

The Digital Events Handbook

4 infographics

with tips on how to host successful digital events

How to Optimise the User Experience of

Digital Event Attendees

Before the event



#1

Use the right host platform

With hundreds of options available, choosing the platform that fits your needs is an important decision to ensure a seamless exchange between attendees, content, hosts and sponsors

#2

Good bandwidth

Make sure you have the right tech support to run your digital event. Latency and lagging Wi-Fi can alienate attendees and encourage drop-outs.



#3

Run a test

Doing a test before the real thing ensures that everything will go smoothly both for your team and for attendees.

During the event

#4

Authentic interactions

Interactive live polls and quizzes, matchmaking tools and social media integration all enhance engagement with what's happening on the screen.



#5

Smart content management

If the event is many hours long, attendees may dip in and out of the content. Be smart and diversify formats, like social stories, live tweeting, animations and more.



After the event

#6

Make content available post-event

Having the content available on-demand not only ensures that attendees can get access regardless of the time zone, but keeps the buzz on and leverages the event as a marketing tool all year long



Tech solutions for far-reaching Digital Events

The show must go on(line)

#1 Webcast

Easily host large-scale professional events with live audio, video and slides integration streamed to a branded, secured platform.

- One event
- One location
- Larger audience
- Enhanced user experience



Dedicated, branded, secured platform

Webcast delivered in HD and accessible through a webapp that provides an enhanced user experience.

Integrated audience interactivity

Online audience can interact in writing with your speakers through Q&A, polling and surveys directly from the platform.

Recommended for: brands that want to connect with global audience and offer an immersive brand experience.

Smart content management

The most efficient visual experience is guaranteed by a webcast director through content management and professional AV equipment.

Environment

Thanks to a full AV equipment + onsite technical team, your event can be hosted from your premises, event venues or professional TV studio.



A TV-like experience

Identical environments are recreated in each hub and offer a consistent and more engaging experience.

Integrated audience interactivity

Your online audience can interact in writing with your speakers through Q&A, polling and survey directly from the platform.

Recommended for: brands that want to offer the closest thing to a face-to-face meeting and send a unified message across all locations simultaneously.

#2 Multi-Site

Instead of connecting remote speakers, connect multiple hubs with a high-tech environment to provide a TV-like experience. Each hub gathers a smart range of speakers and can accommodate a local audience.

- One event
- Multiple locations
- Multiple speakers connected remotely

100% controlled environment

Each hub is equipped with professional equipment and managed by a technical team; leading to a technically secured and supported environment.

Environment

All hubs are hosted from TV studios or any other event venues. Full AV equipment + onsite technical team available in each.

How Digital Events

Benefit Your Event Marketing and Data

The possibilities brought by virtual to your event marketing strategy.

For Marketing



Target of new segments and regions regardless of location.
Expanding your message reach



Promotion and reuse of popular content all year long.
Growing content volume



On-demand content that can be bookmarked, saved, downloaded or watched anytime.
Keeping the buzz going



Highly interactive touchpoints like live polls, discussion forums, chats and videos.
Increasing dialogue with the audience



Sale of sponsors and exhibitors packages that combine IRL and online elements.
Opening new revenue streams



83% of respondents never intended to attend the event physically before deciding to attend virtually.

Source: "Why Do Professionals Attend a Hybrid Event", 2016 digitellinc.com

For Data



Ask yourself:

#1

What sessions generated the most discussion?

#2

Was viewership consistent?

#3

Did attendance waver?

#4

How was the engagement with the polls?

#5

What were the demographics for your online audience?

#6

Does this match or differ from your in-person audience?

#7

What does this tell you about your marketing possibilities?



Bigger audience means more conclusive and more comprehensive insights into the audience



Create actionable reports by aggregating data in a digital analytics dashboard

Maximising ROI with Digital Events

How digital events can provide robust data and analytics to drive growth.



#1 Collect user-generated data

Such as

- Registration & Login access
- Interactions with the content (polls, quizzes, Q&As)
- Content views, including date and time viewed
- Social media activity
- Search activity
- Exit surveys

Resulting in

Dataset of raw information

More engagement opportunities = more data



#2 Unify data across ecosystems

Resulting in

Polished, context-rich dataset

Real-time data integration helps speed up decision making

By

- Extracting raw data from various sources
- Inputting it in a single data integration solution
- Filtering, monitoring and transforming the data

#3 Draw actionable insights



By

- Aggregating data into an analytics dashboard
- Identifying trends
- Evaluating overall impact
- Creating a story behind your data

Resulting in

Visually-rich insights and recommendations

Think about the bigger picture when interpreting data

And finally

Make improvements and measure ROI for an optimised event strategy.

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