



Global virtual events pioneer wtv. set for an unprecedented period of growth as demand for corporate virtual events rises exponentially.

Virtual events specialist [wtv.](#) released today an updated global forecast for the sector of 35% year-on-year growth until 2024 - considerably higher than industry research previously predicted.

Group Managing Director, James Brown:

"With the continuing pandemic seemingly reaching a crescendo, we are now seeing evidence that, at least at an enterprise level, organisations across developed economies are radically changing their attitudes to virtual communications.

I don't think it's an understatement to say it is the biggest shakeup of business processes since the launch of the internet. I've been a long-time advocate for change in the way organisations communicate globally, however no-one could have predicted how quickly the requirement for a secure and unified communications infrastructure enabling feature-rich virtual events would need to be fulfilled.

With entire workforces working remotely in some cases, there has been what I can only describe as a collectively forced experiment for organisations who have previously been reluctant to do away with traditional in-person interactions, citing fears over productivity and the erosion of corporate culture.

The lasting impact of this upheaval in working practices will bring about the normalisation of hybrid-style working, as employers must balance the social and family needs of their staff with business success. Once seen as a 'privilege' for good behaviour, home working has quickly become a strategic workforce policy, with CFO's looking forward to capitalising on the reallocation of resources.

How then, does mainstream communication technology need to adapt to the challenges faced by staff, their employers, customers and consumers?

By now most of us have experienced first hand, and with some frustration I might add, the limitations of current generation conferencing software. As a stop gap, it's been instrumental in keeping the world working at very short notice, but in order to reduce user fatigue and keep remote working sustainable, we need a solution which simplifies communications to make them more accessible, more engaging and better integrated with collaborative workstreams.

It should be the case that instead of complicating workplace interactions, conferencing software enriches and facilitates engaging communication experiences.

We are in a unique position at wtv. as we provide both virtual platform and event management solutions worldwide, giving us the opportunity to deliver a unique communications proposition to a global market which is in need of innovation."

About wtv.

wtv. is a leading global virtual & hybrid events company supporting the world's largest companies, organisations and Governments to engage their audiences through Virtual Events, Hybrid Events, Webcasting, and Technology Platforms. wtv. manages projects in over 50 countries in 25 languages for 200+ clients, with offices in Geneva, Zurich, Frankfurt, London, Madrid, and Hong Kong, and a global network of partners. wtv. is an IBM global business video partner.

Learn more at wtvglobal.com.

London
+44 7900 247 763

james.brown@wtvglobal.com

Frankfurt
+49 178 141 99 19

matthias.holstein@wtvglobal.com

Geneva
+41 79 900 52 34

tim.weathers@wtvglobal.com

Zurich
+41 22 989 5320

peter.sibley@wtvglobal.com

Madrid
+34 91 636 4000

davide.mastrosimone@wtvglobal.com

New York
+44 7900 247 763

newyork@wtvglobal.com

Hong Kong
+852 6011 1751

scott.wilson@wtvglobal.com

International
+41 22 989 5320

peter.sibley@wtvglobal.com