

# Virtual events

## The “how” of demand generation in 2022

After two years of mainly virtual communication and events, these have become a norm in driving long-term customer engagement. In fact, online tools are now clearly considered more effective for demand generation.

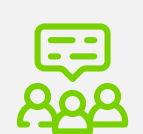


### What has changed?

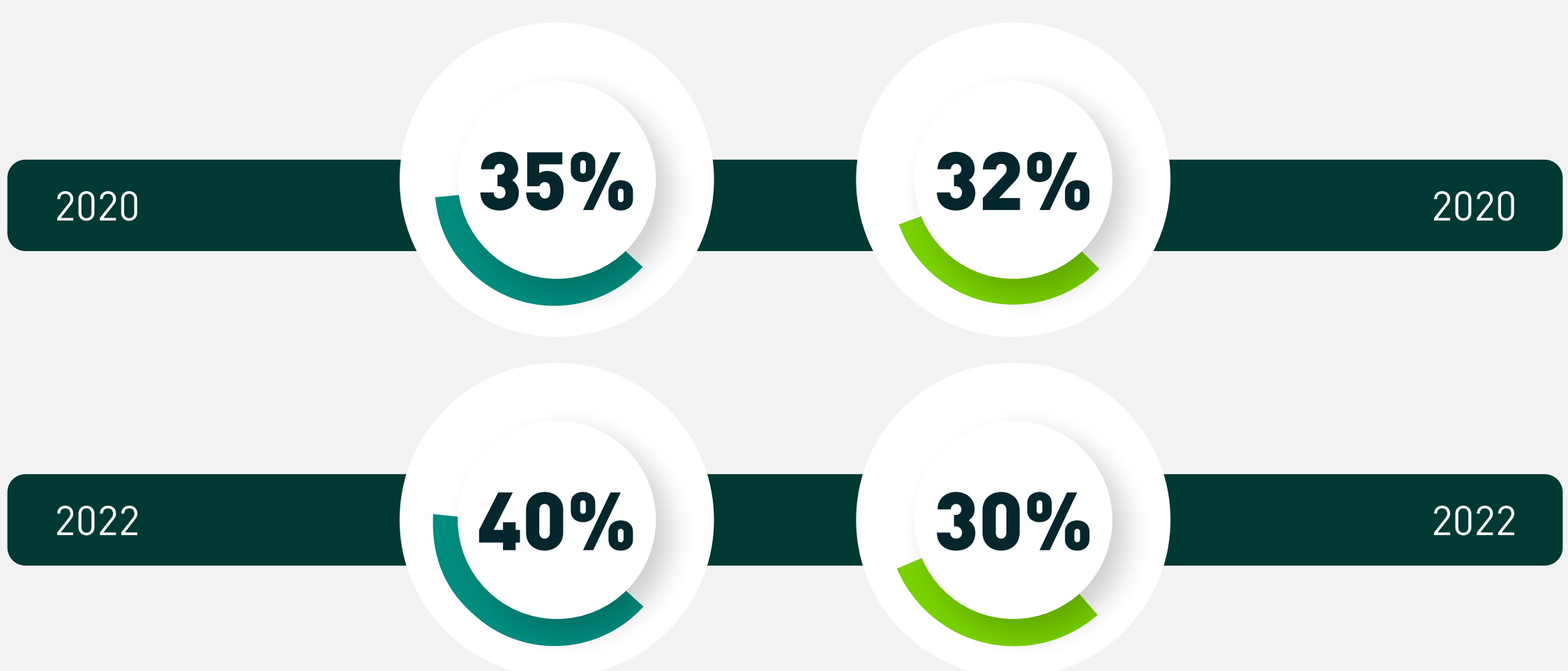
Shift in event format from in-person to virtual



VIRTUAL



IN-PERSON



### Most effective Marketing tools

% of respondents who consider the tool as very effective



#### Webinars are great tools for:

- Thought leadership
- Customer training
- Product demos

#### Benefits of virtual events:

- Wider target audience reach
- Detailed analytics of participants
- Eco-friendlier with a lower carbon footprint

#### Why use videos?

- Help to trigger emotional responses
- One of the most shared content type on Social Media
- Visuals can be processed much faster than text

### Don't waste time reinventing the wheel. Utilise handy tools.

Professional solutions for marketing, external communication, internal communication and training & development.

For more information, visit: [companywebcast.com](https://companywebcast.com)

[Request a demo →](#)