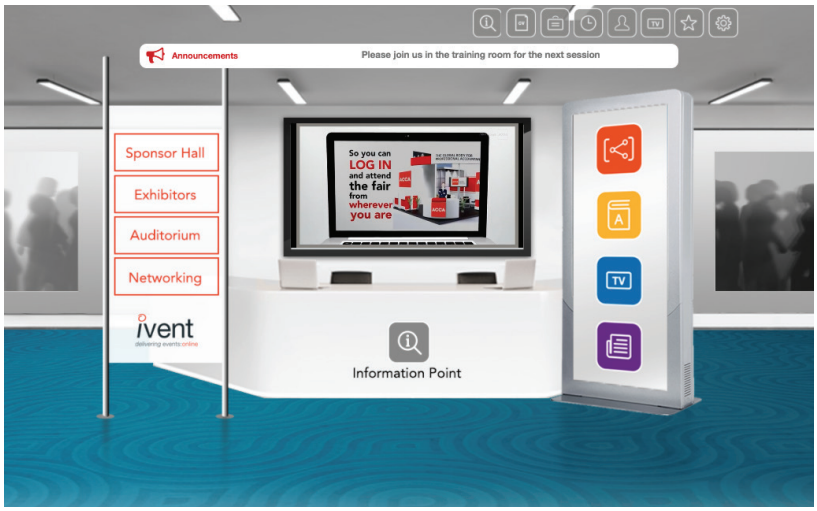
Virtual Events & Digital Destinations

iVent specialise in the design, management and delivery of online virtual events utilising our own powerful, virtual event & webcasting platform that has produced events for some of the biggest organisations on the globe.

Our market leading solutions enable individuals to participate and engage online with a new efficiency that drives **improved productivity** throughout organisations of all sizes. Enterprises, businesses, associations and governments around the world increasingly rely on digital events and online collaboration spaces to thrive in the 21st century market place.



- Online Expos, Trade Shows, Conferences, Recruitment Fairs, Product Launches and Training spaces
- Purpose built digital destinations
- Brand Omnipresence
- Global collaboration
- Virtual & Hybrid event options

Benefits

- Expanded audience reach and engagement
- Higher productivity
- Impressive cost savings
- Greener and more sustainable
- Superior data capture, tracking & analytics
- Immediate and controlled communication with your audience
- Important content is more accessible, has a longer shelf life and improved distribution

ivent Virtual Events

Expos & Conferences

From small collaborative meetings to large conferences and trade shows, with 1000's of delegates, our advanced, online event platform enables you to host and deliver a wide variety of events managed by our experienced and professional virtual event team.

Your online events can include everything you would expect at a physical event including branded booths, sponsor areas, live presentation auditoriums, resource centres, networking lounges and prize centres. You can monetise your event by selling sponsor spaces and booths exactly the same way as a physical exhibition does as well as incorporate pay-per-view content. Global or national conferences can be arranged with speakers and delegates attending from different geographical areas , who participate in highly interactive, online environments.

Recruitment Fairs

Streamline and drive efficiency throughout your recruitment strategy and implementation programme. A virtual careers or recruitment fair is an ideal way for an agency or company to invite key candidates into educational and collaborative environments so that they can understand the essence of a brand enabling that all important first stage of a relationship between potential future employee and employer.

Product Launches

Online product launches allow you to manage the exposure of a new product or service to your audience. A virtual event adds a content rich and innovative new facet to your marketing mix with the ability to accurately measure audience engagement. It also allows for the development of a community, which is a valuable extension to any brand's interaction with its publics.

Training Programmes and Seminars

In our increasingly 'time poor' work lives our patterns of learning are shifting towards more online modalities. We can build you either a single online training room or whole virtual academy with multiple classrooms, social halls and resource centres that you can use time and time again to deliver your learning.

Echo Events

A physical event can be delivered as usual but with the presentation content captured for an online version of the event for new audiences. Those that attended the live event can also re-attend the event via the virtual echo version to review what they have already seen.

365 – Digital Hubs

365 digital environments work well for organisations that have an all year round audience. The virtual environment exists in a semi dormant state with users being able to access and download resources. At regular, scheduled times across the year, the environment can be made 'live' where the booths are attended by representatives, live presentations are delivered in the auditoriums and networking sessions are held. The 365 environment is possible to maintain due to the low cost of keeping the solution online.

Wrap-around

You can support your live event with an online wraparound to increase engagement amongst visitor's pre and post event. A pre event programme that includes networking sessions, elite presentations and access to exclusive content can help drive footfall to the physical event and build loyalty. Post event workshops, interactive feedback sessions and the ability to review on-demand content captured at the live event can also help increase sponsorship ROI and value with significant event 'afterburn' as visitors continue to engage with brands and other users long after the physical event has closed.

Hybrid Events

Hybrid Events are the most **effective way to extend an event to a wider audience** by giving each visitor a choice of how they wish to attend an event and engage with other delegates.

Our platform enables two distinct audiences to participate in the same event through different experiential media providing them with comparable outcomes allowing them to consume content, network and participate in discussions.

A recent analysis of online and hybrid events showed a **50% increase in attendance** of those who registered. Compare that to stand alone live events where as little as 30% of registered visitors turn up. Online events therefore do not necessarily mean cannibalisation of your events programme but in fact quite the opposite.

- Conferences, training or marketing events
- Connect both live & online audiences
- Monetise online content easily
- End to end professional event management

On-site filming, production and management

Our in-house production team can manage the entire live event for you including filming the presenters and streaming them into the online event. Our team can work with you to floor manage the occasion, and to connect both the live and online audiences via our unique event platform where all visitors can communicate with each other.

Benefits

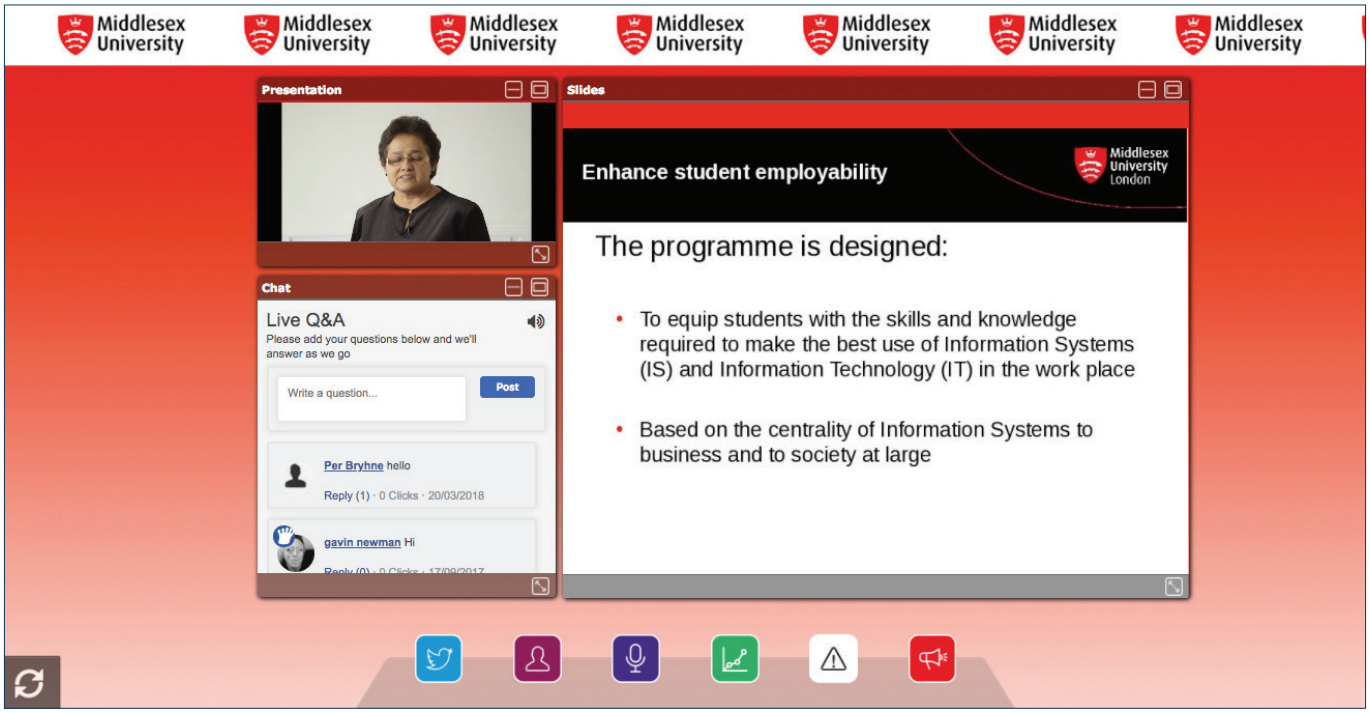
- Extend your audience reach
- Content can be streamed live, stored and reviewed on-demand by new audiences
- Maximise attendance
- 100% Measurable
- Superior ROI
- Monetise content

ivent Webcasting

Our live streaming webcast platform allows you to **broadcast high quality audio and video** in real time from anywhere to anyone in the world. Our platform utilises the most advanced content delivery system on the globe meaning that large audience spikes, geographical location or delivery to mobile devices are no issue for us.

From large live events with a **professional camera crew** to remote desktop webcasting by an individual our webcast platform can manage any size event.

- Brand omnipresence
- Local to global with immediacy
- Live or On-demand
- Marketing, communications or training
- Infinitely scalable

Benefits

- Low cost event delivery
- Reach new audiences with global coverage
- Increase attendance with an online audience
- Monetise your webcast content – live or on-demand
- Social Media Integration
- Browser based meaning no downloads