
Icebreakers: Should You Stay or Should You Go?

Gordon Plutsky, director of marketing and research for **King Fish Media**, which consults with its clients on the implementation of integrated packaging, including events, weighs in on this week's icebreaker question: *Would you rather attend a face-to-face trade show/conference or a virtual event?*

Gordon: If I'm looking for information on a single topic, and experience and personal networking aren't factors, then a vir-

tual event makes more sense—they require minimal time and cost commitments. However, I prefer face-to-face conferences when I have greater informational needs. I'd also base my decision on how important the networking component is to my company. If we don't get a lot of value from actually being there, a virtual event makes more sense.



Gordon Plutsky