

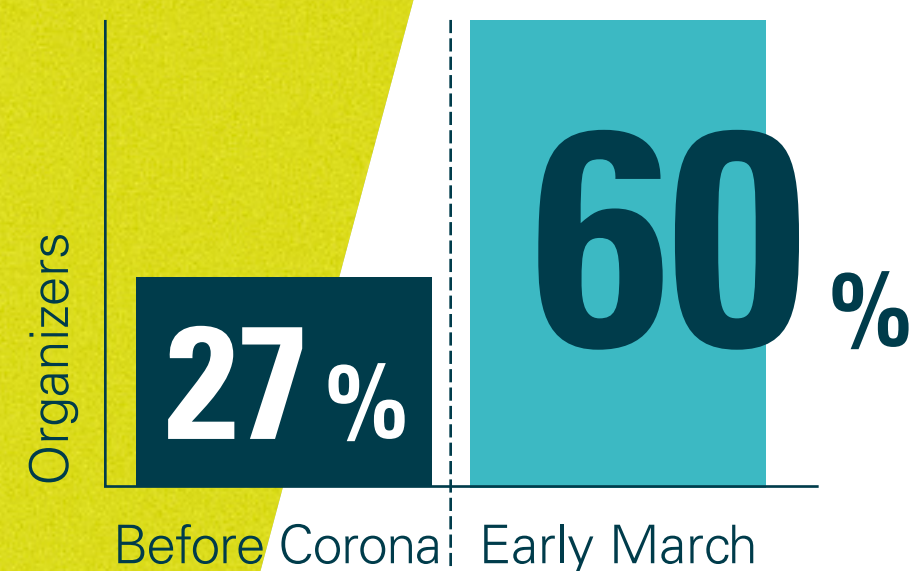
BEYOND EVENT HORIZON

BUSINESS EVENTS IN THE "NEW NORMAL"

FALL 2020

RADICALLY DIGITAL

SWITCH TO FAST FORWARD



Prior to Corona, 27% of organizers considered that hybrid events were the way forward. And by early March? More than twice as many, 60%.

(Source: European Association of Event Centers e.V.)

Since March, in Germany alone 620 trade fairs have been cancelled or postponed.

(Source: Statista)



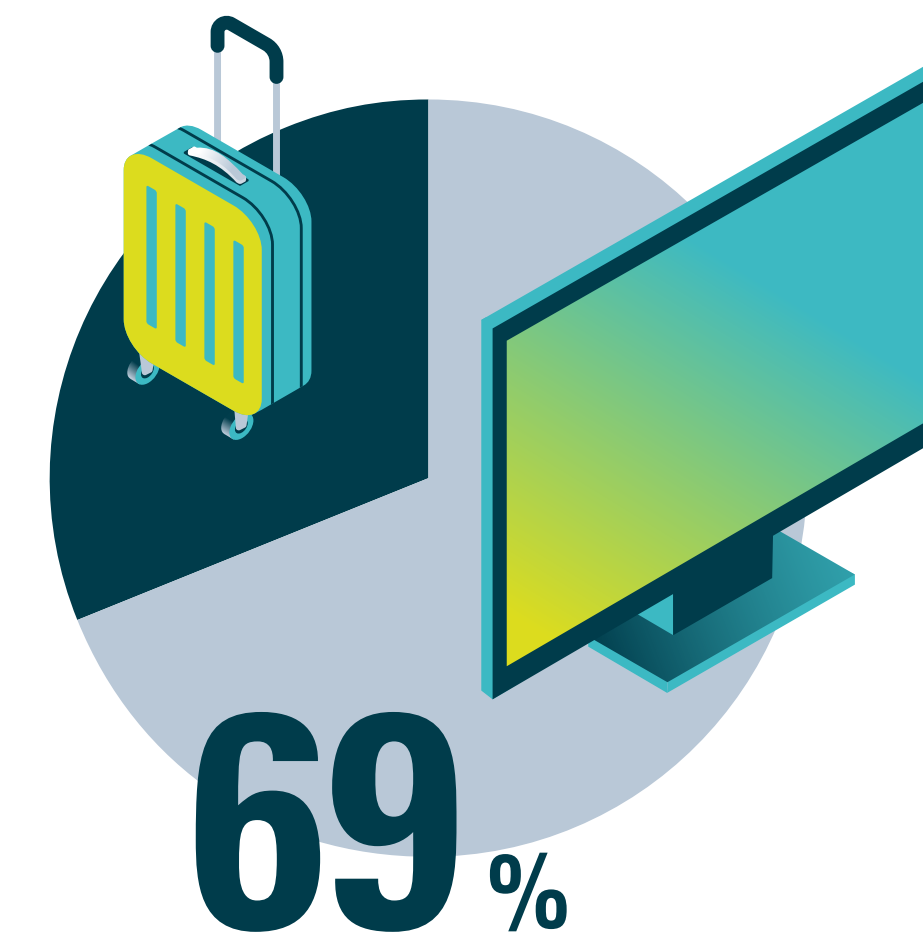
12 MILLION new users were gained by MS Teams in March in **7** DAYS.

(Source: zdnet.de dated 03.20.2020)

1/3

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

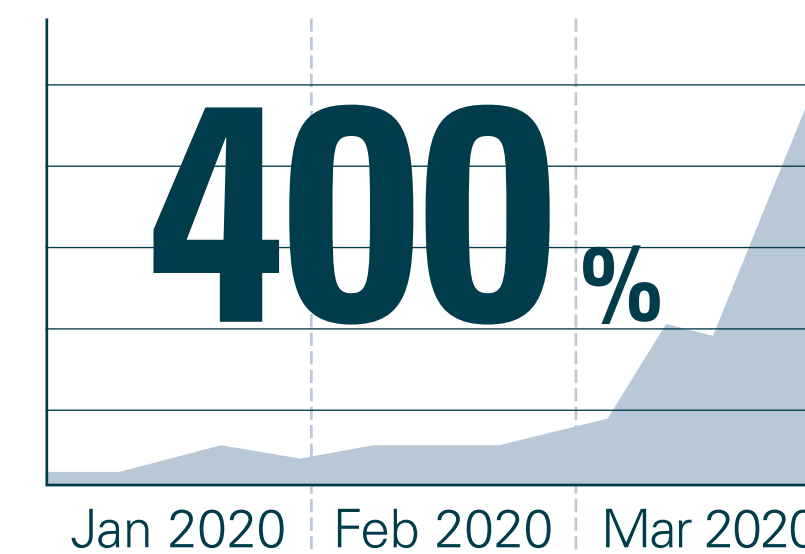
(Source: ibusiness.de dated 06.25.2020)



Since March, 69% of business trips have been replaced by virtual meetings.

(Source: wiwo.de dated 06.21.2020)

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



ONLY NOW?

THERE ARE ENDLESS
ADVANTAGES TO
DIGITAL EVENTS.

Significantly longer
reach, combined with
greater flexibility

New networking
opportunities


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

Not dependent
on an actual
location

Their success
can be measured
more objectively

Often cheaper:
Costs do not rise
in proportion
to the number of
participants

More personalization
possible, lots of
scope for surprises

The background image shows a wooden desk with two laptops. The laptop on the left is silver and has several stickers, including a smiley face, a skull with 'ST. PAULI' text, and a 'KAWAII CO' logo. The laptop on the right is gold and has stickers for 'CORKCICLE', 'DIGITAL PIONEERS', and 'aws'. A dark blue diagonal overlay covers the center of the image, containing yellow text. A small yellow number '4' is in the bottom right corner.

Is the digitization 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, in the “new normal” they take place on a greatly restricted scale compared to in the past.

KINDS OF EVENTS

IN THE "NEW NORMAL"



PHYSICAL

Price is scaled depending on the number of participants

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

"ARE DIGITAL AND VIRTUAL THE SAME THING?"

Virtual events are one kind of digital event. Participants meet up in a semi-spatial digital environment. It does not work the other way round: A video-meeting is indeed a digital event, but without a digital spatial element, it is not a virtual event.



HYBRID

Price can be flexibly controlled via presence/online ratio

- Host and participant: at the same location and digitally
- Physically limited, digitally flexible, exclusive or associated
- One or two-way orientation



DIGITAL AND VIRTUAL

Cost-neutral 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)
- One or two-way orientation

DIGITIZE THE ENTIRE VALUE CHAIN

New event horizons

Digitized 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

- Also stream the event (public or private)
- Interaction for additional insights/data (surveys)
- New tools, new opportunities (digital whiteboards, live surveys, digital work spaces)
- 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 (SurveyMonkey etc.)
- Information about similar events, appropriate content (newsletters/ blogs) and social media

4

KEEP IN TOUCH

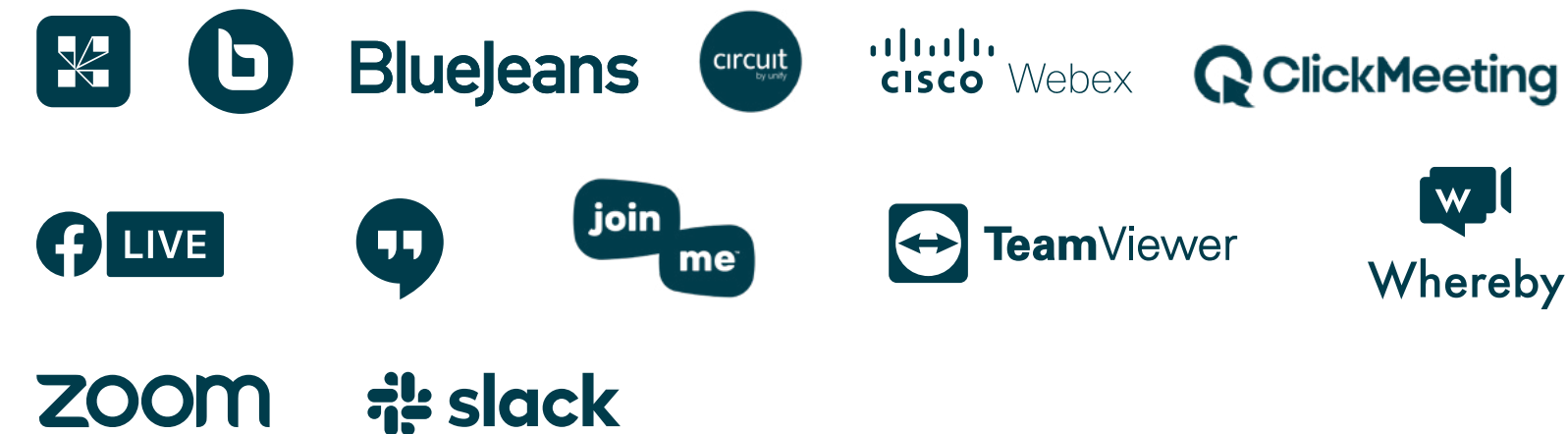
- Announcements of follow-up events
- Invitation to follow on social channels ("Don't miss out on any news")
- Promotion of other events that fit in well with the theme (webinar, blog post, etc.)
- Using social media to retarget event visitors

THE TORMENT OF TOOL SELECTION

Live streaming (1:n):



Meetings (small groups):



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



Virtual trade fairs / spaces:



Sales and marketing communication link:



There are tools to meet all needs, but having so many tools can be a challenge. Hence, at the beginning there always needs to be an analysis of the requirements that is as accurate as possible, because there are various solutions for every budget, every requirement and every standard. The crucial criteria are generally the achievability of communication goals, the existing marketing and system landscape and the resources available.



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.**

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.

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.

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.



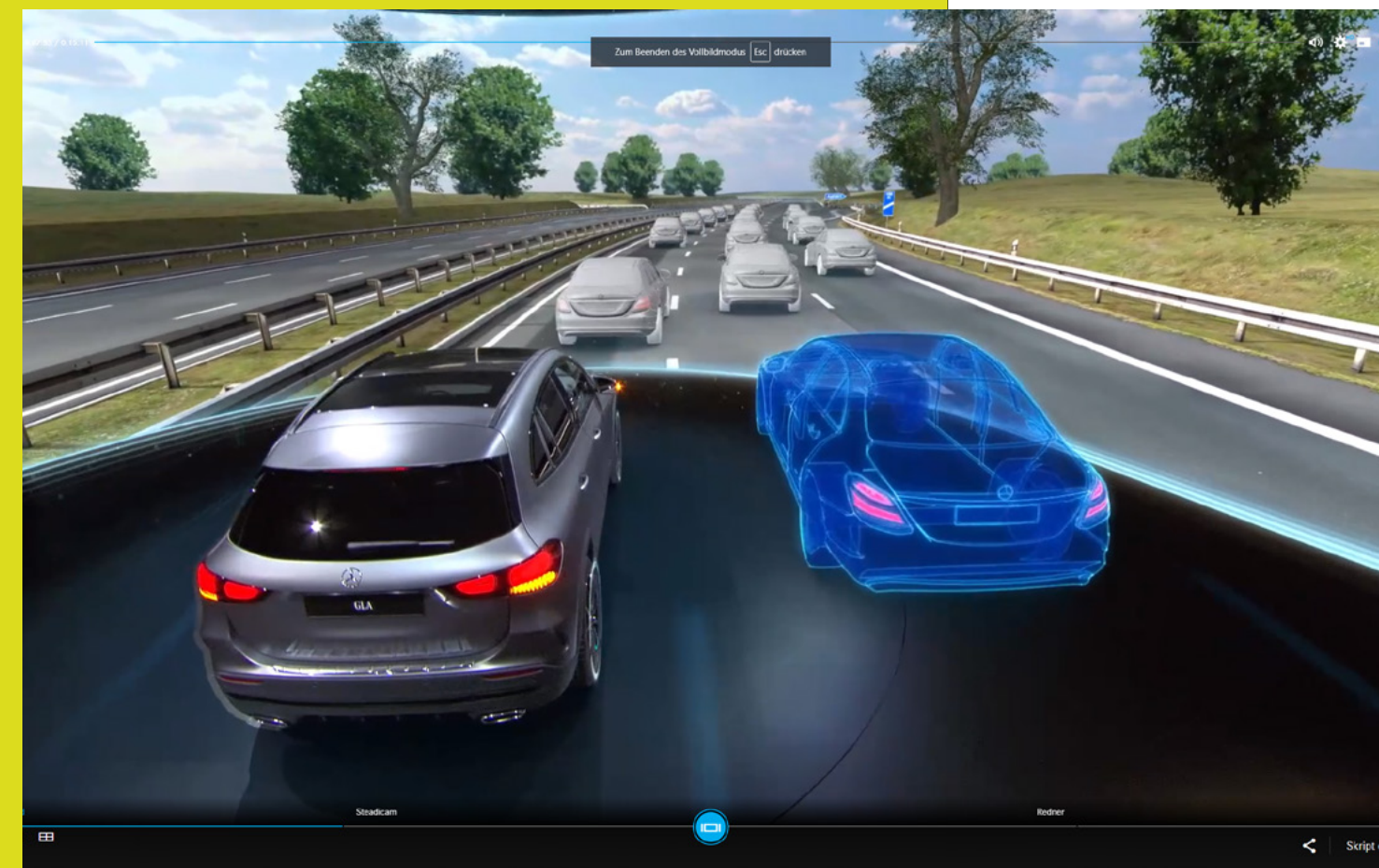
FAMILIAR FORMAT – NEW IMPLEMENTATION: PRESS CONFERENCES

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 favorite 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
- Recordings available on the intranet
- Incorporate interactions like short employee surveys (e. g. Mentimeter)
- Wherever possible, always integrate chat to act as a feedback channel (this usually has a higher engagement than live)

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 digitization 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".

COMPARABLE EXAMPLES:
IMEX Frankfurt/Planet IMEX, HP Creators of Tomorrow, DMG Mori Digital event site

THE RIGHT EVENT FOR EVERY NEED

THE MOST IMPORTANT QUESTIONS YOU
SHOULD BE ASKING YOURSELF

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

Do you have permanent partners that you can involve?

Agents, catering, technical
service providers etc.

What marketing landscape does the event need to be linked to?

Tools, funnels etc.

What is the budget like?

Are there any
economies of
scale that make
sense?

What are the technical requirements?

Bandwidth, video
equipment, developer
for AR effects, location
for recordings, target
hardware, app-based or
browser-based

What is the ideal structure for participants?

Technical affinity,
known/new participants,
scope, geography and
demographics etc.

What are the data protection requirements?

Elimination of the need
for tools, requirements
for server locations,
video recordings, GDPR
approvals.

WHETHER IT'S HYBRID, DIGITAL OR VIRTUAL: WITH US, YOU CAN COVER ALL *EVENTUALITIES*.

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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/CmS5rIX9cDA>
- **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>