Networking Is the Biggest Challenge Virtual Event Marketers Face in 2021

As in-person gatherings remain unsafe to attend during the pandemic, virtual and “phygital” hybrid events are here to stay in 2021. Event marketers now have 10 months of experience creating virtual gatherings, but they’ll need to focus on improving virtual event networking, engagement tactics and sponsor integration this year, according to a new study from Bizzabo.

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