


QUESTION 4

Have you participated in a virtual conference?

82% of our audience participated in a virtual conference in 2021, with all regions seeing an increase on 2020.

It will be interesting to see if this trend continues upwards in a post-covid world.



🇬🇧 United Kingdom: 76%

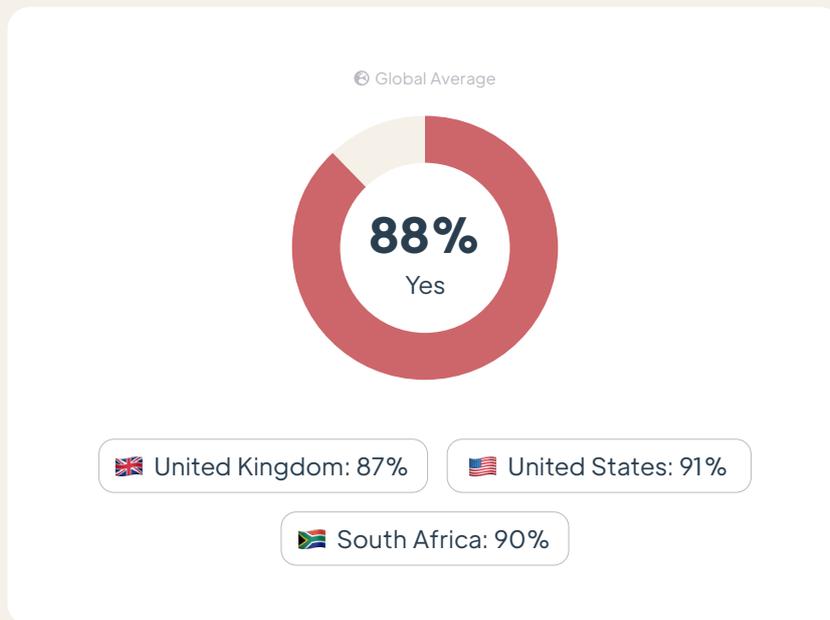
🇺🇸 United States: 90%

🇿🇦 South Africa: 89%

QUESTION 5

If yes, as in person events resume, do you envisage virtual conferences continuing?

It's clear our audience expects virtual events to continue, forecasting a hybrid-world where virtual conferences run alongside in-person events.



QUESTION 6

In your view, what would make virtual conferences better?



Keep it short

- Often short and to the point is preferable.
- People consume content a lot quicker these days so no need for a whole day.
- If they were shorter or broken out over longer periods of time. It is hard to take time away from client work when not in a central location... too many interruptions and lack of focus.



Increased interaction

- Engage participants more into the conference. Conferences create great opportunities to get significant feedback from a large set of participants.
- Better networking and exhibition areas.
- More interactive features for delegates.
- The missing piece is effective virtual networking.



Better production/tech

- Improved production quality.
- Virtual conferences will evolve more as time goes on. Due to covid these have been produced at a fast rate and teething issues will be ironed out with time and familiarity.
- The participants would have their tech up to snuff. It amazes me how often top people have shabby tech that they don't know how to use, and that includes the tech industry!



Better content

- Keep topics relevant.
- More focussed on general investments rather than the ESG and the impact.
- More interactive topical issues.
- Content needs to be relevant to the market, and speakers need to be 'best of breed' type speakers .
- Better quality graphics, illustration of trends.



Nothing

- Currently I have no suggestions as the ones I have attended provided more options than what I could utilise.
- They have already reached a high level of professionalism which will be hard to improve on.
- It eliminates the need, expense and time of travel. That allows you to visit with more people, and get more done.



Other

- I think that the time saved on travelling is a bonus. This could be reinvested by having more presenters or themes per conference, to beef them up a bit?
- Comfort breaks are rarely included for virtual conferences.
- A hybrid model where some sort of physical material is delivered which can interact with online.



Prefer 'in-person'

- I prefer face to face.
- It is useful to be able to tune into virtual conferences but attention will almost certainly be divided. Meeting in person is definitely preferable in my mind.