

How Virtual and Hybrid Meetings Can Help Boost Face-to-Face Attendance

A Discussion with IMEX Attendees

October 12, 2011

My Focus Today

Objectives:

- Describe the products and technologies available today for virtual/hybrid meetings and drivers—a vocabulary
- Outline their costs and operating implications
- Provide information on marketing opportunities that lead to F2F

Is it safe?



What is a Hybrid Event?

An occurrence of people gathering together where some of the attendees are not physically in the same location but are connected in a common environment.



Virtual Event /Environment Types

- Virtual Trade Shows
- Virtual Conferences
- Virtual Meetings
- Virtual Poster Sessions
- Virtual Worlds/Metaverse
- Perpetual or 365 Environments

Objectives for Virtual Environment/Engagement

- Provide year-round opportunity for constituents to stay connected with the your brand and each other
- Disseminate information more effectively
- Extend the reach, duration and value of your events through a rich online experience—especially regions with visa/travel challenges
- Do so with minimal financial risk—leverage other technologies
- Provide incremental profitable revenue opportunity for your company and partners from participating brands and attendees over time
- Further your leadership position versus other industry organizations –looking at the longer range

Fundamental Drivers



The Facts About Virtual and Hybrid Programs:

- 3 out of 4 brand managers anticipate trade shows to include virtual
- 1 in 3 corporations produce hybrid events
- 71% of exhibitors find virtual good for attracting more participants
- Global research indicates a 40% increase over the next five years

And it's all trending
up rapidly.



The image shows the ESPN logo in a bold, red, italicized sans-serif font. The logo is centered within a white rectangular frame that has a subtle drop shadow, giving it a three-dimensional appearance as if it's a card or a screen. The background of the entire image is a light gray gradient.

← B-to-B Event Industry Tomorrow →

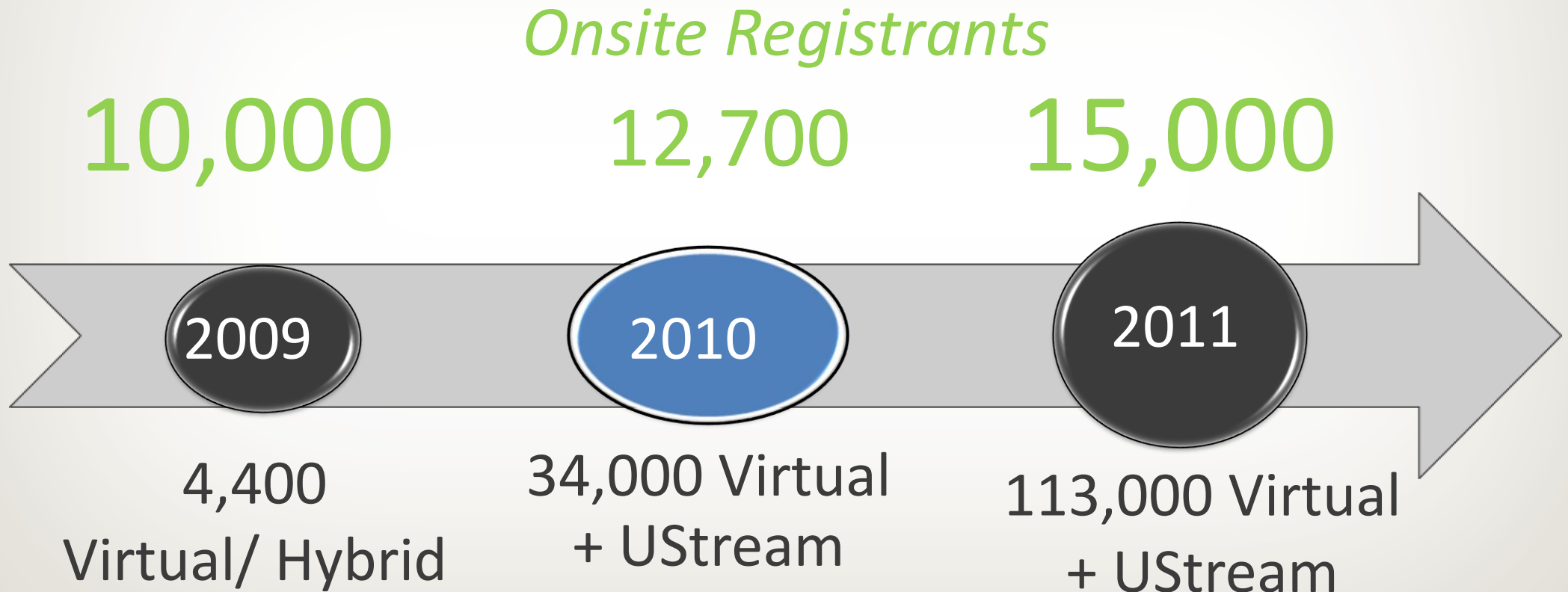
┌ Events Industry NOW ─┐

B-to-B Physical Events	Online Audience	→
Sporting Events	Broadcast Audience	→

┌ Sports Industry THEN ─┐

← Sports Industry Now →

Growing Onsite & Virtual Attendance





UBM 2011 Virtual Events to Date and Scheduled

As of May 1, 2011:

45 events completed

70 events in production

90 events reserved (pending signature)

205 events in progress to date



2010: Virtual Events tied to Live Events

- Sustains and deepens engagement with event participants
- Natural complement to the events
- New revenue stream

Case Study: TechWeb

- Virtual event drove: \$375,000
- Net new registrants: 4,500
- Face to face event registrants: 170+



Example: One-to-Many (Streaming)

The screenshot shows a live broadcast on Ustream. At the top, a blue navigation bar contains categories: On Air, News, Pets & Animals, Entertainment, Sports, Music, Gaming, Education, Spirituality, and More. Below this, the channel name 'FMSignal' is displayed with a 'Live broadcast started 1 hour ago' notification. A 'LIVE' badge is visible in the top left corner. The main video player shows two people seated on a stage in front of a backdrop that reads 'ON SLIDET, FINDING THE SIGNAL' and 'CONVERSATIONAL MARKETING SUMMIT'. The Ustream logo is in the top right of the video frame. Below the video, a control bar shows '221 current / 6528 total views' and social sharing options for Twitter, Facebook, and a 'Share' button. To the right of the video, a sidebar contains a 'Social Stream' section with a 'Check-in & Chat' button and a list of tweets. The tweets include: 'sdkst 1 stat to rule them all? FB's Everson says 50 million 'likes' of pages -- every day. #cmsummit #pcbuzz just now', 'PaulDunay #CMSummit - Head of Sales for Facebook - Facebook "apparently" will not be creating an Ad Network with their data 30 seconds ago', and 'wgsn There are 50million likes of pages on Facebook every day #cmsummit'. A 'More' button is at the bottom of the sidebar.

Cost range from free \$5,000 per room per day (++)

Example: One-to-Many (Webcast)

Virtual Edge.org
virtual events, meetings & communities

Live from Times Square

Hide Video

Group Chat

Unifair ProtoSphere, etc. or is it targeted differently?
Eric Myers: indeed
rick newton: what about inxpo
rick newton: they i hear are good
thomas viano: still not sure how a virtual event is better than a well design webpage with links into live webinars and exhibitor data
Marie Cottrell: what I think would be great is for us (clients) to start a user group to compare notes and share best practices
Dave Matthews: John - Virtual Meeting World is run with the InXpo platform that our team at Nielsen Business Media has customized
rick newton: cool
Eric Myers: A web page doesn't typically involved user-to-user interaction.

Chat is closed at this time

0:01:14 / 1:00:46

STREAM57
The leader in webcasting.

The Inside Story on Virtual Events; Companies are Saving Millions and Driving Loyalty, Leads and Sales

What are Virtual Events and How Can You Use Them to Drive Your Marketing and Sales—While Driving Costs Down

Virtual Edge LIVECAST!
an interactive educational virtual event
register free at www.virtual-edge.org

Average cost \$6,000 per room per day (++)

Back to Event Listings

The Future of the Biopharmaceutical Industry

Time & Date: 7:00AM to 9:30am on April 12
Location: Ritz-Carlton & Florida Event Center
Buzz Factor: 95/100

Download event-related documents

Add to My Schedule
Add to My Bookmarks
Download Presentation

Tags: keynote, plenary, biopharmaceutical, track D, track session

Slide Cast

mediasite

Donna Wilk Cardillo
Cardillo and Associates

Donna Wilk Cardillo has been something for over a decade. Her humor and organized style is fun to like. She has a passion and cooperation for her business. Donna presents in a down-to-earth style that hits the mark with any audience... read more

Ask the Speaker a Question

Who's Attending (12)

John, Alexandra, Marc, Michael, Jeff, Steven

See all

How interesting was this session to you?
Strong, So-so, Excellent

Buzz Factor: 95/100

Network with other attendees



Video Based Platform

CONNECTION

RECORDED EARLIER

1 2 3 4 5 6 7

00:55 / 52:35

PLAYLIST

VOLUME RELOAD FULLSCREEN

Group Chat

of electricity #aoggw09

jasonmorris (Jason Morris):06:39 PM
Average #cleantech investment in 2008 was \$31mm. 2009? \$24mm. Back to investing in tech and not capex. #aoggw09 #goinggreen

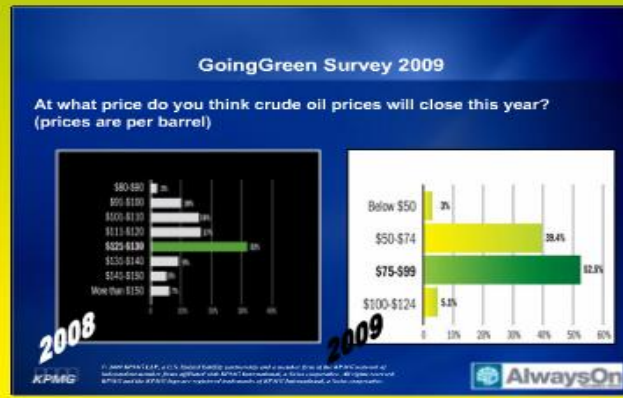
faridafotouhi (Farida Fotouhi):06:40 PM
In Sausalito at Going Green Conf-top 100 companies in energy and conservation innovation #aoggw09

schroek (Katja Schroeder): 06:40 PM
Media buzz was one of the Green 100 selection criteria #aoggw09

jasonmorris (Jason Morris):06:41 PM
Good presentation by Dave Miller of #KPMG about #cleantech investment trends. #aoggw09 #goinggreen

semanticseed (Semanticseed.com): R. James Woolsey, Venture Partner, Vantage Point will be speaking #aoggw09

ConferenceBites (Brian Duggan): PM
BrightSource is the company we believe has the best chance of achieving cost parity?David Miller,




Audio Based

The screenshot shows a presentation interface with a title bar 'Overview of Central and Peripheral Regulatory Pathways'. The left sidebar contains a 'Publisher' section with a photo of Allan Broughton, MD, and a 'Session Info' section with the text 'RWB - Overview of Central and Peripheral Regulatory Pathways' and 'Speakers Allan Broughton, MD'. The main slide area is titled 'Learning Objectives' and lists 'EXPECTED LEARNER OUTCOMES:' followed by three bullet points. The slide is part of a 3/6 slide set, as indicated by the 'Slides 3 / 6' indicator in the top right.

Overview of Central and Peripheral Regulatory Pathways

Publisher



Session Info

RWB - Overview of Central and Peripheral Regulatory Pathways

Speakers
Allan Broughton, MD

Slides 3 / 6

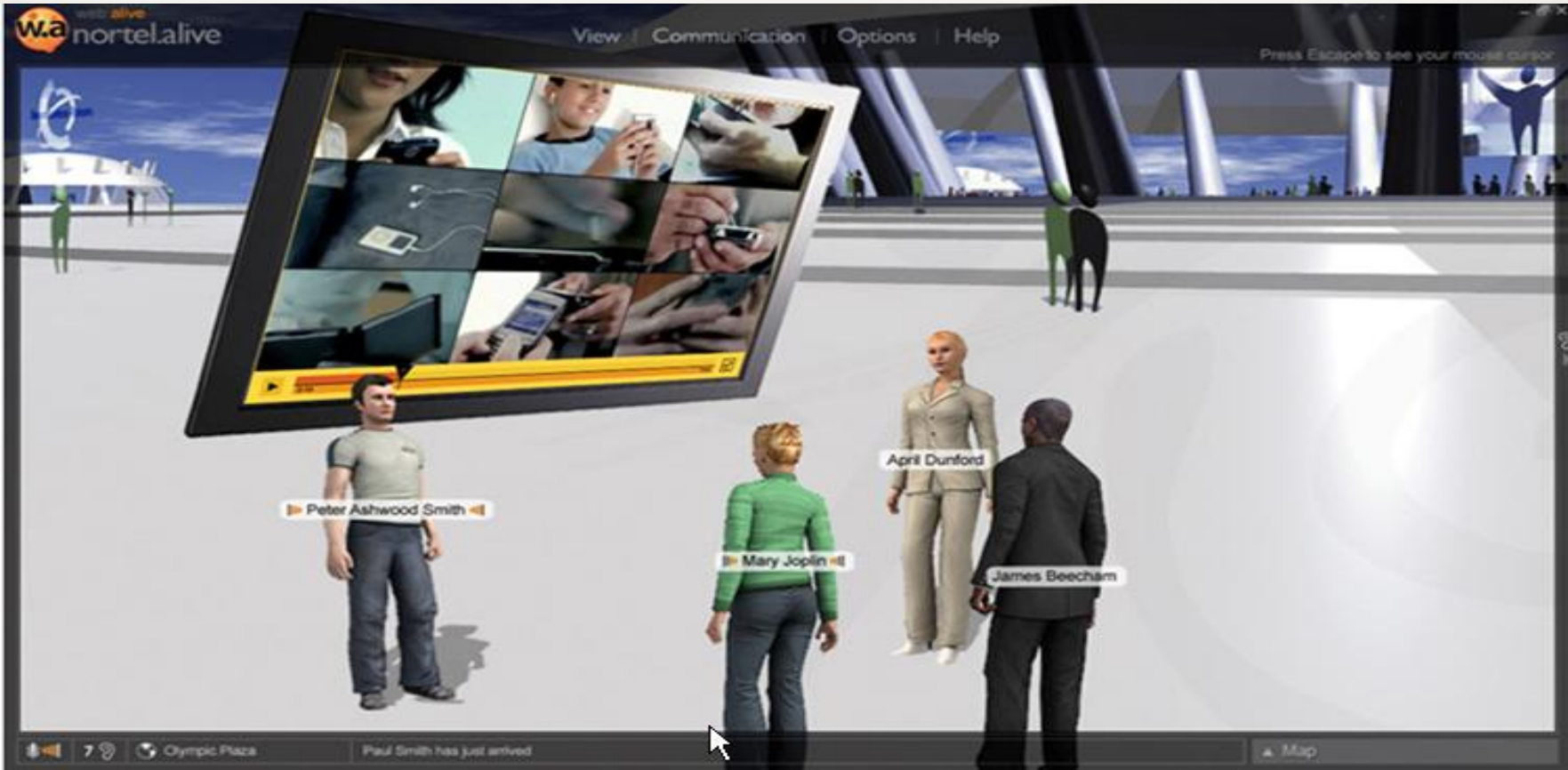
PROlibraries.com

Learning Objectives

EXPECTED LEARNER OUTCOMES:

- Identify central and peripheral sites critical for the detection of food-elicited signals important in the control of food intake and meal size.
- Identify major central nervous system neuropeptide signals and receptors involved in the control of food intake and meal size in human and rodent obesity, and characterize how these signaling systems are adversely affected by obesity.
- Identify and characterize the ability of central and peripheral nervous system sites to integrate food elicited and neuropeptide signals important in the control of food intake and meal size.

Example: Many-to-Many (3D)



Average cost \$30,000 per event (++)
2,500 attendees, 10 booths, 20 sessions, 45 days

Virtual Edge Summit 2010

Perpetual Environments



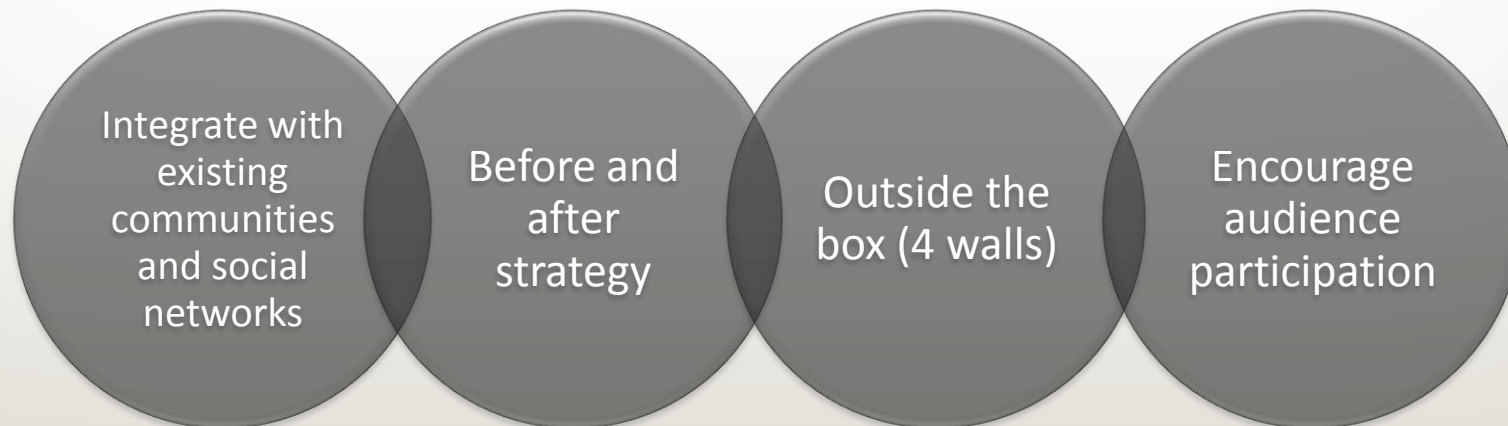
Continuous Marketing Cycle



No Dark Period - Year round dialogue

Four Principles of Modern Events

- Events should integrate with existing communities and social networks where “they” exist
- Events should have a strategy that includes the **before and after** – not just during the event
- Events are no longer “**within 4 walls**”
- The audience can and will assert control over the event - **encourage audience participation** in every aspect



Expanding Brand: Builds Attendee Pipeline & Engagement



Discussion

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