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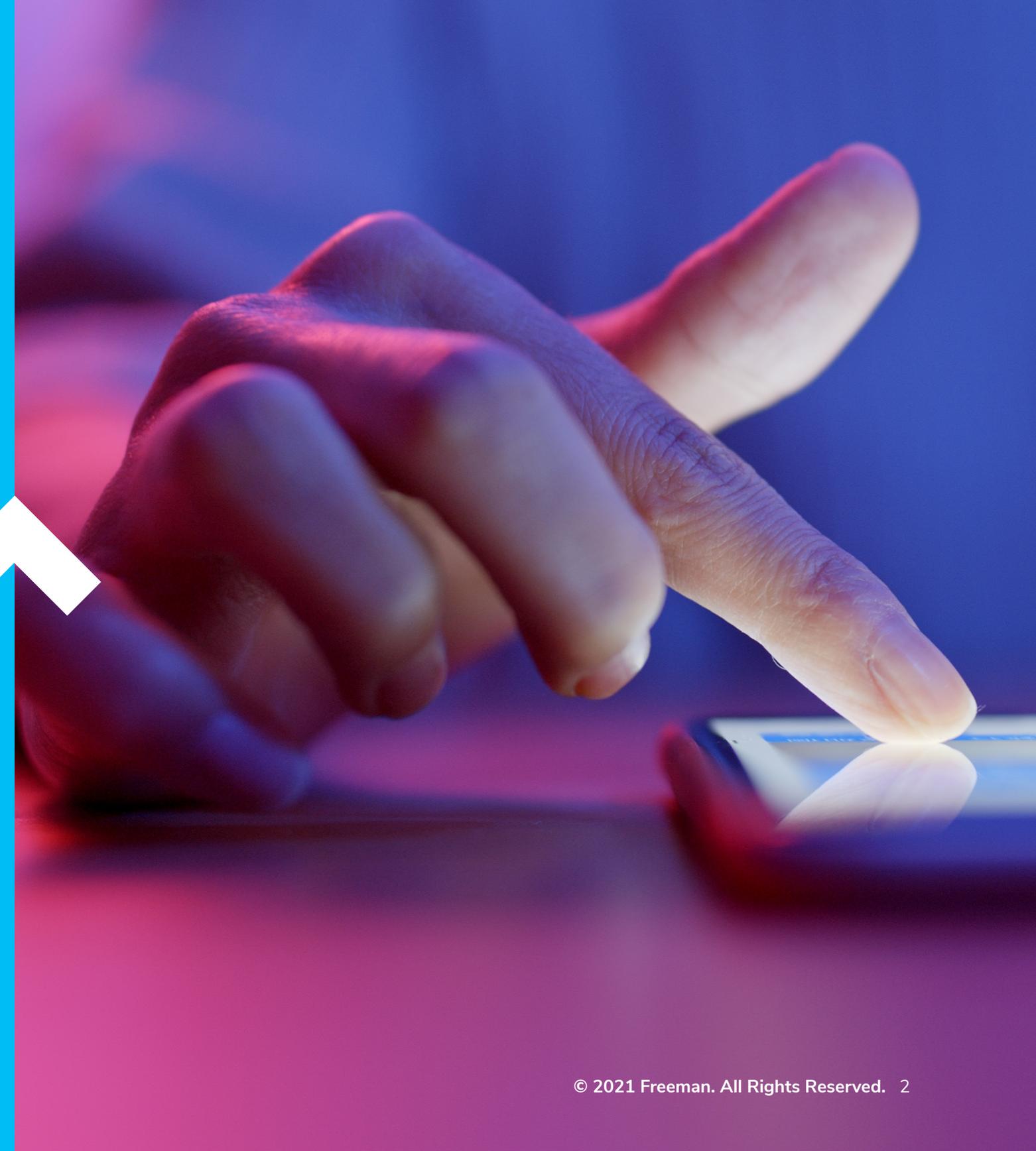
# Your guide to going live

Solutions for virtual and hybrid events



# No matter how carefully you plan for an event, you can't control every circumstance.

But that doesn't have to put the brakes on success. So what strategies and services can you offer exhibitors and attendees that keeps them plugged into the event, even if they can't attend in person? Go beyond traditional event design to offer a virtual or hybrid option that broadens your event's reach and lets you tap into remote audiences.



**Amplify your event  
with technology that  
brings the energy of  
a live experience to  
online communities.**

### **Livestreaming**

Broadcast keynotes, sessions, or press announcements using livestreaming that lets your event go anywhere. You can even create a new revenue stream by monetizing certain content or charging virtual attendees for access! To offset revenue loss, content may be sponsored, or virtual attendees may pay to register.

### **Audience interaction**

Bring in-room and virtual attendees together to interact with live content, ask questions, answer polls, get feedback, and post on social media. This generates valuable expanded data points that presenters, show organizers, and event marketers can use to transform their strategies.

### **Virtual speakers**

Don't let travel costs or other barriers keep great speakers from being a part of your event! Offer solutions that let people present from anywhere and stream their content to attendees in person and online.

**Extend your reach,  
grow your community,  
and connect with  
attendees (no matter  
where they're located)  
before, during, and  
after the event.**

### **Expanded digital marketing**

Attract new audiences and attendees with digital marketing that goes beyond borders. Target new regions or new audience segments with email, retargeting, social media, and more.

### **Content library**

Provide a steady supply of content post-event. Not only does this keep your event top of mind for attendees, but tracking participation and effectiveness becomes much simpler.

**Expand sponsorships with digital options that reach attendees in new ways and create more revenue potential for your event.**

### **Virtual show floor**

Use an interactive site to mimic the show floor experience online. While attendees explore exhibitors and their offerings, sponsors can still get the visibility they crave.

### **Exhibitor webinars**

Sponsored learning opportunities post-event let exhibitors take center stage with their expertise and connect with attendees to drive leads.

### **Virtual showcase**

A digitally driven product learning area brings the show floor online, with virtual exhibitor content and messaging from virtual sponsors.

### **Chatbots**

Power announcements via sponsored, AI-driven chatbots that can connect with attendees no matter where they're located. Virtual assistants help participants find what they're looking for, in person or online.

### **Sponsored email campaigns**

Give virtual exhibitors a boost with sponsored email campaigns that can highlight their expertise and connect them with prospects.

### **Exhibitor directory**

Provide sponsors with a place to provide attendees with company information, product overviews, resources, and links to learn more.

**Create community  
with technology  
solutions that connect  
participants and  
expand your reach  
to any audience,  
anywhere.**

### **Online discussion rooms**

Encourage connections with virtual meeting rooms that allow for networking, meetings, demos, and more with online attendees or exhibitors.

### **Social hub**

Create a live social stream for online attendees to interact with fellow attendees and share in the buzz of the event.

### **Virtual marketplace**

Connect exhibitors to buyers and help generate leads with an online portal that displays exhibitor products, services, and integrated ways to purchase.

### **Matchmaking**

Using AI-technology, virtual event participants can be paired with other attendees with similar interests for virtual 1:1 chats.

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# Find the right solution for any event.

Contact us to work with a virtual event specialist today.

Contact Us

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