

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** was about exotic venues, top-flight speakers, live entertainment and getting bums on seats. **Part Two** saw venues cancelled, whole countries locked down and a scramble to go digital as companies tried desperately to salvage revenues, reputations and relevance by pivoting live events to virtual as the global pandemic took hold. In **Part Three**, virtual-first has become the new normal.

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

When our world has changed almost overnight with a curve ball no one saw coming, the aim of this guide is to help you deal with it head on, get a new perspective on virtual events and discover limitless opportunities to think differently and give your attendees an online experience that's irresistible.

# IN-PERSON VS DIGITAL

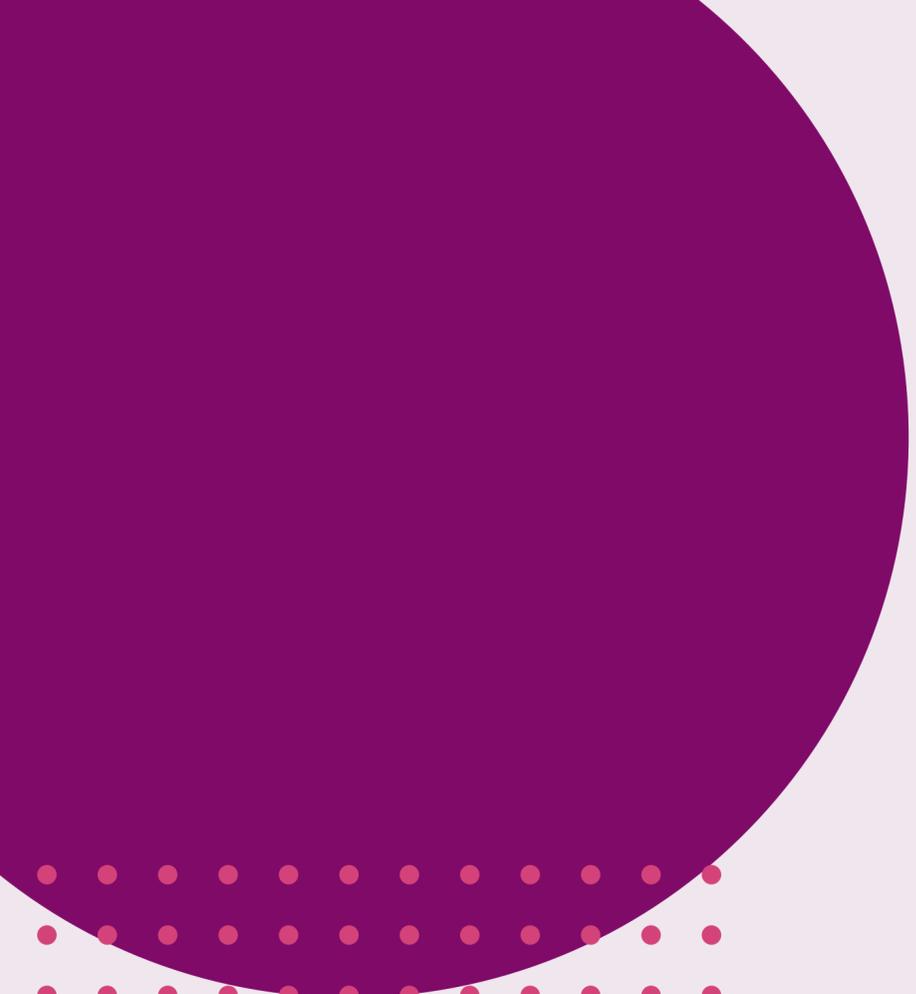
There's no denying that physical, in-person events are both impactful and effective. It's why, before Covid, the global industry was reported to be worth \$1.100 billion (in 2018), and expected to generate \$2,330 billion by 2026 - registering a CAGR of 10.3% from 2019 to 2026.



For many, in-person events large or small will always be king, with digital currently a necessary, but mostly undesirable stopgap.

It's an understandable point of view. You only need to look around at the rash of lacklustre webinars currently on offer, where the content is dry and the delivery even drier. Interaction is at best minimal, and audience engagement difficult to achieve and impossible to assess. Equally though, there are some for whom digital is absolutely the new regime. Technology has made huge advancements even since the early part of the year when Covid-19 first reached our consciousness and our realities. All we have to do is to understand and leverage the potential of the tools available.

For us, the truth lies somewhere in the middle, because both physical and virtual events have their strengths, and ultimately we believe both forms will have a role and will work best when they are 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



There are no physical barriers to attendance (e.g. time, geography, travel & accommodation costs)



No physical caps on number of attendees opens your event to a wider, even global audience



Audience has the opportunity to build wider, larger networks



No costs for venue, on-the-ground staff or expenses



Easier to engage high demand speakers & contributors



Integrates seamlessly with wider marketing and business objectives & KPIs



Every interaction is trackable and measurable - enormous opportunity for data & insights



Serendipity is ever-present!

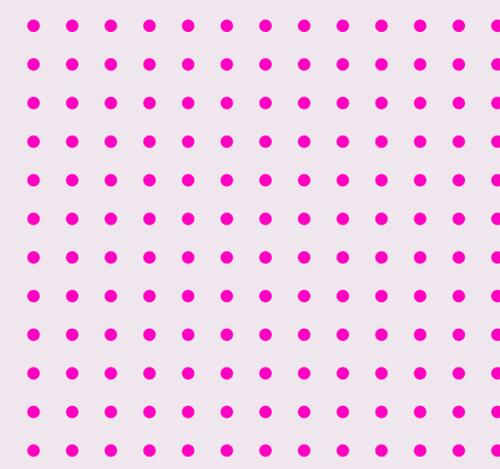
# ***WHAT'S RIGHT FOR RIGHT NOW***

Right where we are now, while governments across the globe are still having to readjust their Covid response continually, the reinstatement of physical events remains uncertain to say the least. That means that if organisations want to ensure they engage, enthrall and give audiences 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 getting maximum delegate numbers and minimising no-shows
- Worked hard to meet lead-gen & ROI targets, then...
- Wrestled to prove ROI and attribute sales
- Felt your events were detached from the customer journey
- Felt that opportunities were left on the table?





## ***SOUND FAMILIAR? NOW WHAT IF:***

- Venue, staffing and expenses costs could be slashed
- Attendee numbers soared, reach was stretched on a global scale, and pipeline doubled
- KPI metrics could be built in, leads and sales tracked, and ROI proven
- Your events were fully integrated with business lead gen and revenue goals
- No opportunity was left untapped?

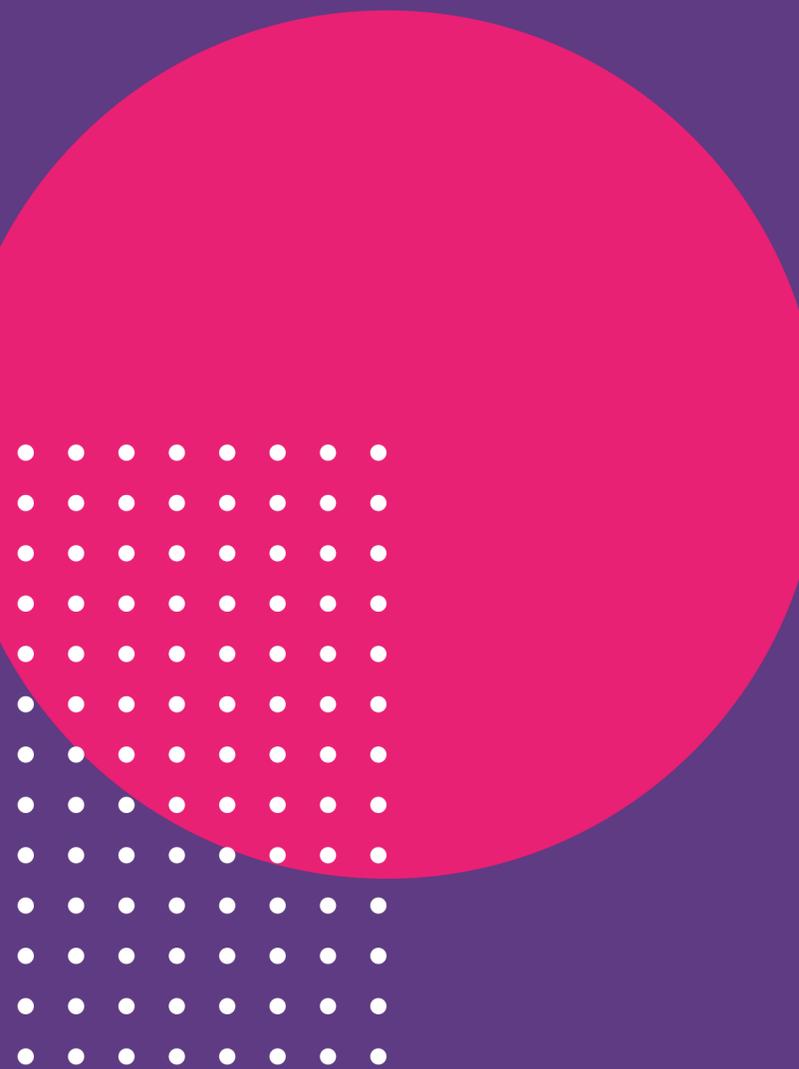
For those whose in-person events have up to now been an essential source of leads and revenue, it can be hard to see an alternative that comes close, but the reality is that you can rethink your strategy, achieve your objectives - and create your most imaginative, interactive and memorable event yet.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

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

The global pandemic has seen everyone's lives pivot - from shopping online for the first time ever, to working from home, to visiting the doctor by video link. But while we will all inevitably go back to stores, offices and GP surgeries, those online experiences have opened up new possibilities for easier, faster, more efficient interactions - and going forward, a blend of online and real-life will likely bring better, overall experiences now that the infrastructures and technologies have been tried, tested, improved, and adopted for good.

While we believe a hybrid, blended model will be the eventual way forward, we do believe 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 consisted up to now of overly long, uninspiring and unmemorable webinars, then it's time to leave them behind. Besides, audiences want and deserve more.**

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

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

How about you can theme it, design it and run it to your own specifications and to the audience's convenience and pleasure? Run your event over weeks rather than days, create it like a festival, with different stages, switching between business and entertainment acts, between formal plenaries and intimate discussions, and 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 – even ultimately a box set, of easy-to-consume “shows” designed to get your viewers hooked, create a loyal fan base and build long-lasting and fruitful relationships? Whether the old normal for you was trade shows, intimate sales meetings, or anything in between, there 's a new way to provide a virtual, effective and memorable alternative.

# HERE'S A FEW THOUGHTS TO GET YOU STARTED

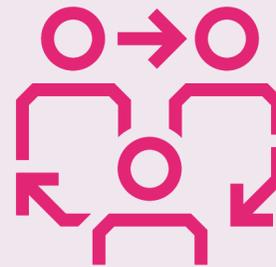
## **THE FESTIVAL**

BE YOUR OWN HEADLINE ACT



## **THE SERIES**

BUILD A COMPLETE FAN BASE



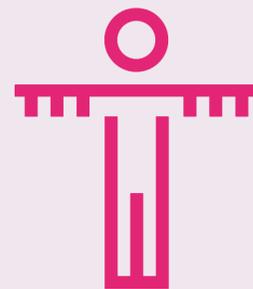
## **THE BOX SET**

BINGE WATCH OR BALANCE YOUR VIEWING



## **THE 1:1**

LEAD NURTURING 2.0



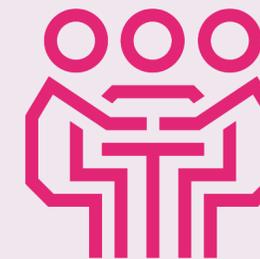
## **THE ONE-OFF**

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 and find out more about any or all of the above and to book a free virtual event consultation.

***GET IN TOUCH***

**MOI**