



2021 Media Consumption: Impact of the Pandemic on IT Purchasing

Featuring: UKI [130 respondents]



The shift away from face-to-face

% of significant relevancy of F2F Events in the purchase cycle

Prior to Pandemic

53%



Next year

41%

The new digital normal is here to stay



81%

Most information can be gathered online without having to meet a tech vendor



72%

Belief that the pandemic will have a long lasting impact on information gathering



How do we meet prospects needs?

More content to address prospect requirements.



Ability to manage remotely



Flexible deployment models



Purchase justification



Impact on IT staffing



Stand out in a cluttered of messages

Since the pandemic, IT researchers are experiencing

