

The State of B2B Digital Event Experience 2023



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01 Welcome

We are thrilled to present to you our latest industry report on the future of digital event experiences, exploring how B2B marketing strategies are being enhanced through state-of-the-art event experiences, and engagement tactics.

The global virtual events market was valued at \$114.12bn in 2021 and is predicted to grow by 21.4% per year up to 2030, with the North American market holding the largest share. ⁽¹⁾

It's an industry that witnessed a rapid shift toward digitalization. A shift that has had a significant impact, both in the US and across the globe. Organizations are increasingly investing in virtual event technologies and solutions.

Our report, and the stats provided, demonstrate the significant role events play in the B2B industry and highlight the need for businesses to adapt to the evolving digital landscape.

While we may not witness the rapid shift from physical to digital events generated by the pandemic again, the benefits of advanced virtual events are here to stay.

With the extra reach that virtual events allow and the audience insight event managers can gather through digital interactions, virtual events are a key element in the marketing mix.

Our report delves deep into the world of virtual events, providing valuable insights into how B2B marketers need to adapt to behavioral change to thrive in the digital space.

The report covers a range of topics, from event maturity and strategy to metrics, and budgets.

We explore the challenges businesses face when transitioning to virtual events and the potential for delegate fatigue. Additionally, we examine the various tools, technologies, and functionalities that businesses can utilize to improve attendee experiences.

We hope this report proves to be valuable to your organization's digital event strategy.

Carlos Doughty, CEO and Course Instructor, LXA



02 Foreword

Imagine standing on the edge of a deep, dark chasm. You look across and see your team on the other side, but the gap between you seems insurmountable. This chasm represents the growing disconnect between hybrid teams in our digital world. The challenge we face today is how to bridge this gap and bring our teams together, creating a sense of unity despite the physical distance.

It is clear that the way we work has changed. Technology has given us the freedom to decide when, where, and how we connect with others. But in the process, we've lost something crucial: a feeling of purpose, of human connection, of togetherness.

Recent studies show that 20% of remote employees feel isolated from their colleagues, and this disconnection impacts not only their mental well-being but also their productivity and overall job satisfaction.

The loss of human connection has far-reaching consequences for both individuals and businesses. Companies with disconnected employees may face higher turnover rates, decreased collaboration, and ultimately, a loss in revenue. One study revealed that businesses with highly engaged employees outperform those with disengaged employees by up to 202%.

Enter Jugo, our experiential platform for reimagining how people connect, collaborate, and create in the digital world. We believe that when people feel purposeful and connected, anything is possible.

Our mission is to bridge the chasm of disconnection and create an environment where employees can thrive both personally and professionally, no matter where they are in the world.

From inspiring one-to-one conversations to engaging audiences of thousands, Jugo puts the power of real human engagement at the heart of every virtual connection.

Our platform ensures that everyone using Jugo has a purpose, both professionally and personally, and the freedom to pursue it.

We've designed Jugo to be an immersive experience that not only replicates in-person interactions but also enhances them through the use of digital tools and features.

Imagine a virtual environment where brainstorming sessions are no longer limited to whiteboards and sticky notes, but instead, ideas come to life through 3D visualizations and real-time collaboration.

Imagine a virtual conference where participants from around the world can connect, network, and engage with each other as if they were in the same room.

The future of virtual events is here. It's time to bridge the chasm of disconnection and bring our teams together, fostering a sense of purpose and togetherness in the digital age.

By 2025, an estimated 70% of the workforce will be working remotely at least five days a month. We must adapt and embrace the potential of virtual connections, creating a more connected, collaborative, and innovative world.

That's why we commissioned LXA to research the B2B Digital Events space. Thousands of organizations rely on digital experiences, events, and meetings as tools for brand awareness, lead generation/sales, customer advocacy, social outreach plus many other applications.

With the importance of digital experiences increasing, it pays to know what is happening in the world around you. And there is no doubt about it; digital experiences will reshape marketing over the coming years.

I'm delighted that LXA have been so thorough and diligent in their work for this report, and I'm excited to share it with you.

Joseph Toma, CEO, Jugo



03 Executive Summary

Virtual events now play a key role in the B2B marketing mix, allowing marketers to reach and engage with prospective buyers online.

For this reason, 44% of CMOs see virtual events and webinars as their most important demand generation tactic.

While virtual events have grown in popularity in part due to the restrictions placed on physical events by the pandemic, most CMOs expect to be doing the same or even more virtual events in the coming 12 months.

The challenge for CMOs is to cut through the noise and deliver engaging and effective virtual events which drive brand awareness, leads, and ultimately sales.

Superior event experiences are the key to this, and this report examines this issue by looking at five key pillars of event experience.

1. Landscape and customer expectations

Customers have higher expectations of events. In a sense, marketers staging virtual events are competing with companies such as Netflix and Amazon Prime, which are only a click or two away.

- The bar has been raised for event experiences, with 71% CMOs reporting that attendees expect much higher levels of event experience.
- To add to the issue of raised expectations, 60% of CMOs report higher levels of 'digital event fatigue'.
- CMOs are looking for answers, but 64% are finding it challenging to deliver truly engaging digital event experiences.

2. B2B Digital Event Maturity & Strategy

Great virtual event experiences require the right combination of skills, technology, great content, planning, and alignment with broader marketing activity and overall business goals.

- Our respondents rated themselves as having higher digital event maturity levels than in other areas reported by LXA, such as martech, CX, and Sales Enablement.
- 51% of CMOs see the greatest barrier to delivering great digital event experience as a lack of tools and technology.
- Digital Event Experience Design and Delivery (including tools) and Strategic Alignment are the two maturity pillars in need of the most improvement.

3. Marketing Strategy and Metrics

Marketers see the improvement in event experiences as a key factor that will improve their overall demand generation performance. Therefore improving event experience is a key focus for the majority of marketers.

- Increasing brand awareness (39%) was the key reason given by CMOs for running online events.
- CMOs see the primary measurements of event success are consumption (23%) and session interactions (20%).
- 26% of marketers see nurturing and deepening engagement as the primary reason for running events.

4. Technology, Tools, and Functionality

Technology and the features and functionality it brings to the marketer are seen as key to enhancing attendee experiences. Marketers are looking for tools that can help them to create immersive and engaging events, and manage all aspects of the event, from planning to post-event analysis.

- 46% of CMOs believe a lack of event tools is limiting their ability to provide better digital event experiences.
- CMOs report a desire to move away from the visual norm in terms of online event experience, by offering mixed presentation styles, backgrounds, and speaker views.
- The report also finds attempts to use features of events technology to produce greater interactivity, such as breakout rooms, whiteboarding, and gamification.

5. The Future of B2B Event Experiences

Technology moves quickly, and CMOs need to be aware of technology that can help them to find new and innovative ways to engage with virtual audiences.

- The largest growth in tool functionality will be seen in AI, gamification, and the adoption of 3D. The current industry standard functionality will no longer be enough for many marketers in the near future.
- CMOs see deep immersive engagement through VR/Digital Twins/Metaverse (44%) and digital speakers/presenters powered by AI and ML (56%) as reshaping the future of digital event experiences.
- 62% of CMOs are looking for ways to incorporate more personalization to really enhance the delegate experience at virtual events.

Virtual is here to stay. While the world is enjoying the return to in-person, the reality is people continue to use virtual on a regular basis and is a part of their strategic business.

John Chen, CEO, Engaging Virtual Meetings

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04 Methodology

The methodology for this report involved three main phases:

Phase 1: desk research to review some of the most recent and relevant literature that explores themes relating to digital event experiences in the B2B sector.

Phase 2: qualitative research including a series of in-depth interviews with a range of senior client-side, agency, and vendor marketing leaders across multiple sectors.

Phase 3: an online survey of 401 respondents was conducted during February and March 2023, capturing responses of senior marketers at CMO level or equivalent across a range of B2B organizations with more than 500 employees across various sectors.

This report also contains commentary from respondents interviewed by LXA. LXA would like to thank the following people for their contributions to this report:

Our thanks to the following contributors:

- **Hannah Campbell**, Event Marketer & Executive Operations Manager, Google
- **Natalie Lake**, Head of Marketing, Seg3
- **John Chen**, CEO, Engaging Virtual Meetings
- **Joseph Toma**, CEO, Jugo
- **Carlos Doughty**, CEO, Course Instructor, LXA

05 Landscape & Customer Expectations

The event industry landscape has changed forever.

Virtual events are now mainstream. They are a part of daily working practices.

However, marketers face several challenges around their events strategy, from changing B2B buyer behavior and expectations to overcoming digital event fatigue and creating memorable event experiences.

B2B buyer behavior has changed over the past few years. Some of these changes have been accelerated by the pandemic but, broadly speaking, trends in B2C buyer behavior have impacted B2B. After all, the same people researching B2B purchases are familiar with the B2C buyer experience.

B2B tech buyers want to see all of the relevant information about product purchases at their fingertips, such as reviews, features, and pricing, without having to interact with sales teams. B2B buyers are now more likely to be digital natives who have grown up with an innate understanding of digital and want a more self-serve experience.

B2B buyers tend to need more interactions with a brand during their pre-purchase journey, and memorable digital experiences can help strengthen brand identity and set them apart from the competition.

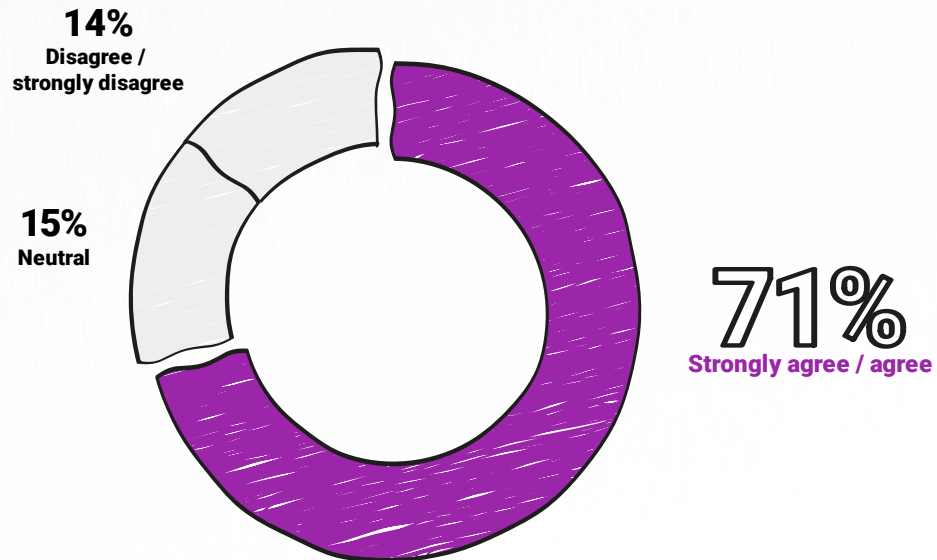
Event experiences need to appeal to these behaviors, working hard to gain users' attention, delivering knowledge that attendees value, and promoting interactions.

Customer expectations

With so many events, both virtual and in-person, on offer, marketers face a growing challenge to provide event experiences that stand out from the crowd. Marketers are competing for the attention of an audience with platforms like Netflix and Disney+, with higher production values and more sophisticated methods of engagement.

The bar has been raised for greater event expectations, and the majority of marketers understand this. 71% of CMOs believe that event attendees expect much higher levels of event experience than in the past.

Attendees expect higher levels of production and event experience than ever before



While virtual events offer numerous benefits, including accessibility and cost-effectiveness, they have also led to a rise in digital fatigue among attendees.

As such, it has become crucial for businesses to understand the causes of digital fatigue and implement strategies to combat it, focusing on event experiences that engage an audience.

Digital fatigue is a real issue. 81% of US CMOs believe their customers are suffering from digital fatigue and need an elevated event experience to drive and maintain engagement.

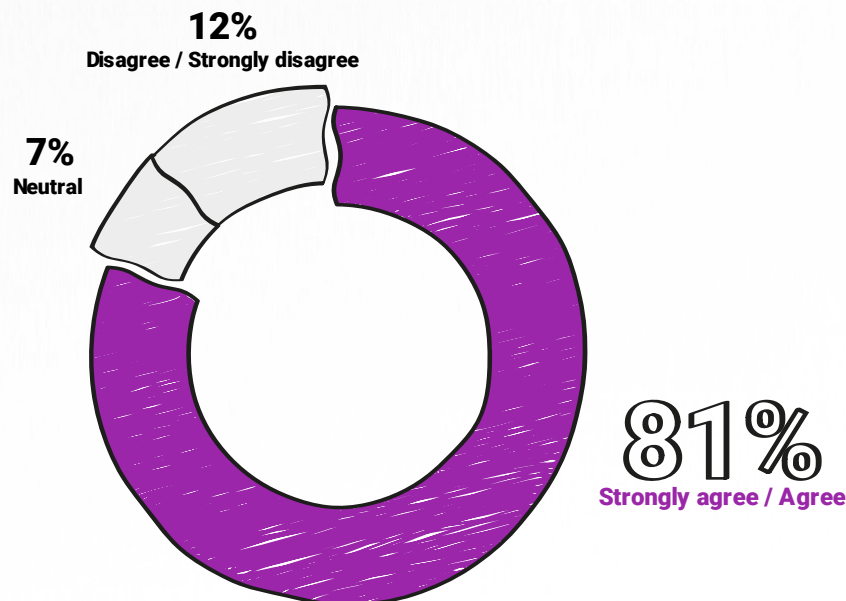
By contrast, 60% of CMOs in the UK and Europe believe that customers are experiencing digital fatigue. While clearly still an issue, the findings suggest that this may be a larger problem for US marketers.

I do think digital fatigue is a thing. With so many people using the hybrid model now they seem to cram more virtual conferences into their working day and find it hard to engage in events in that format.

Hannah Campbell, Event Marketer & Executive Operations Manager, Google



Our customers are suffering from digital fatigue and need an elevated event experience to drive engagement



This fatigue is a real concern for marketers, as events form a key part of many organizations' lead generation strategy - 44% of CMOs surveyed consider virtual events and webinars as the most important demand generation activity.

It's also an issue that will not go away over time. Or something that will be resolved with 'more of the same' or 'vanilla' event experiences.

Why are delegates experiencing digital event fatigue?

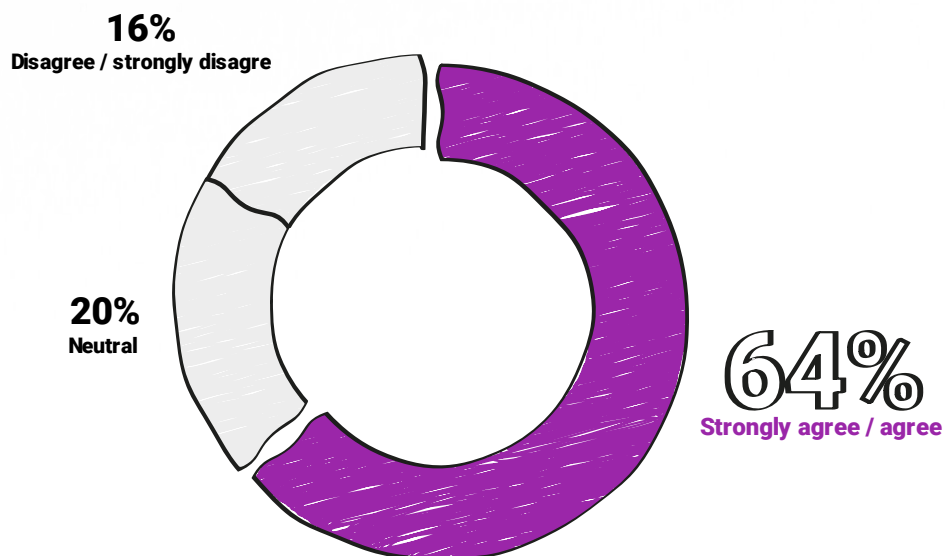
- **Digital event overload.** The pandemic caused a surge in the number of digital events being held. This increased volume led to delegate fatigue as attendees were inundated with a constant stream of virtual content.
- **Monotony and screen fatigue.** Digital events have become monotonous, with attendees sitting in front of their screens for extended periods. This can lead to screen fatigue, eye strain, and decreased engagement with the content.
- **Lack of interaction.** It's more difficult to reproduce the interaction and networking opportunities of in-person events in online versions. If attendees feel disconnected from content and other attendees, this can lead to decreased engagement and interest. Virtual sessions need to find a way to replicate some of the interaction and experience delivered via in-person sessions.
- **Technical and user experience issues.** Technical issues such as poor internet connection, audio or video problems, or difficulty accessing the event platform, can add to event fatigue.

- **Poor event design.** Lengthy presentations without opportunities for interaction, sessions with irrelevant content, or dull visual design all contribute to digital fatigue.

The existence of this issue means marketers need to think carefully about the customer experience around their events, ensuring that they can provide experiences that stand out from the crowd and deliver events with clear benefits for attendees.

One major problem is that CMOs are finding it challenging to deliver truly engaging and effective digital event experiences. 64% of CMOs agree or strongly agree that they currently have these challenges, with just 17% disagreeing.

Our organization finds it challenging to deliver truly engaging digital event experiences



Creating engaging digital event experiences requires careful planning, effective use of technology, and a focus on the attendee experience. By addressing these challenges, organizations can create more engaging and effective digital event experiences for their attendees.

While attendees may have shorter attention spans during digital events, due to the distractions of the home or office environment, there are methods for keeping attendees engaged for extended periods.

Digital events need to be designed with the attendee experience in mind and provide relevant and engaging content.

There are more online events and meetings available today than ever before. That's great, but that means there is more competition than ever before, both in terms of content and for an audience.

Joseph Toma, CEO, Jugo

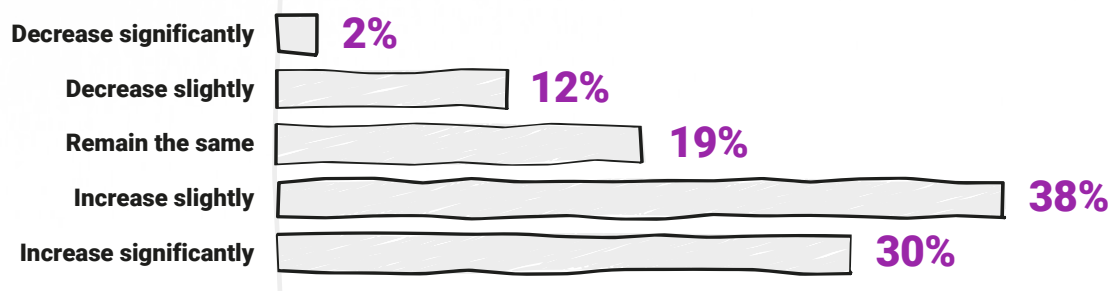


Digital events budgets

More than 60% of CMOs expect their organization's digital events budget to increase over the next two years.

With CMOs often expected to do more with less in challenging times, ensuring that budget increases deliver a return on investment in terms of demand generation is important.

How will your organization's digital events budget change over the next 24 months?



Key takeaways

- With audience event expectations often set by consumer experiences of digital platforms and streaming services, you need to raise your game when creating digital experiences.
- Digital fatigue and disengagement are real problems even once you have an audience registered for your event. Maintaining engagement through improved digital and in-person experiences is the way to combat this.
- Analyze how digital events are changing, and how technology can be used to improve event experiences. More of the same is not the answer. Using cutting-edge 3D photo-realistic technologies and a focus on a quality experience is the way to improve.

06 B2B Digital Event Maturity & Strategy

To provide a great virtual event experience, organizations must have several key pillars in place. These include the tools and technology to deliver the events, teams with the necessary skills to create and execute great events, and alignment between event strategy and overall marketing and business goals.

We asked survey respondents questions based on eight contributing factors to assess the state of their digital event maturity.

- **Production design and delivery.** The extent to which organizations deliver high production values across digital event experiences. For example, using tools and production equipment to ensure high-end audio, video streaming quality, backdrops, and lighting standards.
- **IT infrastructure.** The extent to which your organization's digital event infrastructure is secure and reliable, providing the highest level of performance.
- **Reporting and analytics.** The extent to which your organization can effectively and efficiently measure digital event performance. For example, the ability to measure pre, live, and post-event metrics across registrations, attendance, consumption, and engagement through session content, vendor, and social interactions.
- **Event topic design and delivery.** The extent to which an organization's event content design and delivery (topics, speakers, and presenters) results in engaging and captivating experiences. For example, events deliver highly topical content, delivered by a speaker with rich online presentation skills.
- **Events team and capabilities.** The extent to which an organization has the staffing and team capabilities to deliver its digital event experience strategy.
- **Marketing planning.** The extent to which an organization's event marketing plans and activities result in positive event performance goals.
- **Digital event experience design and delivery.** The extent to which digital events experience design and delivery is memorable, interactive, and engaging for event attendees. For example, the event tools, session design, content formats, equipment, and set-up, all ensure an immersive and captivating engagement that delivers an optimal event experience.
- **Strategic alignment.** The extent to which an organization's digital event strategy and initiatives align with marketing activities, buyer journeys, and overall business goals. Digital events maturity levels.

Digital events maturity levels

CMOs consider their digital event maturity levels to be higher than in other areas reported by LXA in reports on the State of Martech, with high maturity scores for content design and delivery, event infrastructure, and event reporting and analytics.⁽²⁾

US respondents to our survey were more likely to report their organization as either Advanced or Optimal across the eight factors, with strategic alignment and marketing planning as key areas of expertise.

B2B Digital Event Maturity & Strategy	
Production Design & Delivery	3.88
IT Infrastructure	3.85
Reporting & Analytics	3.82
Event Topic Design & Delivery	3.77
Marketing Planning	3.76
Event Team & Capabilities	3.76
Experience Design & Delivery	3.75
Strategic Alignment	3.70

Respondents were asked to assess their organization's digital event maturity across these factors, rating their maturity in each factor between 1 and 5. Maturity was then rated as Advanced, Optimal, Standard, Basic, or Subpar. For example, a score of 1 would mean Subpar while a score of 5 would indicate Advanced maturity.

Digital event experience design and delivery (which includes tools) and strategic alignment are the two maturity pillars in need of the most improvement.

The results suggest that production values are high, and marketers have a reliable and secure infrastructure to enable them to create events. In other words, they can deliver events, but, with experience design a key area for improvement, marketers are struggling to push the boundaries when it comes to experience.

Perhaps, with a busy schedule of digital events to create and execute, marketers have less time to stop and think about how they can improve the event experience for attendees.

If we compare organizations with advanced maturity levels with those with basic or subpar, we can see that experience design is an issue for both. Nearly three-quarters of respondents (73%) don't consider themselves as delivering advanced memorable, interactive, and engaging event experiences.

Maturity: Advanced

Maturity Pillar	%
Production Design & Delivery	36
Reporting & Analytics	33
IT Infrastructure	32
Marketing Planning	30
Event Topic Design & Delivery	29
Event Team & Capabilities	28
Digital Event Experience Design & Delivery	27
Strategic Alignment	25

Maturity: Basic or Subpar

Maturity Pillar	%
Marketing Planning	17
Strategic Alignment	16
Reporting & Analytics	15
Event Team & Capabilities	15
Digital Event Experience Design & Delivery	15
Event Topic Design & Delivery	14
Production Design & Delivery	13
IT Infrastructure	12

Barriers to improving event experiences

For 51%, lacking the necessary events tech tools is a key barrier. CMOs are rating themselves as mature in terms of production design and delivery, as well as infrastructure, so they have the tools to put on events. This suggests that they lack the right tools, or the features within those tools to elevate the experience.

Or possibly, with 44% citing a lack of skills and event experience knowledge, they have the tools but lack the skills to use some of the more advanced features within events tech tools.

Organizations need to effectively use the technology available to them to create engaging digital events. The use of technology such as virtual reality, augmented reality, and gamification can enhance attendee engagement, but it requires careful planning and execution.

Improving digital event experiences and keeping sessions fresh, engaging, imaginative, and educational certainly requires a significant investment of time, resources, and expertise.

Lacking resources such as budget, staff, or time, to invest in improving their digital event experiences will also result in a lack of innovation or failure to keep up with the latest technology trends.

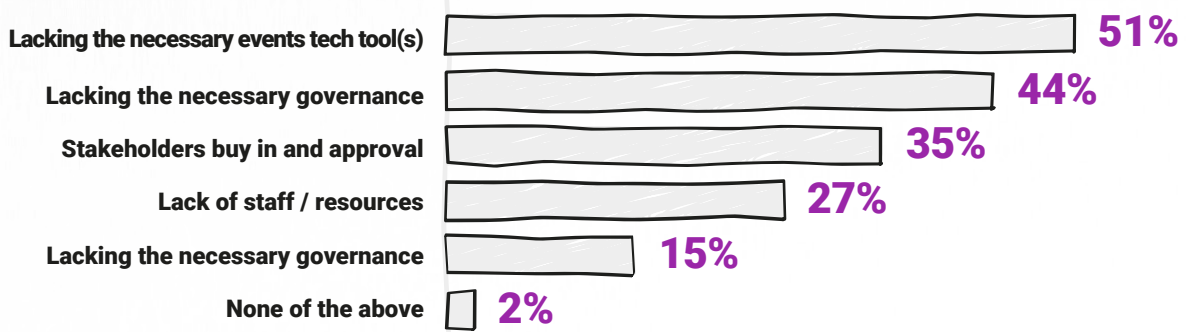
Engagement continues to be the #1 challenge with virtual and hybrid events. You can create great engagement on virtual with an unmatched reach around the world. Yet many of these best techniques are not used in most virtual programs.



John Chen, CEO, Engaging Virtual Meetings



What are the greatest barriers your company faces in improving digital event experiences?



Key takeaways

- Assess your current maturity levels across the key pillars described to find your current state of digital events maturity.
- Identify areas where maturity levels could be improved and create a roadmap for advancing maturity in these key areas.
- Assess new immersive digital event technology to identify the tools that have the functionality needed to improve your maturity levels in key areas.

07 Marketing Strategy and Metrics

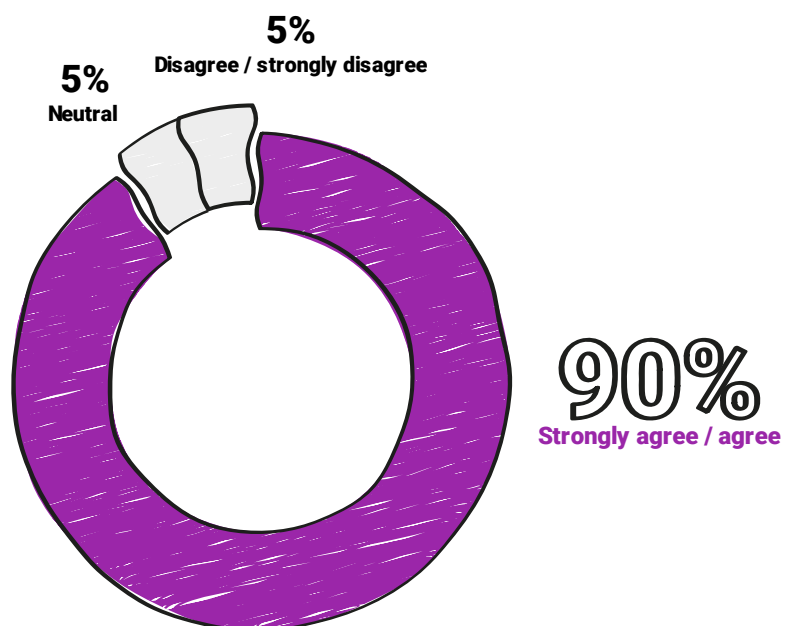
In challenging economic conditions, CMOs are often forced to do more with less. For CMOs that are keeping their eyes on both budget and pipeline, event marketing is about striking the right balance using all the available tools at your disposal.

In this context, marketers see the value of virtual events, and the potential results to be gained from elevating the event experience.

B2B CMOs see events as a key part of the marketing mix, playing a key role in building brand awareness, driving deeper engagement, and generating demand and leads.

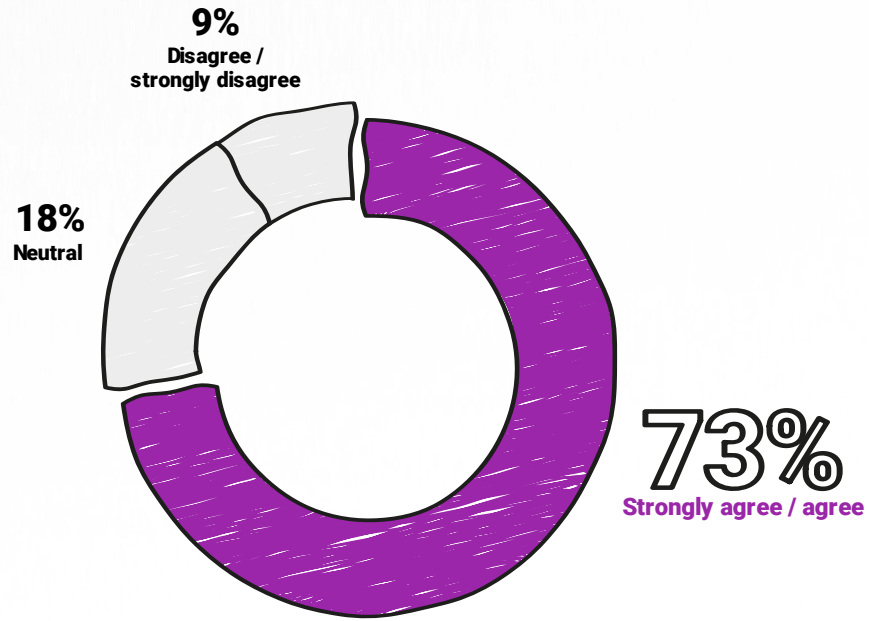
It's, therefore, no surprise that the majority of US CMOs (90%) view improving event experience as a key strategic marketing focus, as better event experiences can translate into improvement in all of these areas.

Elevating our organization's event experience is a key strategic marketing focus



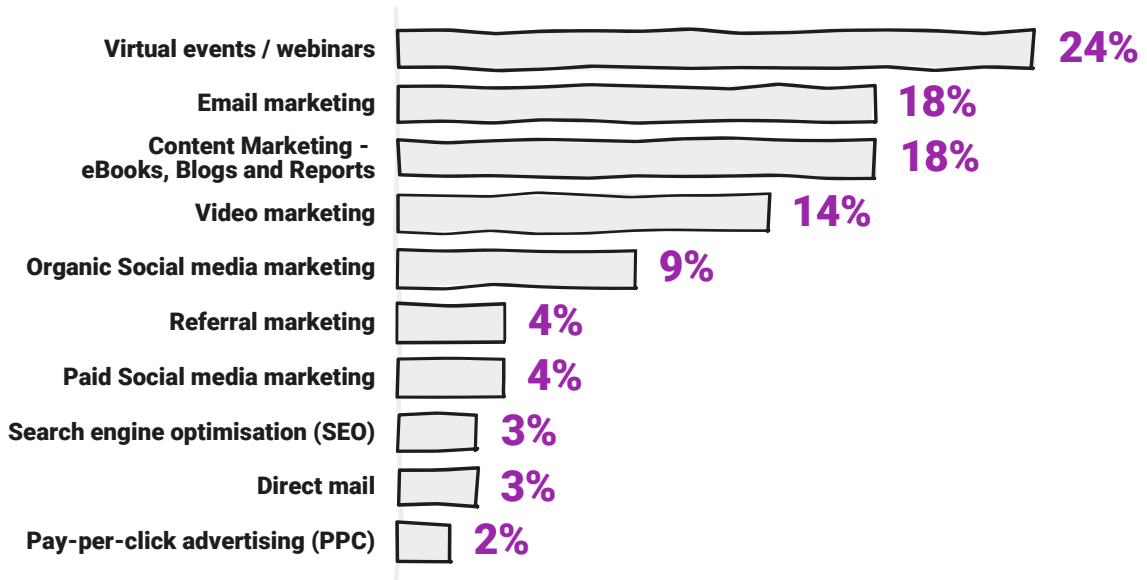
Marketers also see a direct link between excellent event experiences and demand generation.

Elevating the digital event experience will significantly drive our event demand generation performance



The importance of events to marketing strategy is underlined by the fact that our respondents see virtual events and webinars as their most important demand generation activity.

Please select your organization's top demand generation activities (maximum of 3)

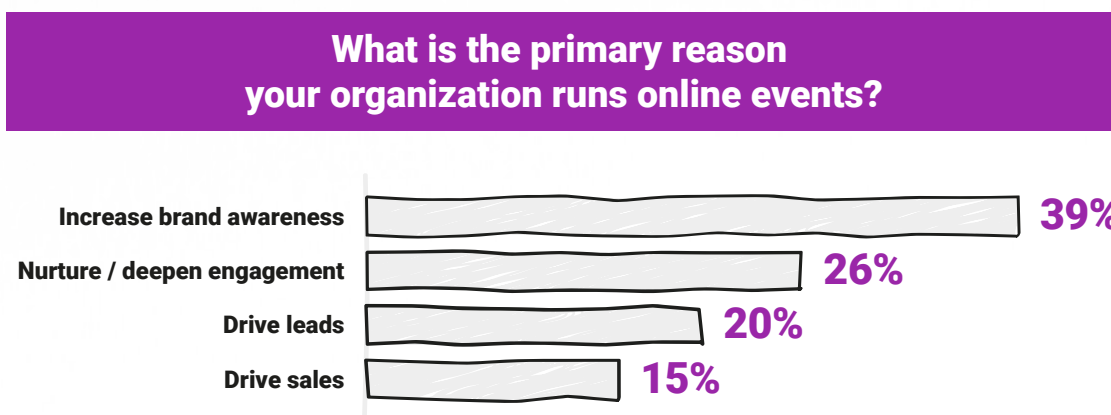


The importance of events for demand generation is reinforced by the reasons CMOs are running events, which are primarily connected to driving awareness and deepening relationships with customers.

Why do marketers run virtual events?

Increasing brand awareness (39%) was the key reason given by CMOs for running online events. These events provide an opportunity to raise awareness of a brand and its products or services. US marketers (58%) were more likely to see brand awareness as the main reason for running events.

Events can help brands establish themselves as thought leaders in their space, and to build a community around their brand through these events. They are also useful content marketing tools, helping to raise awareness of and distribute content.



26% of marketers see nurturing and deepening engagement as the primary reason for running events. Events with interactive elements provide an opportunity for more direct engagement with customers, as well as opportunities to learn from customer feedback.

Lead generation is still a significant focus, with 20% of marketers seeing this as the key motivation for running events. Online events can be an effective way to generate leads and build a customer database. Attendees typically provide their contact details when registering for an event, which can be used for follow-up marketing and sales activities.

The primary measurements of event success are consumption (23%) and session interactions (20%). Both could be described as event engagement metrics. Event engagement will be the new battleground. Differentiating your tools and functionality (VR/3D/AI) will drive that engagement.

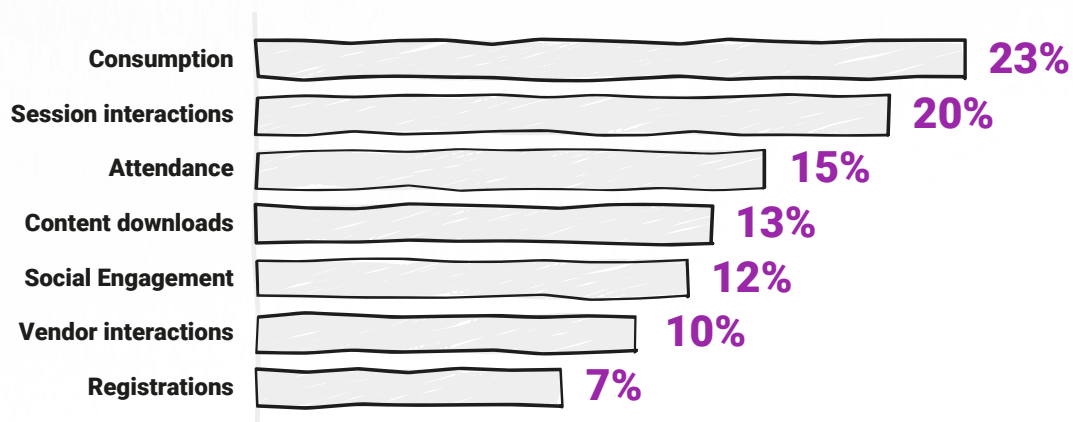
Chat continues to be one of the most engaging features on virtual. There are new techniques on facilitating even more value for chat. Chat sometimes makes the virtual more valuable than the in-person experience.



John Chen, CEO, Engaging Virtual Meetings



What is the primary measurement of success for your organization's virtual events?



Key takeaways

- Prioritize improving event experience as a key strategic marketing focus for better results in brand awareness, engagement, and demand generation.
- Recognize the importance of virtual events and webinars as a key part of the marketing mix for demand generation and establishing thought leadership.
- Focus on event engagement metrics such as consumption and session interactions and consider incorporating VR/3D/AI tools to drive engagement.

08 Technology, Tools, and Functionality

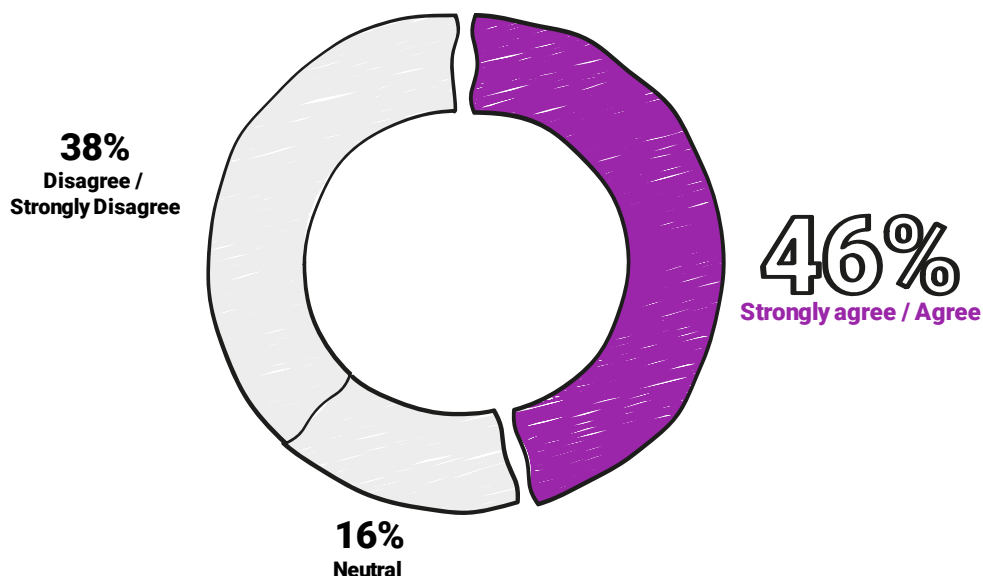
The growth of digital events has led to an increase in the use of technology and tools to enhance attendee experiences. From event management software to virtual reality experiences, businesses are looking for tools that can help them to create immersive and engaging events.

According to recent data, the global virtual events market was valued at \$114.12bn in 2021 and is predicted to expand at a compound annual growth rate (CAGR) of 21.4% between 2022 to 2030.

While our respondents have the technology that enables them to stage digital events, many feel that the tools they have are limiting their ability to provide the best possible experiences.

Our survey finds that a lack of event tools is limiting the delivery of an optimal digital event experience for nearly half of CMOs (46%). In other words, they have the tech but it is limiting their events strategy.

Our organization is limited in delivering the optimal digital event experience and advancing our maturity due to a lack of event tools

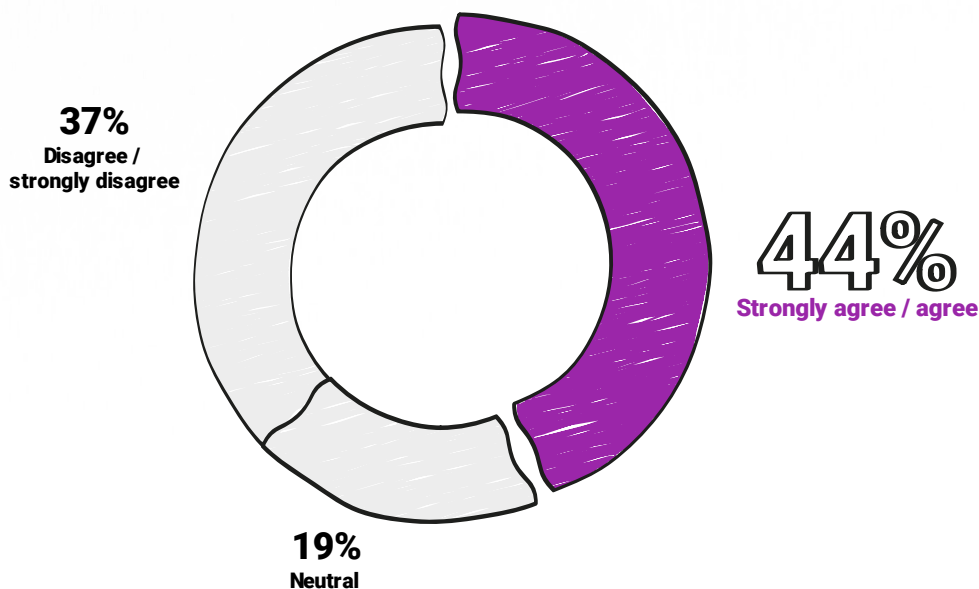


While some of our respondents see the lack of event tools as limiting their event strategy, other CMOs think that they have the right tools in place, but they simply aren't being used.

This is a common issue across martech. There is a skills shortage in the industry and this can mean that marketers aren't unlocking all of the features and functionalities of the technology they're using.

It can also be a vendor issue. If customers aren't fully educated about features, or if tech tools don't integrate well with the existing tech stack, then key features can remain unused.

Our organization's current events technology has the features and functionalities to improve digital event experiences, but we lack the tool adoption and usage

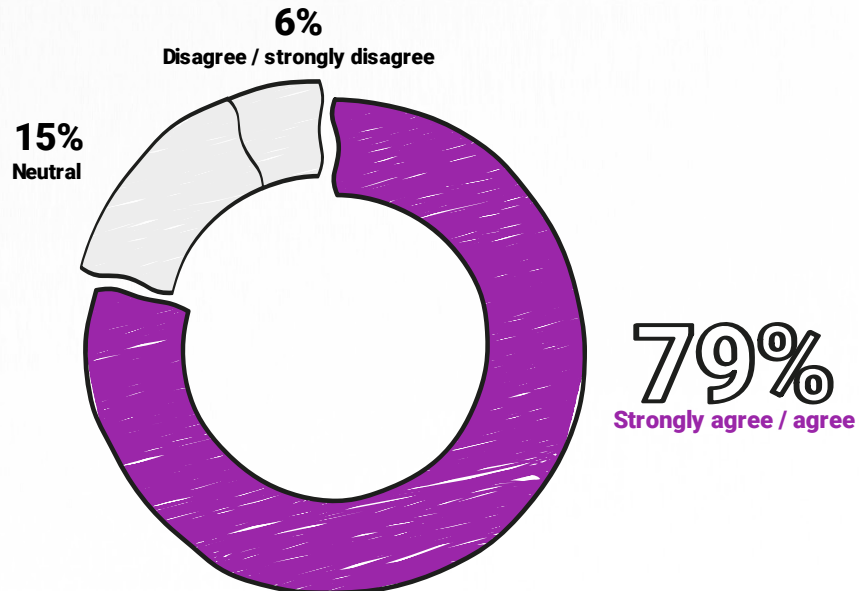


Our respondents are satisfied with the tools they have for reporting on events, with 79% of CMOs strongly agreeing that they have the reporting and analytics in place to accurately assess and uncover rich insights on performance. Just 6% disagree with the statement.

As we found in the Marketing Strategy section, the primary measurements marketers are using to assess event success are consumption (23%) and session interactions (20%), both engagement metrics.

The question here is whether marketers are measuring the right things. Are they drilling down into the details to find insights that will help them to improve future events? For example, are they looking into the most popular topics and content to find areas for improvement?

Our organization has the event reporting and analytics in place to accurately assess and uncover rich insights on performance



Selecting events technology

CMOs are looking for all-in-one event technology solutions when selecting digital event platforms that wrap around different event experiences, from webinars and conferences to roundtables and town halls.

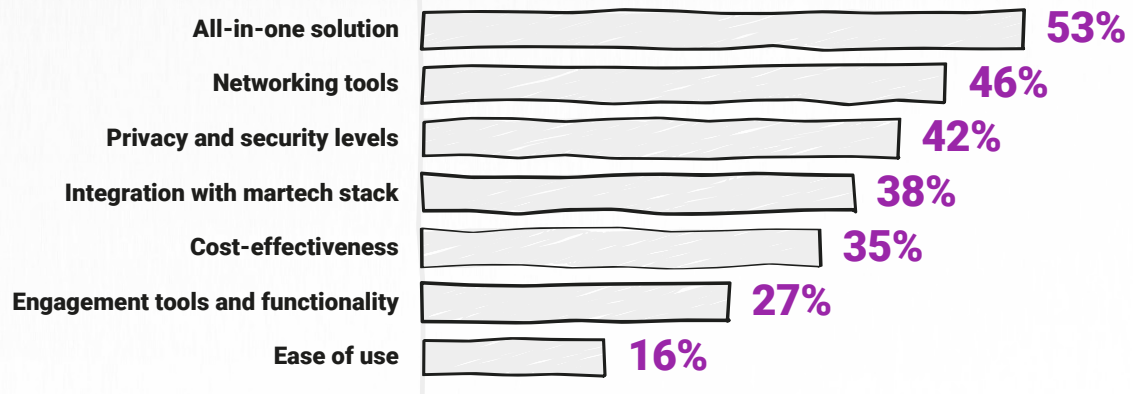
An all-in-one event delivery solution that can provide a convenient and cost-effective way to manage and deliver digital events. They also avoid any potential issues when integrating them into the existing tech stack.

Our survey also finds that companies are looking for integrated features such as networking and other engagement tools to help them create engaging and effective digital event experiences and drive business growth.

All-in-one event delivery solutions often include a range of integrated features, such as live streaming, video production, chatbots, and analytics. This can provide companies with a comprehensive suite of tools to create engaging and effective digital event experiences.

These solutions can also be more cost-effective than sourcing multiple tools and services from different vendors to find the necessary range of features and functionality. As well as saving in terms of costs, it reduces the administrative burden of managing multiple vendors.

What are the biggest factors in selecting digital event platforms at your organization?



Events tech functionality used by marketers

The features marketers are using to drive engagement at digital events seem to suggest a desire to replicate key aspects of in-person events, such as networking, live Q&As, and breakout rooms.

There's also a desire to move away from the standard online event experience, by offering mixed presentation styles, backgrounds, and speaker views.

Audience participation can help to make your event more memorable, encouraging networking and increasing attention spans. Event marketers that embrace this approach will see more engaged participants.

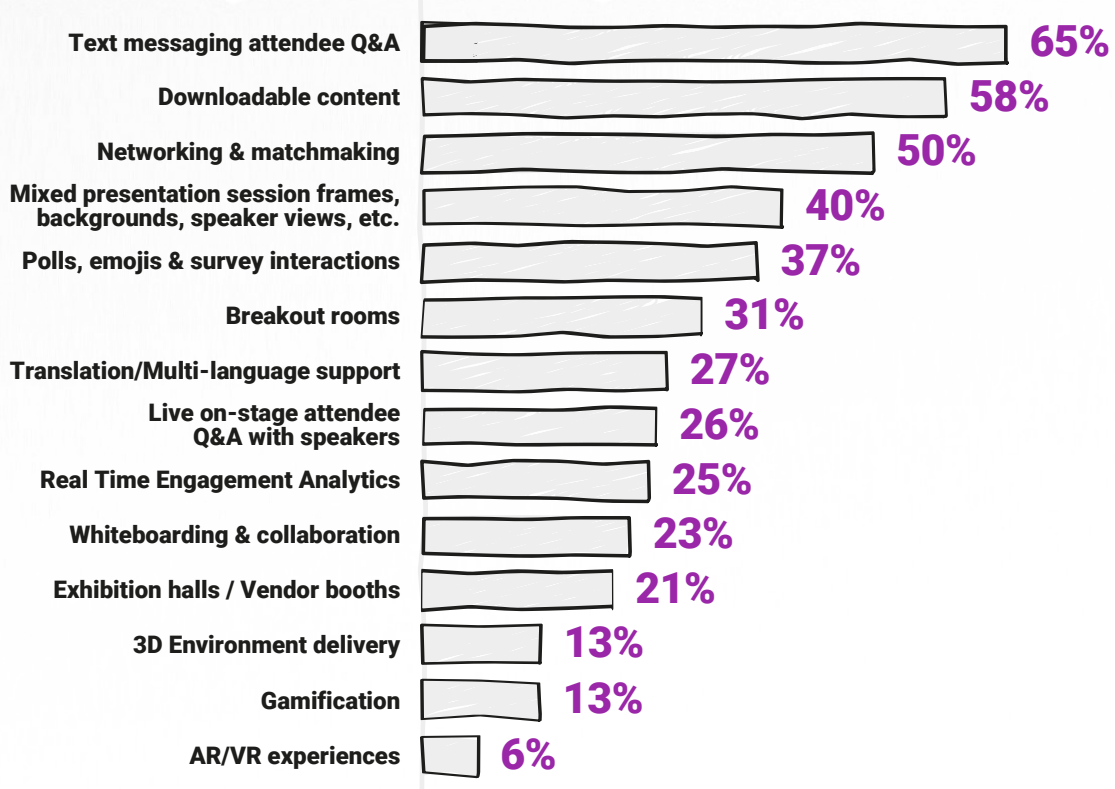
We can see attempts to use features to produce greater interactivity, though the adoption of features such as breakout rooms, whiteboarding, and gamification is relatively low.

I very much agree that digital fatigue is present. The biggest challenge we face is maintaining live attendance numbers and engagement. Fatigue happens much quicker online and the depth of interactions doesn't seem to be as strong as with in person events.

Natalie Lake, Head of Marketing, Seg3



What functionality and features does your organization use to drive the delegate engagement at your digital events?



While this provides a snapshot of how marketers are currently looking to drive digital event engagement, we'll look into how CMOs would like this to evolve in the near future, using innovation to improve engagement.

It's not just about the content you are presenting. It's about purpose. What value are you giving the audience?

Joseph Toma, CEO, Jugo



Key takeaways

- Consider investing in all-in-one event technology solutions that provide a comprehensive suite of tools to create engaging digital event experiences.
- Ensure that event tools are being fully utilized by addressing skills shortages or vendor education issues.
- Review event measurement metrics to ensure that insights are being gathered to improve future events.

09 The Future of B2B Event Experiences

The events industry is evolving at a rapid pace, and as such, businesses need to stay ahead of the curve when it comes to digital event experiences.

As attendees become increasingly familiar with virtual events, businesses need to find new and innovative ways to engage and delight them.

Marketers and event managers need to stay informed of the latest trends and technologies shaping the future of digital event experiences.

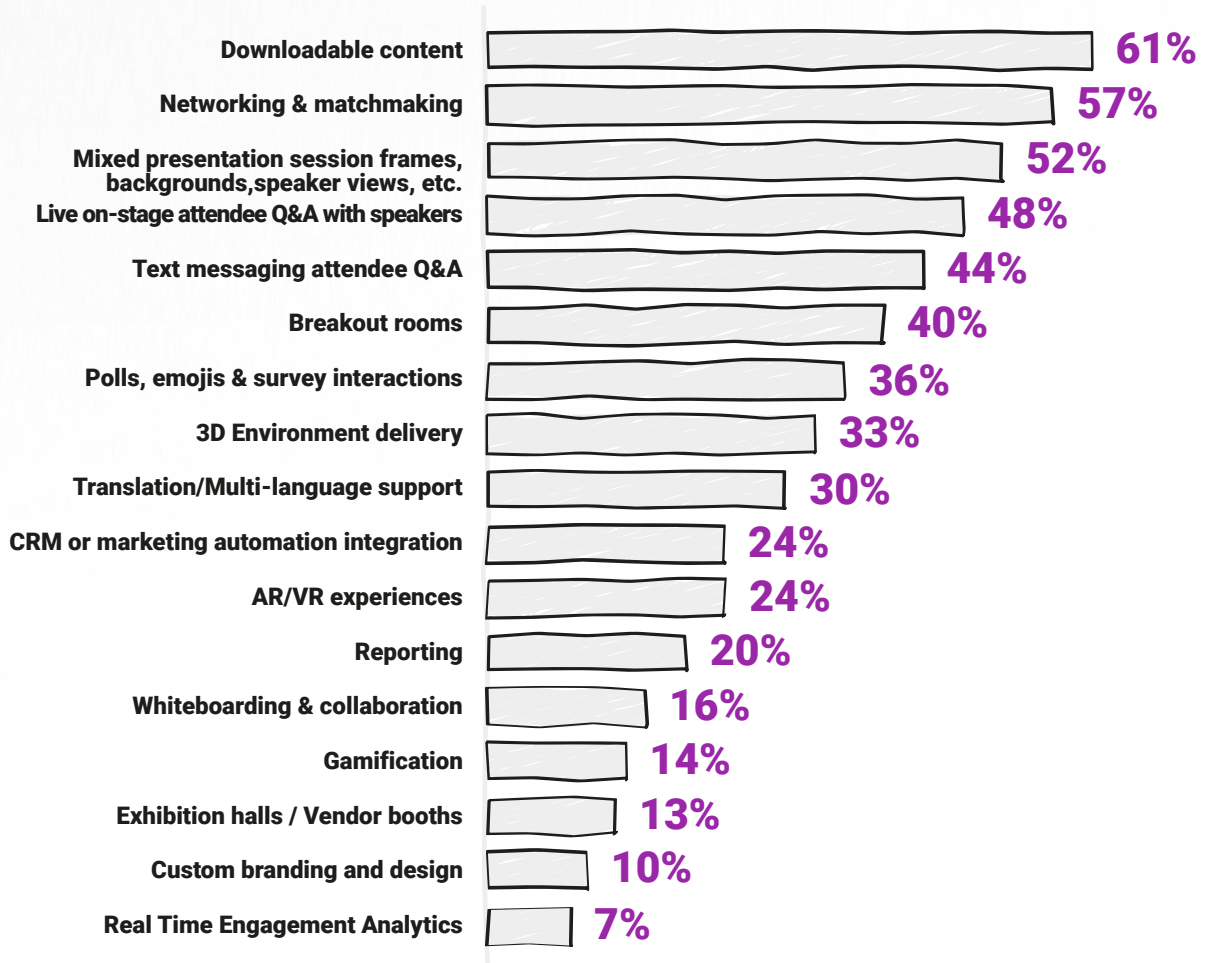
From 3D and virtual reality to gamification, there are many new and innovative effective ways to create immersive and engaging events that leave attendees wanting more. These are the functionalities that businesses will need to leverage within their event strategies to create truly unique and unforgettable experiences.

Looking at the features marketers are looking to add to the event experience in the next year, we see a desire to add more interactivity, with more CMOs citing Q&As, breakout rooms, and gamification.

Gamification is a great way to motivate attendees to interact, engage, and maintain their attention when viewing events. The right games can give attendees a shared sense of purpose and help to create a rich environment for networking.

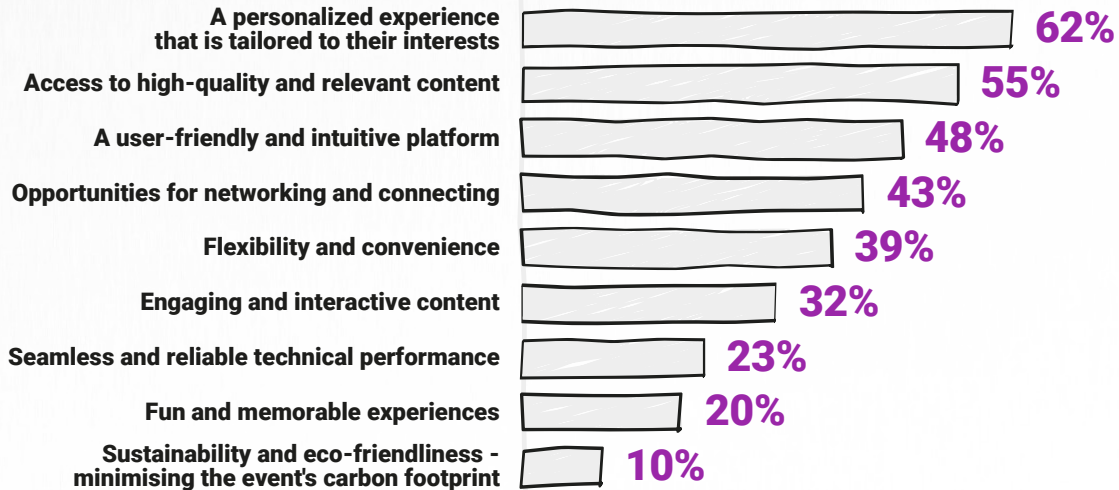
The largest growth in tool functionality can be seen in features like AI, Gamification, and 3D environments, rather than the current industry standard functionality.

Which of the following essential experiences or functionality will you be looking to include in your company's events in the next 12 months?



Personalization is a key priority for most CMOs across all areas of marketing, and the same is true for events, with 62% of marketers looking for more personalization to really enhance the delegate experience.

Which of the following improvements would you prioritize to enhance your company's event delegate experience?



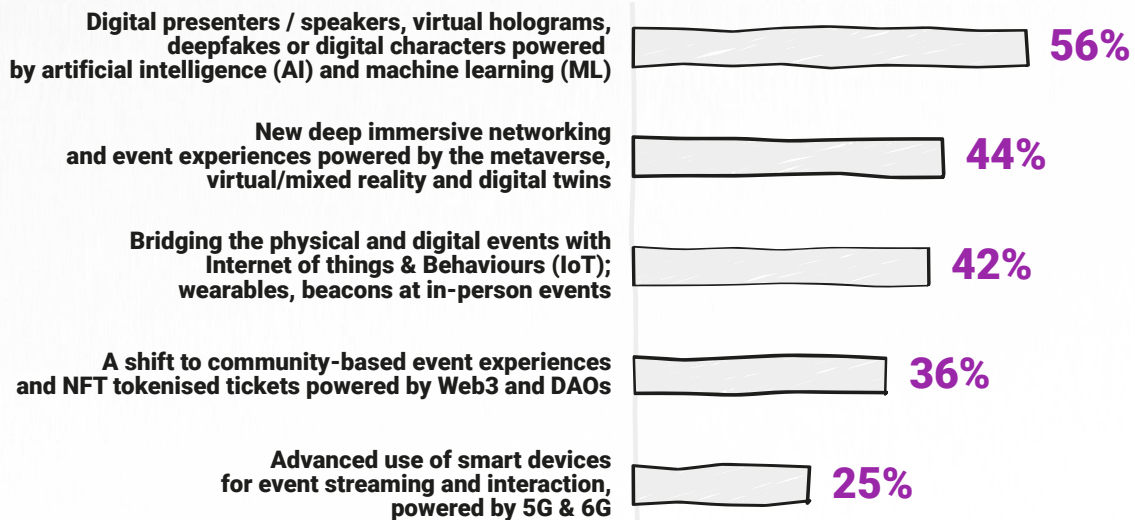
Disruptive events technology

Disruptive technology applications are likely to transform B2B digital event experiences in the coming years, creating more immersive, personalized, and engaging environments for attendees.

Indeed, this disruptive technology is likely to be the 'table stakes' which determine the ability of brands to attract audiences to events. New technology, such as Apple's upcoming mixed reality VR/AR headset has the potential to engage audiences in new ways.⁽³⁾

CMOs see deep immersive engagement through VR/Digital Twins/Metaverse (44%) and digital speakers/presenters powered by AI and ML (56%) as reshaping the future of digital event experiences.

What disruptive technology applications do you think will advance and reshape the future of digital events experience?



While virtual and hybrid events have taken over the B2B space during and since the pandemic, full-on virtual worlds and experiments in the metaverse have largely been left to the live entertainment and gaming industries, as well as B2C brands.

As 3D technology improves, so do the possibilities of delivering virtual events and connecting with people in more compelling and more immersive ways, which also allow for more effective communication and collaboration.

Companies that adopt these technologies early and effectively are likely to gain a competitive advantage in the digital event space.

Key takeaways

- Stay informed of the latest trends and technologies shaping the future of digital event experiences.
- Leverage innovative functionalities such as AI, gamification, and 3D environments within event strategies.
- Embrace disruptive technology applications to create immersive, personalized, and engaging environments for attendees.

10 Citations

- 1 Source: Grand View Research, 'Virtual Events Market Size, Share & Trends Report Virtual Events Market Size, Share & Trends Analysis Report', Grand View Research, April 2022. (<https://www.grandviewresearch.com/industry-analysis/virtual-events-market>)
- 2 Source: LXA, 'The State of Martech 2022/2023', LXA, October 2022. (<https://www.lxahub.com/state-of-martech-marketing-tech-martech>)
- 3 Source: Mitchell Clark, 'These parts could be the first leak of Apple's mixed-reality headset', The Verge, March 13, 2023. (<https://www.theverge.com/2023/3/13/23638257/apple-vr-ar-headset-parts-ribbon-cables>)

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About Jugo

How do you engage your teams in the digital, hybrid, and rapidly changing world? Attracting, engaging, and empowering an audience is tricky. Face-to-face, we can pick up on social cues, such as facial expression, body language, and people's eye contact. But what about in digital spaces?

The world is also getting bigger. Much bigger.

More than ever, employees are working from home. That's great. But it also means that people can disengage and disconnect from their team. If geography means your groups are stretched out, social disengagement can become an adversary.

If you can't see your audience, you lose that connection.

How do you bridge that gap, and bring teams together in valuable and compelling ways? How can you deliver more intimate experiences remotely without spending a fortune on new VR headsets?

Can you humanize digital interactions without reinventing the wheel?

Yes. Yes, you can.

Jugo is an experiential platform for reimagining how people connect, collaborate, and create in the digital world.

From an intimate one-to-one to an audience of thousands, we strive to make the complex simple, by making every human connection frictionless.

Everyone at and using Jugo has a purpose, professionally and personally, and the freedom to pursue it.

Just imagine the potential. To scale, Jugo leverages the capability of AWS, offering accessibility, security, and stability across the globe. To immerse, Jugo harnesses the full power of the Unreal Engine, building authentic and purposeful virtual environments. And to engage, Jugo is powered by NVIDIA's Visual AI, bringing teams together, and bringing anyone up on center stage.

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