Philosophy: Inspired by how we consume media and collaborate in our daily lives
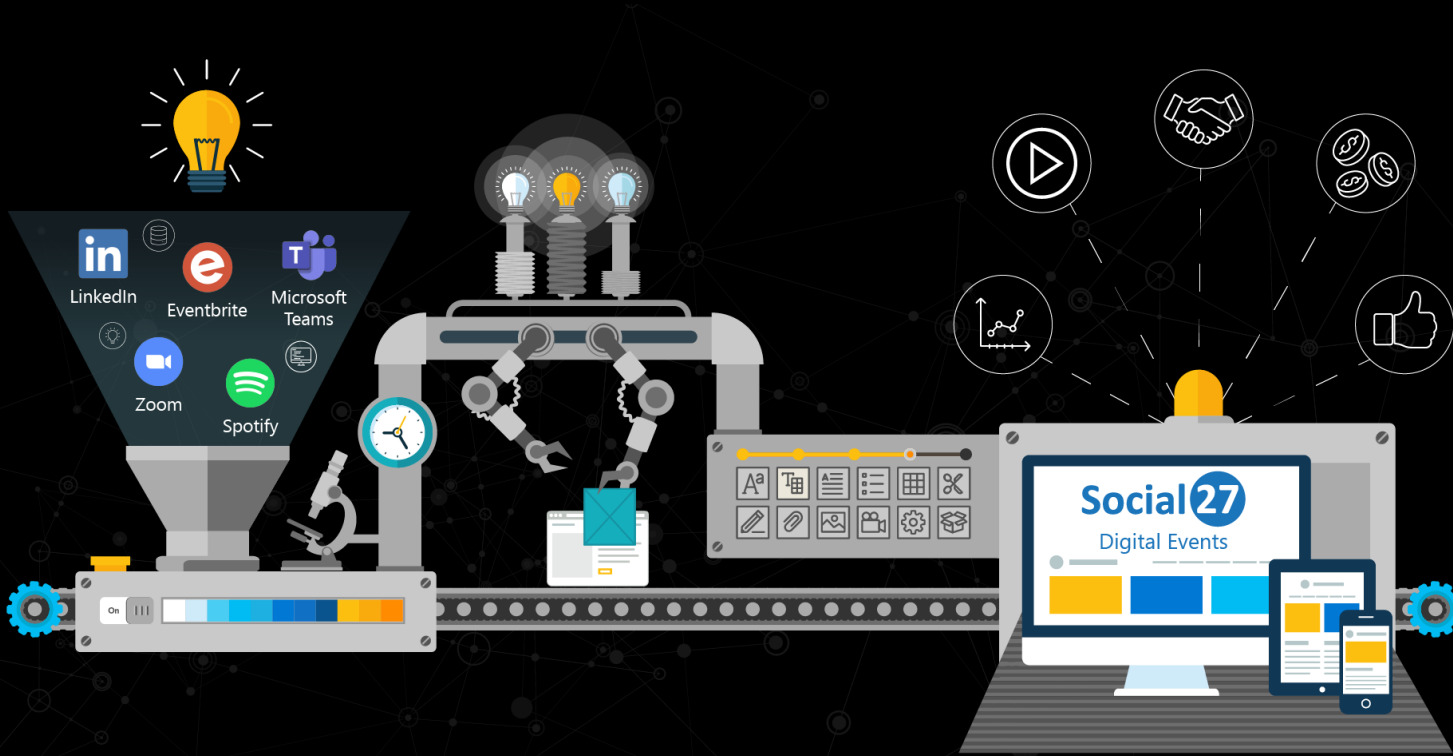

Inspired by the....
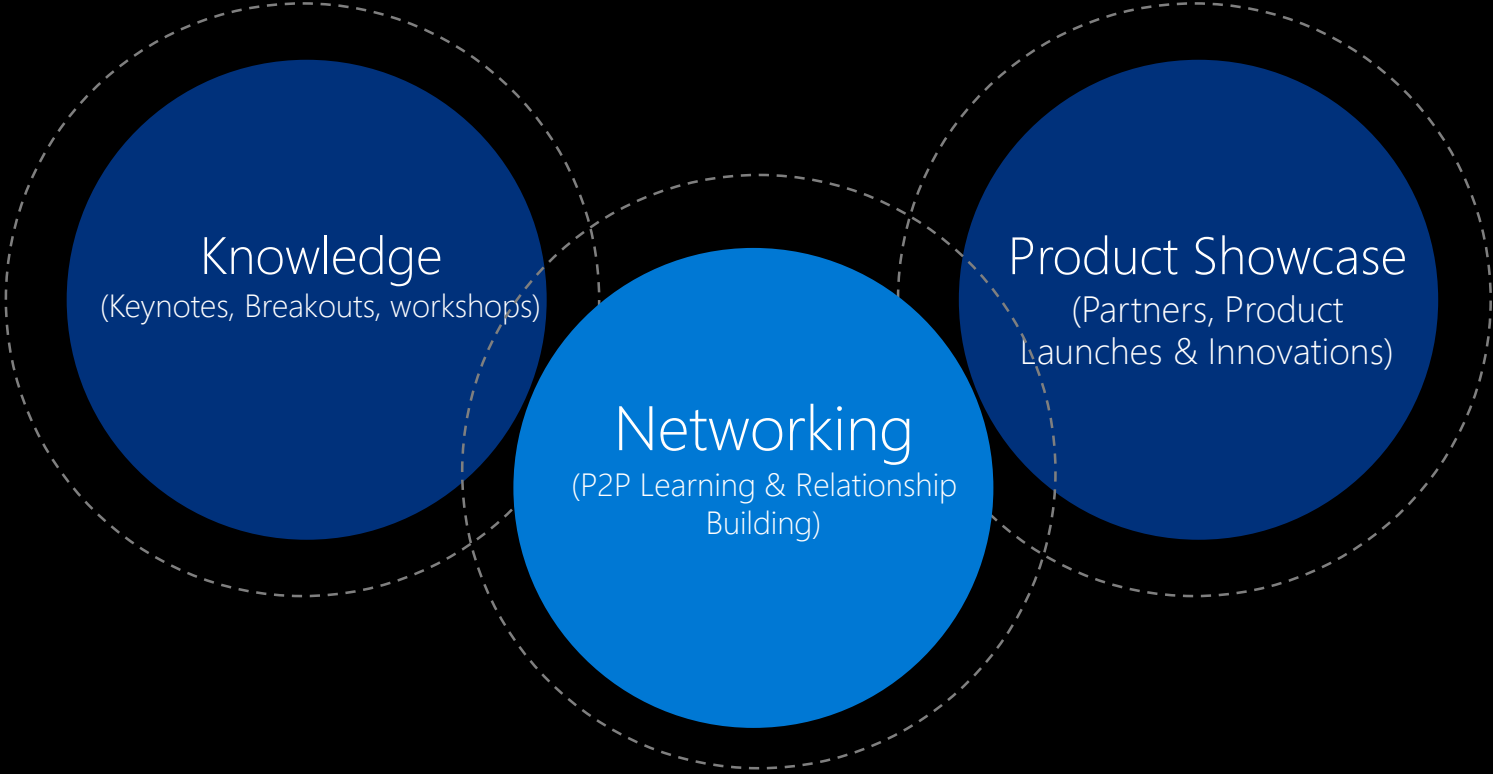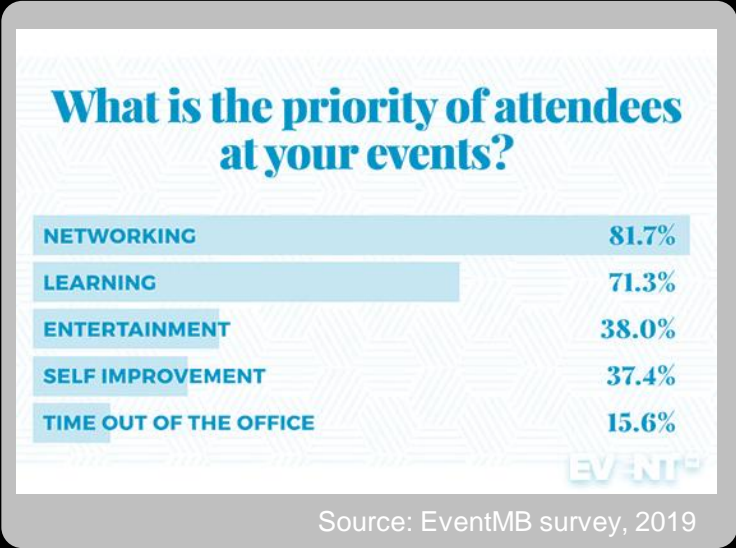
1. Connection & Collaboration of Teams
2. Online networking power of LinkedIn
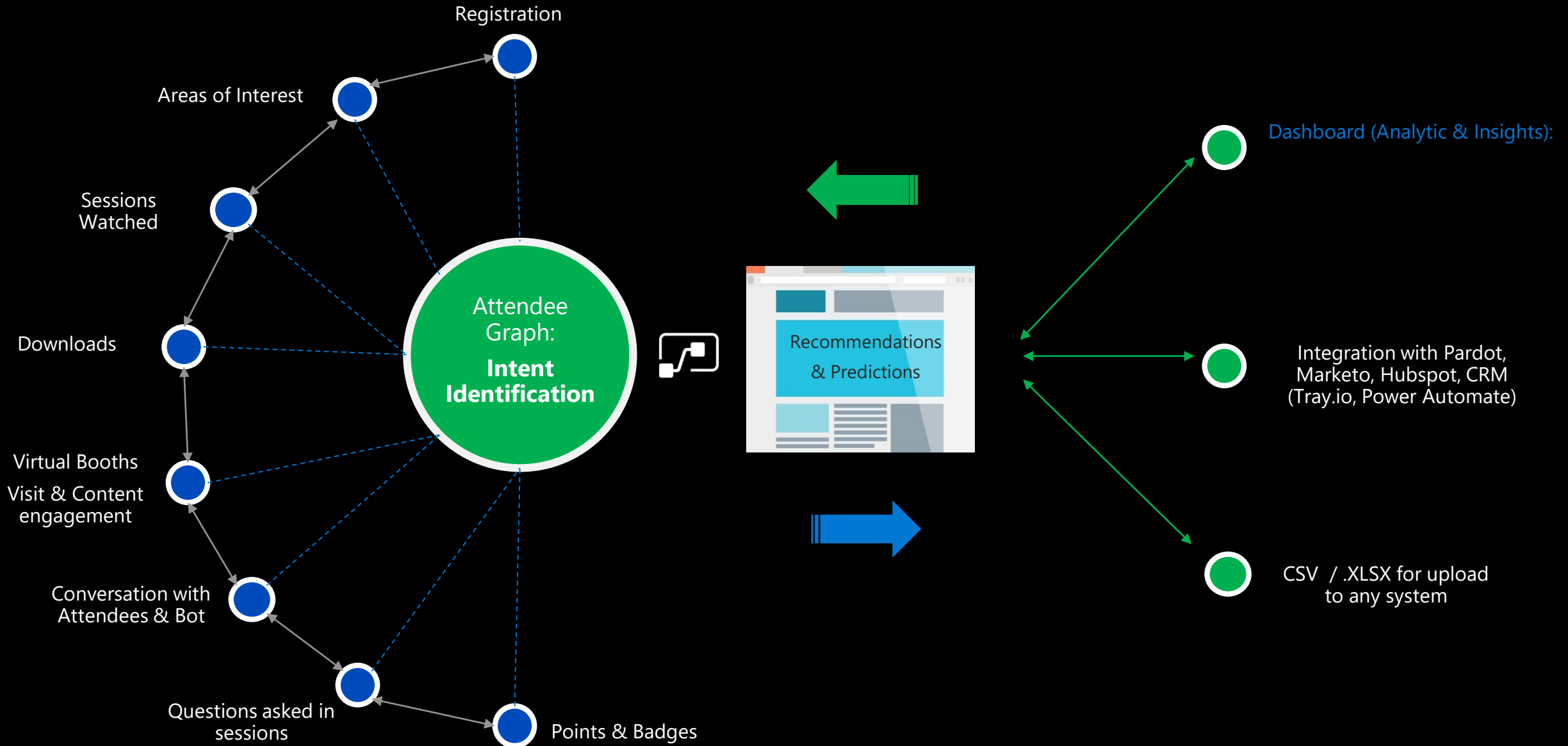3. Recommendations aka Spotify / Netflix
4. Customer feedback over 10 years

Enable a #NoFriction attendee journey powered
by a highly personalized experience

Personalized experiences across Content, Networking & Product Showcase

What is the priority of attendees at your events?

NETWORKING	81.7%
LEARNING	71.3%
ENTERTAINMENT	38.0%
SELF IMPROVEMENT	37.4%
TIME OUT OF THE OFFICE	15.6%

EVENT

Source: EventMB survey, 2019

Knowledge
(Keynotes, Breakouts, workshops)

Networking
(P2P Learning & Relationship Building)

Product Showcase
(Partners, Product Launches & Innovations)
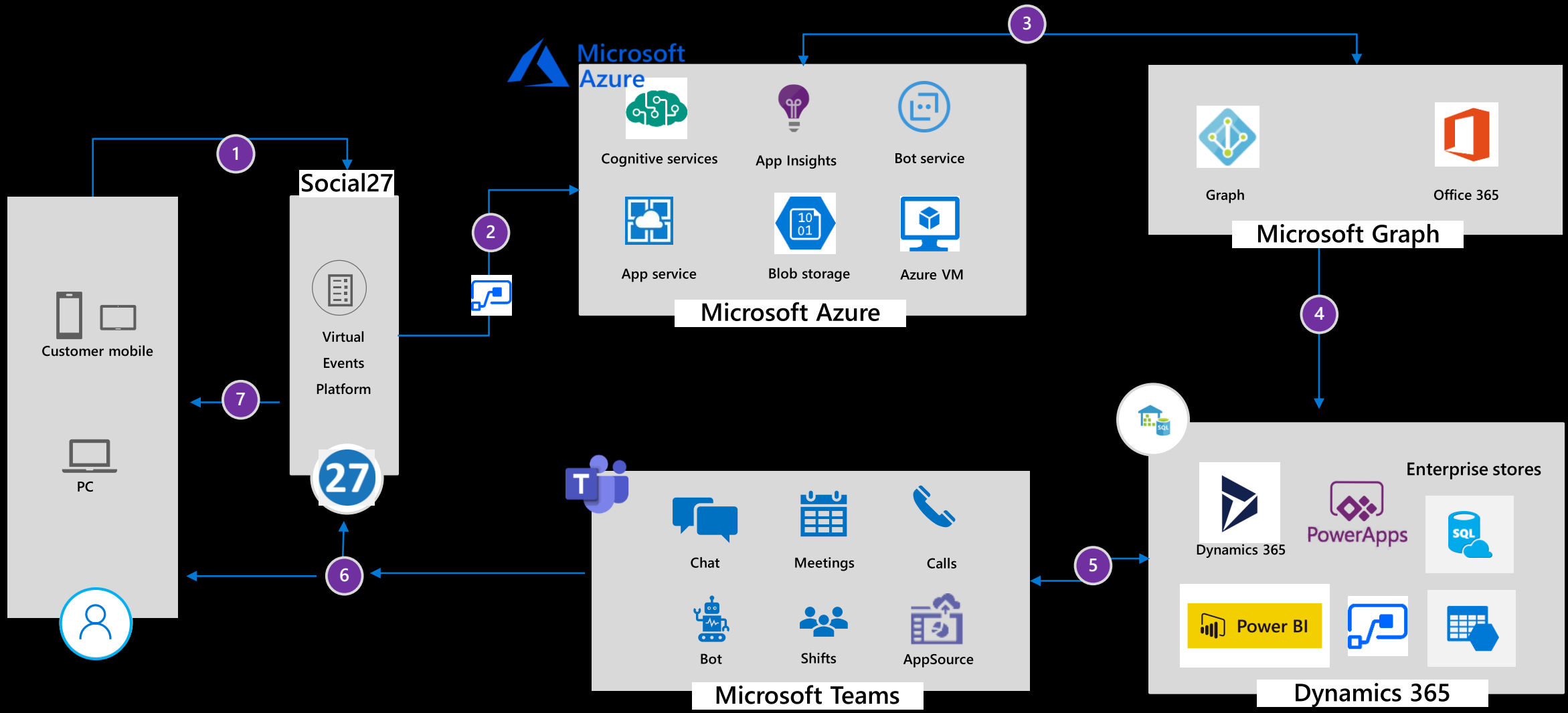
Workflow & Milestones: Pre-launch to launch

Week 1-2	Week 2-4	Week 4-8	Week 8-10	Week 11/12
Kickoff & Discovery	**Registration & Content**	**Content & Sponsors**	**Test & Test**	**Launch & On Demand**

Kickoff meeting

+Align on goals

Discuss Agenda / Content

+ Identify existing content

+ New content to be developed

+ Identify speakers

Date & Registration

+ Finalize the date of launch and Registration questions

+ Sign in SSO?

+ Design for registration site

Sponsors / Partners

+ Identify sponsors / partners and start communication

Registration:

Launch Registration site

Design

+Finalize design & messaging

Integrations

+ Finalize any tech integrations

Agenda & Speakers

+ Start session recordings

Gamification

+ Develop gamification plan

Sponsors / Partners

+ Start receiving content from sponsors / partners

Session Content

+Continue (remote) recording of session content with speakers

+ Upload completed content

Sponsor Content

+ Finalize all content for virtual booths and upload

Event website complete

+ Complete the website and present for review and feedback

Gamification complete

+ Complete the implementation of points and badges

Session Content

+All content uploaded

Joint testing

+ Joint testing of the website with content

Integrations & Scalability

+ Test all technology integrations

+ Test website scalability

Launch

+Experience is open for all attendees

On-Demand

+ Move all content to On-Demand

Analytics

+ Continue to measure and report

Virtual Summit: Framework & Features

Personalization & Recommendation Engine

+ Choose Areas of Interest
+ AI powered Recommendation Engine

+ Recommended Journeys (with # of Attendees following the journey)

+ Recommended Journey
- Recommended sessions
- Recommended matches / attendees
- Recommended sponsors solutions / booths

Theater

+ Keynotes, Sessions, Group Chats
– Simu-live or On-Demand
+ Breakouts / Roundtables

+ Live Q&A
+ Live mood meter (emojis)
+ Sponsor Banners

+ Speaker profiles
+ Slides, handouts download
+ Other attendees in session

Lobby / Home

+ Welcome Page

+ SSO login

+ Featured speakers, sessions, sponsors

+ Event Concierge Bot

Showcase / Expo (sponsor page with demos, chat, leads)

+ Sponsor virtual booth pages
+ Dynamic content Playlist on booth (customized to attendee type / role)

+ Virtual Booth rep (Bot)
+ Bot chats with all attendees, qualifies lead and passes to Human Rep for live real-time chat

+ Deep Analytics
+ Integration with CRM
+ Download docs, datasheets

Networking Lounge

+ Virtual Happy Hour – scheduled and moderated group chats
+ Hello World & Soap Box (short attendee bio's and posts)

+ Attendee Directory
+ Recommended Matches
+ Video / voice chat with other attendees
+ Privacy / Do Not Disturb Mode

+ Games & Leaderboard: Points & Badges
+ Sponsor Banners
+ Roundtables: quick 1:few (6) video chats

Profile

+ Bio
+ Video Business Card
+ Message Wall

+ Recommended Matches
+ Connections
+ Points & Badges

+Areas of interest / Tags
+Notifications

Roadmap 2020-21

1. **LinkedIn:** Deeper integration across platform with SNAP, Marketing Developer Program, Talent Solutions Partner

2. **Recommendation Engine (ongoing):** Integrations with client systems at the forefront to create smarter recommendations and pass super enriched "Intent qualified" leads back to client

3. **Digital Concierge:** Automation bots that proactively match attendees (buyers and sellers) and broker popup roundtable meetings

4. **Virtual Event Ad Network:** Sponsored messages across the entire experience, targeted pre-rolls for sessions etc.

Thanks for the consideration!

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