

M | EXPERIENTIAL

VIRTUAL EVENTS

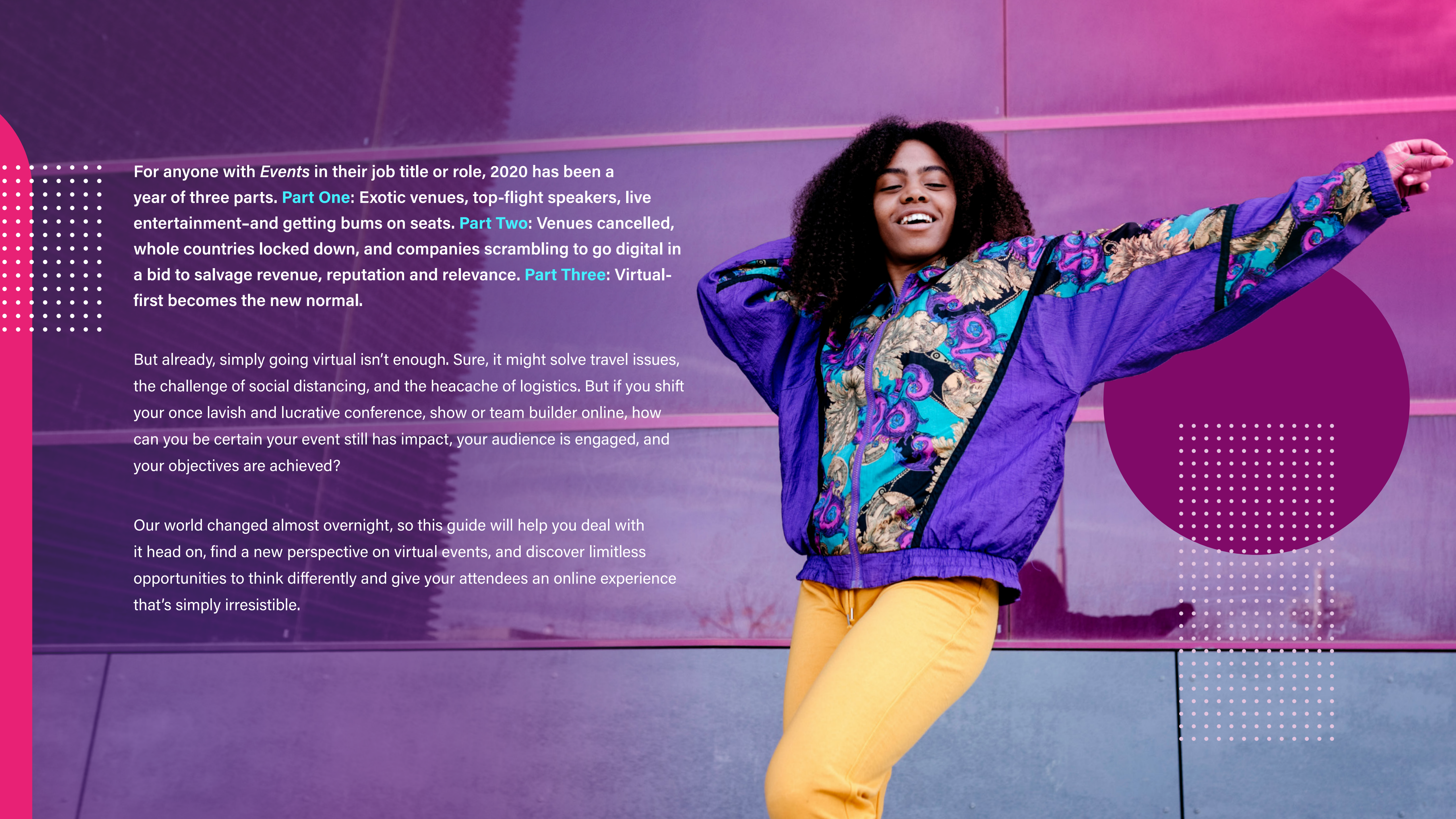
# ***EXPAND YOUR LIVE EXPERIENCES***

Don't stop the show. Deliver a showstopper.



MQI





For anyone with *Events* in their job title or role, 2020 has been a year of three parts. **Part One:** Exotic venues, top-flight speakers, live entertainment—and getting bums on seats. **Part Two:** Venues cancelled, whole countries locked down, and companies scrambling to go digital in a bid to salvage revenue, reputation and relevance. **Part Three:** Virtual-first becomes the new normal.

But already, simply going virtual isn't enough. Sure, it might solve travel issues, the challenge of social distancing, and the headache of logistics. But if you shift your once lavish and lucrative conference, show or team builder online, how can you be certain your event still has impact, your audience is engaged, and your objectives are achieved?

Our world changed almost overnight, so this guide will help you deal with it head on, find a new perspective on virtual events, and discover limitless opportunities to think differently and give your attendees an online experience that's simply irresistible.



# ***IN-PERSON VS DIGITAL***

There's no denying that physical, in-person events are both impactful and effective. That's why, pre-COVID-19, the global industry was worth \$1.1b, and expected to generate \$2.33b by 2026, registering a CAGR of 10.3% in just seven years.



For many people, in-person events will always be king. For them, digital experiences are currently a necessity, but an undesirable stopgap at best.

It's an understandable point of view. You need only look around at the rash of lacklustre webinars currently on offer, where the content's dry—and the delivery's even drier. Interaction is at best minimal. Audience engagement is difficult to achieve, and impossible to assess.

But equally, there are some for whom digital is the new regime. Technology has made huge advancements even since the start of 2020, when COVID-19 first reached our consciousness. We need to understand and leverage the potential of the tools available.

For MOI Global, the truth lies somewhere in the middle, because both physical and virtual events have their strengths. Ultimately, we believe both forms will have a role to play, and will work best as part of a holistic events strategy. Here's why both in-person and digital events have enormous value.

## ***IN-PERSON***



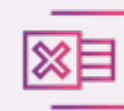
Face to face is unparalleled for forging relationships & closing deals



A live, in-person experience is more engaging & more memorable



Networking & social opportunities are unmatched



Delegates are unfettered and untroubled by day-to-day responsibilities



Opportunities for high-value serendipitous encounters



A break from the desk or home office refreshes you thinking and resets your compass

## ***DIGITAL***



No physical restraints mean limitless opportunities to build your event creatively



No physical barriers to attendance, such as time, geography, travel and accommodation



No limit on numbers opens your event to a wider, global audience



Audience can build their networks



No costs for venue, on-the-ground staff



Easier to engage high-demand speakers and contributors



Integrates seamlessly with wider marketing and business objectives and KPIs



Every interaction is trackable and measurable, representing enormous opportunity for data and insights



Serendipity is ever-present!



# ***WHAT'S RIGHT FOR RIGHT NOW***

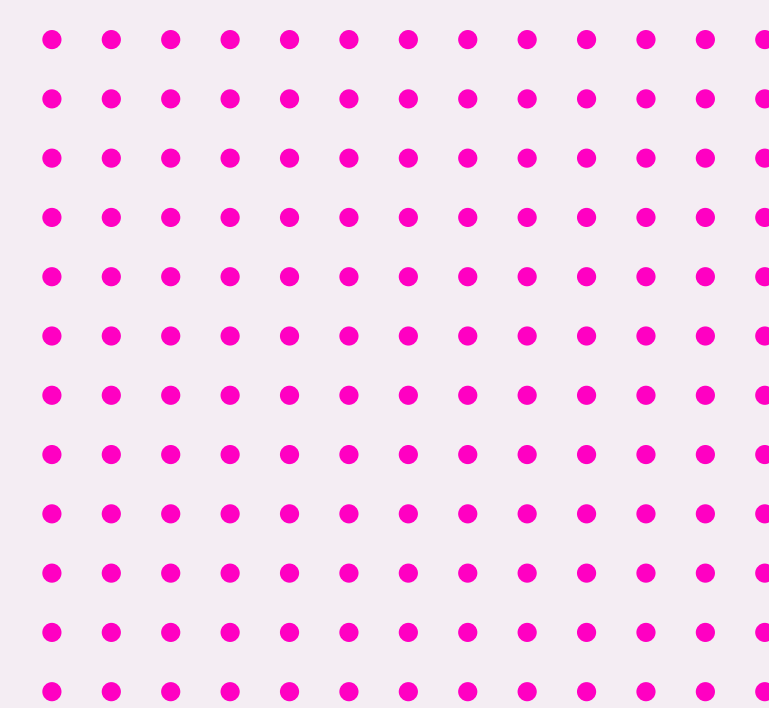
While governments across the globe are continually having to readjust their COVID-19 response, the reinstatement of physical events remains uncertain. So if organisations want to engage audiences and deliver an event to remember, they must embrace digital.

Let's start with a dispassionate view of in-person event management. Because when it comes to planning, executing and reporting on physical event programmes, how many times have you:

- fought long and hard for budget?
- agonised and negotiated over venues?
- lost sleep over maximum delegate numbers and minimising no-shows?
- felt your events were detached from the customer journey?
- worried that opportunities were left on the table?
- worked hard to meet lead-gen and ROI targets, then...
- wrestled to prove ROI and attribute sales?







# ***SOUND FAMILIAR? OKAY. BUT WHAT IF...***

- venue, staffing and expenses costs could be slashed?
- attendee numbers soared, reach was stretched globally, and pipeline doubled?
- KPI metrics could be built in, leads and sales tracked, and ROI proven?
- your events were integrated fully with business lead gen and revenue goals?
- no opportunity was left untapped?

If your in-person events have always been an essential source of leads and revenue, it can be hard to see an alternative that even comes close. But the reality is that you can rethink your strategy, achieve your objectives, and create your most imaginative, interactive and memorable event yet. It's time to take a fresh look at virtual.



# ***VIRTUAL - THE RIGHT APPROACH FOR RIGHT NOW***

Whether shopping online for the first time ever, working from home or video-calling your doctor, the global pandemic has pivoted every one of our lives. But while we will all inevitably return to shops, offices and surgeries, these online experiences have revealed novel possibilities for easier, faster, more efficient interactions. And going forward, a blend of online and real life will bring better experiences now that the infrastructures and technologies have been tested, improved, and adopted for good.

While we believe a hybrid, blended model is the future, we also understand that virtual is the right approach for right now—and it's here to stay.







# ***OPEN YOUR MIND. EXPAND YOUR EXPERIENCES***

**If your experience of digital events has comprised overly long, uninspiring and unmemorable webinars, it's time to leave them behind. Audiences want—and deserve—more.**

There's no reason you can't take in-person events as your inspiration, but technology has matured such that you can surpass the physical and be limited by nothing but imagination.

What if visitors could roam freely between zones, rooms and sessions, just like at a trade show or conference, all the while networking and engaging with the content? And what if you weren't limited by the physical bounds or restrictions of the traditional in-person experience?

Imagine that you could theme it, design it, and run it to your own specifications—and to entertain the audience? Run your event over weeks rather than days. Create a 'festival,' with different stages switching between business and entertainment acts, between formal plenaries and intimate discussions, between watch-only sessions and hands-on practicals. And why not deliver your event to a completely global audience on flexible schedules to suit their time zones?

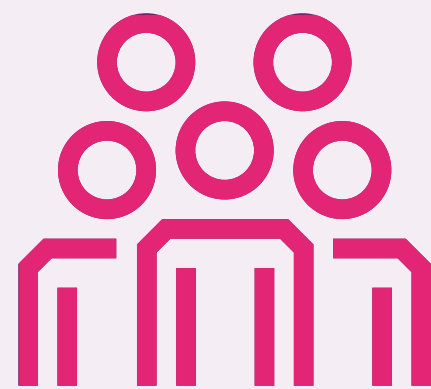
And what if webinars weren't webinars, but a series, a box set, easy to consume shows designed to get your viewers hooked, create a loyal fanbase, and build long-lasting and meaningful relationships? Whether the old normal for you was trade shows or intimate sales meetings, there's a new way to provide a virtual, effective and memorable alternative.



# HERE'S A FEW THOUGHTS TO GET YOU STARTED.

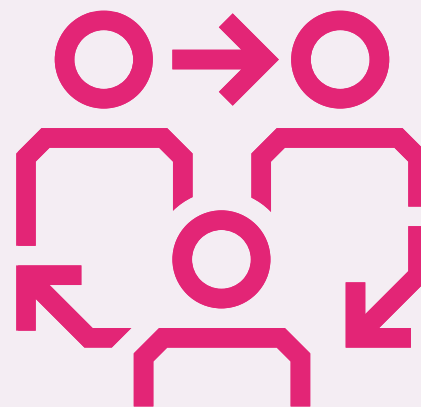
## THE FESTIVAL

BE YOUR OWN HEADLINE ACT



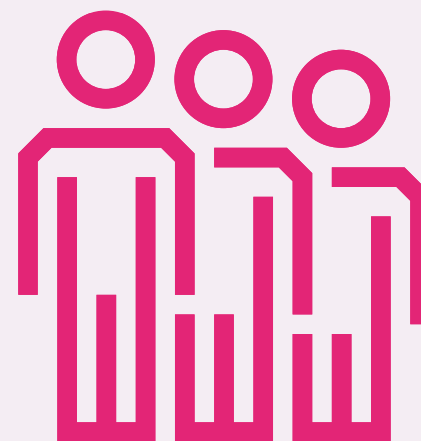
## THE SERIES

BUILD A COMPLETE FANBASE



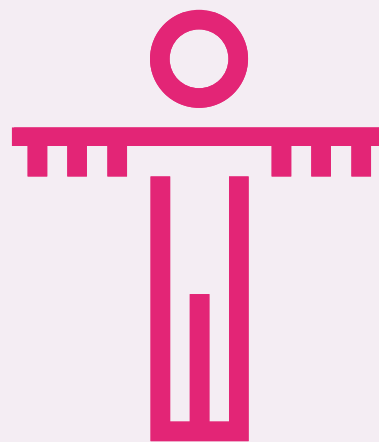
## THE BOX SET

BINGE-WATCH—OR BALANCE YOUR VIEWING



## THE 1:1

LEAD NURTURING 2.0



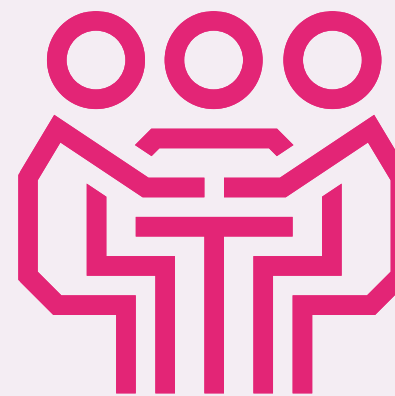
## THE ONE-OFF

TALK *WITH* PEOPLE, NOT AT THEM



## THE HUDDLE

CONVERSATIONS THAT COUNT





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# ***THINK YOU KNOW VIRTUAL EVENTS? THINK AGAIN***

Get in touch to find out more, and to book a free virtual event consultation.

***GET IN TOUCH***

**MOI**