



# Virtual Events 101

## Introduction to Virtual Events

Bruno Simões, President of MISE

6 May 2020

In partnership with



Media partner



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ASIA'S CREATIVE MEETINGS MAGAZINE

- MIX and its new publisher Greater Bay Strategies is proud to be a media supporter of the MISE Webinar Series.

Since the magazine's launch in 2007, MIX has been engaging with the meetings, incentive and events industry across Asia.

Now we are embarking on a new chapter not only for MIX, but as Macau readies for the other side of Covid.

Join us as we work through this together.

Subscribe to MIX's weekly newsletters via our website [mixmeetings.com](https://mixmeetings.com) and enjoy the only English-language MICE magazine located in North Asia, reaching readers across Asia Pacific and worldwide.



# MISE MISSION

Our mission is to help MICE professional



**MEETINGS**



**INCENTIVES**



**SPECIAL EVENTS**

# MISE OBJECTIVES

- **Promote Macau as a destination**
- **Generate business** opportunities for its members
- Develop **independent reports**
- Produce creative **MICE educational programs**
- Be the **English-speaking platform** embracing all professionals involved in the Macau MICE Industry

# Introduction to Virtual Events

## Virtual Events 101

# Virtual Events are Not New



# VIRTUAL EVENTS ARE NOT NEW



SOURCE: <https://www.youtube.com/watch?v=7uLYe5-ieNk>

# TYPES OF VIRTUAL EVENTS

## Work Cast

- Virtual Open Days
- Virtual Conferences
- Virtual Career Fairs
- Virtual Trade Show
- Virtual Benefits Fairs

## Cvent

- Webinars
- Virtual Conferences
- Internal Hybrid Events
- External Hybrid Events

# HYBRID EVENT

## WINE EVENTS MANAGEMENT & PR



## Roadshows in Greater China

We have worked wine regions and associations in seminars and tastings in Shenzhen, Zhuhai, Guangzhou, Xiamen, Taipei, Hong Kong and Macau



# THE ULTIMATE GUIDE TO VIRTUAL EVENTS

cvent

# VIRTUAL EVENT GUIDE BY CVENT

- **Why Host a Virtual Event?**
- **Event Technology and Virtual Events Platforms**
- **The Basics: How to Host a...**
- **Attendee Engagement**
- **Preparing Attendees**
- **Networking and Connecting**
- **Data from Virtual Events**
- **Proving Virtual Event Success**
- **How to Turn Your Live Event into a Virtual Event at the Last Minute?**
- **Virtual Events as Part of Your Meeting and Event Program?**

# Attendee Engagement

## Eg Live Polls



In which country/city are you now?

# What is your business?



**Have you ever organized Webinars  
or other type of Virtual Events?**

# PREPARING ATTENDEES FOR A VIRTUAL EVENT

## READY FOR KICK-Off?

A guide to loading and taking part in your Daily Kick Off

Missing your work mates? This fun, quick-fire activity will help you connect as you complete a series of daily photo and video challenges to energise and inspire your colleagues. You will receive one challenge every day for 30 days.

Simply follow the 3 easy steps below to start the fun. Your event organiser will receive all of your photos and videos and will be able to share these with your group.



**STEP 1**  
Download our app for free. Just search 'Mobile Adventures' and look for this green icon

**STEP 2**  
Open the app and press 'Scan QR Code' and scan the QR code to your right

**STEP 3**  
When you are ready to start your activity, take a selfie, put in your name and press 'Join Game'

SWE/DOC

Activity Date: 06/05/2020 – 10/05/2020

Activity Time: 10:30 am

Game Code: 573439959516

[Play Tutorial](#)

[View Recommended Devices List](#)

QR Code



# Networking and Connecting

**“just because attendees can’t shake hands  
doesn’t mean there isn’t an opportunity to  
network”**

# HOW TO HOST A VIRTUAL EVENT


## Work Cast

- What type of event you want to host?
- Choose a platform
- Choose your event environment – Branding, Sponsors...
- Create engaging content to captivate your audience
- Practice, practice, practice
- Follow up with your audience

## Cvent





- Live content, on-demand, or a mix?
- Guide for attendees – How to...
- What are your KPIs for the event?
- What happens if you have connectivity issues?
- What tools will attendees have to network and schedule appointments?

# REVIEW VIRTUAL EVENT PLATFORMS




HelpJoinLogin

Open Source SoftwareBusiness SoftwareServicesResources

Search for software or solutions

[Home](#) / [Compare Business Software](#) / [Marketing](#) / Virtual Event Platforms

## Virtual Event Platforms



View: 

Open SourceCommercial

[Clear All Filters](#)

### Virtual Event Platforms Features

Reporting/Analytics (33)

Alerts/Notifications (32)

Attendee Management (32)



Live Audio/Video Chat (32)

[More...](#)

### Compare the Top Virtual Event Platforms of 2020

Sort By: [Featured](#)

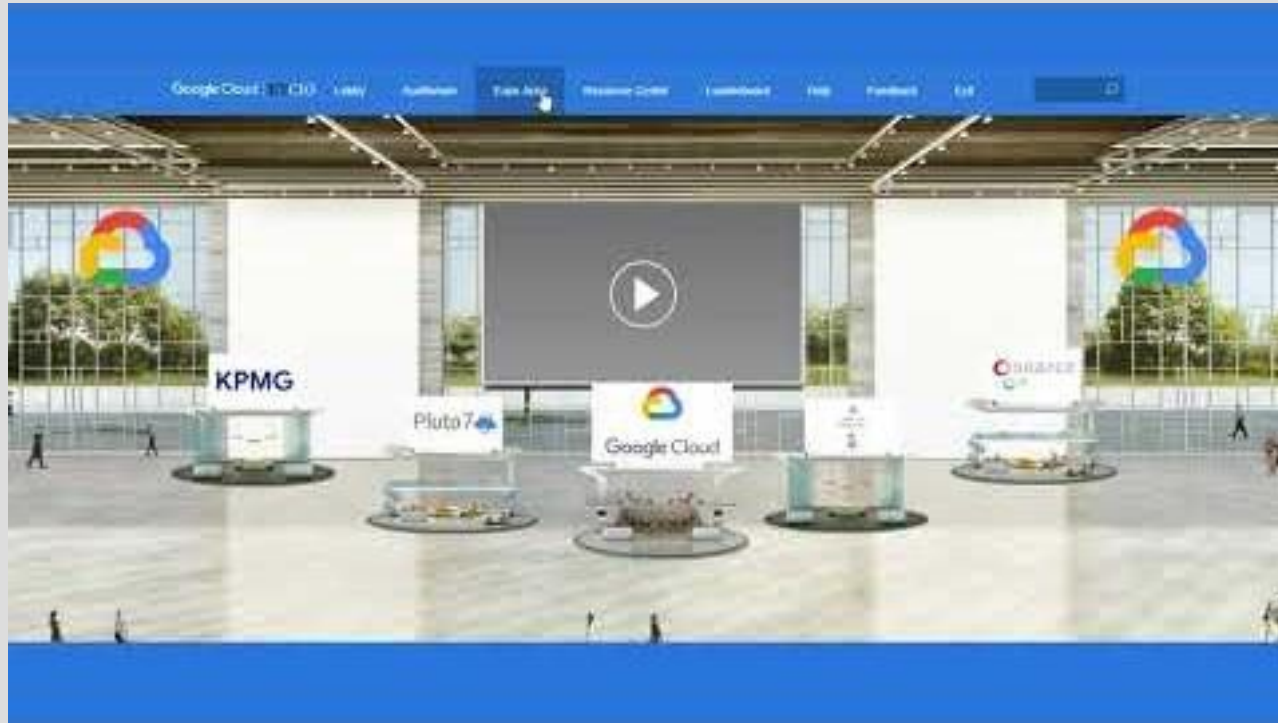
Compare the best Virtual Event Platforms currently available using the table below.

	<h4>Accelevents Virtual Events</h4> <p>Accelevents</p> <p>Your affordable, All-in-one and easy to use Virtual Event Software for any type of event including performances, conferences, tradeshows, expos, and more. Accelevents is known for ease of use and live 24/7 support. The platform offers robust virtual event hosting features including ticket sales, live streaming, live chat &amp; polling, virtual exhibitor booths, breakout... <a href="#">Expand</a></p> <div><div></div><div>2 Reviews</div></div> <div><div><a href="#">View Software</a></div><div><a href="#">Visit Website</a></div></div>
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<https://sourceforge.net/software/virtual-event-platforms/?page=1>

# A Virtual Event by Google

# GOOGLE CLOUD EVENT 2019



Source: <https://www.youtube.com/watch?v=hIOlsWdsAz4>

**By the way...**

**Google is making “Meet” free for everyone**



# What Media is Saying?



# PLAN MORE CREATIVE VIRTUAL EVENTS

[Home](#)[Agencies](#)[Corporates](#)[Inspiration](#)[Reports](#)[Magazine](#)[C&IT Events](#)**TRENDING** ↗[CORONAVIRUS](#)[IMPACT OF CORONAVIRUS REPORT](#)[THE A-LIST](#)

## 5 ways to plan more creative virtual events

Dax Callner, strategy director at Smyle, explains how virtual events can be as impactful as physical events.

by



<https://www.citmagazine.com/article/1681948/5-ways-plan-creative-virtual-events>

# TIPS ON PLANNING VIRTUAL EVENTS FROM TECH-SAVVY INDUSTRY PROS

[GATHERGEEKS](#)[OUR EVENTS & AWARDS](#)[LIST YOUR BIZ](#)[FIND A VENUE](#)[FIND SUPPLIERS](#)[OUR PUBLICATIONS](#)[MASTERPLANNER](#)[CAREERS](#)[PRODUCTION & STRATEGY](#)[STYLE & DECOR](#)[CATERING](#)[LOCAL VENUES & DESTINATIONS](#)[BIZBASH LISTS](#)[HOME](#) | [PRODUCTION & STRATEGY](#) | [EVENT MANAGEMENT & TECH TOOLS](#)

## From A to Zoom: Tips on Planning Virtual Events From Tech-Savvy Industry Pros

Experts share their advice on choosing the right platform and software, staying secure, and more.

BY [MICHELE LAUFIK](#) — APRIL 28, 2020



[https://www.bizbash.com/production-strategy/event-management-tech-tools/article/21180480/tips-on-planning-virtual-events-from-techsavvy-industry-pros?utm\\_source=pardot&utm\\_medium=newsletter&utm\\_campaign=news-junkie&utm\\_term=organic](https://www.bizbash.com/production-strategy/event-management-tech-tools/article/21180480/tips-on-planning-virtual-events-from-techsavvy-industry-pros?utm_source=pardot&utm_medium=newsletter&utm_campaign=news-junkie&utm_term=organic)

Ad closed by Google

# 11 TIPS TO KEEP AUDIENCES ENGAGED



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## 11 tips to keep virtual audiences engaged

*4 May 2020 by Mark Williams*

When your attendees are watching from home you've got to compete with endless distractions, says Aventri's Brecht Fourneau.

[https://www.citmagazine.com/article/1682169/11-tips-keep-virtual-audiences-engaged?bulletin=cit-apac-news-tracker&utm\\_medium=EMAIL&utm\\_campaign=eNews%20Bulletin&utm\\_source=20200505&utm\\_content=APAC%20News%20Tracker%20\(75\)::&email\\_hash=](https://www.citmagazine.com/article/1682169/11-tips-keep-virtual-audiences-engaged?bulletin=cit-apac-news-tracker&utm_medium=EMAIL&utm_campaign=eNews%20Bulletin&utm_source=20200505&utm_content=APAC%20News%20Tracker%20(75)::&email_hash=)

CHANGE THE WAY YOU ATTEND VIRTUAL MEETINGS

# CHANGE THE WAY YOU ATTEND VIRTUAL MEETINGS

APRIL 22, 2020



<https://soschargingsolutions.com/blog/change-the-way-you-attend-virtual-meetings>

# How to Combat Zoom Fatigue

by [Liz Fosslien](#) and [Mollie West Duffy](#)

April 29, 2020

 Summary  Save  Share  Comment  Print **\$8.95** Buy Copies



[https://hbr.org/2020/04/how-to-combat-zoom-fatigue?utm\\_source=pardot&utm\\_medium=newsletter&utm\\_campaign=news-junkie&utm\\_term=organic](https://hbr.org/2020/04/how-to-combat-zoom-fatigue?utm_source=pardot&utm_medium=newsletter&utm_campaign=news-junkie&utm_term=organic)

# Digital Events Education

Patricia Cheong







# We Meet Different

The PCMA Digital Experience Institute® (DEI) is dedicated to advancing engagement around digital events, meetings and learning. DEI supports and contributes to research, education, thought leadership, promotion and the digital events community.

# DIGITAL EVENTS EDUCATION



## Digital Event Strategist (DES) Course

The **Digital Event Strategist® certification** offers a comprehensive toolkit to help you effectively plan, produce and measure results of digital events. This certification shows you are the authority on live stream and digital events.



## Digital Event Fast Track

The **PCMA Digital Event Fast Track** will accelerate your ability by curating core lessons from our **Digital Event Strategist certification** course. You'll be able to develop a plan, build a strong support team, deliver valuable content and produce a seamless, engaging experience — all on a shortened timeline.



## WHO REGISTERS FOR PCMA'S DES COURSE?

- **Event marketers** who want to measure digital event ROI.
- **Corporate planners** hosting digital stakeholder meetings.
- **Association event and meetings professionals** planning virtual exhibits.
- **Freelancers** who desire the technical skills to produce hybrid events.
- **Event sales team members** who want to better understand their clients.



## COURSE OVERVIEW

- **Module 1: Introduction to Digital Events**
- **Module 2: Strategy (2 parts)**
- **Module 3: User Experience**
- **Module 4: Content Strategy**
- **Module 5: Engagement Strategy**
- **Module 6: Technology (2 parts)**
- **Module 7: Revenue Model + Strategies**
- **Module 8: Production**
- **Module 9: Marketing**
- **Module 10: Post-event + Measurement**



Producing a successful digital event has never been more important to our industry. The PCMA Digital Event Fast Track will accelerate your ability by curating core lessons from our Digital Event Strategist [DES] certification course. You'll be able to develop a plan, build a strong support team, deliver valuable content and produce a seamless, engaging experience — all on a shortened timeline.

## CONTENT OVERVIEW

Depending on your experience level, this program can be taken in sequence through all five lessons, or you can select the lessons you find most relevant to your business needs.

- **LESSON 1: Digital Event Strategic Planning**
- **LESSON 2: User Experience & Engagement**
- **LESSON 3: Content Strategy, Creation & Delivery**
- **LESSON 4: Building the Digital Environment**
- **LESSON 5: Planning the Live Event**

# DIGITAL EVENTS EDUCATION



## On-Demand Sessions

Gain knowledge in a wide variety of topics through **DEI's on-demand sessions** in the media library. Become a PCMA member and access the entire library for free.



## DEI Webinars

Earn CE credits and gain insights with our **free webinars**.



# Pivot Your Event from Live to Virtual

13 MAY 2020, 5:00PM (HONG KONG TIME)

## SPEAKERS



**Darren Chuckry**

Regional VP, PCMA  
Chair, The Marketing Society



**Deborah Caldwell**

SVP, APAC Head of Event Marketing  
Bank of America Merrill Lynch



**Luisa Galindo**

Business Development Manager  
The Economist Intelligence Unit



# CONTACT US



**Patricia Cheong**  
Associate Director, Development  
[pcheong@pcma.org](mailto:pcheong@pcma.org)





# NEXT TWO WEBINARS

Wednesdays 13 & 20 May at 5pm HK time



REGISTER HERE

In partnership with PCMA



## Pivot Your Event from Live to Virtual

Wednesday, 13 May 2020, 5PM HK Time

REGISTER HERE



REGISTER HERE

# Questions & Answers

**Please use “Q&A” to ask questions**

(live questions with “Raise your Hand” are not available this time)

# How would you rate this Webinar?

# SEE THE WEBINAR VIDEO HERE



MACAU MEETINGS, INCENTIVES AND  
SPECIAL EVENTS ASSOCIATION  
澳門會獎盛事協會



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C O N N E C T  
L E A R N