Conversations That Matter: A New Game for Virtual Events

Ogilvy

Welcome

Dayoán Daumont
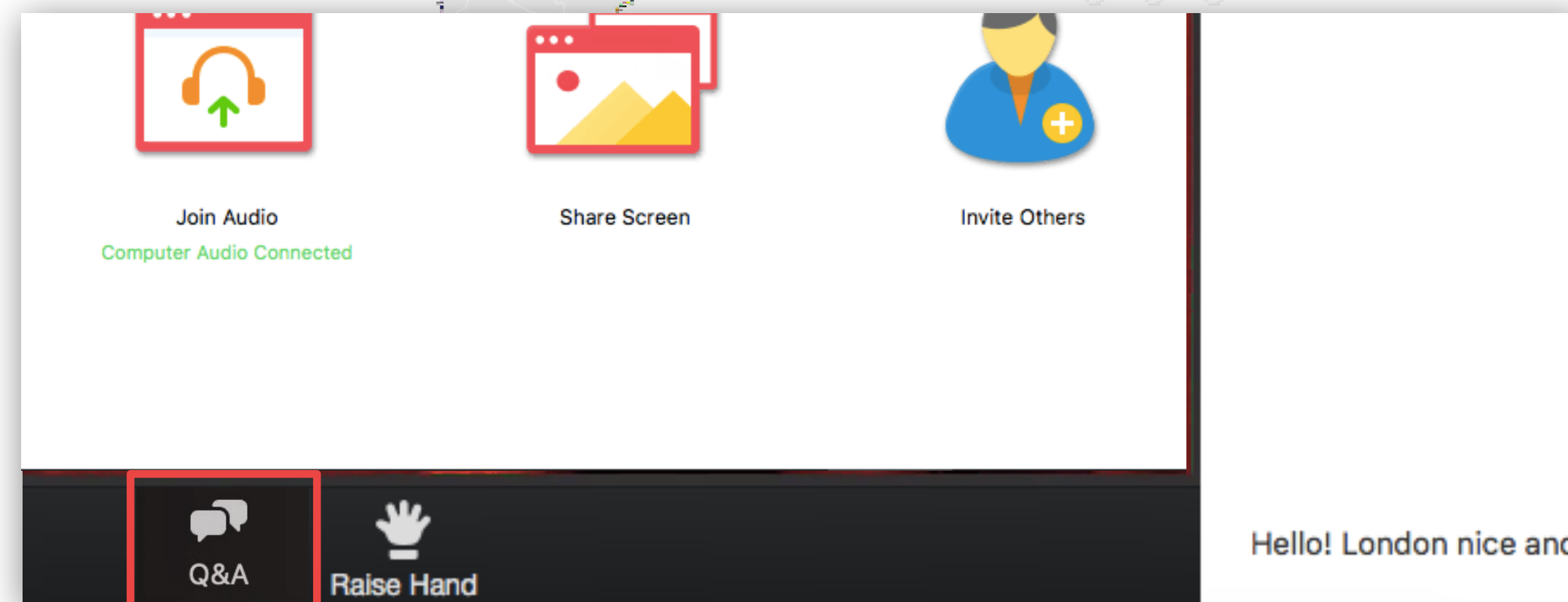Consulting Partner, EMEA
Ogilvy Consulting

Andréanne Leclerc
Regional Managing Partner &
Head of Social Asia
Hong Kong

Spenser Blank
Regional Senior Consultant
PR & Influence, Asia
Hong Kong

Ogilvy Consulting

Tell us where you are dialing in from!

What's the weather like in your city?

Join Audio
Computer Audio Connected

Share Screen

Invite Others

Q&A

Raise Hand

Hello! London nice and

Ogilvy Consulting

Do you want this deck?

Global Ogilvy Website
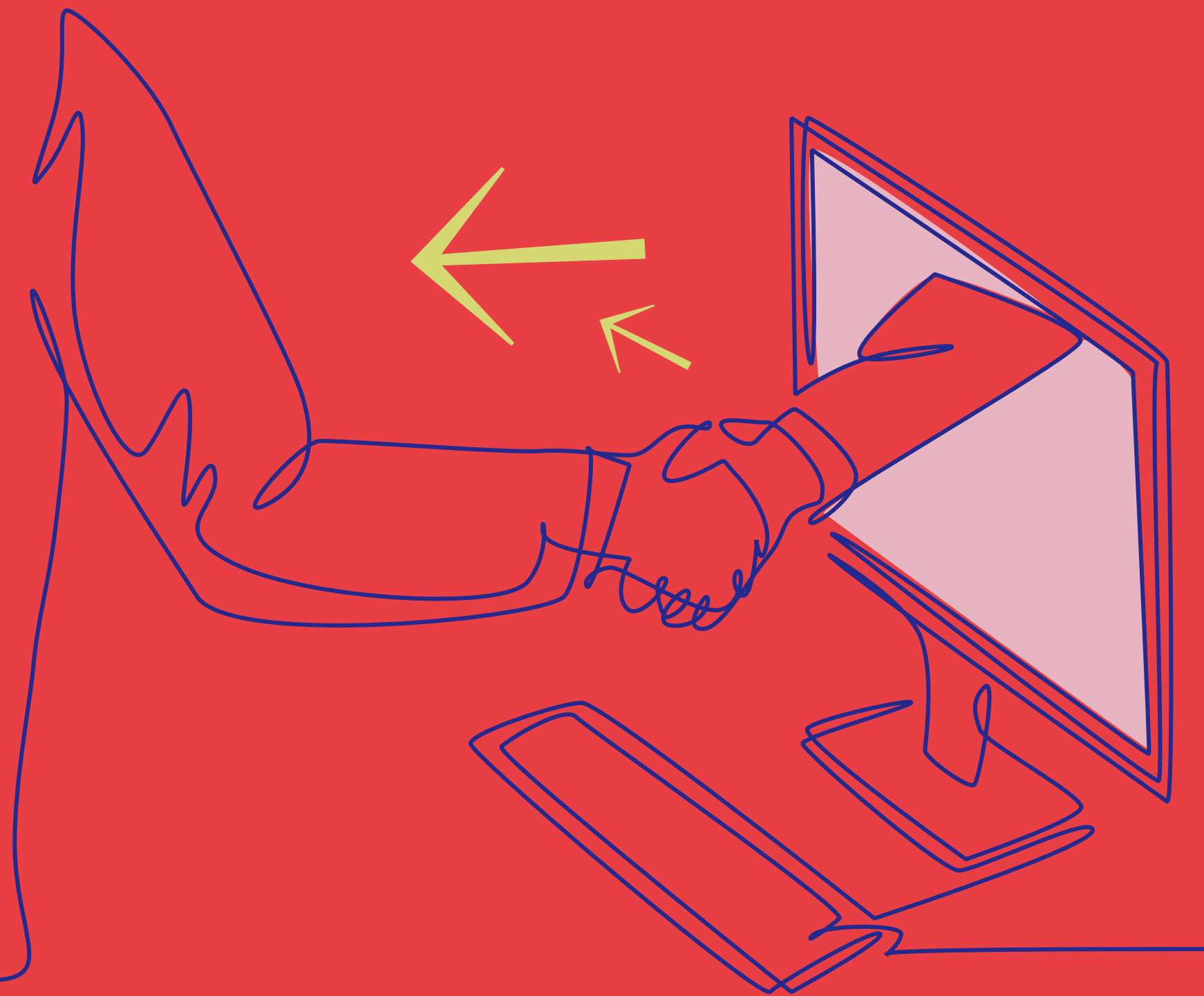
https://www.ogilvy.com/ideas

Making Events Matter in 2020 and Beyond

A New Game for Virtual Events

Transforming your presence from in-person to 100% virtual

Andreanne Leclerc, Regional Managing Partner, Head of Social, Asia
Spenser Blank, Regional Senior Consultant, PR & Influence, Asia

Content

2020: Virtual Event Year Zero
    Behavior Change Is Driving the New Norms
    The Perfect Synergy for Event Success
    Shaping and Enabling through Technology

Before - During - After
    Before: Drive event participation
    Before and During: Get people excited and buzzing
    During: Provide memorable experiences
    After: Generate and nurture

Owning Virtual Event

MAKING EVENTS MATTER
IN 2020 AND BEYOND

AUGUST 2020

A New Game for *Virtual Events*

*Transforming your presence
from in-person to 100% virtual*

ANDREANNE LECLERC
REGIONAL MANAGING PARTNER
HEAD OF SOCIAL, ASIA

SPENSER BLANK
REGIONAL SENIOR CONSULTANT
PR & INFLUENCE, ASIA

Ogilvy
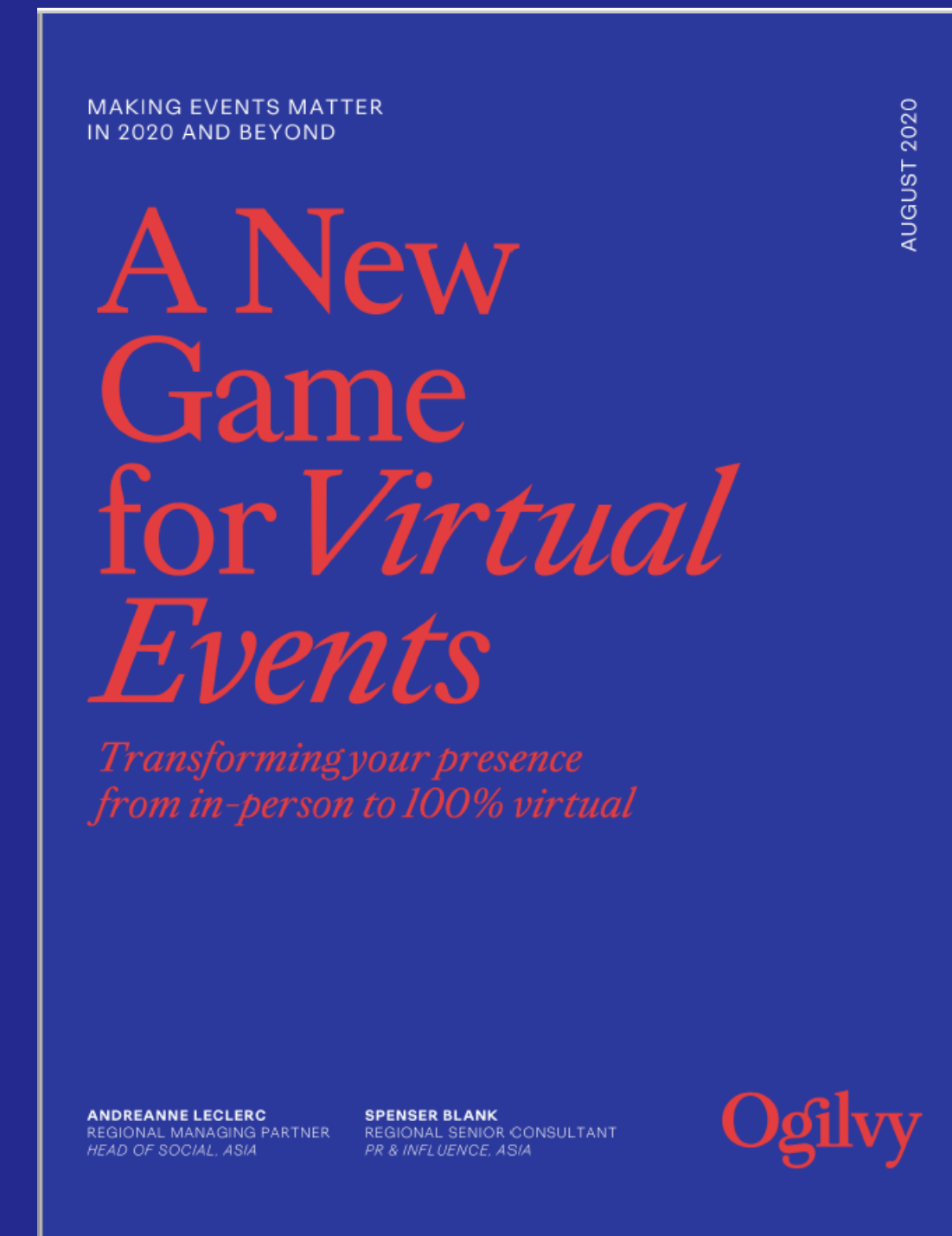
Virtual Event Year Zero
In 2020 and beyond, virtual shows and pretty much all events will go digital.

Which means if your intention is to impress clients, customers and influence people, it's time to get (virtually) real when it comes to booths, presentations, meet-and-greets or entertainment.

Across the board disruption of global communities, business, industry and trade shows

Have you canceled any events as a result of the COVID-19 pandemic?

87% Yes
13% No
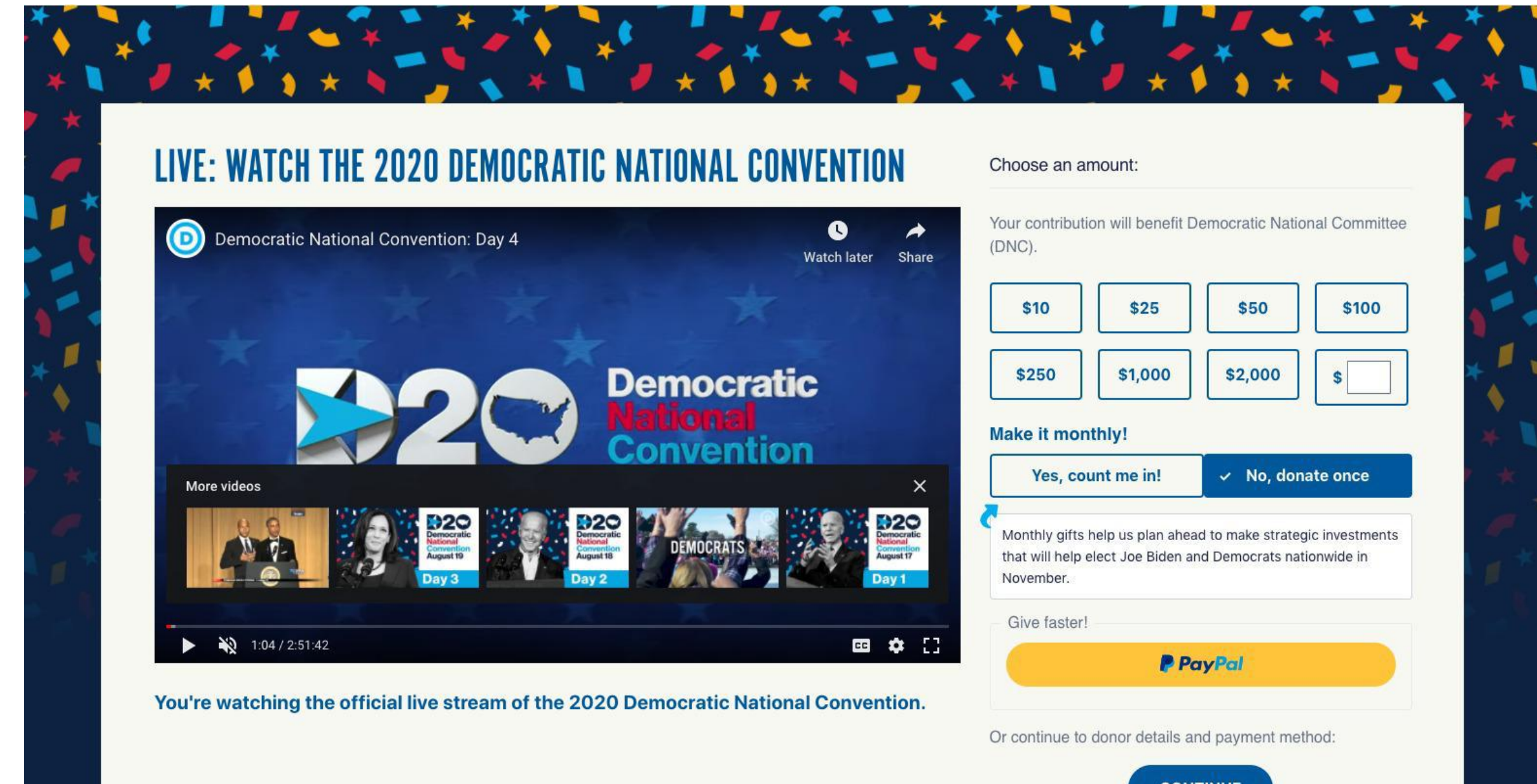
87 percent of respondents had cancelled their shows

(Source: PCMA Convene – Covid-19 Survey)

Almost every In-person events scheduled was cancelled, postponed, or changed in format during 2020

Virtual trade shows and large scale events reinvention

Alibaba.com | US Online Trade Shows

US Online Trade Shows   What to expect   Upcoming events   FAQs

ALIBABA.COM ONLINE TRADE SHOWS USA

Invite-only trade shows for US wholesale sellers and buyers to connect live online

LIVE: WATCH THE 2020 DEMOCRATIC NATIONAL CONVENTION

Democratic National Convention: Day 4
Watch later   Share

D20 Democratic National Convention

More videos

1:04 / 2:51:42

You're watching the official live stream of the 2020 Democratic National Convention.

Choose an amount:

Your contribution will benefit Democratic National Committee (DNC).

$10 $25 $50 $100
$250 $1,000 $2,000 $

Make it monthly!

Yes, count me in!   ✓ No, donate once

Monthly gifts help us plan ahead to make strategic investments that will help elect Joe Biden and Democrats nationwide in November.

Give faster!

PayPal

Or continue to donor details and payment method:

Unified Wine & Grape Symposium

2021 Virtual Conference & Trade Show

January 26-29, 2021

January 26 – 29, 2021
Sessions: January 26 – 28
Exhibits: January 26 – 29

Unified
WINE & GRAPE
SYMPOSIUM®
PRESENTED BY ASEV & CAWG

www.unifiedsymposium.org

Some events are expected to set new heights
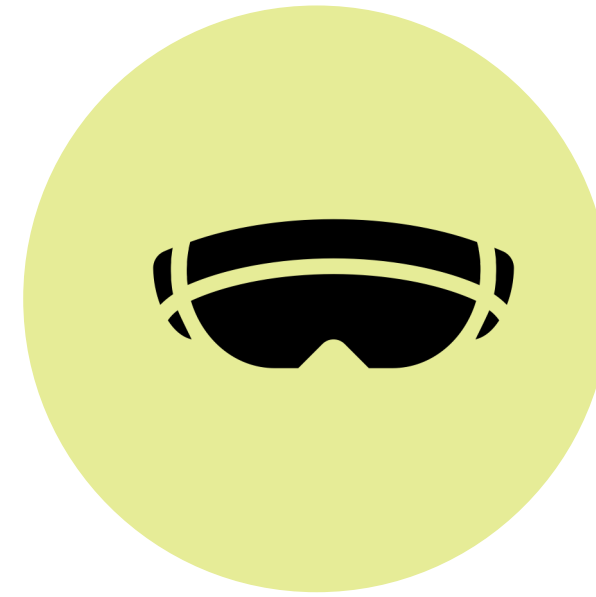
CES 2021
IS ALL-DIGITAL

CES 2021 Moves to an All-Digital Experience

CTA President and CEO Gary Shapiro on CES 2021

Arlington, VA, July 28, 2020 – The Consumer Technology Association (CTA)® today announced CES 2021® — January 6-9, 2021 — will be an all-digital experience connecting exhibitors, customers, thought leaders and media from around the world. The new format will allow participants to hear from technology innovators, see cutting-edge technologies and the latest product launches, and engage with global brands and startups from around the world.

"Amid the pandemic and growing global health concerns about the spread of COVID-19, it's just not possible to safely convene tens of thousands of people in Las Vegas in early January 2021 to meet and do business in person," said Gary Shapiro, president and CEO, CTA. "Technology helps us all work, learn and connect during the pandemic — and that innovation will also help us reimagine CES 2021 and bring together the tech community in a meaningful way. By shifting to an all-digital platform for 2021, we can deliver a unique experience that helps our exhibitors connect with existing and new audiences."

CES 2021 will be a new immersive experience, where attendees will have a front row seat to discover and see the latest technology. This highly personalized experience will bring a global event to the comfort and safety of your home or office.

For over 50 years, CES has been the global stage for innovation. CTA's goal for CES 2021 is to provide an engaging platform for companies large and small to launch products, build brands and form partnerships, while prioritizing health and safety. Members of the tech community thrive by coming together, sharing ideas and introducing products that will shape our future.

Mark your calendars for the first week in January and be on the lookout for more exciting news about CES 2021. We plan to return to Las Vegas for CES 2022, combining the best elements of a physical and digital show.

Brands already found new ways to connect with audiences

Jing Daily
March 2 · 🌐

LANVIN's FW 2020 runway show was broadcast on Wednesday, using virtual reality technology to Chinese audiences with the help of #iQiyi, a video platform.

#China #VR #video #PFW Fashion Week

JINGDAILY.COM
Lanvin Broadcasts Paris Show in VR with Chinese Partner Iqiyi & More | Jing Daily

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Co-op Academy Manchester
@CoopManchester

We hope our new Minecraft version of the academy will be useful for new students to find their way around, and for anyone who wants to take a virtual trip back to school!

manchester.coopacademies.co.uk/stories/take-o...

1.1K views   0:07 / 0:39

3:36 PM · Jun 30, 2020 · Twitter Web App

13 Retweets   **4** Quote Tweets   **37** Likes

Minecraft: A head teacher used the game to create a virtual secondary school tour for kids joining Year 7

In just six weeks, The Faroe Islands welcomed more than 700,000 'remote tourists' via live video stream, demonstrating a new fledgling market for virtual travel.

The challenge is to generate the buzz and achieve the same goals in a totally transformed landscape

Business Trips

Glitzy giveaways

Booth bling

Boozy reception

Five-Star frippery
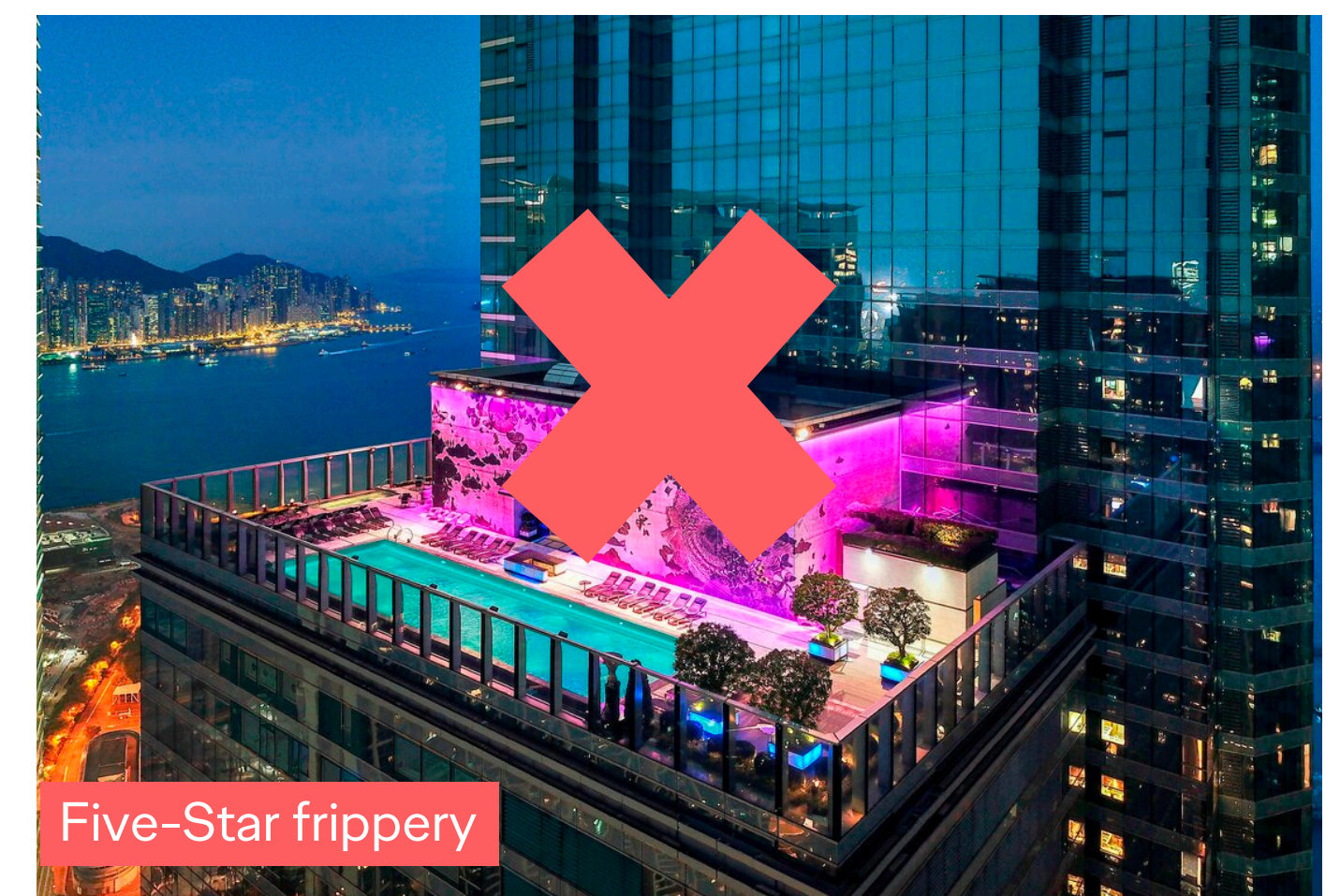
How will brands continue to drive business in a world of digital trade?

BEHAVIOUR CHANGE
IS DRIVING NEW NORMS

57% of respondents say they will continue to avoid large-crowd events.

44% People will be hesitant to travel.

Revised event budget and revenue projections for 2020 go from less than 10 %to 100 %, with the biggest number of reported cuts in the 20- to 50-% range.

Physical events will be support for digital events, with smaller events supporting bottom of the funnel sales.
- Ronald Van Loon AI & IoT Expert

Four things to consider in making a brand matter at industry events from now on

1. Evolution and adaptation of your content to the digital and social space

2. Use of social features to recreate offline behaviours

3. Re-imagining Com initiatives for an online/social strategy

4. Innovation through allocating event budget to marcom technologies

Re-engineer from content to tech

01

EVOLUTION AND ADAPTATION OF YOUR CONTENT TO THE DIGITAL AND SOCIAL SPACE

Video and TV content
Infographic
Article
Press release
Speech
Interview
Roundtable
Meeting

Adapt content for each different channel, platform and audience.

02

USE OF SOCIAL FEATURES TO RECREATE OFFLINE BEHAVIOURS

SOCIAL PROOF making comments visible to other attendees, current or potential customers.

SOCIAL ADVOCACY making it easy for people to share their experience with others

SOCIAL CASE/TOPIC tapping into causes or hot topics for more relevance

SOCIAL CONVERSATIONS creating spaces for people to talk about their experiences, preferences and ask questions

03

RE-IMAGINING PR INITIATIVES FOR AN ONLINE/SOCIAL STRATEGY

From your employee advocacy or influencer program to your media relations, CEO & C-suite visibility or thought leadership.

Determine how it can be used in the context of the event.

04

INNOVATION THROUGH ALLOCATING EVENT BUDGET TO MARCOM TECHNOLOGIES

Investment in event platforms, AR, and VR.
Bolster your CRM and analytics system.

THE PERFECT SYNERGY
FOR EVENT SUCCESS

Time-honoured triumvirate

Action

Attendees

Participants

The Perfect Synergy for Event Success

An effective digital event strategy is dependent on successfully migrating each of these three parts online and how the following apply to them

Actions

Keynotes, presentations

(Thought leadership content)

Kiosk visit

(Content + Conversations)

Product Demo / trial

(Experience)

Sales pitch

(Content presentation + Conversations)

Pamphlets, books, and other distributions (Content for distribution)

Interviews

(Content + Conversations)

These are the types of actions that usually take place at an industry event or trade shows:

Meetings

(Conversations)

Party, drinks, reception (Content (Entertainment) + Conversations + Experiences)

Giveaways

(Content)

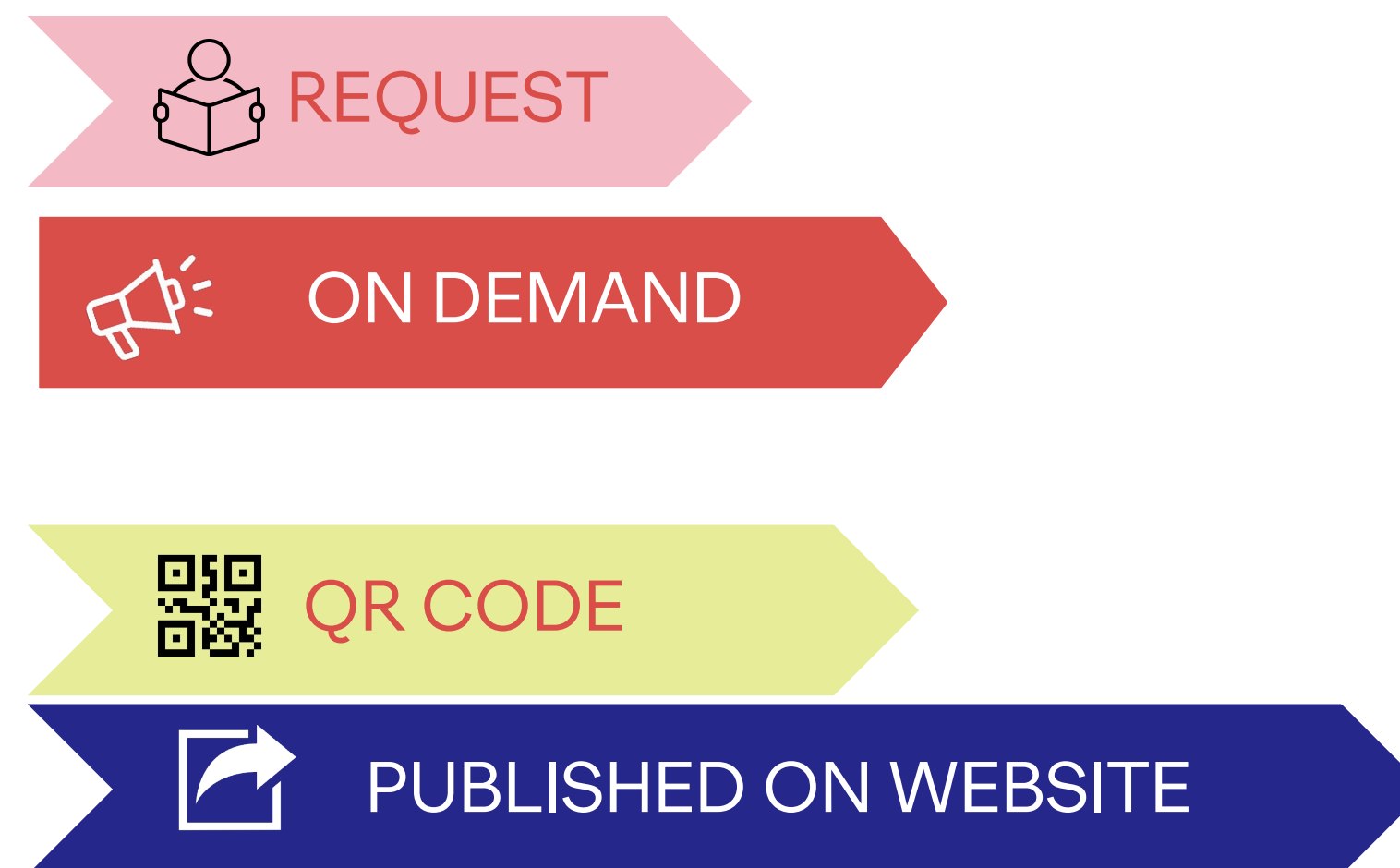# Engaging with media, industry experts, and analysts will certainly not be the same

Product launches

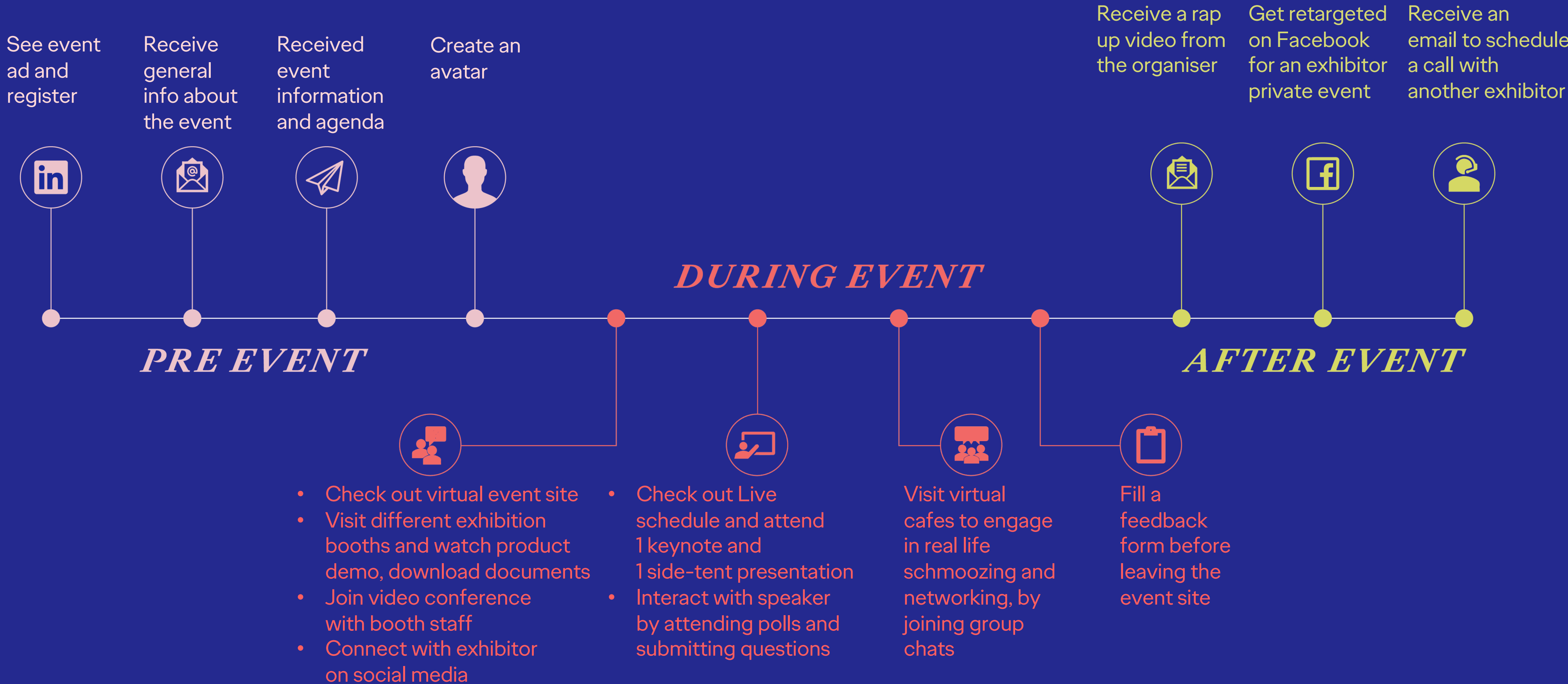Invest in VR capabilities to bring the experience to the audience.

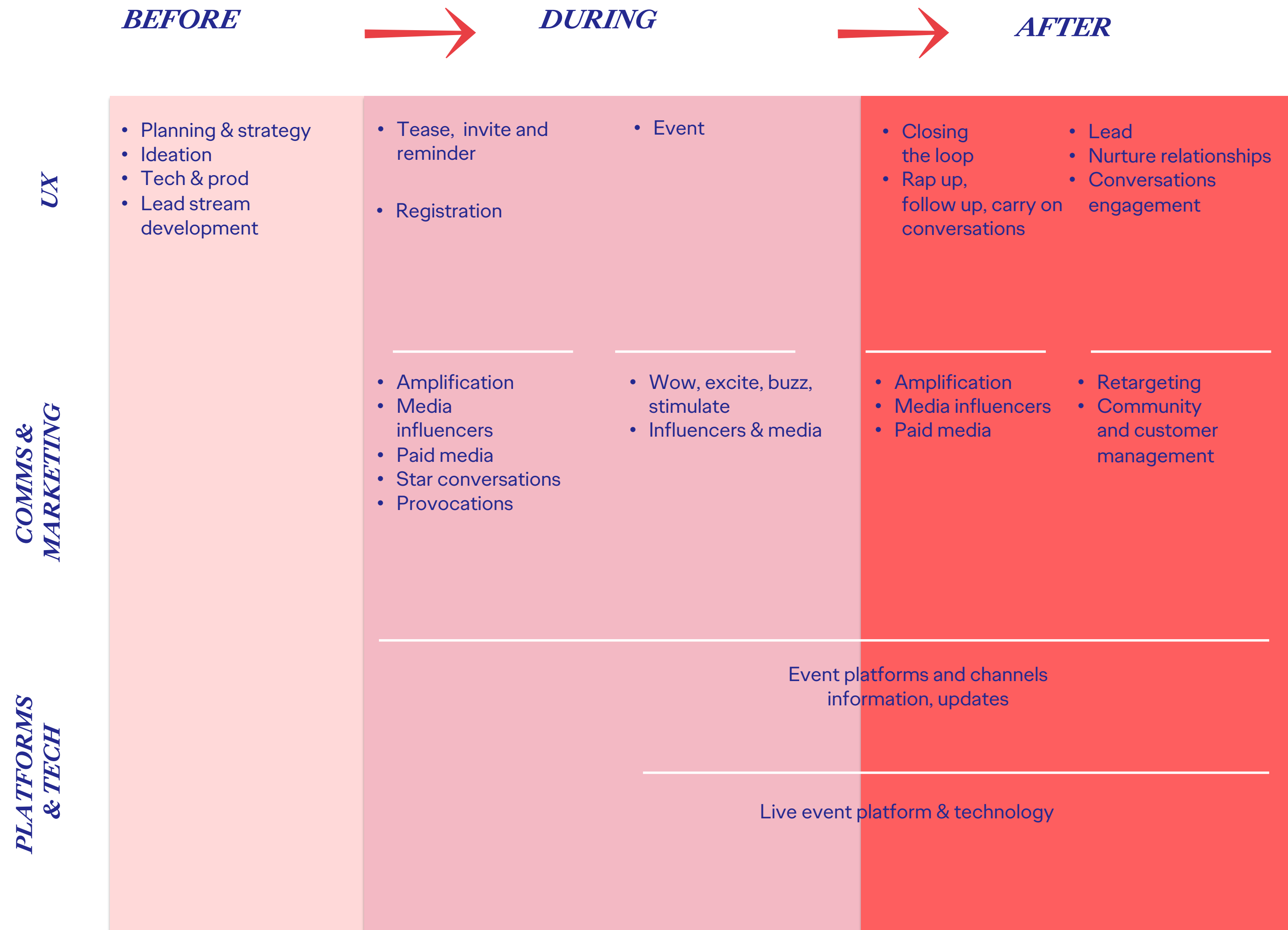## Specialised Content

Develop a video targeted at analysts.

REQUEST

ON DEMAND

QR CODE

PUBLISHED ON WEBSITE

Media Outreach in Full Digital Environment

What an industry event attendee journey looks like

See event ad and register

Receive general info about the event

Received event information and agenda

Create an avatar

Receive a rap up video from the organiser

Get retargeted on Facebook for an exhibitor private event

Receive an email to schedule a call with another exhibitor

DURING EVENT

PRE EVENT

AFTER EVENT

- Check out virtual event site
- Visit different exhibition booths and watch product demo, download documents
- Join video conference with booth staff
- Connect with exhibitor on social media

- Check out Live schedule and attend 1 keynote and 1 side-tent presentation
- Interact with speaker by attending polls and submitting questions

- Visit virtual cafes to engage in real life schmoozing and networking, by joining group chats

- Fill a feedback form before leaving the event site

Participants / Organisers: Team R&R

BEFORE → **DURING** → **AFTER**

UX

- Planning & strategy
- Ideation
- Tech & prod
- Lead stream development

- Tease, invite and reminder

- Registration

- Event

- Closing the loop
- Rap up, follow up, carry on conversations

- Lead
- Nurture relationships
- Conversations engagement

COMMS & MARKETING

- Amplification
- Media influencers
- Paid media
- Star conversations
- Provocations

- Wow, excite, buzz, stimulate
- Influencers & media

- Amplification
- Media influencers
- Paid media

- Retargeting
- Community and customer management

PLATFORMS & TECH

Event platforms and channels information, updates

Live event platform & technology

SHAPING AND ENABLING
THROUGH TECHNOLOGY

Sub-event culture

Apart your main event presentation or your virtual booth, you can create your owned sub-events where you have 100% control.

Different formats to meet your objectives

	Side Tents	Presentation / Webinar	Live Chat	VR world	AR experience
format	Content and discussions	Content sharing	Podcast Live-tweeting Live Q&A	Product demo Simulation Space exploration Avatar meeting Games	Product demo Simulation Space exploration Games
Type	Private session	Public or private	Public	Public or private	Public or private
Size	10- 20 people	From 0 to 10000	Unlimited # of people	Unlimited on mobile or desktop Limited with headset	Unlimited on mobile or desktop Limited with headset

Large range of platforms to consider
From live chat to large scale events

SOCIAL MEDIA

Live streaming & live chat. Content publishing
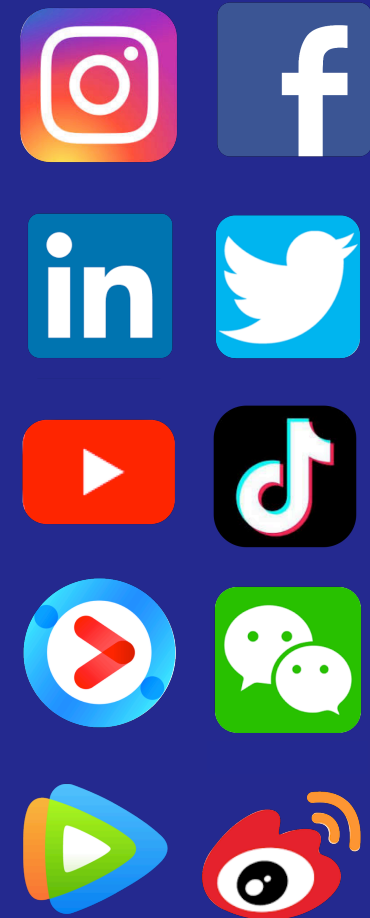
PODCAST HOSTING

Anchor
Podbean
BuzzSprout
Blubrry
Transistor
Smart Podcast
Player
Fusebox
Libsyn
SoundCloud
Spotify
Apple Podcasts

MEETING / WEBINAR

Presentation, meeting, roundtable, side-tent, breakout sessions.

Zoom
Microsoft Teams
BlueJeans
GotoMeeting
Google Meet
Anymeeting
Huawei WeLink

Free
8x8
BigBlueButton

VR/AR EXPERIENCE

Product launches, demo & entertainment

VR HEADSET
Oculus
HTC Vive Cosmos
Homido
Valve Index
Windows Mixed Reality
Huawei VR Glass

AR HEADSET
Microsoft HoloLens
Magic Leap One

PHONE BASED VR
Google Cardboard
Samsung Gear VR

LARGE EVENT

Intrado
ON24
Bizzabo
Hopin
Kaltura
Intellum

VIRTUAL CONFERENCE

Moot
Virtway Events
Walcon
VirBELA
Avianet

CUSTOMER MANAGEMENT AND CREATIVE

Adobe I/O Event
Verticurl Event
Solution

[Example] Social Media only events
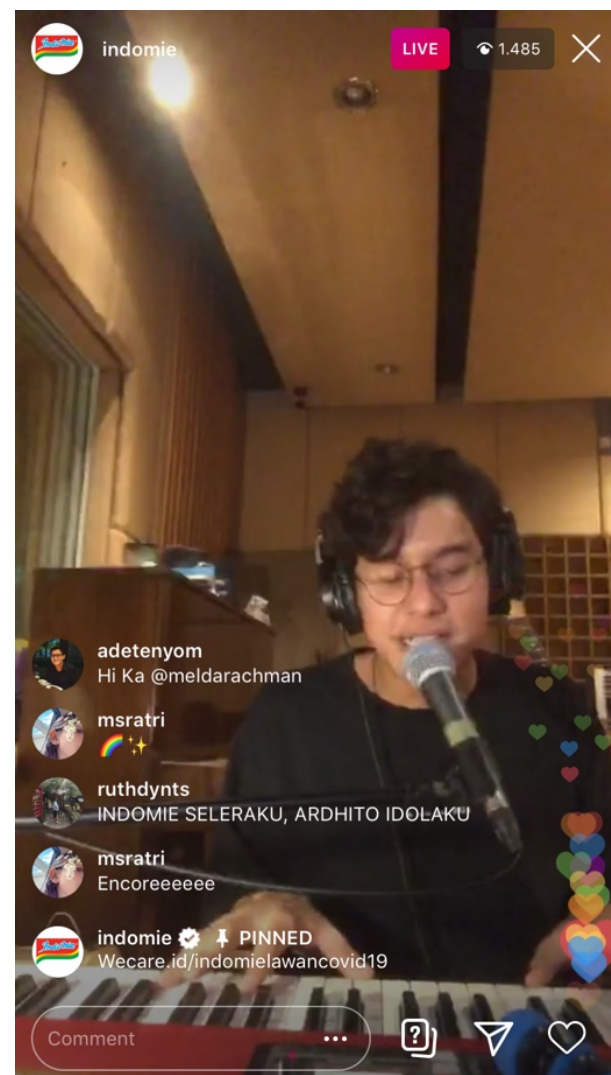
Idea:
INDOMIE BERMUSIK
Berbagi Dalam Musik

Objective: Raise awareness for Indomie's stay at home campaign and position Indomie as leading national brand that gives back to the nation during difficult time.

Format:
Fundraising through music concert

Idea:
MAMANG POP MIE LIVE

Objective: Build relevance for Pop Mie during this unusual Ramadan period and engage with Pop Mie audience.

Format:
Stand up Comedy and Quiz Show to accompany Pop Mie audience while waiting for break-fasting.

Idea:
SUN TANYA AHLI

Objective: Build relevance for SUN's range of product during the pandemic.

Format:
IG LIVE with health professional that's credible in baby growth

Before During and After

Before

How to drive event registration

Ogilvy

Many paths to drive the numbers up

**Exclusive vs for all?
Who must join?!**

How do you drive registrations to a virtual event?

80% — 80%
76%
60% — 60%
51%
49%
45%
39%

Social Media | Email | Website | Third-party databases | Programmatic Advertising | Partners (Channel) | Sales

Published on Markletic.com in May 2020 | Respondents: 2987 | Source: Markletic Event Research

markletic

Before and During

Get people excited and buzzing

Ogilvy
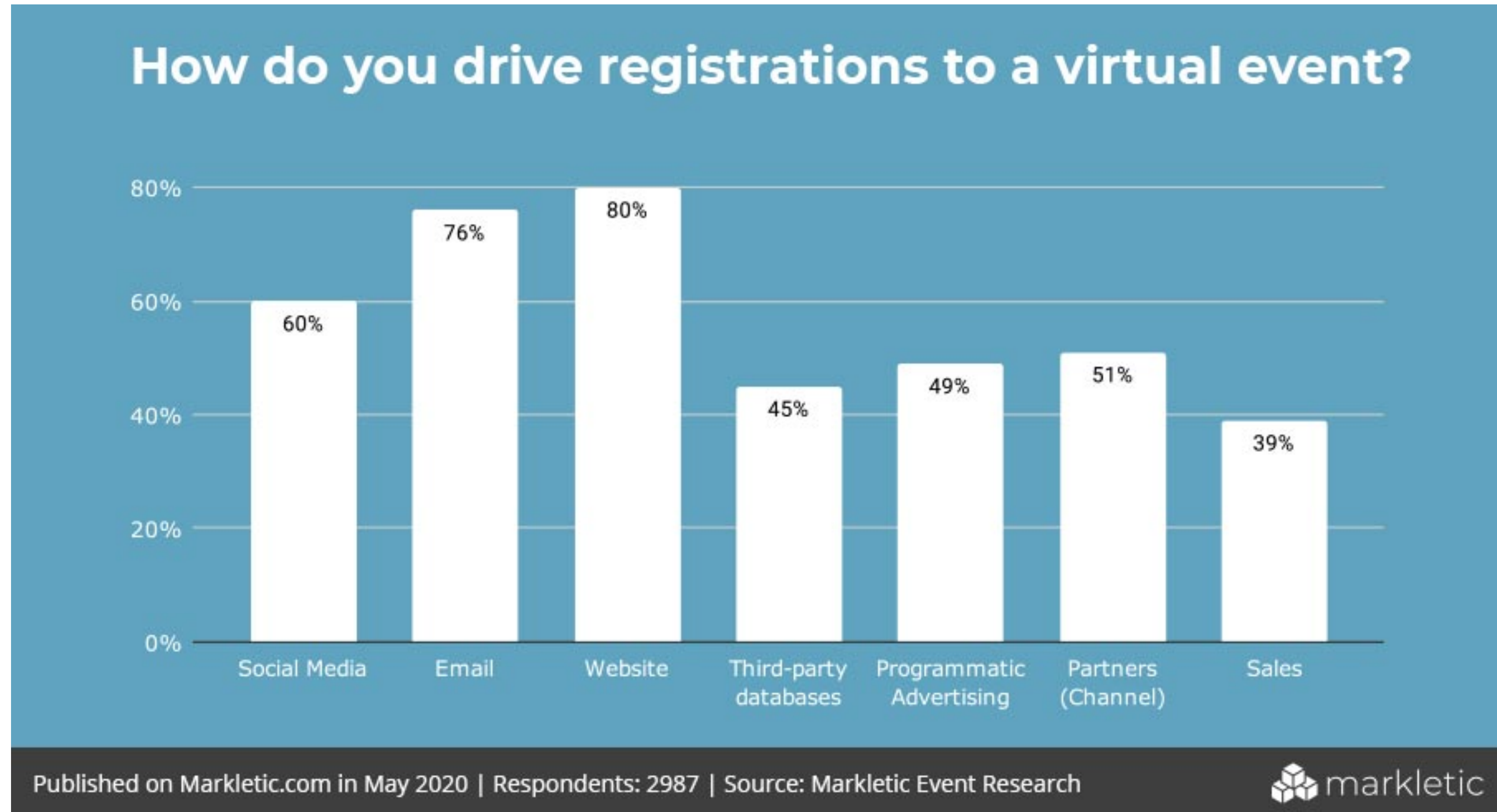
Join and watch till the end...

Law of the few

Special Speaker or guest
Celebrity,
Person of authority
World class expert
etc.

New product or service launch
Something with lots of buzz around it

Value $$$
When people pay for something it makes it more important

Exclusivity
Limited place
VIP session

Scarcity
It doesn't happen often

Stickiness Factors

Uniqueness

Never seen before

Future forward POV

Exciting experience

AR
VR
Game
Competition
Special reward
Party
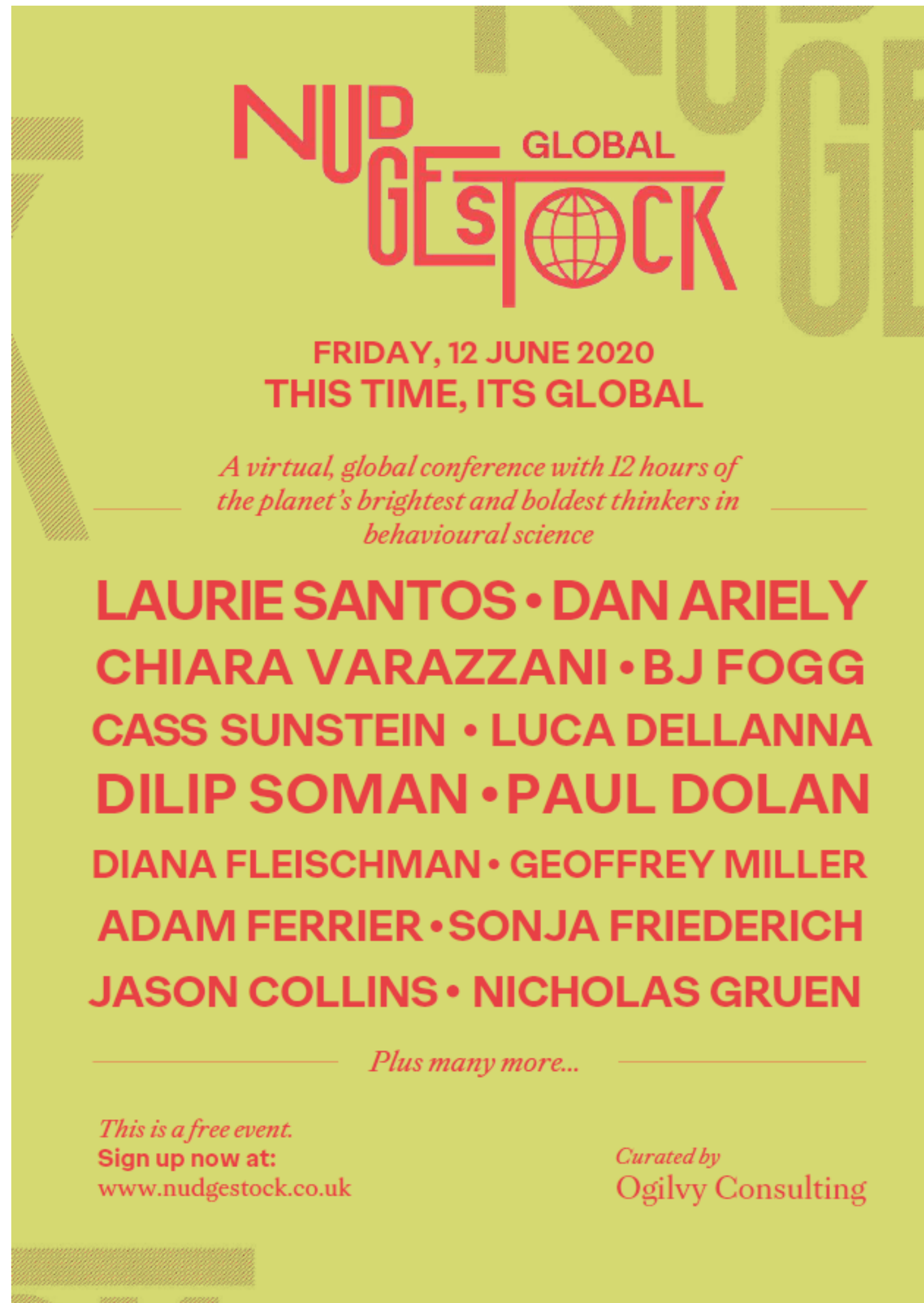
Power of the context

Trends, cultural relevance, business relevance (bridging a gap, bringing new solutions)

Inspired by:
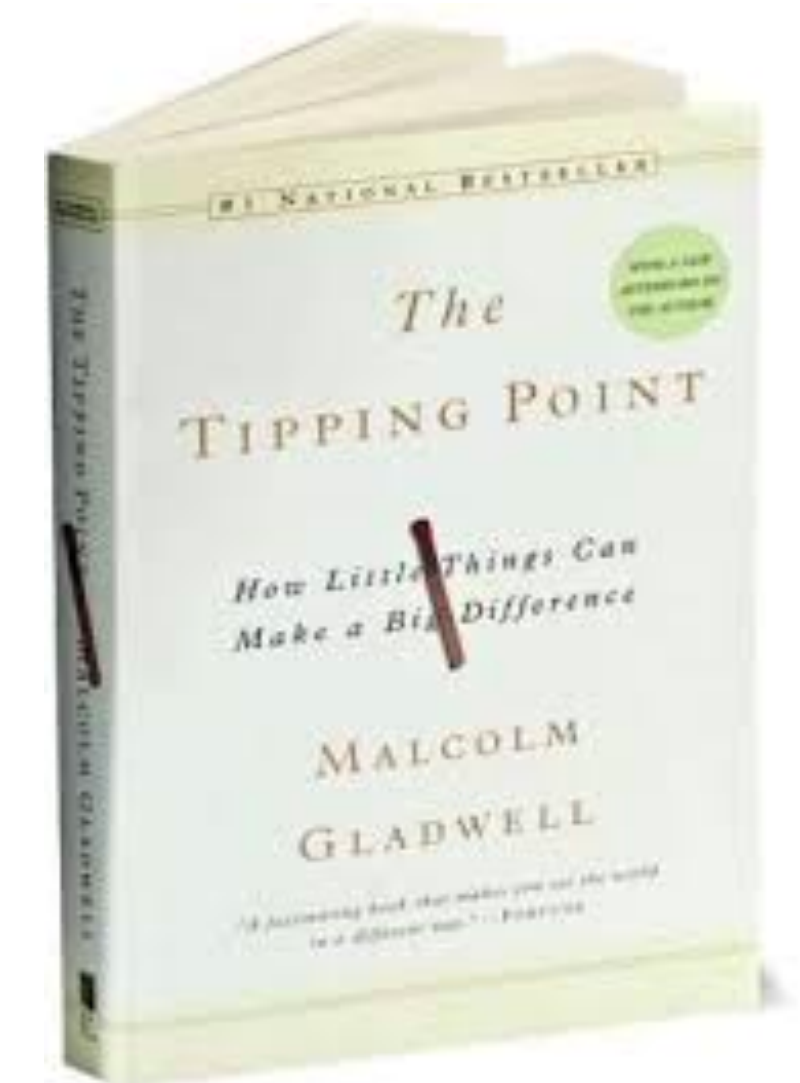
A good reason enough to join
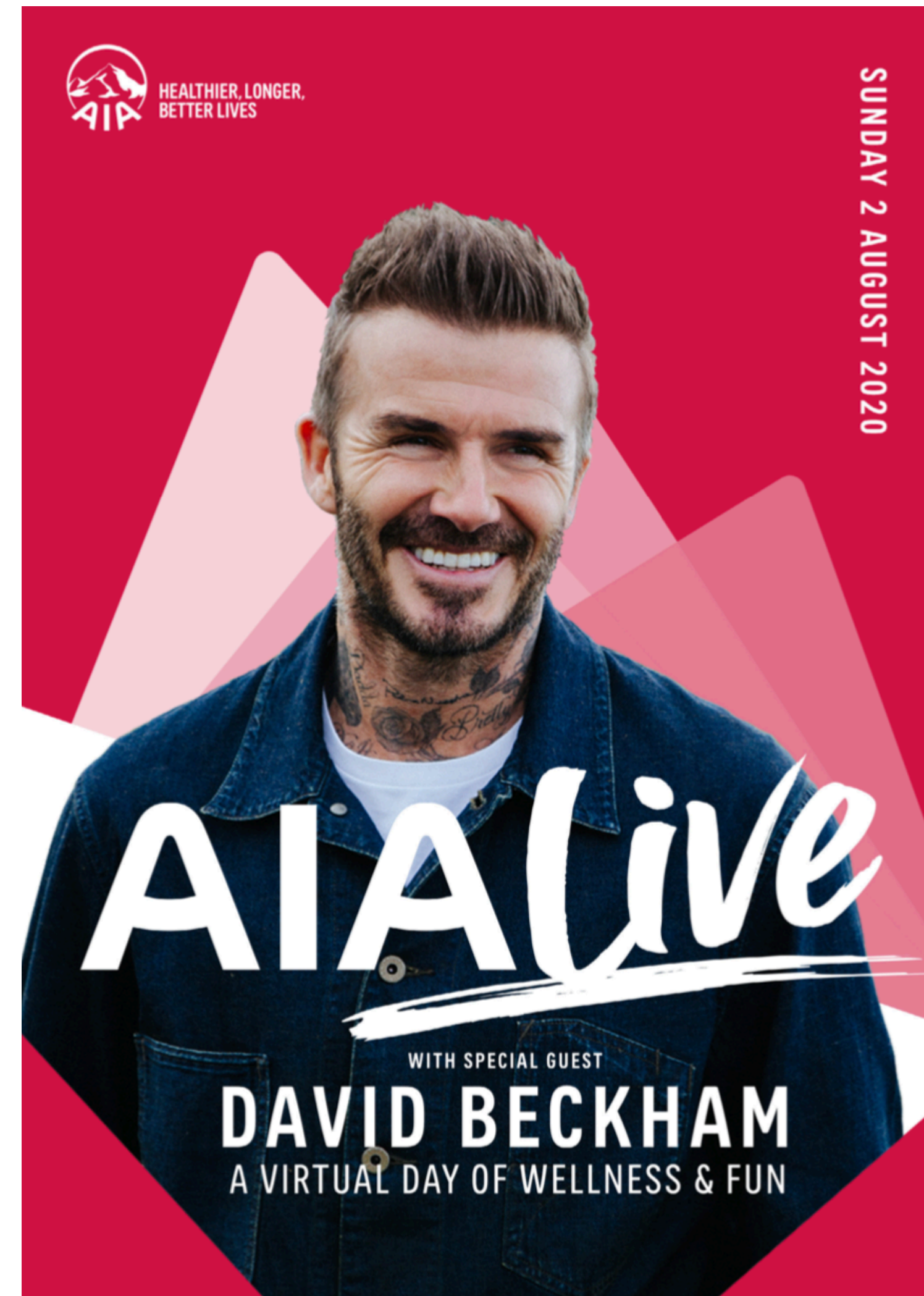
FOMO

Special guest

Reward

Exclusivity

During

How can we provide memorable experiences

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What does it bring to the audience?
It cannot be passive

Stimulate specific behaviors, making it clear, make it easy to participate, share and talk about it

Learning and Discovering   **Creating / Co-Creating**   **Connecting**   **Discussing**   **Experimenting**   **Visualizing**

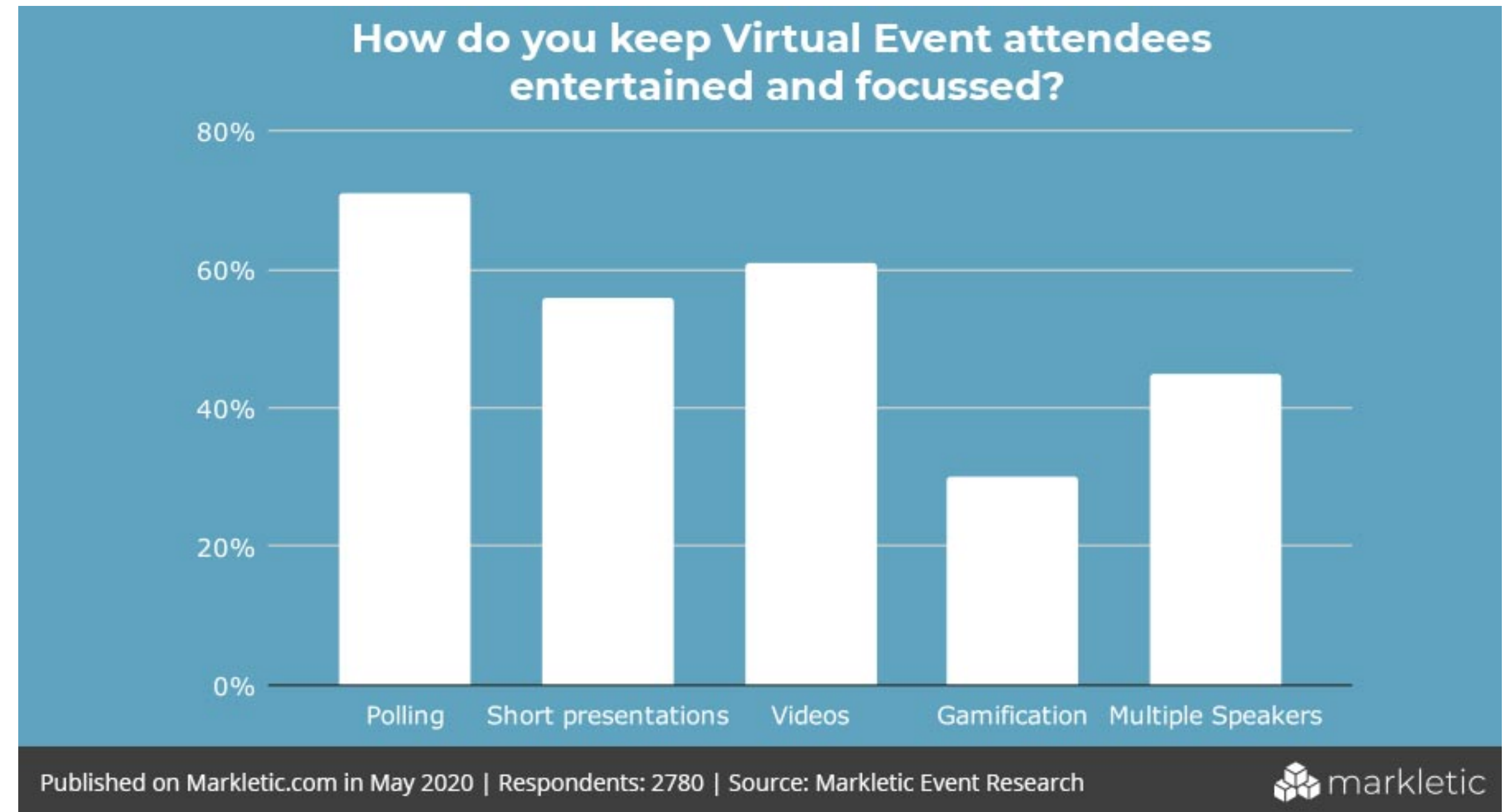**Technology as an enhancer or WOW factor**

Personalised as needed

Keeping Attendees engaged

From more standard formats:

- Live polling
- small groups, breakout session
- Debate
- Q&A
- Live content presentation
- Enabling connections and conversations

To richer formats:

- Secret or special session
- Interactive Video conference
- Games
- Reward
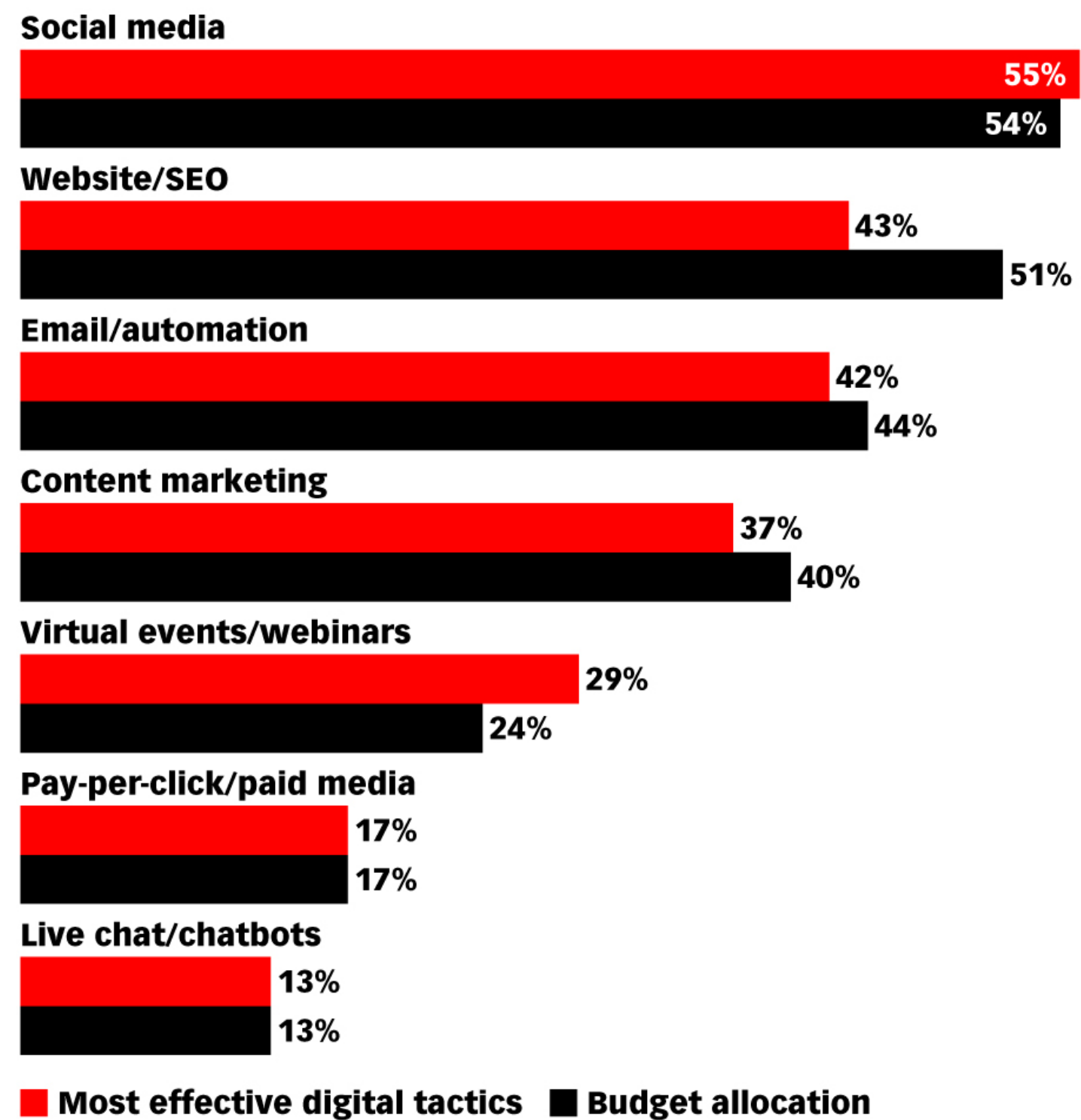- Exclusive and unique experiences (VR, AR, AI)

How do you keep Virtual Event attendees entertained and focussed?

Published on Markletic.com in May 2020 | Respondents: 2780 | Source: Markletic Event Research

How to generate leads and nurture them

Ogilvy

Build your streams and get the momentum going

Most Effective Digital Tactics vs. Budget Allocation for Lead Conversions According to Marketing Professionals Worldwide, June 2020
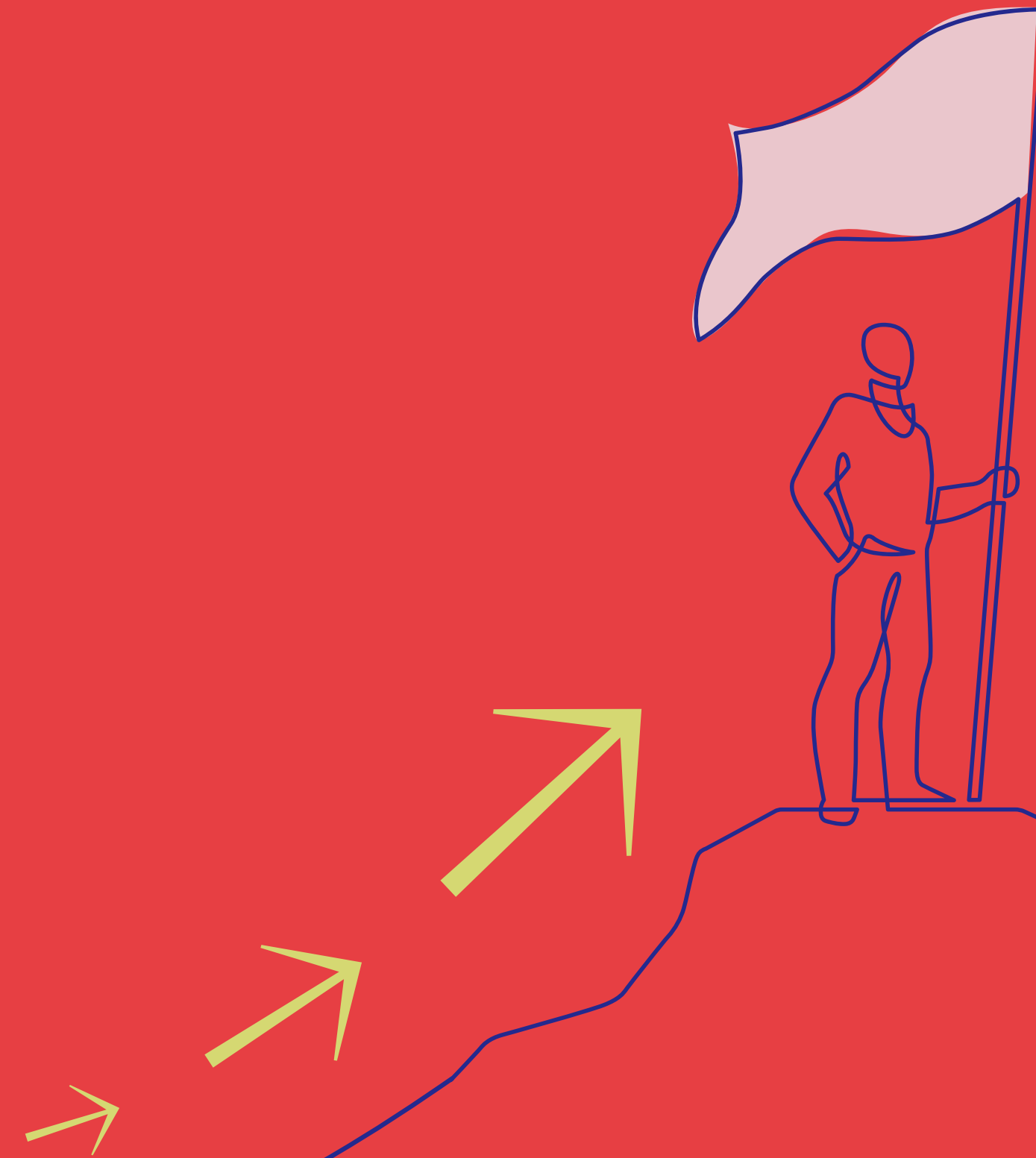
% of respondents

Social media
- 55% (Most effective digital tactics)
- 54% (Budget allocation)

Website/SEO
- 43% (Most effective digital tactics)
- 51% (Budget allocation)

Email/automation
- 42% (Most effective digital tactics)
- 44% (Budget allocation)

Content marketing
- 37% (Most effective digital tactics)
- 40% (Budget allocation)

Virtual events/webinars
- 29% (Most effective digital tactics)
- 24% (Budget allocation)

Pay-per-click/paid media
- 17% (Most effective digital tactics)
- 17% (Budget allocation)

Live chat/chatbots
- 13% (Most effective digital tactics)
- 13% (Budget allocation)

■ Most effective digital tactics ■ Budget allocation

OWNING VIRTUAL EVENTS

A new game

Brands are all looking to survive and thrive during these turbulent times.

- businesses will have to be bold in their response if they are to seize the initiative in a post-Covid world.

- acceleration beyond the tool set of Twitter and Zoom.

- Avatar drinks receptions with AI hosts handing out digital business cards, and virtual handouts are no longer the stuff of fantasy

In Summary:

APPROACH
FOR
SUCCESS

1

Re-engineer from content to tech
- Evolution and adaptation of your content to the digital and social space
- Use of social features to recreate offline behaviour
- Re-imagining PR initiatives for an online/social strategy
- Innovation through allocating event budget to marcom technologies

2

Re-shape offline experiences
Address the actions, the attendees and participants /organisers offline experiences and reshape them for digital before, during and after.

3

Re-think key differenciation factors
Creativity, Innovation, partnerships,
some level of science and focus on performance

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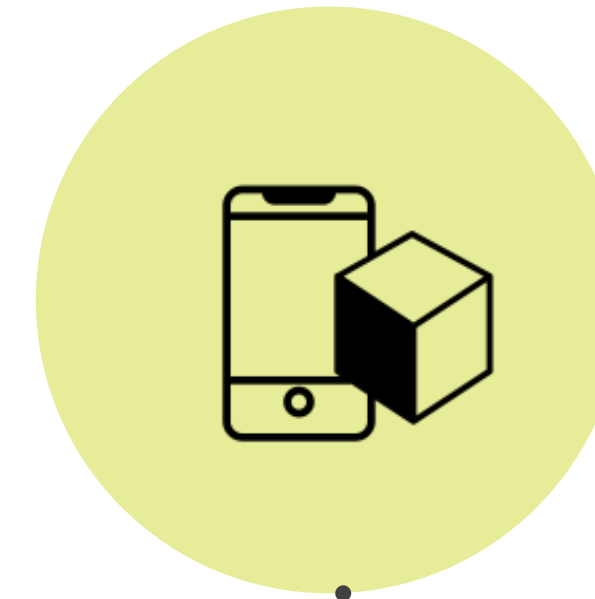*Good content + technology = immersive and unique experiences*
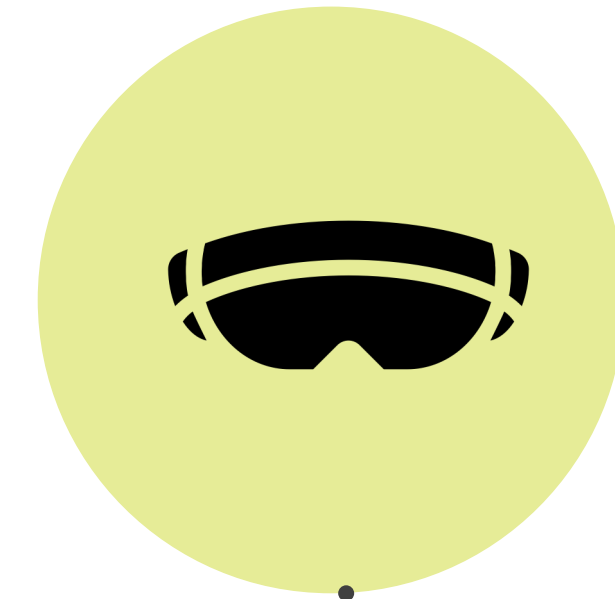
Live Games
/ Competitions

On-demand
Content

AI-generated
Recommendations

Virtual
Entertainment

Immersive
Environment

If you have an upcoming event and need some help

Download the paper
Http://www.ogilvy.com/ideas/new-game-virtual-events

or contact us
Andreanne.Leclerc@Ogilvy.com
Spenser.Blank@Ogilvy.com

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Questions?

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Hong Kong

Ogilvy Consulting

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Thank you.

Ogilvy