

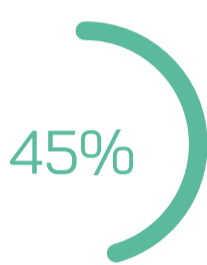


What the tech?

Events play a big part in the technology buying journey



of IT decision makers say events help them to make purchasing decisions



say events help them to make the majority or all of their technology purchasing decisions

Three

is the average number of times IT decision makers attend events per year

Over a fifth

go to four or more in a year

Less than one in ten don't go to events at all. The main reason for this is that they don't have time to, not because they wouldn't find them valuable

What makes events so valuable?

A wide variety of things make events valuable to technology buyers. These include:



Whitepapers, discussions, credible speakers



The latest technology and trend information



Networking



Direct access to technical teams and product roadmaps



Case studies



Access to analysts and subject matter experts

Key takeaways

1. The vast majority of IT decision makers use events to help them to make purchasing decisions
2. Respondents attend an average of three events per year
3. Expectations are high. IT decision makers look to get many different kinds of value from events

Methodology

Vanson Bourne interviewed 100 IT decision makers in January 2020. Respondents were from organisations with 1,000 or more employees in private sectors. Interviews were conducted online