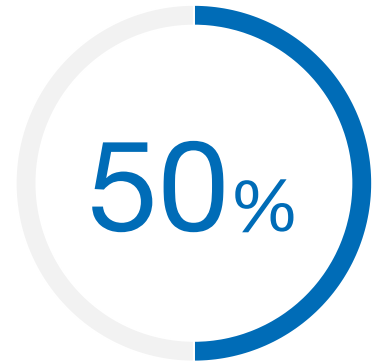


## One Way Push at Events is Yesterday

50% of surveyed participants cite that content being a one-way push from the podium with little interaction or Q&A is a problem which plagues today's "traditional" trade shows and/or conferences.



Source: TechValidate survey of 14 participants of Customer Contact East 2022: A Frost & Sullivan Executive MindXchange



TechValidate  
by SurveyMonkey

✓ Validated

Published: Apr. 27, 2022 TVID: 849-4EC-2EA