RADICALLY DIGITAL
SWITCH TO FAST FORWARD

Organisers

27% Pre COVID
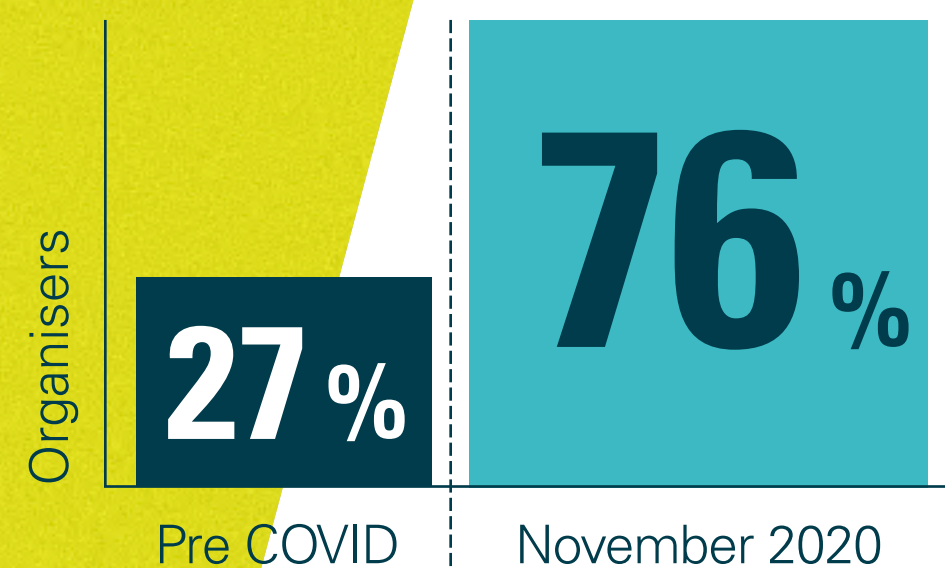
76% November 2020

Prior to COVID, 27% of organisers considered a hybrid event as the way forward. By November 2020, 76% were planning their next event as a virtual one.

(Source: Cvent 2020 Planner Sentiment and Sourcing Report)

1/3

For the first time, one third of all conferences were conducted virtually.

(Source: ibusiness.de dated 25.06.2020)

69%

Since March 2020, 69% of business trips have been replaced by virtual meetings.

(Source: wiwo.de dated 21.06.2020)

In March 2020, 620 trade fairs were cancelled or postponed in Germany.

(Source: Statista)

620

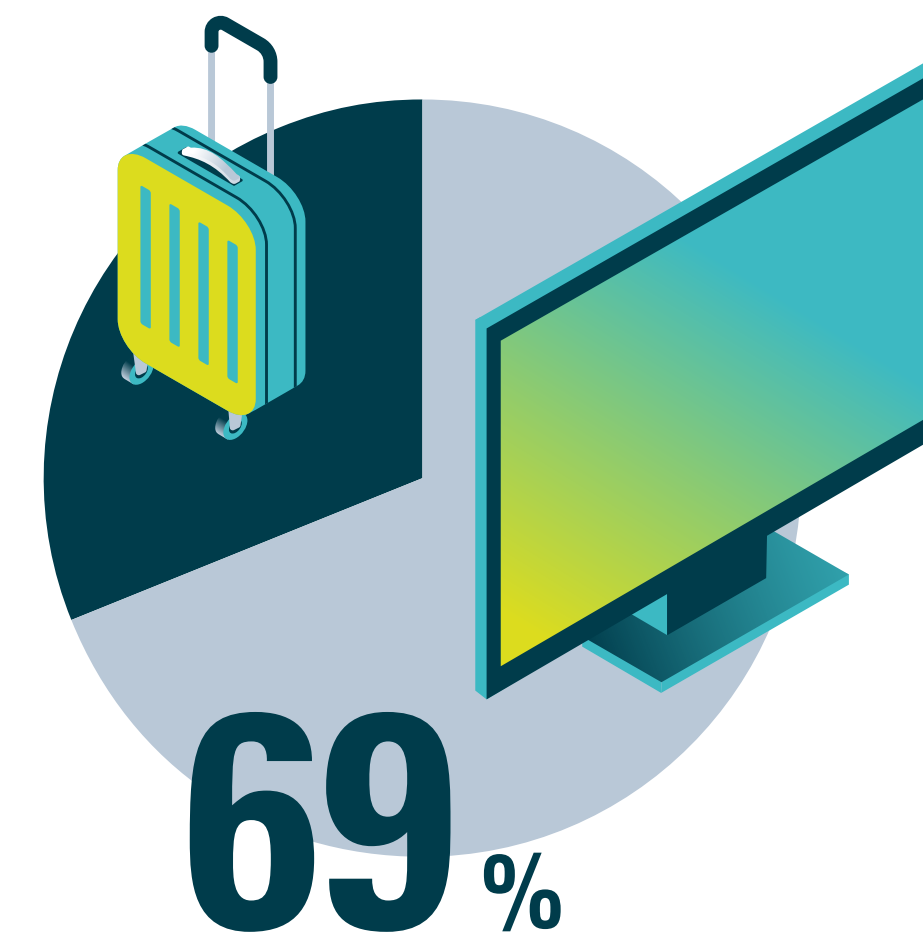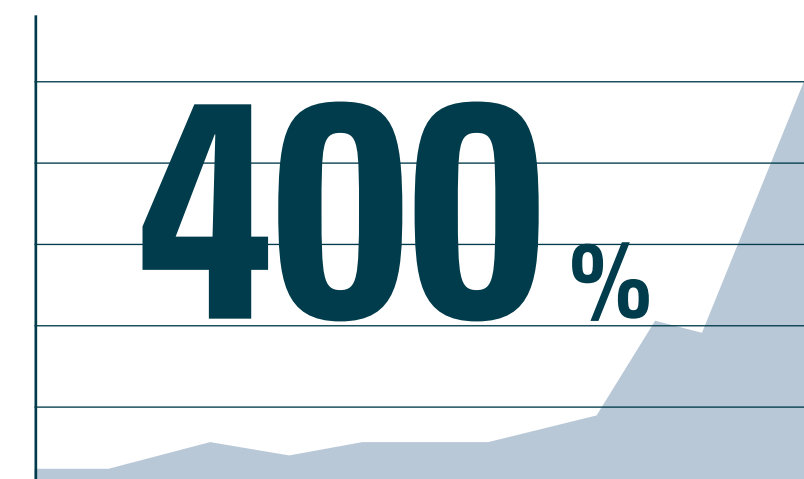Between March and June 2020, MS Teams experienced growth of **894%**.

(Source: Aternity 06.05.21)

The value of "Zoom" shares rose by 400% in the first six months of 2020.

400%

ONLY NOW?

THERE ARE ENDLESS ADVANTAGES TO DIGITAL EVENTS.

Objective measurement of success

Cost efficient: Costs do not rise in proportion to the number of participants

New networking opportunities

Significantly longer reach, combined with greater flexibility

More opportunities for a uniquely targeted experience

Digital events are more sustainable (environmental footprint, waste generation)

Not dependent on a specific location

Is the digitisation of business events a temporary phenomenon? No, because the experience of digital events is overwhelmingly a positive one. Although personal discussions at live events remain important, now they take place on a greatly restricted scale compared to in the past.

KINDS OF EVENTS

PHYSICAL, VIRTUAL OR HYBRID?

In reality, there is still (beyond COVID) a place for them all. One question that is frequently asked is how do recreate a Physical Event in a virtual world? Rather than answering a replacement challenge, is there actually a great opportunity to embrace new ways to engage with people never afforded by the Physical Event?

PHYSICAL

Price is scaled depending on the number of participants

- Host and participants: in the same location
- Physically limited, exclusive or associated (fairs, congresses)
- Predominantly two-way interaction

HYBRID

Price is flexible dependent on ratio between physical and online

- Host and participant: both in the same location as well as digitally
- Physically limited, digitally flexible, exclusive or public
- Interaction one or two-way

DIGITAL AND VIRTUAL

Price scalability

- Host and participants: in different locations
- Event can only be experienced digitally, usually exclusively
- **V1:** no physical space (only webcam images or presented content)
- **V2:** physical space (stage, lounge, studio)
- **V3:** virtual space (green screen, 3D rendering, virtual public/ avatar upload)
- **V4:** Combination of different scenarios (e. g. AR elements set to real scene)
- Interaction one or two-way

DIGITALISING THE WHOLE PROCESS

Digitised events create entirely new ways to engage with target groups – and in doing so strengthen the integration of the communications ecosystem.

1 INVITATION

- Invitation by e-mail (as part of a marketing automation workflow) and social media (organic and paid)
- Use of interactive ad formats such as LinkedIn Conversation Ad or lead gen forms
- Analog experiential accompaniment to the digital event
- Digital previews / keyholes as teasers
- Impressive effects (like personal hologram invitations)

2 EVENT

- Stream the event (public or private)
- Interaction for additional insights / data (surveys / Q&A)
- 1to1 networking, breakout groups
- Different levels with different offerings (paid in full or in part)

3 FOLLOW-UP

- Automated thank you e-mails with material download (marketing automation for lead nurturing)
- Short market research survey about the event
- Information about similar events, appropriate content (newsletters / blogs) and social media
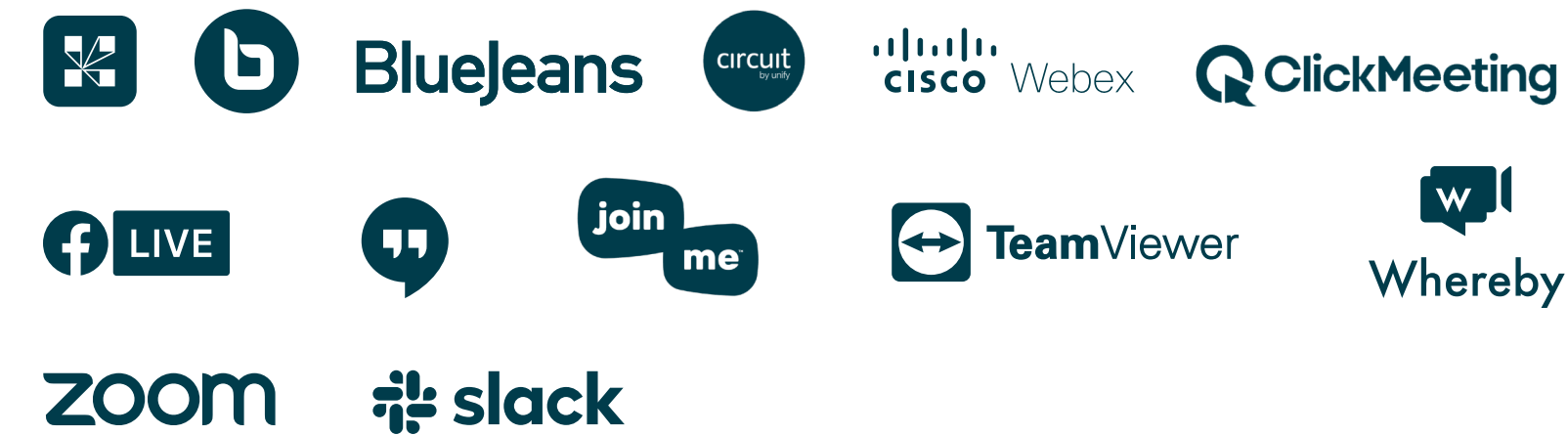
4 KEEP IN TOUCH

- Announcements of follow-up events
- Invitation to follow on social channels
- Promotion of other events that fit in well with the theme (webinar, blog post, etc.)
- Retargeting event visitors
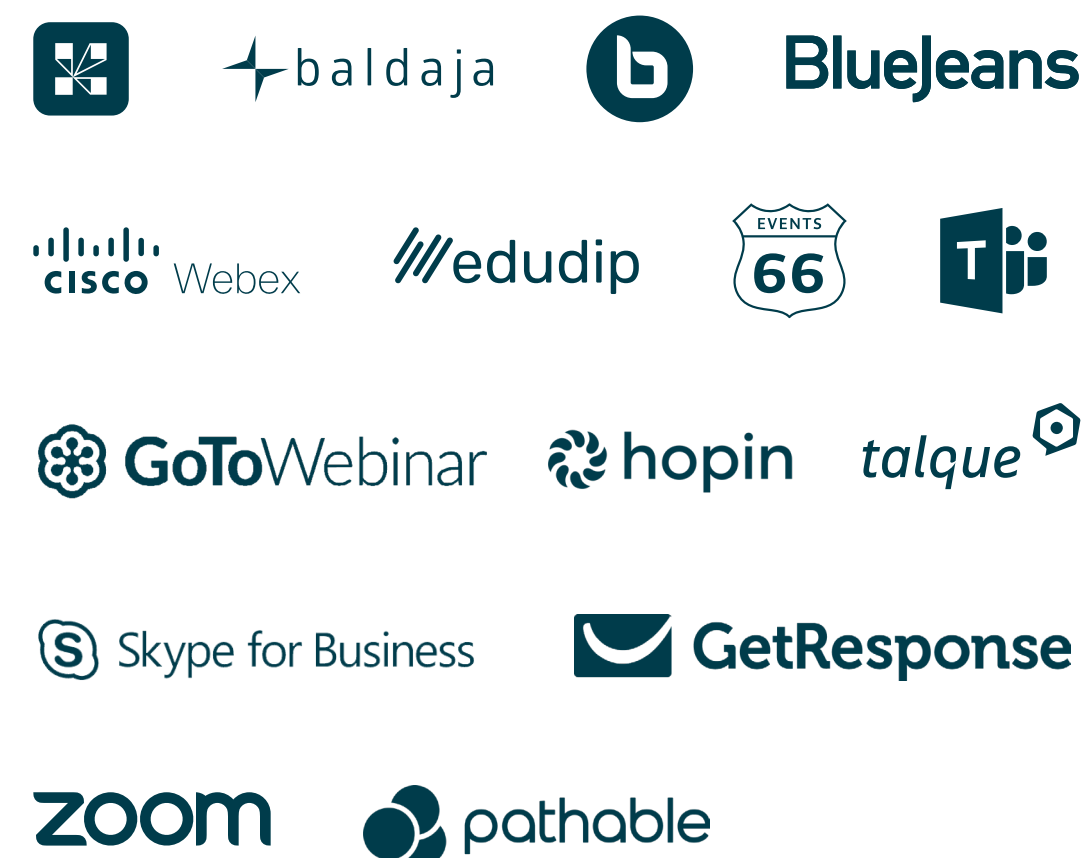
CHOOSING THE RIGHT TOOL

Live streaming:

twitch · Periscope LIVE

in Live YouTube vimeo

Meetings (small groups):

BlueJeans circuit cisco Webex ClickMeeting

LIVE join me TeamViewer Whereby

ZOOM slack

There are tools to meet all needs, but having so many tools can be a challenge. Assessing the plethora of tools against the event requirements (and budget) is a key part of the planning process. The crucial criteria are generally the achievability of communication goals, the existing marketing and system landscape as well as the resources available.

Digital conferences and webinars
(many of the tools mentioned above offer extensions):

baldaja BlueJeans

cisco Webex edudip EVENTS 66 T

GoToWebinar hopin talque

Skype for Business GetResponse

ZOOM pathable

Virtual trade fairs / spaces:

CAMALOT expo-IP FUSION FAIRS

meetyoo conferencing rooom Völkel ITK GmbH VIRTUELLE MESSEN UND EVENTS

Whova

Sales and marketing communication link:

HubSpot salesforce in f

FAMILIAR FORMAT, NEW IMPLEMENTATION

› WORKSHOPS & SEMINARS
› PRESS CONFERENCES
› STAFF EVENTS
› CORPORATE EVENTS

FAMILIAR FORMAT – NEW IMPLEMENTATION:
WORKSHOPS & SEMINARS

The right combination of different tools will increase the motivation and involvement of your participants.

AUDIENCE INTERACTION RISES WITH MENTIMETER OR SLI.DO

- Participants log in to the live survey via their own browser.
- Moderation is able to activate the display of the results itself.
- This way, the audience is actively involved in a meaningful way.

WORK ON THE WHITEBOARD USING MIRO, SAMEPAGE AND BLUESCAPE

- Participants can work on the whiteboard and see changes in real time.
- This creates a feeling not of isolated work, but of close collaboration.
- Moderation takes place directly on the whiteboard without any interruptions.

TEAM COOPERATION IN BREAKOUT ROOMS

- Attendees participating in a virtual lecture can switch to individual rooms.
- Examples: subtasks, group work, individual discussions
- Once the work is finished, the participants can return to the big meeting.
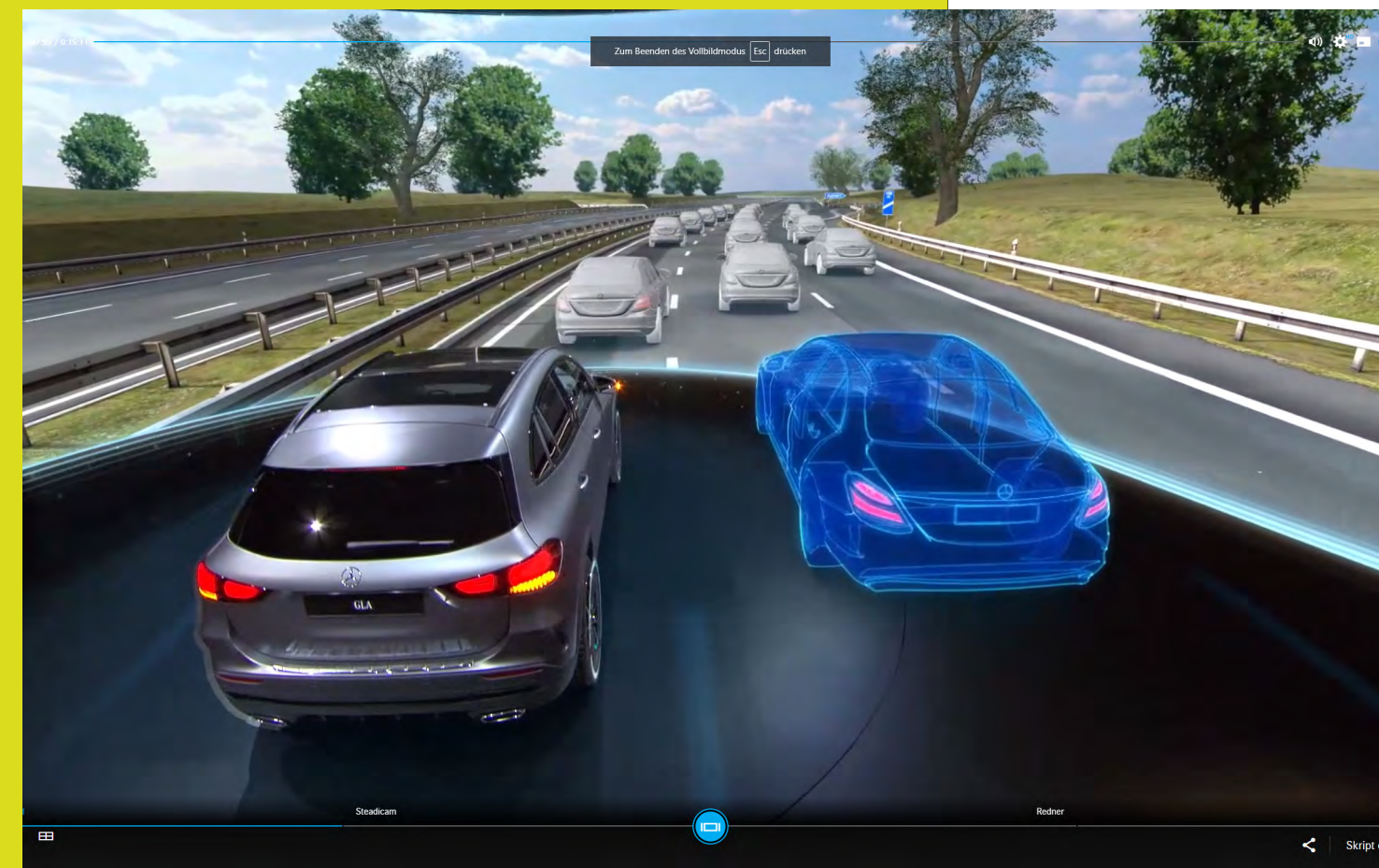
FAMILIAR FORMAT – NEW IMPLEMENTATION:
PRESS CONFERENCES

Digital press conferences offer a whole host of new opportunities. The combination of real and virtual elements can offer a lot of added value, as does the presentation of info-snippets in various formats in real time.

EXAMPLE

MERCEDES-BENZ GLA PRESENTATION

- Mercedes-Benz is using a digital press conference to unveil the new GLA.

- Set-up: Stage with green screen, automated cameras, 3D motion tracking.

- Ola Kalänius stands in the "real" studio, with the car on a turntable.

- 3D elements appear like holograms above one of the views.

- Viewers can select their favourite view themselves.

- Native screenshots can be exported from the livestream at any time.

COMPARABLE EXAMPLES: Presentations of Porsche Taycan, Nissan Ariya, BMW iX, Samsung Galaxy Unpacked

FAMILIAR FORMAT – NEW IMPLEMENTATION:
STAFF EVENTS

You can rapidly and effectively involve your staff by using a creative event kit. Here too, digital participation is a specific factor: Conducting live surveys and working collaboratively on a digital whiteboard increases motivation and participation.

EXAMPLE

DIGITAL TOWN HALLS

- Turn the corner of the lobby into a permanent studio (and use it for internal digital communication).

- Online streaming (with registration), where the company IT is not suitable (e.g Whova)

- Recordings available on the intranet

- Incorporate interactions like short employee surveys (e. g. Mentimeter or Whova)

- Wherever possible, always integrate chat to act as a feedback channel to increase engagement

FAMILIAR FORMAT – NEW IMPLEMENTATION:
CORPORATE EVENTS

The stage is yours! Your imagination is limitless here. It can be in-house digital trade shows, keynote live appearances around the globe, or integrated sales and CRM activities using tools like Hubspot to tie in participants in the long term: The future of events is now.

EXAMPLE
DIGITAL X DIGITAL EDITION

- Deutsche Telekom's digitisation initiative, DIGITAL X, which is normally a physical event, was held virtually in 2020.

- The set-up: A mix of lectures and talks on virtual stages, studio contributions with moderation and live broadcasts.

- Exhibitors in a virtual exhibition space can use a chat room to virtually connect with "stand visitors".

THE RIGHT EVENT FOR EVERY NEED

THE MOST IMPORTANT QUESTIONS YOU SHOULD BE ASKING YOURSELF

What marketing landscape does the event need to be linked to?
Tools, funnels etc.

What is the ideal structure for participants?
Technical affinity, known/new participants, scope, geography and demographics etc.

What is the budget like?
Are there any economies of scale that make sense?

Do you have permanent partners that you can involve?
Agents, catering, technical service providers etc.

Is there an analog template?
What experiences from the past can be drawn on?

What is the aim of the event?
Information, sales or networking

What are the technical requirements?
Bandwidth, video equipment, developer for AR effects, location for recordings, target hardware, app-based or browser-based

What are the data protection requirements?
Elimination of the need for tools, requirements for server locations, video recordings, GDPR approvals.

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WHETHER IT'S HYBRID, DIGITAL OR VIRTUAL:

WITH US, YOU CAN COVER ALL *EVENT*UALITIES.

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INQUIRE NOW
WITHOUT
OBLIGATION.

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LIST OF SOURCES

- **Bluescape:** https://www.bluescape.com/blog/bluescape-showcases-new-ways-to-create-design-and-collaborate-at-adobe-max-2019/

- **Digital X:** https://www.digital-x.eu/digital-edition/

- **DMG Mori:** https://digital-event.dmgmori.com/prelaunch?region=de_DE

- **Galaxy unpacked:** Screenshots from https://youtu.be/CmS5rlX9cDA

- **HP Creators of Tomorrow:** https://www.youtube.com/watch?v=yxcoidCcamA

- **Mercedes GLA presentation:** Screenshots from https://media.mercedes-benz.com/gla?video=f6e384e9-480c-4d0e-964a-af5d7574fc3c

- **Miro:** https://miro.com/static/images/page/mr-index/index-experiment/meetings_and_workshops.png?001

- **Sli.do:** https://www.sli.do/build/img/product/polls/slido-polls-wall-f49de5abc7.png