



PIVOT TO  
**VIRTUAL**

**EVENT**<sup>MB</sup>  
A Skiff BRAND

# COPYRIGHT

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means whatsoever (including presentations, short summaries, blog posts, printed magazines, use of images in social media posts) without express written permission from the author, except in the case of brief quotations (50 words maximum and for a maximum of 2 quotations) embodied in critical articles and reviews, and with clear reference to the original source, including a link to the original source at <https://www.eventmanagerblog.com/pivot-to-virtual>.

Please refer all pertinent questions to the publisher.

## TABLE OF CONTENTS

<b>NOTE FROM THE EDITOR</b>	<b>4</b>
<b>RESEARCH</b>	<b>5</b>
Brent Rogers, VP Creative & Digital, PSAV	9
<b>PIVOT TO VIRTUAL - ONLINE EVENT RECAP</b>	<b>12</b>
<b>AN ANALYSIS OF THE CURRENT SCENARIO: FOLLOW THE EXPERTS' RECOMMENDATIONS BUT USE YOUR COMMON SENSE</b>	<b>14</b>
Corey McCarthy, Chief Marketing Officer, Socio	20
<b>A QUICK GUIDE TO EFFECTIVE CRISIS COMMUNICATION</b>	<b>23</b>
Mike Piddock, Founder and CEO, Glisser	29
<b>WHAT TO CONSIDER WHEN GOING VIRTUAL</b>	<b>33</b>
Baptiste Boulard, CEO, Swapcard	38
<b>MARKETING A VIRTUAL EVENT</b>	<b>40</b>
<b>YES, YOU CAN MAKE MONEY FROM DIGITAL EVENTS</b>	<b>42</b>
Bob Vaez, CEO and Co-Founder, EventMobi	46
<b>VIRTUAL EVENT TECH TOOLS</b>	<b>49</b>
<b>CMP CREDITS</b>	<b>67</b>
<b>DISCLAIMER</b>	<b>67</b>

## ABOUT THE AUTHOR

This report is brought to you by EventMB Studio.

EventMB Studio is a boutique content marketing service that produces top quality digital content assets for market leaders in the event and hospitality industry.

Get in touch with our Sales team at [eventmbsales@skift.com](mailto:eventmbsales@skift.com) for a free consultation.

EventMB Studio is powered by EventMB.com, the most influential website in the meeting and event industry. Founded in 2007, EventMB has been widely referenced as the go-to resource for innovative event professionals wanting to learn more about trends in the event planning industry.

EventMB releases industry reports and intelligence about event technology, social media, and engagement at events.

Thousands of event professionals have downloaded EventMB's free reports at <https://www.eventmanagerblog.com>

# NOTE FROM THE EDITOR

## **Coronavirus has taken the event industry by storm.**

Many events have been canceled and sponsors are pulling out of their commitments. Is cancellation the only option?

No. Events should avoid cancellation wherever possible. They should move online.

EventMB has come to the rescue, offering disoriented event professionals in the immediate days after the first lockdowns a live two hour event: 'Pivot to Virtual'.

2,600 live attendees and a staggering total of 7,000 on-demand attendees tuned in to listen to some of the world's most renowned experts on crisis communication and virtual events.

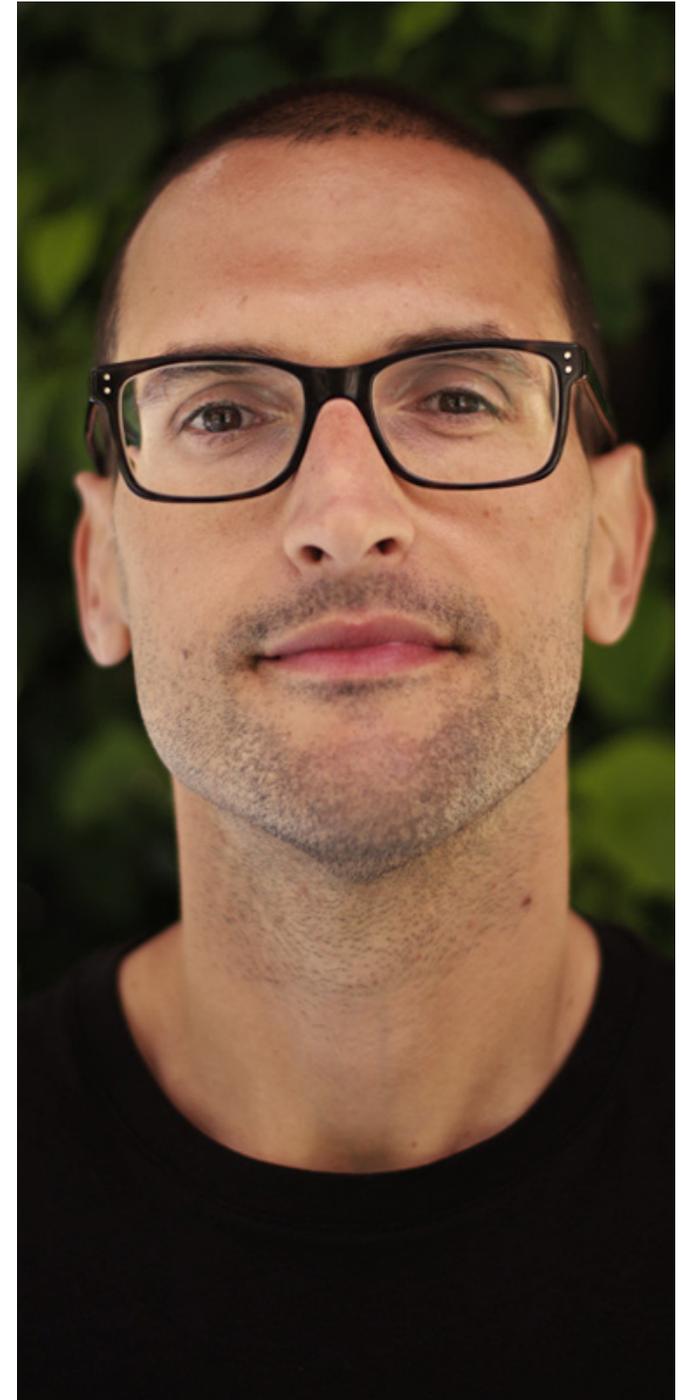
The aim: To embrace the opportunities of virtual events and keep business going.

This report is the result of all the presentations and interviews we carried out during the live event. It also features one of the most comprehensive tool guides to help you quickly access all the available resources for running your next virtual event.

EventMB, a Skift brand, is committed to keeping you informed and in business with more events and reports to support the transition to virtual events. To be informed about our next initiatives, subscribe [\*here\*](#).

## **Julius Solaris**

*Editor, EventMB - a Skift Brand*



# RESEARCH

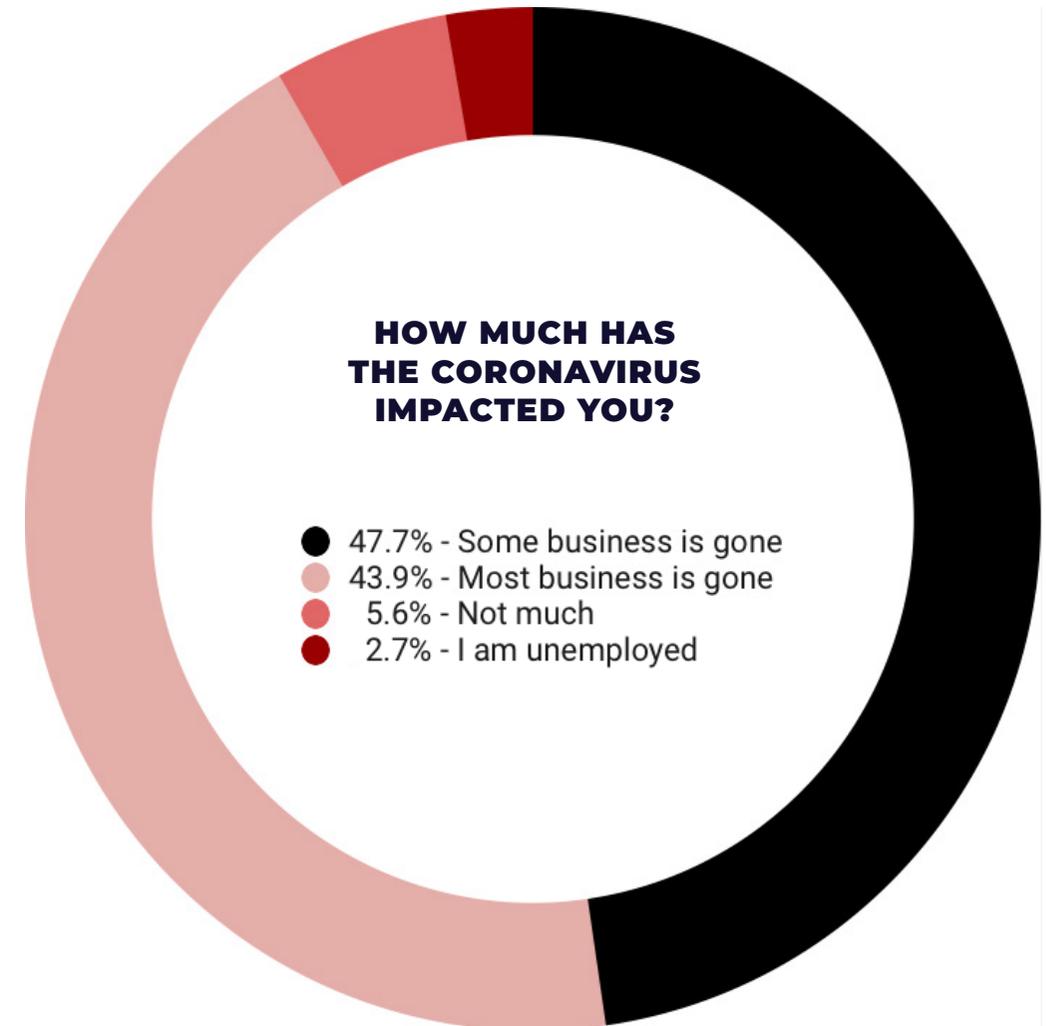
Over 2,500 participants attended the Pivot to Virtual online event. Such a sizable sample is a great opportunity to calculate the impact of the Coronavirus emergency on the meetings and events industry, its preparedness to use digital tools, and the approach to pricing virtual events.

# THE IMPACT OF THE CORONAVIRUS ON THE EVENT INDUSTRY

As of March 18, 90% of event professionals saw some or most of their business gone. 2.75% were left unemployed and only 5% were minimally impacted.

We can only assume the situation is more dire now, a few weeks later, with even more stringent and widespread lockdowns, longer projections for recovery, and planners seeing their business mostly gone.

The only resort for events happening in the second and third quarter of 2020 is to pivot to virtual to keep some of the business going.

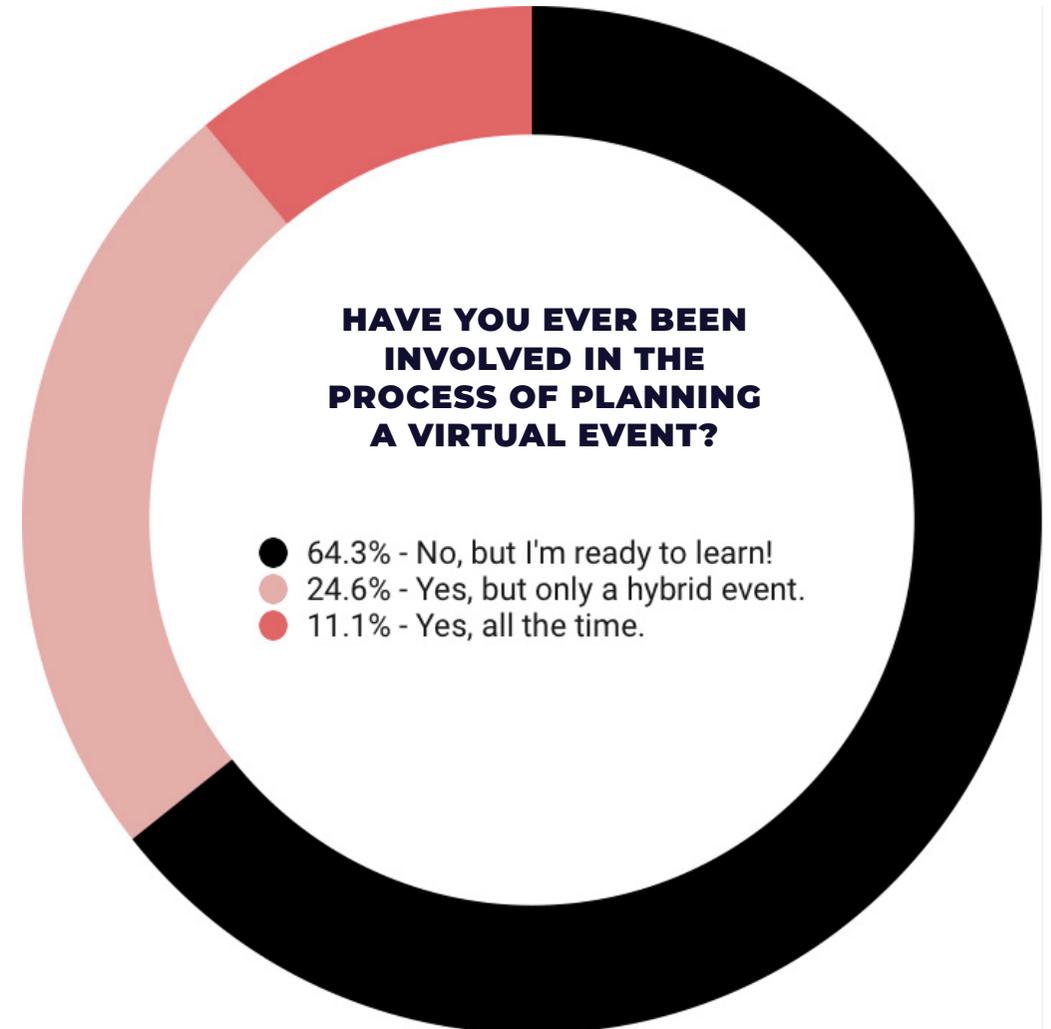


# EVENT PROFESSIONALS' CONFIDENCE WITH DIGITAL

The event also gave us an opportunity to delve into event professionals' experience with digital tools.

The majority of planners have none or very limited experience with planning virtual events. That adds increased pressure for associations to deliver more opportunities for learning, and for event professionals to accelerate their learning curve to deliver virtual programs.

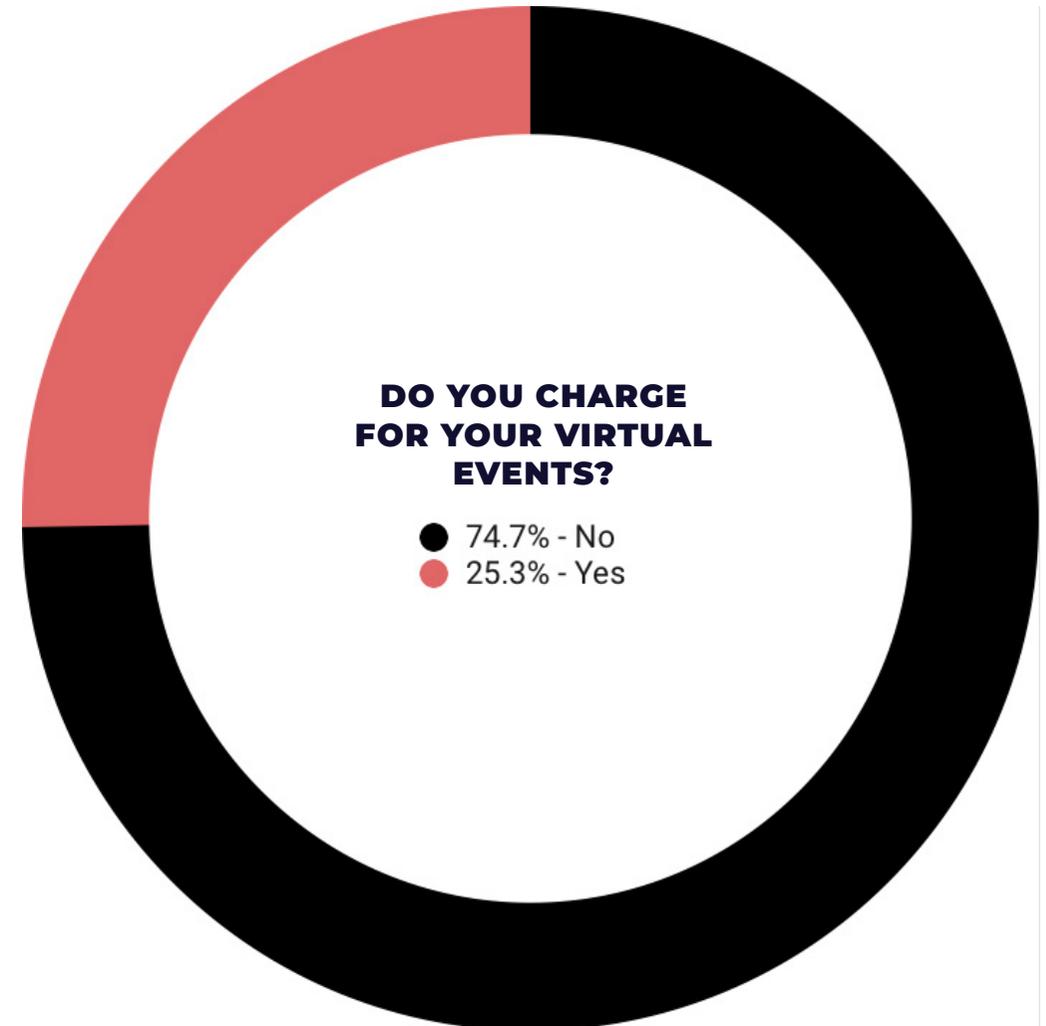
In fact, the planning and production process of virtual events is profoundly different from live events and requires a higher level of technology confidence, so planners are required to move fast and with accuracy.



# VIRTUAL EVENT PRICING

One of the most recurring questions from planners attending the event was about the pricing strategy for virtual events. There is a common feeling that we should not charge for virtual events.

While it is very difficult to generalize and every event is unique, some events are charging a reduced fee. That is not necessarily a reflection of the level of production, but more a strategy to be as inclusive as possible during trying times.





# BRENT ROGERS

## VP, CREATIVE & DIGITAL, PSAV

### WORK WITH PARTNERS WHO UNDERSTAND THE DYNAMIC NEEDS OF VIRTUAL EVENTS

#### 1. How does your company help planners willing to pivot to virtual?

PSAV has a wide range of resources available to help planners pivot to virtual events. We are providing support for planners, presenters, and participants. By addressing these three critical areas, we ensure that the message and learning objectives for the event are achieved.

As planners are suddenly thrust into the virtual events space, they find themselves learning not only new technology but a new language as well. PSAV works with planners to educate them on both to help bridge the 'virtual' gap.

**Recently, feedback from our customers has told us that one of the top concerns they face is the potential for technical issues.**

Our dedicated virtual events team manages hundreds of events a year and works closely with our clients to ensure everything runs smoothly.

Presenters find themselves presenting to virtual attendees and are compelled to adapt their presentation and personal presentation style to the virtual world.

We work with these key people to ensure that the content they deliver is tailored to the new virtual world and that the presenters are empowered to leverage the technology to present their sessions seamlessly and flawlessly.

Participants are looking for simple and direct access to information and education. Keeping the participant experience in the forefront of the entire process allows us to ensure that access is as straightforward and simple as possible, while still achieving the goals of the event and providing the feedback and engagement channels necessary.

#### 2. What is the best way to engage attendees online?

Engaging attendees who attend virtual events is critical for turning them from attendees into participants. The tools to help make this switch vary depending on the scale and scope of your virtual event. The simplest way to engage your participants is through a question and answer session, as well as leveraging polling options if applicable to the situation. Both of these allow the virtual participants to feel connected and engaged in the presentation. Expanding on this engagement, you can look to add other interactivity like trivia games or word clouds.

In the end, it is essential that you choose an engagement tool that brings value and is relevant to the event or session. These engagement tools should be used to not only keep the participants engaged but to help achieve the learning outcomes of the event.

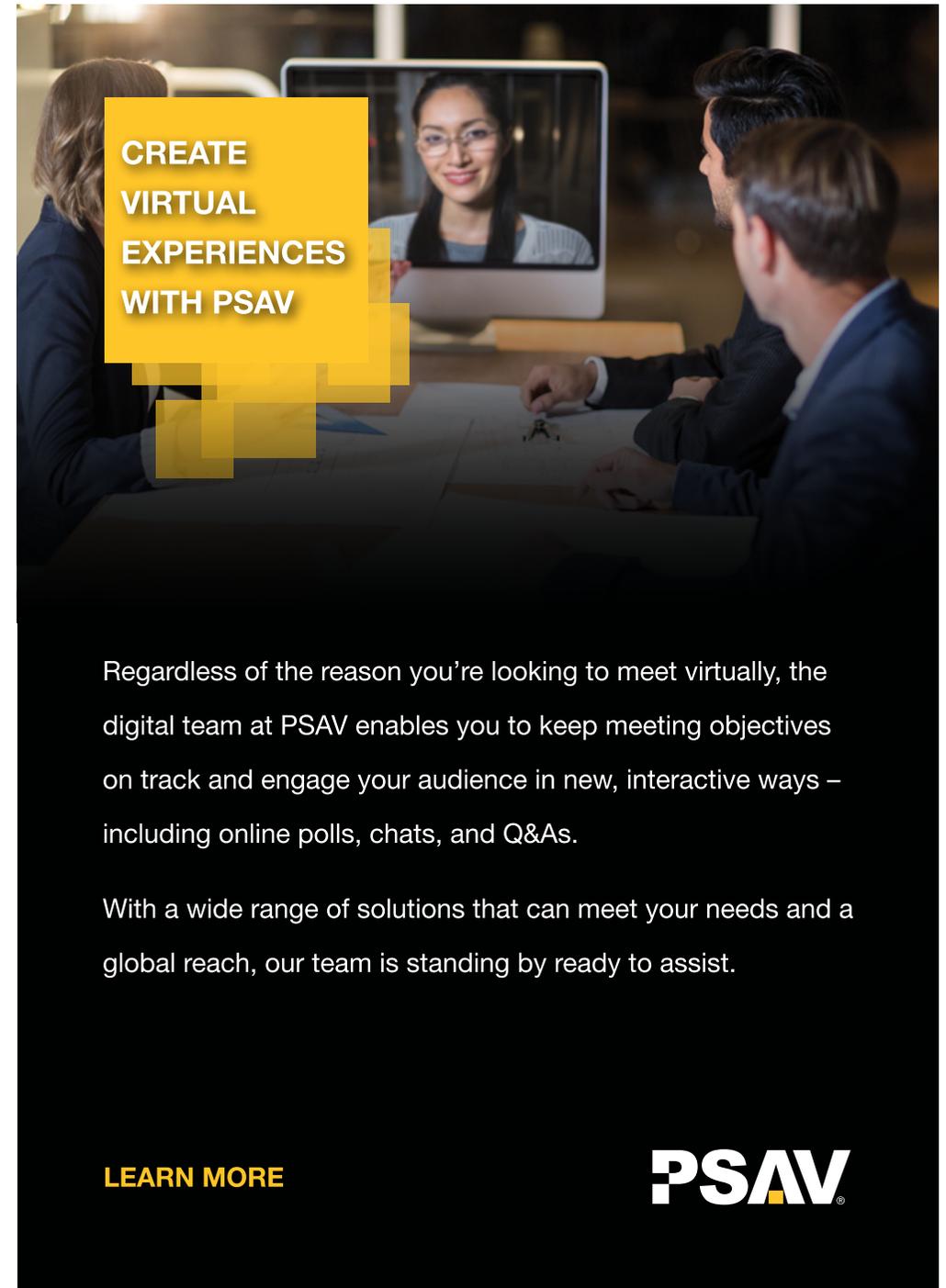
### 3. Share your most effective tactic to stimulate attendee networking

One of the most significant hurdles to overcome in the virtual events world is that of attendee/participant networking. With the face-to-face element removed, it is not very easy for those in attendance to meet and interact with others. Be sure to schedule and host virtual cocktail and networking events. Here is a place with many of the tools used for engagement in sessions that could also be used for networking purposes.

**Trivia sessions, social media sessions, photo contests, and virtual meet-ups are all things that could be used to help form those connections and networking.**

### 4. What are the key tools in the virtual events technology stack?

We use a full range of technology to bridge the virtual gap for events. It is essential to understand that there is not a universal platform or solution that works for all occasions. Each event brings a different and unique scope, and each needs to be treated as such. Leveraging multiple solutions (both software and hardware) is critical to achieving success. From Video Conferencing to Webcasting to simple audio conference calls, we consider all solutions and variables to achieve the desired outcome.



**CREATE  
VIRTUAL  
EXPERIENCES  
WITH PSAV**

Regardless of the reason you're looking to meet virtually, the digital team at PSAV enables you to keep meeting objectives on track and engage your audience in new, interactive ways – including online polls, chats, and Q&As.

With a wide range of solutions that can meet your needs and a global reach, our team is standing by ready to assist.

**LEARN MORE**

**PSAV**<sup>®</sup>



# **PIVOT TO VIRTUAL ONLINE EVENT RECAP**

EVENT MB

# PIVOT TO VIRTUAL



I HAVE NEVER HAD SO MANY PEOPLE ONLINE FOR ONE MEETING IN 13 YEARS!

ONE MILLION USERS IN ONE DAY!!

IT'S ABOUT HOW

WE MUST FLATTEN THE CURVE!

## DO NOT CANCEL

THERE IS RISK!

THE WORLD IS ALIGNED

## POSTPONE

## OR PIVOT

## VIRTUAL

## WORLD

## PLAN VIRTUAL EVENTS

IT'S GOING TO BE THE SAFEST WAY FORWARD...

JULIUS SOLARIS  
FOUNDER & EDITOR  
IN CHIEF EVENT MB

AROUND THE WORLD  
EVENT MANAGERS ARE HAVING A TOUGH TIME

# IT'S A CHANGING WORLD



## Zoom



MOVING INTO THE VIRTUAL WORLD



# AN ANALYSIS OF THE CURRENT SCENARIO: FOLLOW THE EXPERTS' RECOMMENDATIONS BUT USE YOUR COMMON SENSE

## JULIUS SOLARIS

Founder and Editor in Chief, EventMB - a Skift brand

Twitter: @tojulius

Facebook, Instagram: tojulius

[jds@skift.com](mailto:jds@skift.com)

Linkedin: <https://www.linkedin.com/in/ju-liussolaris/>

## DYLAN MONORCHIO

Deputy Editor, EventMB

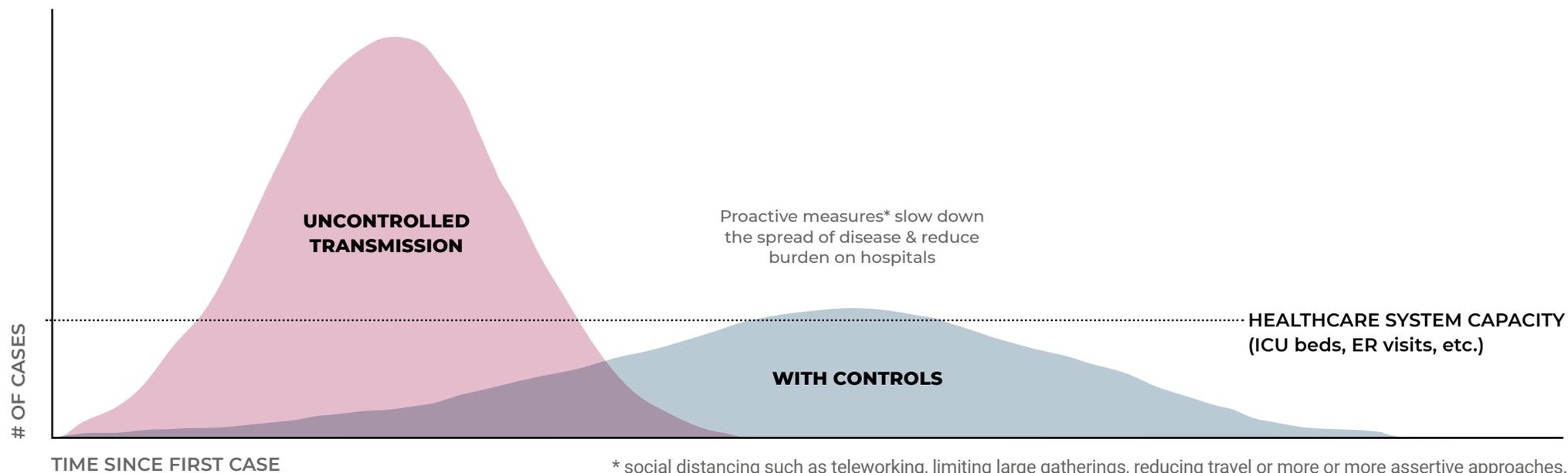
Linkedin: <https://www.linkedin.com/in/dmonorchio/>

### **Do Not Cancel. Postpone or Pivot**

This is our main message to you. There's no need to cancel. These are tough times, but the world is not ending. We have to start thinking about what is going to be next and what we can do right now to keep things going. This is the mentality to keep ourselves sane.

It's not the time to cancel. Instead, postpone or pivot to online.

## Flattening the Curve is Everyone's Responsibility



The main message is that we need to flatten the curve. We need to postpone the peak as much as possible and come together to slow things down.

That means social distancing. When a lot of people come together, diseases spread. To make sure we flatten the curve, we need to stop live meetings right now. Live meetings endanger attendees' lives and those most susceptible to the virus.

It's not only big events, like South by Southwest, the Eurovision song contest or Mobile World Congress, which are all cancelled now. Even

small events can spread the disease: in Massachusetts, it started from a small gathering of 90 people.

As a result, a lot of event professionals realize that they need to cancel, postpone, or pivot to virtual.

Transitioning to virtual is proving to be a very viable option, as evidenced by these numbers:

- ✔ **Zoom added 14 million users in one day**
- ✔ **3.2 million meetings for Cisco Webex in one day**

## An Analysis of the Current Scenario: What Are the Experts Saying

Most worldwide health authorities are now on the same page. The consensus is that everyone needs to avoid unnecessary gatherings and outings, and make every attempt to flatten the curve in their local regions.

These directives are being enforced legislatively in many countries. Italy, France, Spain and Portugal are examples of countries that have declared a state of emergency and prohibit gatherings, nevermind events. Several provinces and states across Canada and the US are taking similar measures to enforce social distancing policies. Penalties for violating these laws range from fines to jail time.

Even in areas that are lagging, people everywhere are voluntarily practicing social distancing by staying home, and businesses like bars, gyms, and venues have shut down to minimize the risk.

**But ultimately, whether or not you are living in a region where events are prohibited, you just have to use your common sense.**

While event planners might want to defer to experts to determine the level of risk, bear in mind that the same authorities responsible for dispensing this advice are now under criticism for their failure to represent what was obvious to most people, including the CDC for being really slow to act or the WHO for giving confusing messaging to governments that were interpreting it at various levels of seriousness.

At the end of the day, your attendees' safety is your responsibility, so do some research into what other countries are doing, look at the precedents set in hard-hit areas, and take it upon yourself to exercise your own critical thinking to determine the reasonable level of risk.

## Risk and Insurance

A lot of planners are leaving their events open where they might otherwise want to cancel them because they represent a huge investment and the *legality around cancellation is complicated*.

It's worth noting a few things about your insurance:

- ☑ **It probably won't cover cancellation for the coronavirus unless it was already part of your plan.**
- ☑ **You may get some leverage out of a force majeure clause, but most of these clauses have explicitly excluded pandemics since the SARS outbreak.**

Nevertheless, the level of risk you would be exposing people to outweighs

any kind of interest on that front. And even if you are reserving cancellation because you're holding out for an official declaration that would give you more leverage in an insurance claim, bear in mind that failure to cancel as soon as there is foreseeable risk might expose you to legal liability and repercussions if people become infected at your event.

Here are a few risk assessment resources for events.

WHO:

<https://apps.who.int/iris/bitstream/handle/10665/331004/WHO-2019-nCoV-POEmassgathering-2020.1-eng.pdf?sequence=1&isAllowed=y>

CDC:

<https://www.cdc.gov/coronavirus/2019-ncov/community/large-events/mass-gatherings-ready-for-covid-19.html>

Health Canada:

<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals/mass-gatherings-risk-assesment.html>

## Postponing or Going Virtual?

These are a few considerations to keep in mind if you are planning to postpone your events:

- 1. Events in Q4 are looking critically at risk as lockdown and social distancing projections hinge on the availability of a vaccine and major events are looking to postpone to next year.**
- 2. Assuming an end to lockdowns happens in the next six months, the period immediately after will be slow to start, with limitations on travel and gathering sizes likely to continue or be reintroduced in various formats.**
- 3. The state of the market might be unfriendly to large-scale live events even if the level of risk goes down enough to host them in some locations. The market recovery variable is a big unknown.**
- 4. Pivoting to virtual is a safe way to deliver much of the value of face-to-face meetings, but it's a bit uncharted territory in terms of finding ways to monetize it, finding sponsorship opportunities, and delivering on the promise of event experiences.**

We don't know when the situation is going to be back to normal. Depending on the country, the dynamics are very different. For example, South Korea was able to contain the virus very early on, while Italy seems only to have just reached a peak, and the situation in the US is going to get much, much worse before it gets better.

Postponing is a risky strategy even if you pick Q4. A lot of planners are saying they're being hit by venues charging fees for the postponement. You might want to consider that before you decide on your best course of action.

Going virtual now is probably the safest strategy as it keeps business going and creates a new stream that is not dependent on the fate of social distancing.

# EVENT MB PIVOT TO VIRTUAL

## MEANINGFUL CONNECTIONS: NETWORKING AND GAMIFICATION IN VIRTUAL EVENTS - Q&A SESSION

# GAMIFICATION

THE SKY IS  
THE LIMIT..

AS WE FLATTEN THE CURVE  
THERE'S GOING TO  
BE A LOT  
OF SCREEN  
TIME...



COREY  
MCCARTHY  
SOCIO

PEOPLE  
WANT TO  
**CONNECT**  
& THEY WANT TO  
**LEARN**

NETWORKING  
HAS BEEN  
POSSIBLE FROM  
EVENT APPS  
FOR SOME TIME..

WHAT  
IS THE  
ATTENDEE  
JOURNEY?



Q: HOW COULD WE  
RECREATE  
THE POST  
PANEL  
CHAT?

AH! MY HOLOGRAPHIC  
JULIUS IS HERE



EVENT  
PLANNERS  
WANT THINGS  
THAT  
MAKE  
PEOPLES  
LIVES  
EASIER

PING  
PUSH  
NOTIFICATIONS



SHAKE  
TO CONNECT...  
NOW REMOTE  
IT'S EASY TO GET A ONE TO ONE!



# COREY MCCARTHY

## CHIEF MARKETING OFFICER, SOCIO

### **PACING, CONNECTIVITY, AND ENGAGEMENT ARE THE TOP PRIORITIES**

#### **1. How does your company help planners willing to pivot to virtual?**

We're jumping in and helping clients with their pivot, through comprehensive support, strategy and best practices. This is a new frontier for all of us, and we all will benefit from working together to help produce virtual events, share information and support the events industry. Working closely with our clients is something we have always done and we will continue to expand what we do to meet their needs.

The Socio event platform is set up to be the hub that makes the pivot to virtual (and back again) as seamless as possible. Giving attendees a single source to access event information, network, and interact with sponsors creates a streamlined experience. Meanwhile, event organizers are able to pull together best-in-class components for virtual events without having attendees touch multiple systems.

#### **2. What is the best way to engage attendees online?**

Attendees of any virtual event are going to face unique distractions that can steal their attention away from your event. Gamification is a fun way

to get attendees to engage with other attendees, speakers, and sponsors. In addition to gamification, organizers can keep conversations going with social feeds, direct messaging, polls, surveys, trivia, and more.

#### **Providing well-timed touch points over the course of the event will be key for keeping your attendees' attention for the duration of your virtual event.**

#### **3. Share your most effective tactic to stimulate attendee networking?**

Virtual events leave no room for physical business card exchanges, and "shake to connect" is a much better alternative anyway. Moving our "shake to connect" feature to a remote option was a natural transition for virtual events. Now, virtual event attendees need only be prompted to shake their phones — and once they do — they'll be able to connect with anyone else who shakes their phone at the same time. Being connected unlocks direct messaging and the ability to schedule meetings. Your attendees can still have virtual coffee meetings and ask others if they can "pick their brain." That hasn't changed.

**The end of an event doesn't have to mean the end of connecting and keeping up with all who attended.**

#### **4. What are the key tools in the virtual events technology stack?**

There are several great streaming platforms out there, and we've all been using them over the last few weeks while we work from home and keep in touch with family and friends. But it's hard to truly replicate the live event experience if attendees can't network and sponsors can't prove a return on their investment.

We strongly believe that pairing an event app with a streaming platform adds that extra layer, where attendees can seek out and connect with others.

**Organizers also need robust options for maximizing sponsorship revenue, be it in-app banner ads, sponsored splash screens or even sponsored push notifications.**

The event app blends multiple tech platforms, and for the organizer, it's like a remote control that brings it all together. One system means a lot less frustration for organizers as they make the pivot to virtual.



## Pivot to virtual events (and back again)

See How



PIVOT TO VIRTUAL

# EVENTMB PIVOT TO VIRTUAL

## COVID-19 CRISIS COMMUNICATION: WHAT YOU SHOULD AND SHOULDN'T SAY

HAVE A POSITIVE & STRUCTURED APPROACH



ADELE CAHRS  
CRISIS COMMS  
EXPERT

WE'RE ALL IN THE STAGES OF GRIEF!

WHAT YOUR CORE PURPOSE?

BUT WE WANT TO EMPOWER YOU TO MOVE ON...

HAVE CONFIDENCE!



FOLKS! MY HOSTAGE NEGOTIATIONS TOOK PLACE ON THE PHONE!

IT'S NOT FAIR



↑  
AVOID THE UNFAIRNESS PRINCIPLE



CHIP MASSEY  
CRISIS COMMS  
EXPERT...

WHAT IS THE UNSTATED NARRATIVE?  
FINDOUT!



DON'T PANIC

EMOTIONAL CONTAGION

WE GOT THIS!

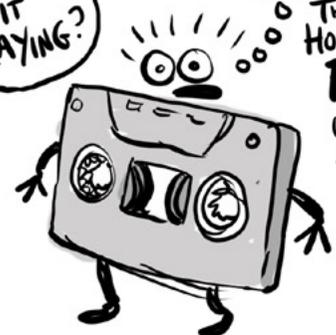
IN A CRISIS...  
KNOCK THE LIZARD BRAIN OFFLINE



EVERYONE HAS A TAPE IN THEIR HEAD



WHAT IS IT PLAYING?



THINK HOW THEY FEEL  
WHAT DO THEY WANT...



PROJECT CALM  
IT'S INFECTIOUS

LIVEILLUSTRATION.CO.UK  
GRAPHIC RECORDING, EVENT VISUALISATION & ILLUSTRATION

# A QUICK GUIDE TO EFFECTIVE CRISIS COMMUNICATION

## ADELE CEHRS

*Crisis Communication Expert*

Email: [adele@epicprgroup.com](mailto:adele@epicprgroup.com)

## CHIP MASSEY

*Crisis Communication Expert*

Email: [chip@chipmassey.com](mailto:chip@chipmassey.com)

[www.whenandhowagency.com](http://www.whenandhowagency.com)  
[www.convincememasterclass.com](http://www.convincememasterclass.com)

### **Be True to Yourself as an Organization**

Once you decide to pivot to virtual, you have to start communicating all of this to your stakeholders, your attendees, etc.

Right now, everybody is going through the stages of grief. The stages are different for everyone. Denial, fear, anger, etc. — we're all just dealing with this virus both professionally and personally. It's a challenging time for everyone.

As event planners, you need to be empowered to move people to a better state of mind. It's about focusing on the right things.

You want to be really sensitive to what's going on out there. You don't want to be tone deaf, pushing out your marketing, pushing out your event.

Especially if you've postponed or canceled it, it's important to understand that you're not going to convince people that this is an unjust situation. Everyone feels this is unfair in one way or another, and everyone is being impacted.

What we want you to do is just really focus on what the core purpose of your organization is and make sure you stay true to that, as a meeting planner.

**It's so important that your organizations focus on what is core to their message and core to their purpose right now.**

So let's start by talking about unstated narrative, what that is and why it is relevant to you right now.

## Understanding the Unstated Narrative

The unstated narrative is about understanding what another person is thinking.

Everyone has a tape running through their head about how they perceive your business, you personally and the world that you operate in. Your job is to quickly get in touch with what your CEO, board of directors or vendors are all thinking. This might be different from what they are telling you.

**When people are in ‘crisis mode’, they have difficulty truthfully expressing what is really bothering them, what is really on their minds.**

Your job is to find out what their motivation really is. It could be profit, fear, or a combination of different things. You want to get to those layers. To peel that back and ask open-ended questions as they reveal the more robust answers.

Eventually, you’ll see patterns emerge. Look out for triggers that pull out more emotion. Those are the kinds of things that will help people establish trust in you.

When you’re delivering bad news or you need to get them to your point of view, this is a way of doing that, of understanding where they’re starting first.

From a communication standpoint, you use how people are feeling, their emotions, what they are worried about right now — all this information — as a way to communicate empathy for what they are going through.

If you start from a place of empathy and understanding and actually getting what is going on in someone’s head, you are going to be so much more effective at communicating your message. You are going to be one of those people, those organizations that people look to and trust in a crisis situation. And now is a huge opportunity for you to step up from a social responsibility standpoint.

From a crisis communication standpoint, when you’re in the middle of a crisis, it feels like you’re never going to see the light at the end of the tunnel. While we don’t know when that light is coming, it’s coming soon, and we want you to be prepared for those opportunities.

If things get postponed, if you do turn them into virtual events, how do you market yourself as a resource? How do you continue to be a source of comfort and empathy for your industry and for the people in it?

Using the information you’re getting from people’s unstated narrative can be hugely effective.

## **Making the Most of Emotional Contagion**

**Emotional contagion is the idea that how you feel affects how other people are going to feel around you.**

Meeting planners are trained to keep calm, making sure the event is going well and nobody even sees you break a sweat when things go wrong.

This situation is similar. You have to project calm.

The leader, for example your CEO, has to set the tone in times of crisis. The kind of leader that is dialed into the people, that knows how to coordinate teams and bring out the best in people, usually relies on empathy. It means understanding another person's perspective without judgment. You can understand somebody and get to where they are without judgment, and you can help in that process.

**Emotional contagion is all about you demonstrating that you're going to be calm, you're going to bring it together. You're not going to be somebody that just flies off the handle.**

It's also about dealing with people that are going to be yelling at you. It's about dealing with their crisis and then projecting calm back. Whenever you can project calm and confidence, people will absorb and want to be a part of that. You become the default leader in many respects.

Pitch, tone, and cadence are important as we deal with things virtually. As we have more conference calls, we're not seeing people as much unless we have video and Zoom. It is so vital for you to be able to push out that sense of calmness through your pitch, tone and cadence. You're in charge of that, even if it's the only thing you really can control.

## **Forensic Listening and The Three Magic Words**

It's also important to push the idea of forensic listening. There are three magic words that can work for someone in any situation: the last three words that somebody says who's in a crisis mode.

For example, they come out and say, "Oh my God, my boss just yelled at me for no reason." You repeat "for no reason?"

That tells people that you're listening. If you practice this with authenticity, with genuineness, with care for that other individual, you're going to see a change in their demeanor.

## **How to Move Past the Fairness Fallacy**

This is the state where everyone in your organization is talking about how incredibly unfair the coronavirus is to your event, to your job, to your association, to whatever is going on at your corporation. They are so focused on fairness that they're not problem solving. They're not getting to what you should do next like pivot to a virtual event because they're so stuck on the

fact that canceling would be terrible or such a huge loss. The way you can move people off of this fairness fallacy is to get out of the foxhole mentality.

When you're in battle, you're in a foxhole and people are shooting at you. Similarly, when you are the meeting planner, it feels like you are the one who's taking on all the fire.

## **Move people from "it's unfair / terrible" to "we've got to do what the CDC says." Frame "we've got to cancel this" as "we've got to pivot to a virtual meeting."**

You're the one who has to hold up that mirror to everyone in your organization. And it can be a very hard position to be in, but it's one you have to do and you have to do with confidence, which we know can be really difficult. We have resources on our website for you to do this effectively, we have phrases, we have frameworks.

We know this exists within your organization, but you can move past this fairness fallacy.

## **Beware Self-Proclaimed Experts**

A lot of people are popping up as pseudo crisis management experts who say you should never communicate with your audience about this issue because people are just overwhelmed by it. Don't listen to them.

Do whatever is right for your audience, for your stakeholders. You are still in control of this; you are going to get through this crisis, and you are going to be better for it. You're going to be stronger and you are really going to make the most of it.

**Don't believe experts who are popping up right now to say they know what is true in a crisis.**

## **A Quick Note on Human Behavior in a Crisis**

When we're under stress, the worst comes out – unless you've had training and you realize that the human body adapts so differently when it's under absolute stress.

Remember that lizard brain? You want to knock it offline and get back to the higher thinking, the analytical brain. Dial up a friend, do whatever it's going to take to calm you down so that you can then reach out to other people. Everybody handles it differently. Don't judge others. Just understand that you can have a positive effect around them.

**EVENTMB**  
PIVOT TO VIRTUAL

EVENT PLANNERS ARE RESOURCEFUL!



MIKE PIDDOCK  
FOUNDER & CEO  
GLISSER



EVENT PLANNERS ASSEMBLE

YOU CAN DO IT!

HOW TO USE EVENT APPS FOR ONLINE EVENT ENGAGEMENT

WHAT TECH SHALL WE USE?

ZOOM?

SKYPE?

ER...

I WAS THINKING A VR BOOTH ONLINE!

IT'S GOT TO BE...

**LIVE**

&

**ENGAGING**

**# VIDEO**

TOP TIP WEB APPS ARE STABLE

THE 4 TYPES OF EVENT

COMMS & TEACHING

NETWORKING

SALES & NETWORKING

BRANDING

THINK...  
NOW WE  
ARE  
WITHOUT  
LIMITS



WHY AM I HAVING THIS EVENT?

**WHY?** IS THE MOST IMPORTANT QUESTION

LIVE ILLUSTRATION.CO.UK  
GRAPHIC RECORDING, EVENT ILLUSTRATION & REVISION



# MIKE PIDDOCK

## FOUNDER AND CEO, GLISSER

**AN ENGAGED AND PARTICIPATING AUDIENCE IS THE KEY TO A VIRTUAL EVENT**

### **1. How does your company help planners willing to pivot to virtual?**

Glisser has provided solutions for live, hybrid and virtual events for five years. While we've been 'mobile-first,' our approach has been to build a platform that can be used universally across these client requirements.

We combine streaming video, live presentation slides, audience response, gamification and surveys into a single platform that works on your smartphone when at a physical event, or your laptop when participating virtually. It can handle complex, multi-room events and delivers a beautiful branded user journey, creating a more 'complete' experience than a simple one-session webinar.

The benefits to planners are twofold:

- 1. First, the 'pivot to virtual' feels less dramatic, as the core product is familiar from your physical onsite events.**
- 2. Secondly, we've always been totally focused on audience participation and engagement - which is such a fundamental part of making virtual events work, especially given all the distractions at home!**

## 2. What is the best way to engage attendees online?

Keeping your audience actively engaged is even more important while they're remote. You're competing for their attention against work chats, inboxes, their phone, and any number of other distractions that could come up.

Audience participation is a fundamental part of making a virtual event valuable. If your audience isn't engaged and contributing to the event, shaping the discussion, you may as well have just pre-recorded all your content and hosted it on a website (then it's just marketing, not a virtual event...).

### **Your goal is to turn your presentation into a conversation.**

Try to have them introduce themselves at the start – perhaps through the Q&A, chat feed or an integrated social networking platform. Who are they and where are they from? This also helps create virtual connections between the audience members themselves.

Invite them to contribute throughout – whether through Q&A, polling, surveys or gamification (such as random lotteries or quizzes). Frequency is crucial – little and often works best to keep the attention up and stop them from clicking away and doing something else.

## 3. Share your most effective tactic to stimulate attendee networking?

Let's face it - 'in real life,' some people are great at networking and others aren't, and it's not so different in the virtual world (only you may find that the roles are reversed as the more introverted characters gain confidence behind a keyboard!).

That means your options are fairly similar to the tricks and tools you might use 'in-room'. You can create virtual spaces where people are encouraged to connect, just like during coffee breaks. Do this through a social networking app (the clue is in the name), a dedicated chat feed or a video meet-up area away from a specific content 'session'.

Alternatively, you can pre-arrange one-on-one networking meetings, or allow for attendees to make their own connections. There are some great software solutions for this, and we integrate with them.

### **The other point to make is that if you want to encourage networking, you can't just provide the virtual space to do it; you also have to encourage your delegates to do it.**

That means devoting part of your agenda to this (i.e. gaps between content) and not being fearful that people will just navigate away.

#### 4. What are the key tools in the virtual events technology stack?

It's worth thinking about what your event is looking to achieve, as this drives what tools are key and what are superfluous.

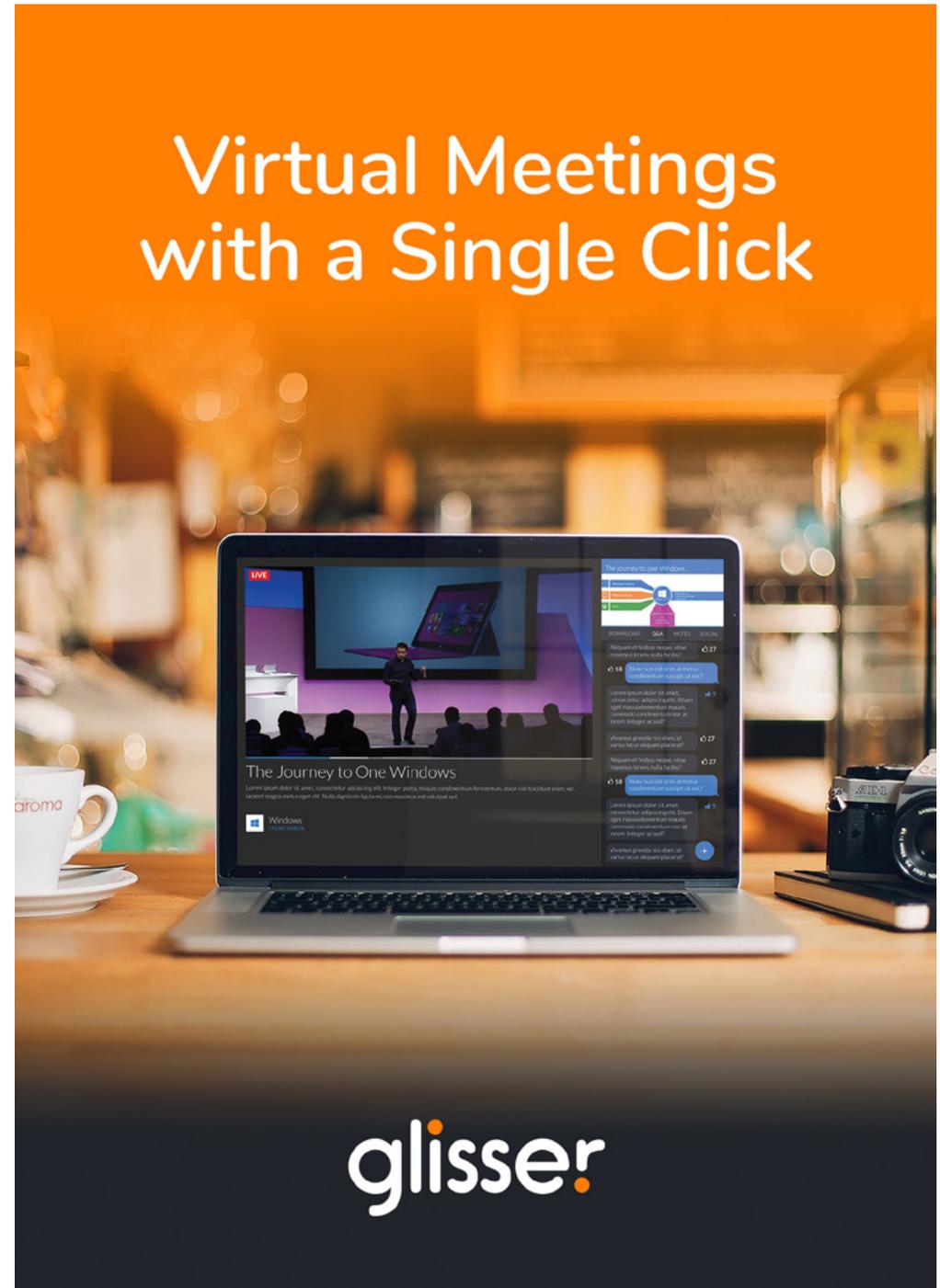
Are you looking to generate revenue for you or for your sponsors? Are you looking to communicate information or teach your audience? Are you seeking to create an environment rich for delegate networking? Are you creating an experience around a brand to build customer affinity or loyalty?

Maybe all of the above? But in what weighting? What's most important?

Revenue-generating events tend to need tools that provide a professional look and feel, an engaging experience for delegates, and places where sponsors or salespeople can effectively present their offering, qualify opportunities and gather leads. In our view, this means live presentation sharing, multimedia content (videos, brochures), real-time video connections between sellers and buyers, and integrations with CRM platforms.

Meanwhile, communications or training focused events have a heavy weighting on content, audience contribution to the discussion, as well as surveys and perhaps testing. Audience analytics are then crucial, and here an integration into a learning management system (LMS) might be appropriate.

**Overall, right-fit your tech stack to your objectives, rather than just using a feature because you've paid for it.**

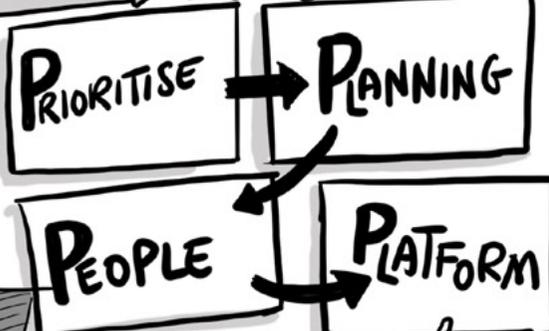


EVENT MB  
PIVOT TO VIRTUAL

"PLATFORM  
IS SIMPLY A  
MEDIUM!"

TOP CONSIDERATIONS FOR PLANNERS GOING VIRTUAL

UNEXPECTEDLY  
DELIVERY → THE 4 P'S



APPLE BOX

TAYLOR ESTES  
PRESIDENT & CEO  
APPLE BOX

WE ARE A COMMUNITY OF PROBLEM SOLVERS

THE PRODUCER PERSPECTIVE



FAST!

YOUR AGENDA IS NOT NECESSARILY GOING TO TRANSFER

THE AGENDA



JOSEPH ESTES  
CO-FOUNDER & HEAD  
OF PRODUCTION  
AT APPLE BOX



ONLINE HAS GONE FROM NICE TO HAVE

DIGITAL FIRST!



LESS IS MORE!

TOP TIPS

THINK ENTIRELY FROM YOUR ATTENDEES PERSPECTIVE

IT'S THE MEDIUM

WE ARE

PLATFORM AGNOSTIC  
IT GOES BACK TO PRIORITIES



DISTRACTION IS ONE TAB AWAY!

HOW DO YOU BEAT THIS?

DEVELOPMENT

#1 QUALITY CONTENT

#2 PRODUCTION VALUE

#3 HUMAN CONNECTION



HIGH PROD VALUE



EVERY PLATFORM SUPPORTS HUMAN INTERFACE

ALWAYS HAVE A HOST



- \* USE A VARIETY OF FORMATS \*
- \* LOADS OF Q&A \*
- \* LOTS OF BREAKS \*
- \* USE TRANSITIONS FOR SPONSORS \*
- \* HAVE PRE-RECORDS IF YOU NEED THEM...

FREE OR ENTERPRISE?

LIVEILLUSTRATION.CO.UK

# WHAT TO CONSIDER WHEN GOING VIRTUAL

## TAYLOR ESTES

President and CEO, Apple Box LLC

LinkedIn: <https://www.linkedin.com/in/taylorestes1/>

Email: [Taylor@appleboxsolutions.com](mailto:Taylor@appleboxsolutions.com)

## JOSEPH ESTES

Co-founder and head of production, Apple Box LLC

LinkedIn: [www.linkedin.com/in/joseph-estes-54367712](https://www.linkedin.com/in/joseph-estes-54367712)

Email: [Joseph@appleboxsolutions.com](mailto:Joseph@appleboxsolutions.com)

[www.appleboxsolutions.com](http://www.appleboxsolutions.com)

### What We Are Up Against

If you're feeling overwhelmed by this current situation, you're certainly not alone. As event professionals, we all suddenly have to consider pivoting our events to digital in very short timeframes. We have to migrate event scopes, agendas, speakers, sponsorships and communication strategies all into an online format while mitigating the loss of our overall event impact. Your event space is now going to be a website and your stage is now going to be a web stream. This big change is no small feat, especially if virtual events are foreign to you.

As an industry, we're going to have to adopt a 'digital first' mindset, and live streaming is just one component of the attendee journey that you're going to have to develop.

So what are we really up against?

It's hard enough to keep attendees focused when they're sitting in a ballroom, but this is going to be exponentially more difficult when they're sitting at home in their pajamas, on their couch. Facebook and unread work emails are just a tab away. Kids who are quarantined at home from school are probably just an arm's reach away.

**If you're going to have any hope of your events still delivering on your objectives, the one thing that matters most is engagement. In order to get the results that our clients and bosses expect, it's going to fall on us to keep engagement high.**

## The 3 Building Blocks For Online Events

Three things that have the most dramatic impact on your event stream's engagement are quality content, high production value and authentic human connection. It's important to note these components can really build on one another, and they can have an exponential effect. So you should really prioritize them accordingly.

We are going to break them down one by one.

### Content is King

Think about high value presentations and videos that are relevant to your event messaging. What would you want to watch online? What would you want to watch given how much of your budget has been saved, considering things like venue cancellation fees and other losses.

If content is king, consider context to be queen.

Think about your story arc. There should be a clear beginning, middle and end to your presentations and they should really flow well from one to the next. But we also need to take into account the context of our current circumstances and understand your viewers and their unstated narratives.

**Continuity is essential. The ballroom and stage design are no longer providing continuity for your event theme. Be intentional and be okay with leaving things on the cutting room floor that don't tie in directly to your messaging.**

Sometimes less is definitely more.

### Production value

When it comes to production, it should go without saying that high quality broadcast style production like you might see on television is definitely going to help with engagement. Really consider upping the quality of your presentations and videos because this is going to be huge for holding people's attention.

Here are some easy production value elements to pay attention to:

- ✔ Good quality lighting
- ✔ Good microphones
- ✔ Animated transitions from one presenter to the next
- ✔ Varying camera shots

These will make it feel like a live event and it makes it more enjoyable to watch. High quality content makes your viewer feel like it's worth tuning in. High production value is what makes them want to stay.

With looming travel bans and social distancing, it may not be possible to go out and capture new videos with a team, but you can still work with remote design teams to create more visually appealing presentations.

### Human connection

This is huge. It's our purpose for being. We are all about bringing people together.

Social distancing is upsetting the industry, but it's really happening at the best possible time because almost every online platform supports some kind of human connection.

That could be as simple as a chat, which you could use social media for. A lot of event tech platforms have moderated Q&A and instant polling. You can even do networking events and breakout sessions with some creativity.

It is really important that, no matter what, you make your attendees feel like they're heard and like they're part of the event. This is what makes it feel like it's not just a pre-recorded webinar.

## The Basic Process and the 4 Ps

Now that we've outlined the building blocks for a highly engaging stream or online event, you're probably sitting there thinking, "I still have this seemingly insurmountable task ahead of actually delivering an online event."

The actual platform and technology you choose is simply the medium and not the strategy. The strategy is what we call the four Ps: Define your **priorities**, make a **plan**, find the right **people**, and then determine your **platform**.

### Priorities

When uncovering priorities, use a design thinking exercise to frame the conversation. Everyone will benefit from an overview of the current state.

What is our current event scope that we've already designed, and what are our current limitations?

Talk as if the sky's the limit. In the current state of affairs, it would be very easy to make fear-based decisions and allow yourself to frame your conversation with constraints rather than possibilities.

Take the time to say "what if" with your team. Finding a balance between "what wows" and "what works" is really about finding a sweet spot where your intended impact and your internal resources are aligned with your partners' and your technology capabilities.

Then make a list of these priorities, sorting them into the following categories: need to have, nice to have, no big deal, and someday soon.

## Planning

When moving into the actual planning phase of your event, there are some particular tweaks that you need to make for going virtual. You have to think of the entire event from your attendees' perspective. This really should be standard practice for all events, but it's particularly important for virtual.

Have your team whiteboard every touch point for your event attendees. Start from that initial cancellation communication and then move to the event website (or whatever you're going to use) and then all the way down to your post-event feedback surveys. Make sure you're in control of the narrative – a calm and confident narrative that you're using to sculpt a user experience that makes transitioning to virtual easier on the viewer.

Having a dedicated MC or host that can moderate the entire event is always recommended because it really helps make people more comfortable with the journey. The transitions seem to flow nicer whenever somebody is priming you for what's coming next, and people are used to an MC or host for live events.

Plan on using a variety of session formats to increase engagement. Think panels, speeches, round table discussions with tons of Q&A and attendee involvement. Shorter sessions in the 10 to 15 minute range work best. Make sure you're building in plenty of breaks, and have your host communicate these breaks to your viewers. This helps the attendees and viewers minimize their own distractions because they know that a break is coming up soon.

**Be sure to use transitions as a chance to highlight any sponsors that you have.**

Always have adequate presenter coaching. Just coach them on how to come across well on camera and look into the lens. Think about any potential mishaps that could happen, like a competitor's logo sitting on their desk during their remote presentation. Really work with your presenters.

Not everyone is going to be comfortable on camera, so sometimes you have to pre-record. If you have a digital library, whenever it's time to go live, just add it to the queues of content that needs to be played back. That's a really effective way to get a good quality, edited-down version of a presentation. Obviously, live is best from an engagement standpoint, but having your message heard and protecting your talents' comfort matters too.

Even if they are a total pro, we always use quick executive summaries that are really helpful for the presenters: Who was last? Who's next, and what are the main takeaways that they need to talk about?

## People

Org charts for projects are going to look very different right now. We're not going to be working with catering companies for the time being, or floral companies, or decor providers. So you have to think, what is that new team going to look like?

**At this moment, it's going to be people with a background in television production, people with script writing experience, website designers, and MCs.**

Employ digital marketers, as they understand that narrative of how to get somebody from that initial click all the way through to registration and get them primed and ready for that online digital experience.

## Platform

There are tons of platforms out there. We're kind of agnostic when it comes to platforms. It just really boils down to your priorities.

Free social media platforms are great for a re-imagined B-to-C experience. You might want to use YouTube Live or Periscope. For an enterprise internal program, Vimeo might be better. For something that's got enterprise-level security, WebEx is great.

Think about this in terms of priorities: Have conversations with your stakeholders, try to get everybody's ideas out on the table, and rank these things in importance.

**That said, there are a few non-negotiables when it comes to platforms. Choose a platform that can support custom colors and logos and any other signifiers that adhere to your brand standards. Your virtual events should seamlessly reflect your company's brand.**

Another thing you need to wrap your head around is Murphy's law: If it can go wrong, it will go wrong. Be prepared to test, test, and test again. Don't try and connect to your presenters for the first time the day of the event.

Think about internet bandwidth. Nobody wants the "please wait" loading message when they're logging onto your event. Apart from your own internet, consider the bandwidth where all your remote presenters and attendees are. Considering where your audience is at and who they are is going to be important.

## **Embrace the moment**

It's really important to just embrace the moment and try and have some fun. Don't make light of this very real threat facing our world, but do make the best of it. This is an opportunity to incorporate some surprise and delight moments that may not be available to you when you're doing physical events.

Use your catering budget and surprise people with an Uber eats delivery to their door to break up the monotony. Send them silly glasses and ask everyone to tweet their picture from afar. Just embrace the moment and think outside the box, and try and have some fun.



# BAPTISTE BOULARD

## CEO, SWAPCARD

### **VIRTUAL EVENT SUCCESS DEPENDS ON INTUITIVE TECHNOLOGY THAT LEVERAGES DATA TO DELIVER CONNECTIONS**

#### **1. How does your company help planners willing to pivot to virtual?**

We provide a web and mobile platform for virtual or hybrid events that syncs with any registration tool. You can deliver knowledge and networking opportunities, whatever your event's format.

You can build your agenda with multiple sessions and connect any streaming provider to your live conferences, or simply upload pre-recorded videos.

To make sure attendees interact with each other and exhibitors, you can encourage them to use the meeting scheduling and video calling features, and implement audience response features during your sessions.

Our web platform is very intuitive and our artificial intelligence will suggest to attendees which sessions to attend and who they might be interested in meeting.

Attendees can create their own agenda that sends automatic reminders. They can also see who else is attending the event, filter people they want to meet and schedule video calls to expand their network. They can even interact with speakers during live sessions via group discussions or Q&As.

You can monitor the success of your event through your up-to-date dashboard and send the leads to sponsors or speakers.

#### **2. What's the best way to engage attendees online?**

The key to a successful virtual event is to capture attendees' attention and to adapt the event format according to your audience's time-zone, especially if you have an international audience. The first thing to do once your event goes live is onboard your attendees and make sure they understand the format, the process, and how to take advantage of the event elements you've designed.

**Look for a web-based platform instead of a mobile app. People are likely to join from their homes or offices and will be using their computers instead of their cellphones.**

We suggest you use an email system with tokens that log your attendees on automatically. You may also want to schedule email reminders and various other email notifications targeted to specific groups of attendees.

Make sure your content is interesting, engaging and valuable. Above all, you want to keep your audience engaged and involved. To avoid boring, top-down presentations, allow registered attendees to interact with your speakers by opening a live Q&A forum. You can also run polls & surveys on behalf of your speakers to tailor their content according to their audience's needs.

**Make the attendee list visible to everyone so that attendees can search for leads and start networking.**

You can also provide matchmaking features with which attendees can schedule meetings ahead of the event with peers and with sponsors or exhibitors. Make sure your platform sends push notifications to remind people about scheduled meetings, or when someone is calling them.

### 3. Share your most effective tactic to stimulate attendee networking

We all know that networking at events can be a challenge and sometimes finding that one perfect lead at a large event can be like looking for a needle in a haystack. That's where artificial intelligence comes in.

**Platforms that are powered by AI evaluate attendee profiles and suggest the most relevant people to meet. AI-based networking increases interactions by 22%.**

If you want to deliver a great networking experience, you must first look at the two ways attendees network. Firstly, people want to network with peers to exchange ideas and stay on trend with the industry evolution. Secondly, attendees want to network with qualified leads to increase revenue.

The only way to offer both experiences is to use a web-based matchmaking platform where attendees can filter the participant list and decide who to meet based on common interests, and schedule meetings in advance

### 4. What are the key tools in the virtual event technology bundle?

1. A good landing page that promotes your event
2. A registration platform to capture attendees' data and interests
3. A streaming platform to present your speaker sessions in real time

A strong, web-based platform where attendees can register, watch sessions and network - all in the same place.

The image shows a laptop screen displaying a virtual event interface. The interface is titled "Who's Hot - Pierre de Versailles" and features a navigation menu with options like Home, Attendees, Program, Exhibitors, Speakers, Map, Products, Chat rooms, and My visit. The main content area includes a "Discover other sessions" section with a list of events, a video player showing a speaker, and a chat window on the right. The chat window shows a conversation about a speaker named Blockchain. The background of the laptop is a blurred desk with a lamp and a plant.

# MARKETING A VIRTUAL EVENT

It's important to keep in mind that people tend to register later for an online conference than they would for an in-person event. Because there's no need to plan for travel, make childcare arrangements, or anything else that's involved with physically attending an event, people have the flexibility to make more last-minute decisions when it comes to virtual events. As such, make sure you plan your marketing campaign around this timeline.

In terms of tools, market to your target audience in the same way you normally would, whether it's email blasts, social media posts, etc.

It's also a good idea to look at your pricing (if you'll be charging an attendance fee). Some audiences will be more disposed to appreciate the comparable value of virtual events than others.

**People may not be willing to pay as much for an online experience they are unfamiliar with, especially if it's the first edition of the event or if you will be making the content available on demand after.**

Depending on your industry and your audience, you may consider offering a discount or access to bonus content to the first people to sign up in order to attract registrations and create buzz around the event.



LIVEILLUSTRATION.CO.UK  
© GRAPHIC RECORDING, EVENT VISUALISATION & ILLUSTRATION

# YES, YOU CAN MAKE MONEY FROM DIGITAL EVENTS

## WILLIAM THOMSON

MD, Gallus Events

Twitter: @williamevents

Email: [william@gallusevents.co.uk](mailto:william@gallusevents.co.uk)

<https://www.gallusevents.co.uk/>

### Digital Events Rock

Online or digital events have long been seen as a poor cousin of the physical event. Even as the world moved online, the events industry stuck to its guns and stayed offline. Digital events fell even further to the sidelines with experience design and festivalization, but it's back, and back with a vengeance.

Online events have so much to offer, despite the fact that we've been pushed by what we can't do in the physical world to contemplate this pivot instead of being pulled by the wonderful things that online events can do.

It can be, if run the right way, a standalone brilliant digital product in its own right. When you are pivoting to digital, don't feel like you're dealing with a lesser soul. Embrace what this format has to offer. Digital events are fantastic.

Many people are very skeptical about online events and their ability to generate revenue, but don't believe what they say – believe in what you can do.

**For businesses and individuals all over the globe, digital events are already generating revenue, and they make money for the same reason your physical events do. Online events generate what people crave: Great content and great connections.**

When we take an event online, we generate digital content and we create connections that lead to real world engagement. These are two things that you monetize at your physical event and I encourage you to do the same with your digital event.

## Learn From the Experts and Ask for Support

Jump onto YouTube and have a look at how people are monetizing digital content. On that platform, you will find hundreds of thousands of people making a huge amount of money from digital content. These are the people we must learn from.

**Our digital events have such great potential, but to realize that, we as organizers have to embrace digital, and we have to change our skillset. We have to see ourselves as broadcasters and editors, so learn from those mastering digital content on YouTube.**

Look for support if you're unfamiliar with any of the following:

- ✔ Taking the right strategic choices when jumping online
- ✔ Structuring an online program
- ✔ Briefing speakers
- ✔ Selecting platforms and using them to make sure you have content suitable for digital delivery

Ask for support from those who have made that pivot already.

Online events that generate revenue from a traditional pricing per event approach is the easiest path for many event organizers to take, especially if you have a paid for event that now has to go digital. However, there are many other ways to monetize the content and the connections you generate at your digital event.

## 5 (More) Reasons to Consider Digital Events

Online events can drive traffic, reinforce your brand, and place you in a position as a thought leader — and earn revenue, too.

But given the potential, why weren't we running online events before?

Here are five reasons to consider online events even after it's safe to gather physically.

### 1. Sustainability

Online events are much more environmentally sustainable than physical events. This, in itself, should be a strong driver to digital.

Our industry can't keep growing physical events and online events are an answer. Online is not a sustainable silver bullet, but they do make a difference. Your attendees do not have to travel. You don't need all the paraphernalia that comes with physical events. Food waste is dramatically reduced, and all the other forms of waste that come with physical events disappear.

### 2. No Size Constraints

Online events rock give you the potential to increase your audience way beyond the biggest venue you can find. You really have an almost unlimited potential audience. Physical events will always be limited by the space you have booked.

### 3. Lower Costs and Risks

Online events have a much, much lower cost per attendee as you don't have to pay for physical comforts like heating, air conditioning, food, and wifi. Accordingly, online events have much lower risk.

#### 4. Technology is Ready

The technology has developed so much over the last few years and it's easily scalable. You can now seamlessly move between an online event for 50 and one for 500, and you can replicate the majority of the parts of your physical event online. The technology is that good now.

#### 5. Marketing is Ready

Most of your marketing is probably digital and online already. If that's where you're spending, it makes it much easier to push those people onto your online event.

#### Examples From the Industry

To illustrate the benefits and practicability of online events, here are two examples of successful events that were able to monetize their online format.

This example of Europe's largest membership organization, the Institute of Chartered Accountants in England and Wales, will hopefully be particularly interesting to associations.

In 2007, the UK government was about to change the Companies Act that regulates how every limited company is structured. These changes were the largest and most important piece of regulation for the market.

As the person in charge of the events department, I decided to cover the Act with a series of regional events. The demand was such that they were all selling out. We added an extra day in London, and that sold out too. I couldn't see how we could get the number of people who were interested in the venue that we'd booked, so we decided to live stream the event.

At this point, I was definitely pushed to online rather than pulled online, and maybe this is a bit like how you're feeling at the moment.

My boss wasn't sure at all about going digital, "offering the event for free or putting people off attending the physical event," she said.

**"But I'm not planning to offer it for free. It will be the same price as the physical event," I said. Then it just all kicked off.**

In 2007, the technology wasn't great. It was almost back to the analog tape. The organization didn't trust the platform for online delivery. But I had faith in the content that we had. We had great content that attendees needed to know. Why wouldn't people pay for it?

**In the end, over 125 people paid £75 to watch the event online.** None of them complained about the content or the delivery, and that left us with a five figure profit. What's more, this event proved a business model that I have been applying for the last 10 years.

One of the best examples of revenue generated through online events is Practically Perfect PA, Europe's largest online resource for personal assistants. In 2019, Practically Perfect PA streamed one physical event and ran four virtual summits. The virtual summits had pre-recorded content, and they were hosted live for an online audience. Each virtual summit generated around £10,000, and the live stream of the physical event generated £20,000.

**These two examples show that people are willing to watch great content and pay for it.**

## Two Keys to Online Success

### 1. Market Access and Reputation

Both of these organizations already had a reputation for delivering great tailored content to their audience. They also had the capability to get this digital product out to a wide audience.

**Access to a market backed by a reputation for great content put both organizations in a very strong position.**

### 2. Investment in Support and Infrastructure

Realizing that online events are different from physical events, both used experts in the online, digital world. They realized that online was going to be a major area for them in the future, and they invested in the right support.

**Ask for advice and support if you're going to pivot to digital.**

Practically Perfect PA pivoted in 2007 and it's now the biggest online hub for personal assistants in Europe. Its largest revenue generator are online events.

## Pause, Ponder, Then Pivot

Jumping online without these key factors is still a good idea, but pause and make sure that you pivot to digital in the right way, reviewing the options carefully.

Rather than resting on the laurels of tradition – bringing in a few speakers and paying them to talk on any topic – isn't going to cut it for an online format. Organizations need to gain credibility and a deep understanding of how to deliver digital content. If you're only pivoting to digital now, you may find yourself behind your direct competitors or competitors you never knew about.

But it's never too late and there is no time like the present. Across the events industry, there is untapped content everywhere. Organizations who really understand digital will be able to earn significant revenue from pivoting to digital.

Pause, ponder, then pivot.



# BOB VAEZ

## CEO AND CO-FOUNDER, EVENTMOBI

### **THREE PILLARS OF REMOTE AUDIENCE ENGAGEMENT: QUALITY PRESENTATIONS, ATTENDEE PARTICIPATION, AND VIRTUAL NETWORKING**

#### **1. How does your company help planners willing to pivot to virtual?**

From self-serve to fully managed virtual event production, EventMobi's team and platform are able to help planners navigate the entire online event lifecycle. For those that want to create simple, cost-effective online events quickly, our virtual events platform turns live streamed and pre-recorded content into engaging online sessions.

Depending on the event type and budget, there is a larger opportunity to deliver a truly immersive attendee experience online. We believe an exceptional virtual event requires more than simply live streaming sessions or adding animated avatars into 3D-modeled venues.

**Success hinges on high-quality video production, effective monetization and the right technology tools.**

We are excited to now offer a full suite of products and services: event marketing, high-quality live stream production, live support for speakers and attendees, and an array of sponsorship opportunities, engagement and video networking capabilities — all designed to turn remote attendees into active participants.

#### **2. What is the best way to engage attendees online?**

Keeping a remote audience engaged revolves around three pillars: quality presentations, attendee participation, and virtual networking.

Firstly, a great presentation must be well rehearsed and use a narrative based on the hero's Journey — think of why certain TV shows or TED Talks glue us to our seats and screens. We recommend pre-recording these presentations, if possible in a staged studio.

## **Visually enhance videos with text and graphic overlays, and ensure smooth transitions between slides and speakers.**

Secondly, when you empower attendees to engage with speakers using live polls, Q&A, chat and gamification, you'll transform a one-way webinar into a two-way conversation.

Finally, it is critical that attendees have a variety of curated forums in which they can engage with each other – such as live video breakouts and roundtable workshops.

How we tie these three pieces together is essential to creating a natural and engaging flow for online attendees. Encourage attendees to show up early using sponsored giveaways and online raffles. Release content at different times throughout your virtual event, adding a downtime buffer that allows attendees to take a break or catch up on recorded content from sessions they missed. Mix small audience round tables and workshops with fun gamified challenges, and use badges and leaderboards to highlight attendee participation.

### **3. Share your most effective tactic to stimulate attendee networking**

Think about effective in-person networking tactics and how you can recreate those experiences online in a way that feels natural.

Keep in mind that, in a virtual environment, attendees can't physically move or use body language to show interest or boredom. Strangers are most likely to interact when in groups of 5-8 in a round table conversation.

Online, you can curate breakout groups and round table video discussions so that topics align with what different attendee groups care most about. Ask an expert to moderate each session to ensure a single participant doesn't take over the conversation.

Create team-based online challenges or games, such as solving an online game or puzzle as a group, or competing in a Jeopardy-style quiz. Offer paid or limited 'Ask Me Anything' (AMA) sessions, featuring speakers or industry influencers.

For networking, create opportunities for one-on-one video conversations, ideally matching attendees with similar interests. Limit times to 3-5 minutes – enough for introductions, but leaving detailed conversations for later. You could even facilitate three-way video conversations by asking individual attendees to connect two people they know and think would benefit from an introduction.

#### 4. What are the key tools in the virtual events technology stack?

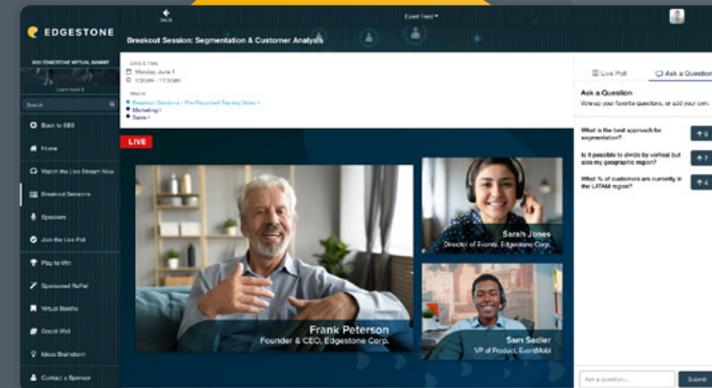
Start with an event marketing website complete with registration, ticketing, and email marketing. Next, a simple and intuitive virtual platform with gated entry is critical so that attendees can easily access your virtual event space, and engage with other attendees and sponsors while watching livestreams and recorded content. Your virtual event space must have a detailed agenda, be able to notify attendees about upcoming live streams, and offer access to documents and virtual exhibitor booths if you have sponsors.

To run your livestream, you'll need an online webinar or live stream software that allows you to play both pre-recorded video and real-time streams, prep multiple speakers in a green room, and manage which sessions go live and when. If it allows you to overlay graphics and change the screen layout, your content will look more professional and increase opportunities to incorporate sponsor adverts in different contexts. Must-have engagement tools include live polls, Q&A and gamification. Last but not least, ensure your virtual platform can enable breakouts for group video chat or roundtable discussions.



## Glue Attendees To Their Seats

Need to engage online attendees, but worry live streaming webinars just isn't enough?



From self-serve to professionally managed virtual event production, we've got you covered.

[BOOK FREE CONSULTATION](#)

Strategy · Planning · Promotion · Production · Live Support  
Live Polls and Q&A · Video Networking · Gamification · Sponsorship

# VIRTUAL EVENT TECH TOOLS

# PRODUCTION

## **PSAV**

PSAV is a global event production company that also offers tools for virtual networking and collaboration. ClickShare, for example, is a wireless presentation solution that encourages collaboration while maximizing meeting efficiency. ClickShare enables multiple presenters to seamlessly share device content with just the click of a button. Similarly, their mobile event app enables networking among events' audiences.

## **FUSE AV**

Fuse AV provides technical services to meetings and events, such as video (including HD streaming), audio (including audio recording), lighting, scenic (including virtual sets), and production services (project management, technical direction, audio engineering, video engineering, graphic designers, IT support, etc.).

## **GLISSER**

Glisser is an audience engagement and analytics platform for live events and training sessions. You can share presentation slides to attendees' devices in real-time, then use audience interaction (through Q&A, polling, social feeds, private notes) to improve the experience and provide event analytics.

## **NETWORKTABLES**

NetworkTables is a software that facilitates networking at virtual events by making it easier for attendees to meet relevant people. For example, the tool provides a table seating solution that shows all the attendees already present at a roundtable. For keynotes or breakout sessions, attendees can review who has decided to attend and reserve their seat. The software fully integrates with event ticketing tools.

## **REMO CONFERENCE**

Remo Conference is a webinar and virtual networking video platform. It allows real-time, face-to-face engagement by creating virtual networking spaces where attendees can engage with each other. In-app chat allows attendees to ask or vote for questions and speakers can respond with no delay.

# VIRTUAL EVENT PLATFORM

## **ICEBREAKER VIDEO**

Only available for now as a private beta version, Icebreaker Video is a platform aimed at building relationships before actual events take place, therefore building long-term engagement. The first step is to gather people in a real-time group chat, then organize one-on-one video conversations. In-app messaging can help further the conversations and help attendees connect before they even attend the actual event or meeting.

## **CISCO WEBEX MEETINGS**

WebEx meetings allow for screen sharing, the ease of using a mobile app and they can accommodate up to 40,000 people.

## **RUN THE WORLD (RTW)**

A newcomer in the online events landscape, Run The World aims to help event organizers (organizations, podcasters, creators, experts, non-profits, communities, and companies) set up online events such as conferences, fundraisers, workshops, fireside chats, meetups, etc. They offer templates with plug-and-play features to make it easier for novices to organize their online events.

## **ZOOM**

Zoom offers remote conferencing services that combine video conferencing, online meetings, chat, and mobile collaboration. Their Meetings & Chat solution allows you to run virtual meetings at multiple security levels with video conferencing, real-time messaging, and content sharing across any device. They support up to 1000 video participants and 49 videos on screen. Participants can share their screen simultaneously and co-annotate. Zoom Video Webinars solution allows you to host live virtual events with up to 100 interactive video participants. Emails and registration forms can be completely customized and branded. You can broadcast across social channels with Facebook Live and YouTube integrations, and provide on-demand content after the event.

The solution also provides reporting and analytics on registrants, attendees, polling, attendee engagement and Q&A.

## **IVENT**

iVent offers solutions for virtual events, hybrid events, and webinars. The platform doesn't use templates, is completely customizable and can be fully branded. Their live and on-demand streaming platform allows event organizers to broadcast HD quality video and audio presentations in real time.

## **INXPO**

INXPO is an enterprise video streaming platform whose aim is to create TV-style event experiences. Their target markets are marketers, corporate communicators and event managers. They offer a variety of streaming products, such as live video streaming, webcasting solutions, virtual events platforms, and video portals.

## **WORKCAST**

WorkCast is an online presentation and events platform that can be used for the delivery of webinars, webcasts or virtual events, and is fully customizable. Apart from its content delivery features, it also offers event management features, such as detailed analytics. WorkCast offers self-service, monitored, or managed events options, depending on the level of control and flexibility the event organizer wants.

## **UBIVENT WITH MEETYOO**

Ubivent offers services for online events, virtual conferences, online fairs, and live-streaming. During live-streaming sessions, the platform enables the audience to ask the speaker questions or to discuss the topic between one another. The platform can be set up using templates that are also customizable.

## **UGOVIRTUAL**

UgoVirtual is a virtual solutions platform for industry trade shows, corporate meetings and conferences. It replicates the content and experience available at on-site events. The platform is flexible and highly configurable, and can be used to host a stand-alone online event or create a virtual version of an on-site event for remote attendance. Attendees can visit various locations and participate in different activities, such as live keynotes and breakouts, on-demand sessions, one-on-one chat, social networking, peer collaboration, etc.

## **VFAIRS**

This virtual event platform enables organizations to conduct virtual job fairs, online trade shows, conferences, meet-ups, etc. Attendees can connect through chat tools (audio/video), live webinars and digital content. The platform is scalable and offers customization options.

## **INTELLUM**

The Intellum platform includes tools for employee collaboration as well as performance and learning management. It allows you to move your agenda and content online while giving your audience a virtual event experience that keeps them engaged.

Virtual event features include live streaming and on-demand video content, real-time group and one-on-one chat, agenda/track/session details with easy enrollment, speakers bios, notifications and reminders, and user management and reporting tools.

## **NOVOLOGIC**

Novologic provides a learning management system that can be used as a content delivery platform for virtual events. You can mix and match your own content with other curated resources and the platform offers real experience to your attendees through gamification and smart recommendations.

## **TAME.EVENTS**

Tame is a user-friendly, collaborative, end-to-end event planning platform that provides hosting for both in-person and virtual events.

They offer four products for virtual events: live stream, live webinars, online courses, and virtual conferences. Features include virtual event reception, one-on-one meeting bookings, video-powered sessions, live one-on-one or group chat, live polling and Q&A, notifications and reminders, etc.

## **JCSMEDIA**

JCSmedia is an attendee management solution that includes tools for attendee registration (customizable registrations websites, automated management of activities, attendee communication, etc.), budget management (expense tracking, comparison of budget vs. actual and automated charge-back reporting), event marketing (personalized invitations and reminders, tracking of responses, etc.) and real-time reporting (customizable reports for registration, housing, travel, tracking changes, etc).

They also offer a very robust event app that provides a great user interface for virtual attendees.

## **GREMADINE EVENT SOFTWARE**

Grenadine Event Guide is a fully-fledged event mobile app for attendees to help them navigate your event's schedule, interact with other users using chat and instant polling, get the latest updates and let them join virtual sessions easily.

## **BIZZABO**

Bizzabo is an all-in-one event software, providing a wide range of features i Grenadine Event Guide is a fully-fledged event mobile app for attendees to help them navigate your event's schedule, interact with other users using chat and instant polling, get the latest updates and let them join virtual sessions easily. ncluding event registration, event website creation, attendee-to-attendee communication, audience engagement, and reporting.

Their virtual experience solution helps you deliver high quality broadcasts and on-demand videos. Live-streamed sessions can be easily accessed across devices with a single click. The platform includes engagement tools such as real-time chat, networking, whiteboarding, Q&A and polls.

## **EVENT FARM**

Event Farm is an experiential marketing platform that provides invitation, registration, check-in, and event activation technologies (including wearable tech).

Their most recent solution, The Echo, combines a virtual venue with event engagement technology to transform physical events into online networking and learning experiences. The virtual environment is designed to promote social interaction and collaboration among participants and is scalable to support 10,000+ users concurrently from anywhere in the world. The Echo allows you to conduct an online event that includes the same presenting, learning and networking opportunities as physical events, while also boosting attendee engagement before and during your virtual event.

### **CROWDCAST**

Crowdcast is a browser-based live streaming solution for creating interactive webinars, live Q&As, workshops, and online summits. They offer a simple platform to engage with attendees via live chat, polls, and Q&As.

Users can create their public or unlisted events and invite their audience to join while Crowdcast automatically handles registration. Advanced analytics are available and you can connect Crowdcast with over 750 apps using Zapier.

### **CADENCE**

Zoom and Web/Ex Integration for Event's Schedule & Customer Appointments, Live Presentations with synchronized content, live polling, ask a question and messaging.

### **EVENTDEX VIRTUAL MATCHMAKING**

Our web and app system allows event planners to connect people they were doing the event for, matchmaking them, online instead of onsite basically. The system with its AI algorithm tells you who and why you signed up for the event.

### **CONNEXME**

ConnexMe includes live Streaming of slides or other content (PDF, web page, document...) and Audio to attendees, annotations directly on content with available display on the presenter's screen (Visual Collaboration), live Polling, live Comments and Questions feed, Visual Polling, attendee Messaging and

Meeting requests, Agenda viewing, Document uploads, plus information about Speakers, Sponsors, and Exhibitors... Used frequently with videoconferencing tools.

### **PHEEDLOOP**

Live streaming (native or Zoom integration), virtual exhibit hall with real-time visitor interactions (video and text chat, file transfers), virtual networking (real-time video chat and meeting booking), deeply integrated with event app, registration, and more.

### **PATHABLE VIRTUAL EVENTS**

A complete agenda includes more than just webinar-style presentation: attendees can see and talk to each other. Offer multiple concurrent educational sessions with livestream or pre-recorded webinars. Networking opportunities include real-time video conferencing, topical meeting rooms and discussion forums. Virtual tradeshow booths include ““exhibit hours”” when exhibitors can meet ““face-to-face”” in video exhibit booths.

### **WORKSUP**

Worksup enables the virtual event participant to watch the livestream or prerecorded video, browse the event agenda, ask questions from the speakers, upvote questions asked by the others, answer to open text tasks and polls, solve creative tasks, set up a profile and browse other participants, set up meetings with the other guests, learn about and interact with sponsors, etc.

### **EVENTTIA**

Eventtia is a full featured event management software including a web app that acts as a main stage and serves as a video session launchpad and offers video one to one meetings.

### **LUMI AGM MOBILE**

Lumi AGM Mobile allows for instant and accurate polls, expands the scope of shareholder engagement and provides companies with the opportunity to transform the way they conduct their Annual General Meeting (AGM).

## **MEETINGPLAY VIRTUAL EVENT ENGAGEMENT PLATFORM**

MeetingPlay's Virtual Engagement Platform re-creates the quality, content, and feel of what makes face-to-face events special. Features include: 3 video delivery formats - live stream, pre-recorded, and real-time collaboration modes; Secure login; Personalized, AI guided agenda with content suggestions; attendee matching and networking; virtual sponsorships and exhibit hall; live chat, polling, Q&A, and gamification; built-in registration integrations; push notifications.

## **INEVENT VIRTUAL LOBBY**

InEvent brings the virtual solution to create an in-person event but online. Experience great networking opportunities, session or learning moments, within a virtual environment which feels like a physical one. Discover InEvent Virtual Lobby designed for a safe and online environment, where business can happen just as in-person.

## **EVENTREBELS**

Web and mobile app with virtual streaming of sessions, attendee networking, exhibitor tools.

## **CERTAIN DIGITAL**

With Certain, you can create a dynamic virtual attendee experience. An experience that creates interactive engagement that leads to attendee insights that you can capture and use to power your marketing and sales campaigns

## **TRIPPUS EVENT REGISTRATION**

Trippus Event Registration offers a complete integrated suite of modules including invitation, registration, websites, web-based event app, live polling, ask-a-question, group/seating, surveys, badging, (and more!) in one all-inclusive rate! We are also offering a COVID-19 Warranty for all events booked through Trippus, and will not charge extra for any rescheduled events due to current circumstances.

## **CROWDCOMMS VIRTUAL MEETINGS**

Manage the filming remote or in person, speaker management, fully branded production, stream directly to the app with full attendee engagement tools (eg. live polling, Q&A) as well as all of our other standout app features.

## **'VIRTUAL EVENTS' BY EVENTSCASE**

'Virtual Events' by EventsCase uses a link-based system to broadcast high-quality video through a customised mobile app and website. The feature works by integrating seamlessly with the organiser's chosen video conferencing and webinar platform, using a Netflix-inspired interface to host their live content feeds.

## **HUBILO'S VIRTUAL EVENT PLATFORM**

Virtual Event Corridor, Virtual Booths, conduct virtual meetings, live social walls, networking and session-based chat rooms, host virtual meeting sessions, exchange business cards, visit sponsor booth

## **BRELLA**

Brella is your new virtual event venue. Attendees can network and video chat 1:1, watch livestreams, interact with sponsors and much more, all within the app. Organizers can host their entire event within Brella and set up takes minutes. Sponsors have virtual booths and live chat, and our AI-powered matchmaking algorithm makes it easy to find new digital sales opportunities.

## **EVENTICIOUS ONLINE**

Host your events online without compromising on the atmosphere, networking, or sponsor contribution. Provide your attendees with live stream and full engagement in your own branded solution (web & mobile app). Polls, questions, chats, gamification, virtual meetings – a conference is so much more than online streaming.

## **CHIME LIVE**

Chime Live can help overcome the challenge of bringing remote presenters and participants together for your event. Chime Live combines high quality video streaming in our award-winning attendee platform for engaging, transformative and insightful meetings.

## **SPOTME ANYWHERE**

SpotMe Anywhere is a full virtual event platform built to get higher attendance and participation. Features: full service support (platform build, content management and speaker training), registration, live streaming, interactive elements (such as home feed, live polling, Q&A, gamification/challenges, prize store, panel discussion, and much more), and networking elements (such as participant match, 1-1 and group chat).

## **BOOMSET VIRTUAL EVENT SOLUTIONS**

Create an end-to-end experience with Boomset. The virtual solutions include registration, agenda/speaker bios, session scheduling, content broadcast/download, real-time activity feed, gamification, access control, 1:1 meetings/demos & live chat via video or chat thread. Exhibitors can virtually scan leads and follow up with attendees on our event app or in-person using Boomset Lead Retrieval.

## **WHOVA**

Whova supports session live streaming and pre-recorded videos, integration with mainstream streaming services. It has various online engagement tools like live Q&A, live polling, virtual exhibitor hall, surveys, sponsor engagements. Whova also features advanced tools to facilitate online networking in virtual conferences, such as matchmaking, virtual meet-ups, 1-1 meetings, contact exchanges, community board, photo contest and other gamifications.

## **LET'S GET DIGITAL**

With Let's Get Digital, you can experience an event remotely as though you are there in person. With check-ins, break times, coffee, lunch and face-2-face meetings, a participant will experience your event as usual!

## **EVENTMOBI GOLIVE!**

The EventMobi GoLive! solution makes virtual events stand out and keeps attendees glued to their seats. A full-service, end-to-end platform includes custom registration websites and interactive virtual spaces. Let us take care of everything, from high quality livestream production to integrating the right engagement and networking tools for a binge-worthy, online experience.

# VIRTUAL-FRIENDLY EVENT APPS

## **EVENTMOBI VIRTUAL EVENT SPACE**

When you worry a webinar will not be enough, the EventMobi Virtual Space is your branded online events venue. This self-serve and hybrid-ready platform comes with all the networking and engagement features you need. Accessible on any device, the Virtual Space is an open, agnostic platform that allows you to stream from any webinar or livestream solution.

## **DUUZRA MANAGED VIRTUAL MEETING**

The Duuzra Virtual Platform allows you to reach your global audience instantly, creating a live interactive experience outside of a traditional event venue.

## **SOCIO**

Designed for engagement, networking capabilities include the ability to share profiles, chat, book 1:1 meetings and Socio's virtual Shake to Connect. Gamification inspires interaction and sponsor exposure. Flexible embedded webinar/live streaming links or tools from almost any service are accessible from the app and browsers. "Communities" extend engagement indefinitely while White Glove Service makes the virtual pivot easy.

## **GLISSER**

Glisser is an audience response platform providing live feedback and engagement features compatible with streaming services and integrating into your CRM or LMS. You can share presentation slides to attendees' devices in real-time, then use audience interaction (through Q&A, polling, social feeds, private notes) to improve the experience and provide event analytics.

## **GLISSER LIVE**

LIVE connects your favorite web conferencing or streaming service with all the live audience engagement tools Glisser has to offer.

## **AIDA**

AIDA is a mobile app builder using a simple drag and drop interface. You can create white labeled event apps for meetings, conferences, exhibitions, trade shows, etc. or employee engagement apps.

Features include networking options, such as private messaging, video chat and forums, as well as lead retrieval, meeting scheduling, etc.

## **QIQOCHAT**

QiqoChat is a set of tools for online collaboration and member-to-member engagement. The core tools help you connect with other professionals for small-group video breakout sessions.

QiqoChat is based on groups, called circles. People in a circle can connect by phone or video chat (using Zoom) and they can schedule live events with audio and video breakout rooms. Screen sharing, whiteboards, and collaborative notes are available for each breakout table. The first 1000 minutes on QiqoChat are free.

## **DEAL ROOM**

Deal Room is an event matchmaking and networking app with full event management capabilities. They just released a new line of features for complete online event management that includes one-on-one online meetings, multispeaker streaming, online workshops and roundtables.

## **TRISTAR EVENT APP**

The TriStar Event App is easily configurable to enable session-specific virtual programming from any number of virtual program providers. Using the event app and a co-ordinated event/event news website, you can create the hub for virtual learning, attendee engagement and scheduling resources using TriStar Event Media's resources.

## **AGENDAPOP MOBILE EVENT APP**

Each virtual event includes: download files, note-taking, build schedule, social media links, gamification with virtual exhibits and live exhibitor chat, sponsor branding, surveys, live polls, group activity feed, post-session Q&A, and more.

## **BIZZYOU**

Bizzyou is a Business Community Platform for online and live events. To power up online and live events with Full member profiles + Opportunity showcases + Business matchmaking + Messaging + 1on1 Video call meetings + Personal agenda. To expand attendee engagement beyond events and open up new revenue streams with Attendee privileges + Memberships + Sponsor ads.

## **DIGIVENTS**

Easy integration of an external web conferencing platform in the event management process (communication/registration/automatic remote check-in). Live engagement (surveys, Q&A, Polls) and web/native app.

## **CONFER FROM ATANTO LTD**

Confer has audience experience at its heart with live and recorded audio and video presentations, teaching, interviews and discussions - offering more engagement, more interaction, more sponsorship opportunities. We'll help you shape the experience, gather and curate your content. And we'll show you how to keep the conversation going with a rolling programme of news and updates throughout the year.

## **EVENTDRIVE**

Eventdrive seamlessly engages participants in hybrid and virtual events through an online event management platform. Wherever your participants are make sure they will enjoy the event on your mobile app. While gathering all the main info about the event, the app also engages participants from distance through interactive services. Make your participants virtually meet up by activating the networking option.

## **SONORPLEX**

The unique “Mark and Review” feature allows conference delegates to create a mark at any time during a live presentation. Post event delegates can rapidly review content using personal mark-points. Organisers can signpost their key moments too. Give delegates a voice to respond with polling, Q&A and evaluation. Display schedule and other content via a customised branded micro-site.

## **MEETAPP**

Invite and keep track of attendees. Gather agenda, information and other assets in one place. Interact with your audience using polls, surveys, questions to the speaker and more. Encourage networking through the participants list, chat feature and activity feed. Integrate your live stream (YouTube Live or HLS) and let participants follow the event while using all app features without interruption.

## **FANOMENA EVENTS**

When live events can't take place, sponsors and exhibitors don't get the visibility they deserve. Our tool provides a virtual swag bag that boost engagement between sponsors and exhibitors and the attendees of the event. Share vouchers, discount codes, surveys and much more through a measurable digital channel.

## **SWAPCARD**

Our web & mobile apps offer both knowledge and networking opportunities for virtual, hybrid and live events. Features include live streaming, program registration, audience interactions, videos calls, matchmaking, an exhibitor's center and marketplace. You have an all-in-one platform with everything you need to run a successful event, whatever its format.

## **BEEKAST**

Spice up your meetings with Beekast. Beekast is an interactive platform that helps you create, lead and track your meetings and training sessions, even those that are remote. The platform's activities are easy to learn and use.

## **CVENT EVENT MARKETING AND MANAGEMENT PLATFORM**

Cvent delivers the marketing power, engagement tools, and insights to maximize virtual event impact • Automated event marketing and stunning event websites • Dynamic online registration • Powerful engagement tools such as mobile event apps, live Q&A, polling and appointments • Centralized reporting and insights • Powerful integrations with leading virtual meeting solutions (Zoom, ON24, Adobe CONNECT and others) • 24/7 global support team support team

## **TRIPPUS EVENT APP**

Trippus offers an integrated, personalized web-based app which attendees can use on their laptops or cell phone without needing to download or sign-in! Planners can make updates to anything on-the-fly and changes refresh automatically. We offer, for example, ask-a-question and live polling features and enable text messages to your audience.

## **VIRTUAL MEETING EVENT PLATFORM**

JiffleNow's Virtual Meetings capability seamlessly integrates all the necessary information about the customer, the opportunity, purpose of the meeting, along with the meeting information such as date, time, location, etc., to get the right attendees to participate and achieve better outcomes, thus enabling enterprises to continue to effectively engage with their prospects and customers.

## **GUIDEBOOK**

Organizers choose to support their virtual events with a Guidebook app to keep attendees engaged and informed. Use an app to house event schedules and materials like presentations or supplementary reading. Keep attendees up to date on the latest with push notifications. Utilize live polling and surveys to keep audiences engaged throughout the event.

## **SPARKUP**

Live Q&A and polling platform

## **AZAVISTA VIRTUAL EVENTS**

Solution providing event planners to move events online. It's connected to several 3rd party remote conferencing services, but based on the existing Azavista technology. Event planners can also use all of the features of regular event management tool (participant management, email marketing, registration, ticketing...). Also, it provides engagement and networking features, and advanced reporting for every part of this solution.

## **NETWORKAPP.COM**

Transform your event into an online event without missing the experience and mutual contact that is important for your guests. Have them experience the full event in a virtual location. Personal conversation is key and easy in Networkapp. We also offer virtual network tables, meeting rooms, embedded integration for streaming and webinars both in our online events and communities.

## **CONFERENCE COMPASS**

- Embedded live-streams and webcasts of any 3rd party - Live voting, Q&A, rating and feedback - Chatroom per session, per event or private - Browser-based version for full-screen desktop access - Native apps for on-site attendees (hybrid events), 2nd-screen access (virtual events) and year-round follow-up - Building a community of engaged users, connecting live, hybrid & virtual events.

## **EVENTSFORCE VIRTUAL CONTENT DELIVERY**

Enterprise event management software helping you deliver your sessions online and engage with audiences in the same way you would for your in-person events. Drive attendance, manage payments and collect all your event data in one place. Make things easy for your remote attendees too – with tools that help them connect and learn in new ways.

## **CONBOP**

Engage virtually with your audience, gather metrics and encourage networking with Conbop. Best in class features: gamification, surveys, chat

# COLLABORATION

## **ACTIVTOUCH**

AI-Driven Recommendations and Matchmaking, Exhibitor Showcases, LiveStreaming

## **ITM LIVE**

Video and Web Conferencing, Webinars, Screen sharing, Group Chat.

## **SLACK**

Slack is a communication platform to tie your team together. It offers messaging app functionality, customizable notifications, and integrates with many office tools. Slack is one of the most robust employee messaging tools available and a great way to cut down the volume of emails sent between colleagues.

## **MICROSOFT TEAMS FOR BUSINESS**

Microsoft Teams allows you to keep all your team's chats, meetings, files, and apps together in one place. Microsoft Teams itself is free and includes unlimited chat and search, video calling, team and personal file storage and real-time collaboration with Office. More advanced features such as meetings recordings or administration tools require purchasing Office 365.

## CMP CREDITS

EventMB is a CMP Preferred Provider accredited by the Events Industry Council and provides Continuing Education credits for learning activities.

This report is worth 2 CE Credits.

To acquire CE credits through this or other reports, webinars and reading material from EventMB, please refer to

<https://www.eventmanagerblog.com/cmp>.

For more information about the CMP credential or Preferred Provider Program, please visit <https://www.eventscouncil.org/>.

## DISCLAIMER

This report is based on research carried out between March and April 2020.

While this report has been sponsored, the analysis is completely unbiased.

If you wish to sponsor our future publications or receive sponsorship opportunity notifications, get in touch with Carmen at [cb@skift.com](mailto:cb@skift.com).