



Powering Virtual Experiences

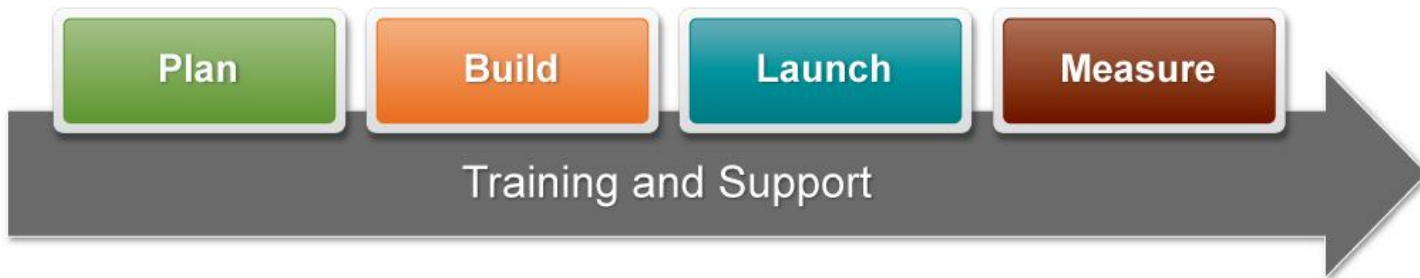
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June 21 2011



Implementing a Virtual Experience

- 4 Phases of Implementing a Virtual Solution



Planning: Physical vs Virtual

LOCATION

City

LOCATION

Venue

LOCATION

Booth



CONTENT

Message

CONTENT

Mix

CONTENT

Distribution

Planning: A Few Considerations

1. Are you creating an event or a perpetual environment?
2. What are the objectives and goals?
3. Two views of objectives and goals
 - Live
 - On-demand
4. What is required to achieve the goals?
 - Content (Mix and Strategy)
5. How will success (goal achievement) be measured?
6. Who are the stakeholders?
7. Put together a team
8. Marketing: How will you generate interest/attendance?



Defining Goals

WHAT ARE THE GOALS?

Unless you have clear goals in mind and strategies to achieve them, your virtual event will not be a success.

Trade Show

- 3000 registrants/1500 attendees
- 300 sales leads within 30 days of LIVE event
- 500 sales leads / 200 closed sales within 6 months

HR (Career Development):

- 33% of those eligible within six months/65% within one year.
- 10% higher employee satisfaction scores within six months/15% higher satisfaction scores in one year.

Content Strategy: Types and Requirements

CONTENT STRATEGY CONSIDERATIONS



- 1. Problem** Difficulty in generating qualified leads
- 2. Value Prop** Unparalleled Savings: Promote solution via Lighthouse case study
- 3. Success Metric** Content Views / Chat Engagement & Quality of Questions
- 4. Content Topic** XYZ Corp's compelling savings by using of ABC product
- 5. Content Location** Meeting Room: "ABC Product Showcase"
- 6. Content Type** Pre-recorded ABC Product Video (with Moderated Chat)
- 7. Excitement** Interest through scarcity (invitation only)
- 8. Status** Video script completed / Key messages agreed upon /
Shoot to be done on 1 July 2011

Measuring Success

HOW WILL SUCCESS (GOAL ACHIEVEMENT) BE MEASURED?

- Live
 - Attendance (absolute #; Registration:Attendance ratio)
 - ABC Product-related Content Consumption (content views)
 - Downloads
 - Chat Engagement for ABC Product
 - Product Inquiries/Sales Leads
- On-demand
 - Response to new and/or updated content emails
 - Number of times registrants return
 - Incremental content consumption
 - Product Inquiries/Sales Leads

Stakeholders

WHO ARE THE STAKEHOLDERS?

- Event Owner
- Booth Owners
- Sponsors
- Attendees



- How will they define and measure success?
- Do they have the content required to achieve success? If not, will they be able to create it in time?
- Do they understand the difference between live and on-demand? Do they have goals/strategies for each?
 - How do you know each of the above?

The Team

ASSEMBLE THE TEAM

- A successful virtual event requires dedicated, organized, creative and flexible people. Not only do you need team members who are capable of the handling the tasks assigned to them, but they must also be willing to make the effort to follow through on their responsibilities. Your event will only be as successful as the effort your team puts into it.
 - While experience with Physical Events may be helpful, too many team members with Physical Event experience may create more problems than they solve.
 - Some members should have a thorough understanding of various media and how to capitalize on each from a Virtual Event perspective.
 - Project management capabilities

Getting the Word Out

MARKETING THE EVENT

- Why will anyone want to attend the event? What's in it for them? Unless you have something of value to offer your attendees (great speakers/webcasts, opportunities to network with fellow attendees and exhibitors, informative presentations and collateral that can be downloaded), there is no reason for anyone to show up.
- Note: if doing a HYBRID event, the virtual component should have its own marketing plan (though aligned with the physical marketing plan).
 - Who is the target audience?
 - Why are they going to come?
 - What is the marketing plan?

Team Skills Checklist

Marketing Services

- Media and Marketing Services
- Internal Communications
- Strategic Marketing Plan
- Advertising
- Program Planning
- Sponsorship Development
- Meeting/Focus Group Facilitation
- Educational Programming
- Booth Content
- Marketing
- Digital Graphics
- Social media

Digital and Interactive Services

- Webcasting/Web-conferencing
- Email Marketing Campaigns
- SEM/SEO (Search Engine)
- On-Demand Presentations
- Journal Reprints
- Knowledge Management Systems
- Kiosks – Multi-Touch Displays
- Website Development/Portals
- Blogs
- Podcasts/Videocasts
- Animations
- 3D modeling
- Video/Cinema

Impediments to Traditional Events

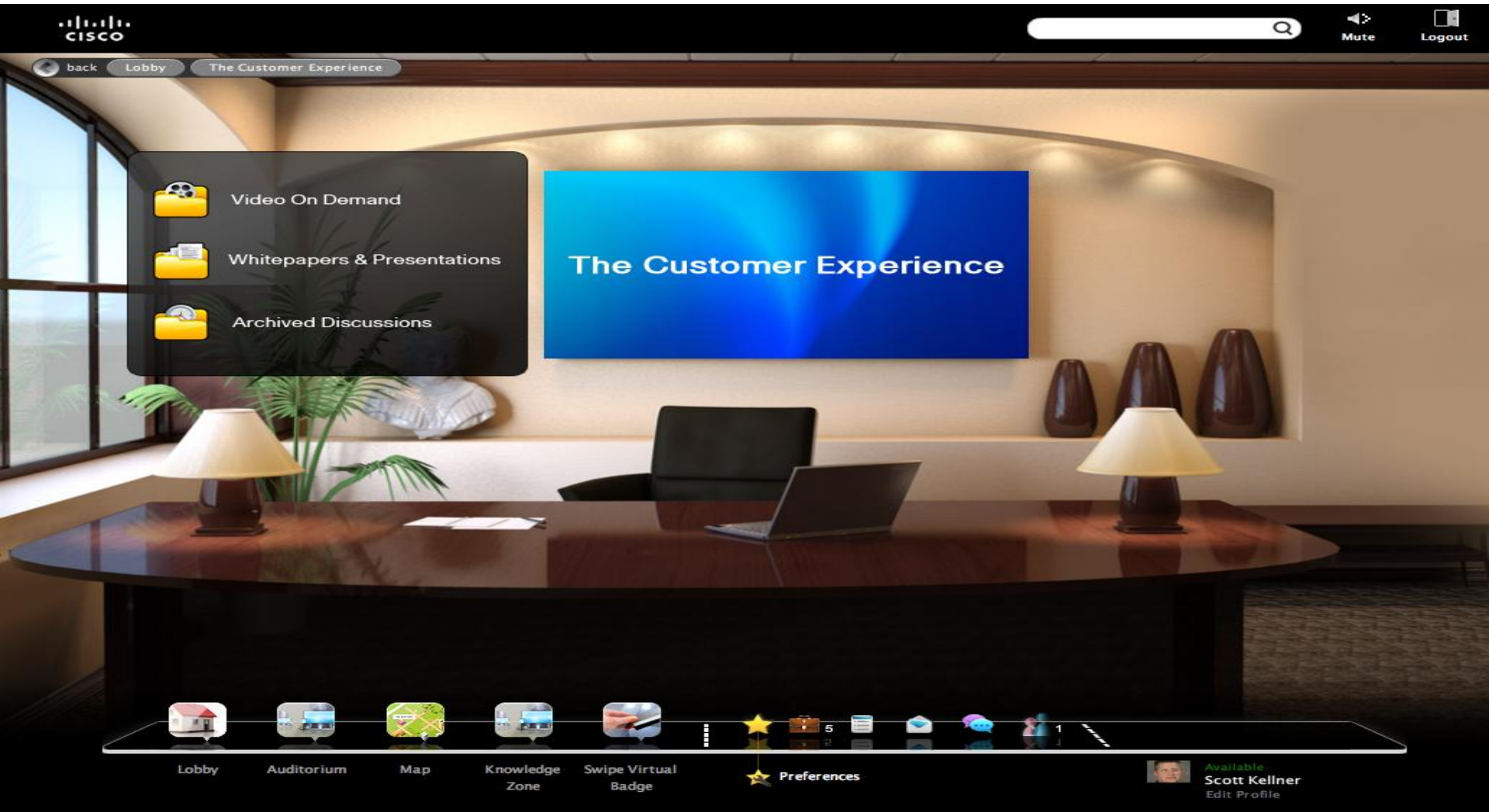


- Rising costs of travel, hotels, gas, and airfare
- High costs of event logistics (production and development)
 - Event
 - Booth/Booth properties
 - Brochures
- High costs of people to maintain event
 - Travel and Expenses
 - Training
 - Taking staff off other opportunities/projects – focus (opportunity risk)
- ROI is difficult to measure
 - Attendees and exhibitors don't get enough "one-on-one time"
 - Exhibitors spend too much time talking to unqualified leads

Feedback: Association and Non-Profit Landscape

- Associations have become ROI/metrics driven
 - Increased demands for transparency - ROI from members
- Members want to be recognized and catered to as individuals
- Use new interactive social mediums - for recruitment, retention, training, and policy reformation activities
- Members have adopted consumerism spirit
 - More value being requested of associations from membership with less resources to provide services
- Generational shifts within associations (internally/externally)
- Going clean and green – environmentally focused
- Attendees: Time and place shifting (global implications)

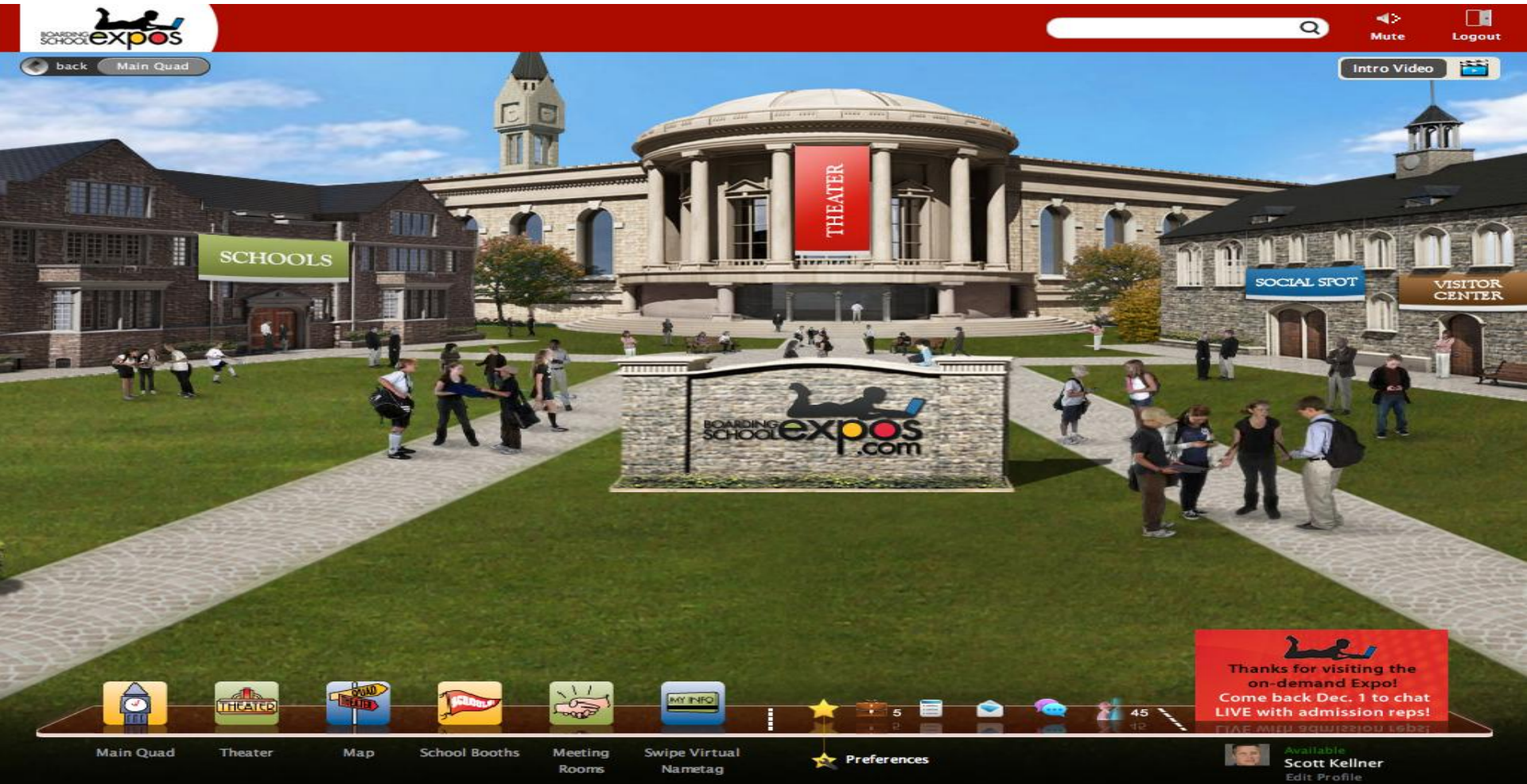
Creating 1:1 Office Environment



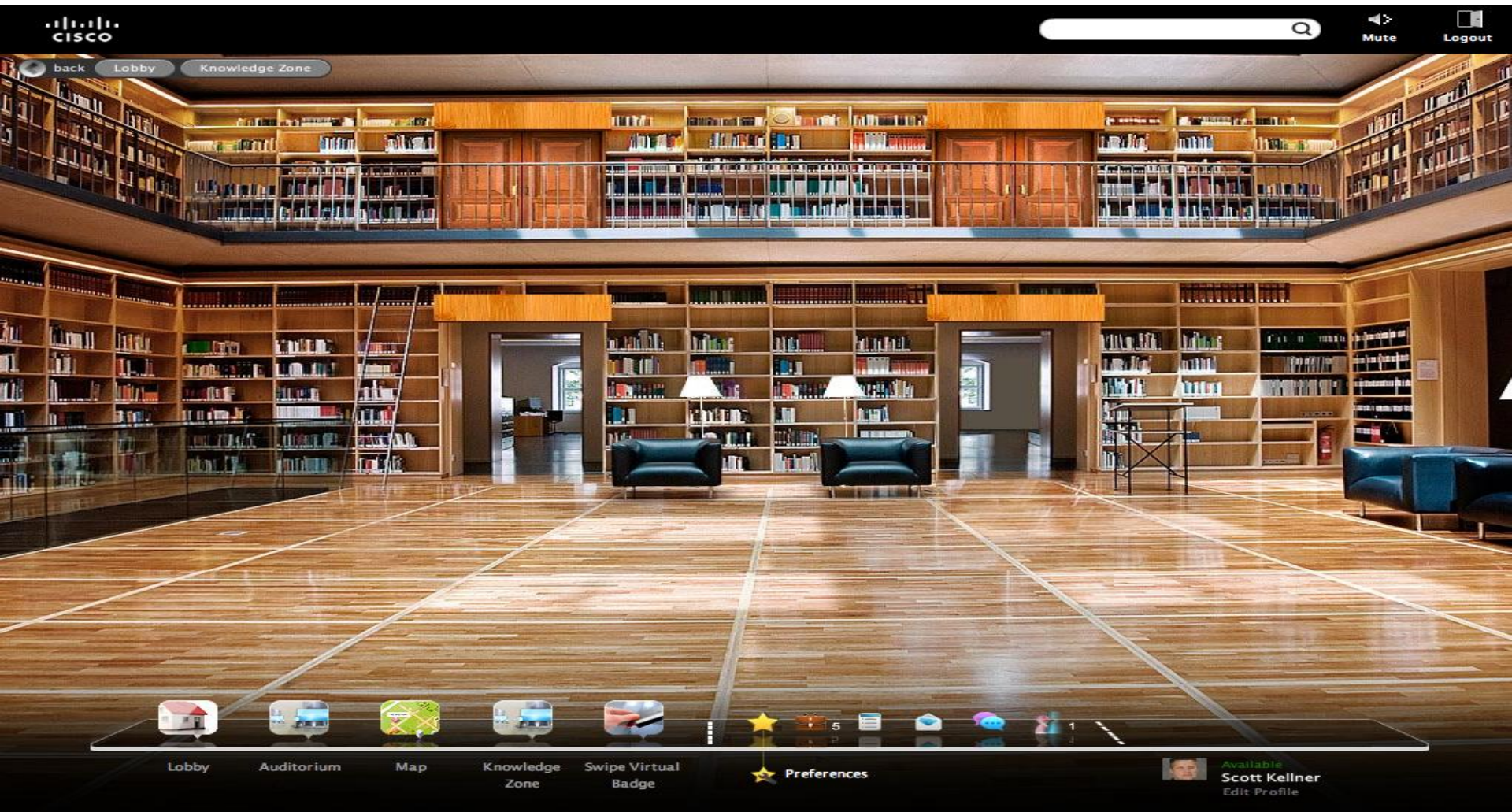
Conceptual Theme with Backsplash



Creating A Known Environment (Campus)



Creating A Known Environment (Knowledge Ctr)



Extending the Invitation to a Physical Event

GE Healthcare

back Campus View

Centricity[®] Clinical IT Solutions

- Helping practices go beyond Meaningful Use
- Proven solution for quality improvement and reporting

We mean IT

Innovation Partnership Commitment Advocacy

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