



# virtual meetings & events

There's so much more to a successful virtual event than just the right technology platform.

To create an experience that drives business outcomes, you need a team who understands your attendee journey, is attentive to every detail, and customizes each experience to achieve your goals.

Whether you're transitioning from an in-person event to an online experience; or creating a new virtual or hybrid event, our team has the consultative and project management expertise to engage your audiences and maximize your investment. Just as the hotel or convention center is only one essential key to a successful live event, technology is just the start for online events, and deserves more than a one-size-fits all solution.

Our expert technologists guide you through a "site selection" of the perfect platform, then our full-service, in-house event designers, project managers, marketers, education and exhibitor experts create interactive experiences to advance your strategic business objectives. We are the central organizing force that ensures all the moving parts are in sync, on-time and on-budget.



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## virtual meetings & events services

### Event Design

**Technology Discovery and Management:** Our event strategists and creative technologists work with a wide range of best-in-class solution providers. This team will vet, source and manage the technology that best meets your needs, while ensuring enterprise compliance and security, including:

- Host platform Solution Discovery
- Multi-platform Integration
- Event and Scheduling App Development
- Attendee Registration Management
- Online Content Management
- Go-Live Support

### Exhibitor & Sponsorship Management

Just because your event is online, it doesn't have to mean a loss in sponsor and exhibitor revenue. We identify visibility and engagement opportunities, create virtual exhibit halls, and more to attract the right partners and make sure their investments in your event are worthwhile...for them and for you. Our services include:

- Develop Sponsorship Prospectus and Digital Advertising Opportunities
- Sponsorship Fulfillment
- Exhibitor Identification and Management
- Virtual Exhibit Hall Development and Delivery
- Virtual Sales Meetings
- Creative Engagement Experiences
- Sponsor and Exhibitor Marketing Toolkits

### Education & Content Management

Delivering high-value content in a virtual experience can be more challenging than when you have a live, captive audience. Our design learning experts and innovative content strategists work with your team to create

agendas, map the session strategy, integrate innovative avenues for engagement, and more:

- Education Development
- Speaker Identification, Sourcing, and Training
- Keynote Production and Management
- Session Facilitation and Chat Room Moderation
- Breakout Room Management
- Creation, Hosting and Distribution of Presentations and Content

### Attendee Engagement Experiences:

Networking is one of the most valuable parts of a live experience – and you can still deliver opportunities to connect during your virtual event. Our team creates and manages:

- Happy Hours and Networking Chats
- SIG Events
- Sponsor and Exhibitor Meetings
- Online CSR Activities
- Emerging Leaders Programming
- Brain Dates
- Daily Show Communications
- Online Community Development
- Content Crowdsourcing

### Marketing

Our in-house team of creatives, communicators and marketers drive attendance, support in-show, and create long-tail demand for virtual content even after the event concludes. Our integrated marketing services include:

- Event Branding and Themes
- Website and Landing Page Development
- Attendee Journey Mapping
- Digital and Social Media Marketing
- Presentation and Content Design
- Video Production & Editing

- Graphic Design & Collateral Development
- Scriptwriting
- PR & Influencer Engagement
- Post-Event Content Marketing

### Event Production

A great virtual experience is one that goes beyond the traditional one-way delivery of webinar content – it is immersive, interactive and multimedia. Our technologists and creative strategists make sure all aspects of the event run smoothly:

- Video Production and Management
- Concurrent Session Management
- File Management
- Troubleshooting
- Post-event Recording Management

### Reporting and Analytics:

Customized reporting and analytics goes beyond the limitations of the technology platform. We provide detailed and actionable data that matters and demonstrates your ROI, including:

- Brand Perception
- Registration Data and Attendee Demographics
- Education Surveys
- Advocacy/Amplification
- Mobile App Adoption
- Marketing Analytics
- Sponsor and Exhibitor Engagement
- Revenue

Let's talk about your virtual event needs.

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