



Digital Event Forecast

April 30, 2020



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Digital Event Forecast





A Note from Our Chief Strategist

The Coronavirus outbreak and the subsequent global pandemic has been a devastating shock to the health and well-being of our society. Everything was impacted—our families, our businesses, our daily activities—and its lasting impact has already taken hold of the global economy. In the nearly 25 years that I've worked in marketing and event strategy, I have often been tasked with helping a brand pivot strategy, but I have never experienced such a swift and profound stress to the system as we are experiencing now.

The finish line continues to shift (and extend) for the return of in-person events. Brands must pivot fast in order to retain their audiences and come up with new platforms and approaches that will support the marquee conferences, roadshows and other properties in their event portfolio. All this, while also trying to color in and tape together an idea of what these changes mean for their long-term engagement strategy—and their bottom lines.

As with most adversity, there is also opportunity—an inflection point forcing companies to pivot, innovate and think differently about what it takes to provide real, tangible and human connection to their brands. From my perspective, we have a unique opportunity to capture broader online mindshare, design cohesive digital experiences and determine how and when digital and in-person will work together in THE new model of brand engagement.

Our team of advisors at Impact Point Group has put together this **Digital Event Forecast** to be used as a compass along that journey—as you plan for the next few months and beyond.

These reflections represent activities we've observed as of April 30, 2020, and our analysis of their success, influence and opportunities for growth. We'll continue to update this report and add to our library of resources, as we discover new information, ideas, platforms, challenges and solutions.

In every way, I encourage you to keep pressing. Keep working together, supporting each other, being considerate of what our audiences and stakeholders need from us—to keep building and tackling big problems. We're confident that the event and experiential marketing industries will adapt and excel amid these challenging times. Indeed, there may be no one better positioned to lead in this transformation than event and engagement professionals like you.

Erica Spoor,

Chief Event Strategist

Impact Point Group | [ImpactPointGroup.com](https://www.impactpointgroup.com)

Executive Summary

As the COVID-19 pandemic took hold of the world in February 2020, the event industry's ability to react and respond strategically was tested. News articles and images from China and Italy were prolific and the impact of this situation became suddenly apparent. This was not going away and we must act.

Some of the first global, large-scale events announced cancelations and postponements mid-February—including Mobile World Congress Barcelona—and the domino effect ensued. At the release of this report, we are more than 50 days from the start of global event cancelations and a little over a month into stay-at-home orders in the U.S.

Event Evaluation Criteria

This report evaluates the various approaches to postponing, canceling and pivoting live events to a digital experience due to the inability and risk of hosting in-person events. And what we're seeing as a renewed investment in digital events as a primary engagement strategy, across the board. We've focused our analysis on the following criteria:

- 57 events hosted by enterprise-scale technology providers serving a global audience
- Events that were originally designed as an in-person or live experience
- Most of these targeted events have a B2B-focus
- Most events were hosted by a technology company; a few were third-party events
- Most were the company's flagship conference or event
- Most feature technical trainings

As of the release of this report, eight events have transpired. Please see the [Appendix](#) on page 22 of this report for the full list of audited events.

Summary of Recommendations

The success of your digital event experience—indeed of any of the methods a brand uses to engage stakeholders—is dependent on many factors. But, the foundational test is whether or not that experience is aligned to primary business objectives. What works for one brand, may not for another. However, as brands reinvent the new normal, we're watching for what is working and what audiences are asking for directly. Here are our recommendations.



Adjust Your Strategy

As you look to shift your original engagement strategy, think creatively, align your content and measurement to top-line goals, and maintain focus on your audience. As with in-person events, the most impactful digital experiences keep the audience at the center of design.



Acknowledge the Circumstances Directly

Recognize the impact of COVID-19 directly in your messaging—set an empathetic and authentic tone, but limit references to the crisis to select portions of the event. As time goes on, the message will shift and your event will need to reflect the changing climate to avoid appearing tone-deaf.



Consider Technical Logistics & Attendee Experience

Create as frictionless and simple of an experience as possible. Provide your audience (and speakers) with the tools they need, take care of technical logistics ahead of the event and make the content short and exciting.



Elevate & Differentiate Through Engagement

Events will need to be bold to stand out in a crowded digital landscape, of which audiences are already growing tired. Focus on how you can inspire an emotional connection to your brand. The goal is not to replicate an in-person event digitally, but to replicate the feeling that those experiences evoke. Incorporate opportunities for human connection, entertainment and storytelling.



Shift Measurement

Metrics must balance tracking quality of audience engagement over quantity of participants. Expect higher conversion rates on your registration pages, but adjust your expectations when it comes to survey results—even though we have more attendees, scores will be lower than for an in-person event. This is historically true and is still accurate now.

For more detailed explorations, skip ahead to the [Forecast & Recommendations](#) section on page 15.

BY THE NUMBERS

Digital Event Audit



DIGITAL EVENT AUDIT: By the Numbers

In the span of a few months, the event and experiential marketing industries have experienced massive change. We've seen insurmountable logistics challenges, competition for audience share, budget shortfalls and forward economic uncertainty. And we've also witnessed risks and investments that resulted in high levels of engagement, huge amounts of unexpected brand exposure, product and market innovation and a flurry of technological development that is putting us on fast-forward into the future.

The Impact Point Team began watching critical brand decisions as shelter-in-place orders were put into effect across the globe. **Here's what unfolded, by the numbers.**

THE EVENTS WE'RE TRACKING

Of the 57 events we are tracking, 26 pivoted to digital, 16 postponed (11 postponed to a later date and five events were postponed without announcing a new date), eight canceled altogether (including Austin's South by Southwest festival), and seven in-person events happened on their original date.*



Pivoted to
Digital

26



Postponed

16



Canceled

8



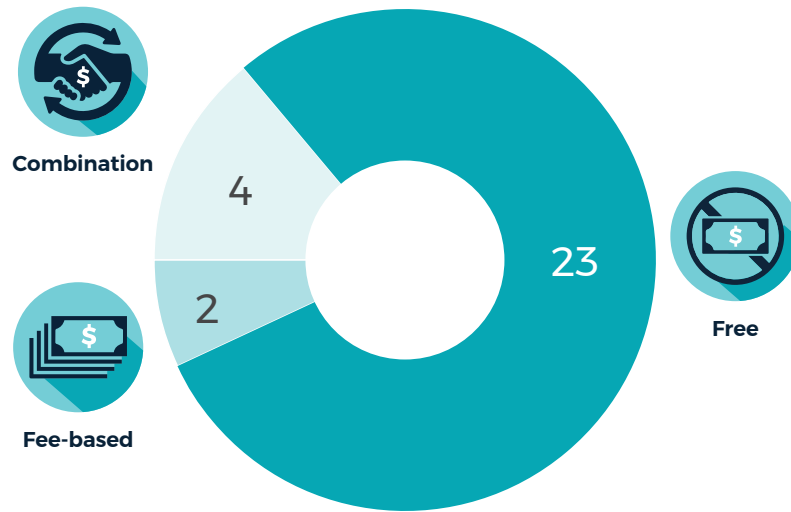
No Change
*happening/happened
on original date*

7

*(current as of 4/12/2020)

COST

Very few of the 57 events in this report charged a fee at all, but some are experimenting with nominal charges for live workshops or hands-on training.



28 event listings have not announced fees as of this publication.

EVENT DURATION

The duration of each event has varied extensively. All offer some level of on-demand experience after the original broadcast. Most seem to be capitalizing on the opportunity to repurpose content and generate follow-up campaigns to accelerate sales.



EVENTS TO DATE

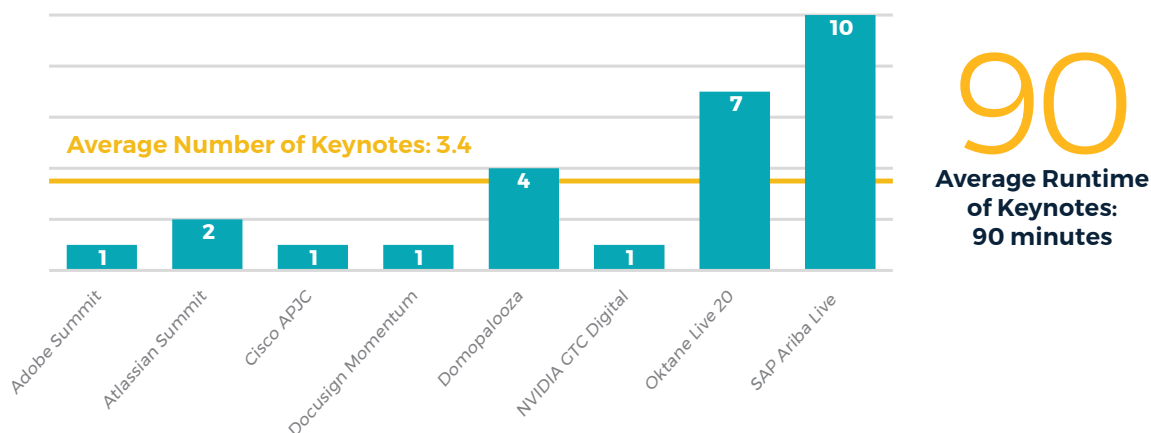
CONTENT DESIGN

As of the development of this report, eight of the digital events we are tracking have transpired. Here is the summary of the features of those eight events and a deeper look into five we've selected as case studies.*

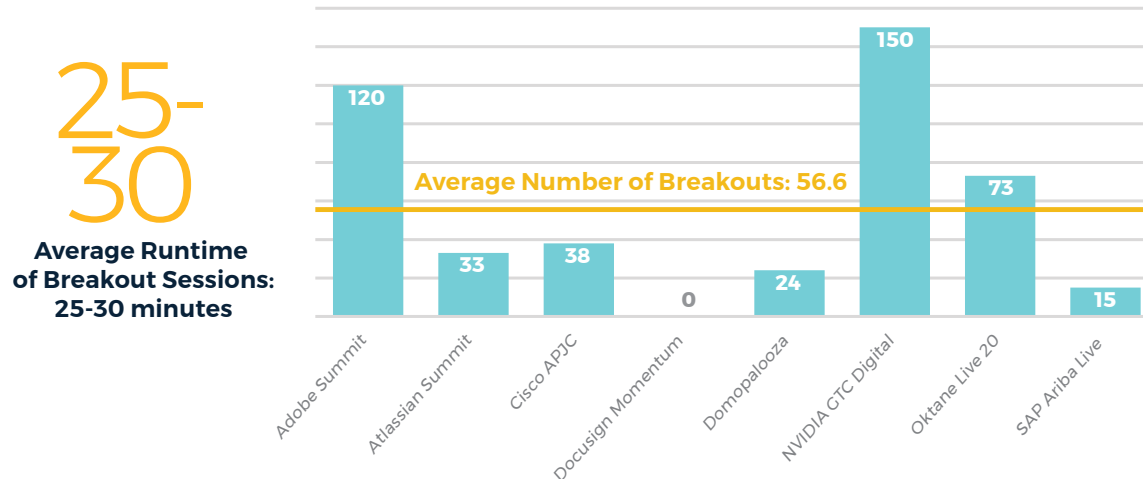
Live vs. Prerecorded—With the exception of a few that took place the first two weeks of March, all of the eight digital events that have occurred thus far have been prerecorded from home offices with simulated live broadcasts. Shelter-in-place orders often mandated this, but many brands likely came to appreciate the predictability that prerecording offers. This is a trend we'll continue to watch as COVID-19 restrictions evolve. Some are hedging bets and delaying their events in the hope that they can record live from a studio setting.

Speakers & Sessions—Keynotes have been averaging 90 minutes in total runtime, broken into smaller segments. Breakout sessions are averaging 25-30 minutes in length.

NUMBER OF KEYNOTES PER EVENT



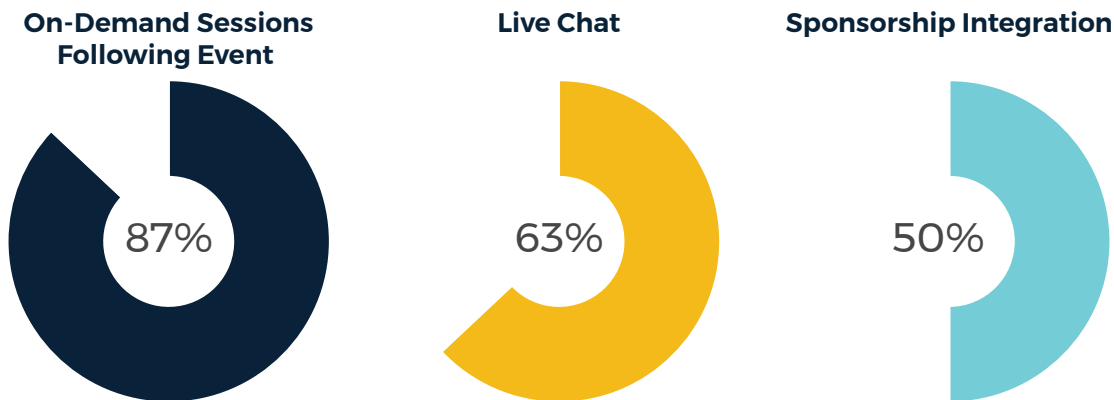
NUMBER OF BREAKOUT SESSIONS PER EVENT



*Eight events evaluated: current as of 4/12/2020

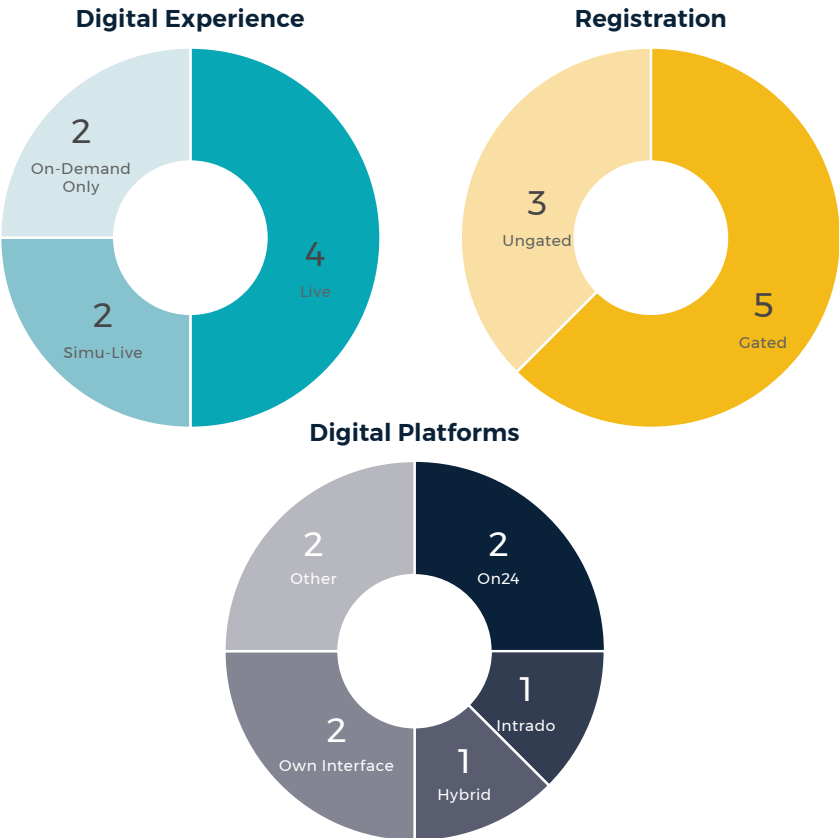
Interaction—Many are still experimenting with what audience engagement and interaction look like, as they are variables that seem hard for event producers to influence or generate with the tools currently at hand.

Virtual Trade Show or Exhibit Hall—Of the events we audited, only Oktane20 Live featured a virtual trade show or exhibit hall feature. Many are still figuring out how to position this digitally and with sponsors. We expect to see more of these features in future digital events.



DIGITAL PLATFORMS & TECHNOLOGY

From what we’ve seen to date, more events are going with a “build-your-own” approach—a website front-end with a combination of event, broadcast, video and social technology providers plugging in on the back-end—in lieu of an off-the-shelf, self-contained platform.



Case Studies



CASE STUDIES



DocuSign



Original Date:
March 4



Actual Date:
March 4



Format: Broadcast live from a studio



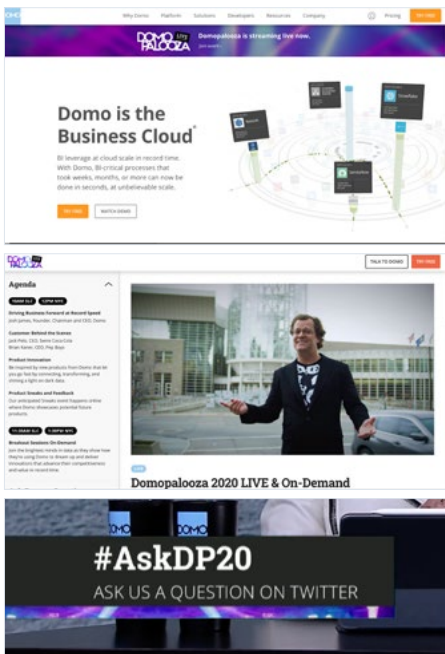
Technology Platform: Brightcove video stream, Eloqua registration



Runtime: 90 minutes



Comments: DocuSign had only 48 hours to convert the event to digital. The broadcast included executive keynotes, live demos, customer videos and a live musical performance by Colin Hay, lead singer of Men At Work, and promoted the company's corporate social responsibility initiative of reforestation.



Domopalooza



Original Date:
March 18-19



Actual Date:
March 18



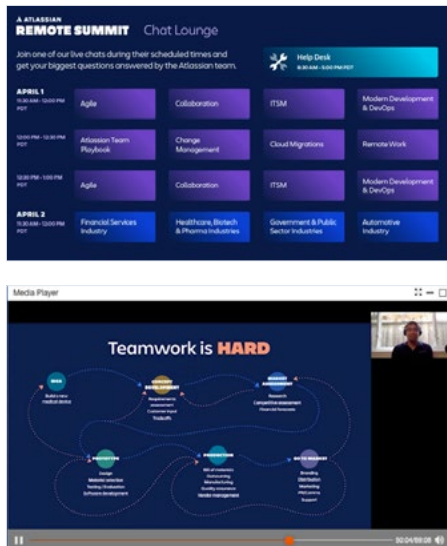
Format: Hybrid of live and prerecorded content



Technology Platform: Web interface (domo.com), ON24, Eloqua registration



Comments: Domo had 20 days to convert to digital. On-demand content was available immediately following the event. Live hosts in the studio curated the programming which was a blend of prerecorded video and live broadcast interactions. Interviews were hosted at its company headquarters and various locations around Utah (including a ski resort), bringing the outside in. Select participants received swag bags.



Atlassian Remote Summit



Original Date:
March 31-April 2



Actual Date:
April 1-2



Format: Pre-recorded content, simulcast "live"



Technology Platform:
Combined On24 and Swoogo



Comments: Atlassian had 30 days to convert to digital. They curated a robust two-day program featuring both technical and business content, with daily keynotes, 33 breakout sessions, sponsor landing pages and live Q&A sessions with experts at scheduled times. On-demand content was available immediately following the event. A rate-the-presenter survey was built into each session and they conducted a more lengthy post-event survey.



Oktane20 Live



Original Date:
March 30-April 2



Actual Date:
April 1-2



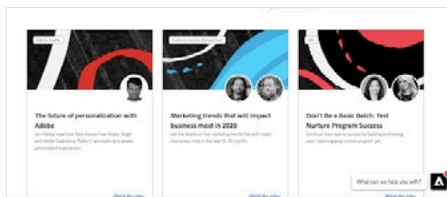
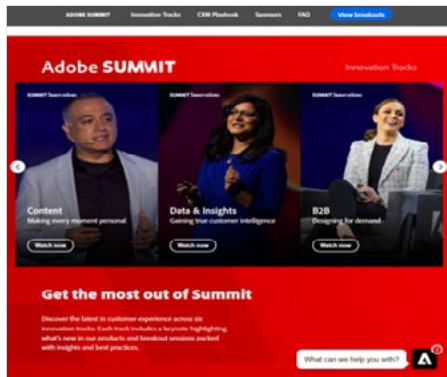
Format: Pre-recorded content, simulcast "live"



Technology Platform: Intrado



Comments: Okta had 20 days to convert to digital. They utilized an immersive, 3D platform featuring a virtual event center with exhibit hall and incorporated corporate social responsibility messaging front and center. Content designers paired live chat along with panel discussions.



Adobe Summit



Original Date:
March 29-April 2



Actual Date:
March 31



Format: On-demand only



Technology Platform: Adobe Connect



Comments: Adobe had 35 days to convert to a digital platform. They released the full program of both prerecorded, live simulcast sessions and a full catalog of on demand sessions simultaneously. The program offered an air of authenticity, with every speaker presenting from a different home office environment, but some speakers kept their video off while presenting slide content.

KUDOS

Honest Rhetoric

Some of the most authentic interactions we witnessed were thanks to leaders' acknowledgment of our current climate. We appreciated when presenters thanked medical professionals and, at the urging of leaders and public health officials around the world, encouraged the continuation of social distancing (Atlassian), which gave the decision to go digital a greater social purpose. One relatable CEO (Okta) reinforced his humble "we're all in this together" messaging by allowing the audience to see how his own sheltering-in-place home and family experience looked and felt.

Engagement & Interactivity

Thanks to effective storytelling, encouraging messages and the ability to express an empathetic tone, there was a palpable sense of excitement and positivity. Some interviewed customers in their own setting or brought the outdoors inside through video. Brands used live Q&A sessions and moderators to engage audiences, leverage social media and make product announcements. Events that had lead time enough to build virtual event settings gave attendees a comforting semblance of the in-person experience they were familiar with—sometimes including swag bags, leader boards for engaging in activities, and giveaways.

Smart Agenda & Experience Design

The most successful events thus far have laid out an agenda with a clear experience trajectory and easy-to-connect keynote and breakout sessions. On-demand keynotes offered a chance to break up a library of session content into themes and sections of the event—communicating and reinforcing the greater message to the audience members, while allowing them to navigate on their own. Indicating local time zones for session start times was an easy way to facilitate the attendee experience. We also appreciated a feature that used an interactive flag to help the viewers understand if their local technology issues or settings may be altering the intended experience.

Forecast & Recommendations



FORECAST & RECOMMENDATIONS

Digital experiences and online audience engagement are, by no means, new. We leveraged digital events during the 2008 downturn and would have grown increasingly deft with them as a tool for engagement as time marched on. But the COVID-19 pandemic has been unprecedented in nearly every way. Our behaviors have evolved and audiences are embracing technology as they've never done before. The future is now and we're building it as we go, using new innovation and brand bravery to lead industries forward and engage new audiences in new ways.

Based on our research, collaboration with industry leaders and technologists, and cumulative decades of experience with event and engagement strategy, these are the recommendations that will shape the next months and years to come.



Adjust Your Strategy



Acknowledge the Circumstances Directly



Consider Technical Logistics & Attendee Experience



Elevate & Differentiate Through Engagement



Shift Measurement



Adjust Your Strategy

This pivot to digital strategy will definitely have staying power. There is a wealth of diversity now in terms of format, duration, and on-demand availability, but to remain relevant and distinctive in the long term, brands and event teams will have to create and deploy effective, aligned engagement plans.

- ✔ **Align to Your Business Goals**—Before you do anything else, clarify your business objectives and outline clearly how you'll work to achieve them, whether with a digital event or through other engagement methods. Think through the original objectives and value of your marquee conference and how a digital framework will impact overall reach, value and effectiveness.
- ✔ **Know Your Audience**—Understand what your audience and stakeholders need and want from you, now and into the future (which is coming at a faster clip these days). And if you're unsure, find opportunities to ask them. Maintaining market relevance and audience engagement will continue to be a moving target.
- ✔ **Lead, Don't Follow**—The Roman lyric poet Horace said it best, "Begin, be bold and venture to be wise." We're marching into unknown territory that is thick with noise and competition; light your pathway with innovation. Forge new, mutually-beneficial partnerships. Push your content through new channels. Take a risk with new technology, diverse voices and a vulnerable tone.
- ✔ **Don't Give Up on In-Person Events**—The hybrid event has arrived. When the time comes, loyal event attendees will still want something to bring them together. Infusing your digital events with the energy of live interaction and building digital features into your live events will ensure that you continue to capture audiences where they stand.



Acknowledge the Circumstances

Acknowledging the current climate was almost unavoidable, but the most successful brands did it while infusing their message with authenticity, uniting audiences and laying out a positive call to action for themselves and anyone listening. Brands that did not make any mention of the global crisis came across as avoidant or obtuse, generally missing the mark.

- ✔ **Recognize the Situation**—Empathize with your audience, your stakeholders and our collective circumstances. Self-awareness is imperative. Be aligned to where we are in the unfolding of this crisis and adjust language accordingly.
- ✔ **Avoid Clichéd Language**—This can be challenging when weeks feel like months or years, but we feel like we've already exhausted "these are unprecedented times..." This is the new normal.
- ✔ **Don't Harp**—It's an admittedly delicate balance, but do limit your references to COVID-19 and the pandemic. The welcome session is a smart place to include situational and time-bound commentary. Unless relevant to the subject matter, keep subsequent breakout sessions and technical content free of these references so that they have a longer shelf-life.



Consider Technical Logistics & Attendee Experience

Thoughtful, detailed measures taken to ensure a superior attendee experience made huge differences in the overall success of the events we audited. Think through and smooth out technical wrinkles in advance.

- ✔ **Set Expectations**—Make the deadline for registration very clear. If the event is live, present a thorough event agenda so that participants can plan around them. Reflect sessions in the participants' unique time zones for extra clarity and ease.
- ✔ **Know Before You Go**—Share browser, platform and other technology requirements in advance.
- ✔ **Avoid Technology Snafus**—Make extra efforts to ensure tech stability and performance, but never go without a contingency plan.
- ✔ **Session Length**—Keep keynote sessions less than 45 minutes or break it up into 10-minute sections with titles. Breakout sessions should be kept to 30 minutes.
- ✔ **Moderate Chat Interaction**—Consider a highly visible and active moderator to weave the key messages from sessions together, address dysfunction on chat streams, and respond live to any technology problems or situational changes.
- ✔ **Stinger Video**—Stinger videos are animated video transitions or sound transitions (think the bass lines before *Seinfeld*) to introduce or end a segment. These should be exciting, short and playful. Avoid too much self-promotional content. The urge is strong to add corporate ads as filler, but consider the audience and the need to keep them engaged.
- ✔ **Post-Event**—Share recordings of the live event even if you are also providing on-demand content. This gives the audience a feeling of "being there" and will create a stronger connection to the brand. Provide a recap, summary or attendance report to participants, noting their activity and encouraging the next action.



Elevate & Differentiate Through Engagement

We're already observing the need for more differentiation in digital events—time is stretching on and there is much competition for drawing eyes toward screens. In so many ways, the need for human connection and truly engaging experiences might be greater now than ever before.

- ✍ **Start Strong & Tell Good Stories**—A strong welcome video is non-negotiable—it sets the tone for the rest of the event. Think of ways to tell your story differently to hook new audiences. We've appreciated the fresh, effective approach taken by “Coffee Break with Scott Hamilton” (Speaker's Bureau) and “Stories of Resilience: A Conversation with Mark Cuban” (SalesForce).
- ✍ **Increase Visual Appeal**—The most successful events have done a great job of editing—high-production value goes a long way. Use varying camera shots and angles for presenter videos, if possible. Keynotes and breakouts should include both speaker video and slides, so don't miss the opportunity to add in those human elements.
- ✍ **Prioritize Connection**—Whenever possible, seek to replicate the easy interaction of a live setting. Ensure that live chats and interviews are 1:1 or 1:few with moderators. These can provide a chance to connect with industry luminaries in a different and meaningful way. Test out new formats, such as moderated roundtable discussions, trivia or virtual social events (i.e. happy hours) to end the day.
- ✍ **Bring Back Entertainment!**—Think of innovative ways to infuse fun and deliver entertainment value; surprises or “wow” moments are important. If your technical content gets preference over entertainment, look for ways to make technical content more engaging such as polling and live whiteboarding. Avoid death by slide.
- ✍ **Offer Speaker Tools & Training**—In a nutshell, be thoughtful about backgrounds, picky about video quality and use prompters or other presenter support. Use engaging language, such as “as you can see here.” Ask speakers to stand, not sit, while presenting. Provide them with tips on lighting, camera positioning and wardrobing.
- ✍ **Engage Sponsors**—Use transitions to highlight sponsors, providing informational links or interactive learning opportunities. Like in-person events, sponsors want uniquely curated experiences. To make it manageable, consider targeting fewer, broader and more high-quality engagements for select target sponsors.



Shift Measurement

We're seeing BIG numbers when it comes to views and registration. The debate underway is quality vs. quantity: Do you go for easy access and broad reach—with many viewers touching in and perhaps not staying or engaging in a meaningful way—or do you want fewer viewers that stay longer, do more and deliver greater engagement value? That seems like an obvious answer to us but only if you measure it. In these early days, it's unlikely the high viewership will continue as digital becomes more of the norm.

Overall, your metrics need to be specific to your engagement strategy, and the benchmarks will be influenced by your specific brand, product, industry and target audience.

- ✔ **Track Quality Over Quantity**—Focus less on the big numbers and more on the value of the views. With unique views, you can determine your average sessions viewed per attendee to understand how your content performed. We are also seeing an increased average view duration for sessions (up to 120 minutes and longer). We attribute this spike to a current (likely temporary) higher-tolerance for viewing online content but expect view durations to remain longer as people adapt to digital events.
- ✔ **Aim for Deep Engagement**—The next wave of measurement will be about understanding what participants do and how they engage. Consider tracking what attendees are viewing and downloading. Track social media engagement through dedicated hashtags, impressions, and utilize “live” polls to drive interaction and gather insights simultaneously. Track meet-up or live-chat opportunities with experts if offered.
- ✔ **Lower Benchmarks for Surveys**—Capture audience satisfaction, brand awareness and specific feedback on speakers and sessions by using surveys and polls within the platform or in a post-event email. However, adjust your benchmarks accordingly for digital events, as we are generally seeing them trend lower than for in-person events. Early indications show session scores between 3.5–4.3 on a five-point scale, with keynotes generally scoring higher than other sessions. As with in-person events, speakers with strong presentation skills and content that is well-aligned to audience priorities can still earn 4.0 and higher ratings.
- ✔ **Expect High Conversion for Registration**—Conversion rates for traditional webinars have typically averaged 30-40%, but we're now seeing much higher rates when it comes to digital events (some exceeding these by 15% or more). We recommend making events gated, but reduce the barrier to register by collecting only baseline demographic information. Include a question to enable registrants to self-identify their relationship with your company if you can't map that back to an existing account or customer ID. A simple way to gauge the number of unique accounts is to analyze registrant email domains.



WHAT'S NEXT: Our Forecast for Digital Events

- Q The Hybrid Event Is Here to Stay**—We're human and crave, in fact, *need* human connection to live. So there's no question in our minds that face-to-events will resume (although perhaps not at scale), as soon as we can safely gather. But it's clear that we have an opportunity to tap into new audiences who either couldn't (budget, timing, physical limitations) or wouldn't (socially introverted, don't see the value in events) previously attend a live event. We think a large percentage of audiences will soon expect to be served digitally—particularly millennials.
- Q Meaningful Interactivity**—Right now, we're using the tools already in our toolbox—engagement is happening in moderated chat rooms and via social media. But, while familiar, these tools are severely limited. We expect to see better chat and engagement technology that will help us retain the value of the easy, in-person interactivity that we have when whiteboarding together or hosting small-group roundtables, including the opportunity for event hosts, speakers and attendees to request and schedule impromptu 1:1s with each other.
- Q Back to Live**—Prerecording is certainly the best way to safeguard experience, but you just can't replace the energy and dynamics of live-hosting to help weave a story together and keep the audience engaged. Brands will have to find their individual risk tolerance with truly going live for portions of the event in order to keep the energy up and keep audiences from straying away.
- Q Creativity Returns**—Shelter-in-place is today's reality, but we'll quickly grow bored of executives recording or broadcasting from their home-office settings. Here is where we need to look to the entertainment world for inspiration. Think about *Jack Johnson's Kokua Festival*, featuring musicians performing each song in a different room in their houses and outside in their yards, or *The Tonight Show Starring Jimmy Fallon* broadcasting from his barn, often with the kids in tow. If we can't vary the venue, transparency will be the next best thing.
- Q New Platforms**—Historically, there have been relatively few platforms dedicated to digital events; this is rapidly changing. While On24 and Intrado may have led the market as specialized digital event platforms previously, we're already seeing that space crack wide open. Agencies are actively exploring ideas that will draw us into extremely creative, immersive, real-world environments that extend beyond a virtual 3D-convention center. We expect that we'll soon be experimenting with gamification features, including fully-wrapped environments, VR interactivity and a first-person point of view.
- Q Redefining Digital Engagement**—It's now up to us to define what it looks like to engage audiences in a virtual space. We've quickly seen a convergence of industries, adapting and collaborating together in order to engage audiences in new ways and on new channels. We expect to see brands that were once focused exclusively in broadcasting, news and entertainment, corporate events, technology, digital marketing and story-telling converge and look for new ways to partner. And while event teams look for solutions via a web interface, the lines between what event teams own and what the in-house digital marketing teams own will continue to blur. To be certain, this will redefine the talent pipeline for our industry.



EDITORIAL TEAM

Research & Advisory

Erica Spoor, Chief Event Strategist

Nicole Lewis, Event Strategist

Katie Wall, Client Delivery & Facilitation Analyst

Development

Tasha King, Business Growth & Operations Manager

Meaghan Carabello, Content Development

Brielle Killip, Design

Impact Point Group can help you move fast—and intelligently—to redefine your engagement strategy. For more research, articles, and an overview of our Digital Events Strategy Workshops and Services, visit [impactpointgroup.com/digital-event-strategy](https://www.impactpointgroup.com/digital-event-strategy).

Appendix

Total events being tracked: 57, Tracked 2/24/2020—4/12/2020

Event Listing

Events audited as of 4/12/2020 are marked with *

Adobe

*Adobe Summit

<https://www.adobe.com/summit.html>

Apple

Apple WorldWide Developer Conference

<https://www.apple.com/newsroom/2020/03/apples-wwdc-2020-kicks-off-in-june-with-an-all-new-online-format/>

Atlassian

*Atlassian Summit

https://atlassian.swoogo.com/summit20_live_stream

Atmosphere

Atmosphere20

<https://www.arubanetworks.com/atmosphere/>

Cisco

Cisco Americas Marketing Velocity Live

https://partnersuccess.cisco.com/LP=1932?_lsrc=98dd3392-a9a2-4140-9866-6c813c66ccff&dtid=osolin001080

*Cisco APJC

https://www.cisco.com/c/m/en_au/ciscolive/index.html

Cisco Live

<https://www.ciscolive.com/>

Cisco Live Melbourne

<https://www.ciscolive.com/apjc.html>

Cloud Software Association

SaaS Connect

<http://www.cloudsoftwareassociation.com/saas-connect/>

Collision

Collision

<https://collisionconf.com/>

Dell

Dell Technologies World

<https://www.delltechnologiesworld.com/index.htm>

DocuSign

*DocuSign Momentum

<https://momentum.docusign.com/>

Domo

*Domopalooza

<https://www.domo.com/domopalooza>

EmTech

EmTech Asia

<https://emtechasia.com/>

Enterprise Connect

Enterprise Connect 2020

<https://www.enterpriseconnect.com/sanfrancisco>

ESports

ESports Summit

<https://www.esportsbizsummit.com/>

ESRI

ESRI Developer Summit 2020

<https://www.esri.com/en-us/about/events/devsummit/overview>

Exhibitor

Exhibitor Live 2020

<https://www.exhibitoronline.com/live/2020/index.asp>

F5

F5 Agility 2020

<https://www.f5.com/agility>

Facebook

Facebook F8

<https://www.f8.com/>

Facebook Global Digital Marketing Summit

<https://www.facebook.com/GDMSThinkIn/>

Gartner

Gartner CIO IT Symposium

<https://www.gartner.com/en/conferences/na/symposium-us>

Gartner Data and Analytics Summit 2020

<https://www.gartner.com/en/conferences/na/data-analytics-us>

Google

Google Cloud Next

<https://cloud.withgoogle.com/next/sf/>

Google Global News Initiative Summit

<https://newsinitiative.withgoogle.com/>

Google I/O 2020

<https://events.google.com/io/>

IBM

IBM Think

<https://www.ibm.com/events/think/>

IIOT

IIOT World Days

<https://iiotday.com/>

IOT World Developer Conference

<https://tmt.knect365.com/iot-world/developer-conference/>

Microsoft

Microsoft Build

<https://www.microsoft.com/en-us/build>

Microsoft Ignite

<https://www.microsoft.com/en-us/ignite>

Microsoft MVP Global Summit

<https://mvp.microsoft.com/summit>

WSL Conference

<https://www.wslconf.dev/>

Mobile World Congress

Mobile World Congress MWC Barcelona

<https://www.mwcbarcelona.com/>

Mobile World Congress MWC Americas

<https://www.mwclosangeles.com/>

MSP World

MSP World

<https://www.mspworldconference.com/>

NVIDIA

*NVIDIA GTC Digital

<https://www.nvidia.com/en-us/gtc/>

Oktane

*Oktane Live 20

<https://www.oktane20.com/>

Oracle

Oracle Code One

<https://www.oracle.com/code-one/>

Oracle Modern Business Experience

<https://www.oracle.com/modern-business-experience/>

Oracle Open World

<https://www.oracle.com/openworld/>

ODSC

ODSC East 2020

<https://odsc.com/boston/>

Qualtrics

Qualtrics X4 Summit

<https://www.qualtrics.com/x4summit/>

Red Hat

Red Hat

<https://www.redhat.com/en/summit>

Remote Work

Remote Work Summit 2020

<https://www.theremoteworksummit.com>

RSA

RSA Conference

<https://www.rsaconference.com/usa>

SaaStr

SaaStr Annual 2020

<https://www.saastrannual.com/>

Salesforce

Salesforce World Tour Sydney

<https://www.salesforce.com/au/events/worldtour/syd20/overview/>

SAP

*SAP Ariba Live

<https://events.sap.com/aribalive-2020-las-vegas/en/home>

SAP Concur Fusion

<https://fusion.concur.com/virtual-summit>

SAP Sapphire Now

<https://events.sap.com/sapandasug/en/home>

SAS

SAS Global Forum

https://www.sas.com/en_us/events/sas-global-forum/announcement.html

ServiceNow

ServiceNow Knowledge

<https://knowledge.servicenow.com/>

Shopify

Shopify Unite 2020 Developers Conference

<https://unite.shopify.com/>

South by Southwest (SXSW)

SXSW

<https://www.sxsw.com/>

VMWorld

VMWorld

<https://www.vmworld.com/en/index.html>

World Education

World Education Congress

<https://worldeducationcongress.com/>