Digital Events with Industry Partners

Rewarding Collaboration Models
Our Approach

Involving corporate partners in the digital conference event world is significantly divergent from face-to-face events. Certain aspects and benefits of physical gatherings perform in different ways in virtual environments. The magic and complexity of face-to-face interactions, the look and feel of products displayed at exhibition booths cannot be replaced. However, that does not mean that digital events are more limited in their opportunities for all stakeholders; they simply work differently.

Regarding industry participation, we are convinced that content-driven sponsorship opportunities work extraordinarily well. Therefore, we developed a comprehensive set of products that can arouse attendees' interest. We can target industry partners of all kinds in its broad scope - even those who usually simply exhibit and hesitate to be center stage. We liaise with the industry, encouraging and helping them conceptualise and produce engaging video presentations and symposia as well as briefing speakers on best practices for digital presentation engagement. Our digital event platform OPADE is well equipped to realise many varieties of formats of knowledge exchange.

Holding an event virtually also does not limit the engagement levels of its participants. Some individuals prefer to type a question rather than stand in the spotlight. OPADE provides numerous possibilities for interaction, during sponsored sessions, matchmaking programmes, and live chats at the industry partner’s virtual booth.
The unique potential of digital events lies in the decoupling from time. The event days indeed remain the peak of attention, but they can be integrated throughout the journey, starting weeks ahead and lasting potentially forever. OPADE makes it possible through extended opening times of on demand availability of all content and resource libraries. Providing access to these eLibrary gives industry partners long-term visibility through their captured content.

We find ways to involve the industry before, during and after the event, offering clear sales marketing initiatives and a product concept with a fair pricing strategy.
**Sponsored Session**

Commercial, educational programmes work very well in digital environments providing added value for all stakeholders. Our industry partners benefited from an audience often more substantial and more engaged than ever before. One key reason for this success story is temporal flexibility.

**Live**

Live streams indeed evoke an unrivalled level of directness. A time-dependent happening that attracts attention, and even more if complemented by interactivity such as Q&A, Twitter or polling. However, it is the most costly and risky option from which to choose. Live streams require comprehensive technical support before and during the event. Furthermore, time (as for onsite events) remains an element of uncertainty.

**Pre-recorded**

Educational content captured before the digital event provides forecast reliability. Organisers and industry partners can ensure that the content is appropriately delivered and does not exceed the defined time, which is crucial for a seamless programme rundown. It is also the least expensive option although it requires significant technical support before and during the broadcast. Nevertheless, directness and interaction are missing in this format.

**Semi-live**

Semi-live sessions include pre-recorded educational content followed (or interrupted) by live interaction such as Q&A, polling and more. We often recommend this format as it comprises the benefits of both, live (direct exchange) and pre-recorded (cost-efficient and predictable) but avoids their downsides.
Contextualised Content Contribution

Conventional front-of-class teaching is becoming increasingly unpopular among participants, especially when it comes to commercial content. Our experiences, statistics and survey results have shown that commercial education becomes more appealing when moderated or smartly embedded in the programme.

EDUCATIONAL OPPORTUNITIES

Moderated Roundtables
Digital roundtables comprised of industry representatives who are tackling questions that concern the audience in their daily work have proven to be very popular for both industry partners and participants. Such roundtables present the different approaches each partner provides. Roundtables can be live, semi-live or entirely pre-recorded.

Case-specific Pitches
Case-specific pitches are based on a similar idea as roundtables but completely pre-recorded and not moderated. The organiser poses a question or problem, simply shown in writing on the screen, followed by participating partners’ short videos to explain their approaches. It provides a direct comparison of services and methods for the audience.

Content Related to Specific Scientific Session
The idea is based on our preferred structure of accompanying the main programme by an Industry Channel with scheduled commercial content during the event days and a Media Library as a long-term resource platform for all commercial content delivered during the event. Suppose the topic of a particular session in the main programme concurs with a specific product or service. In that case, the commercial programme on the Industry Channel could be scheduled and advertised (inter-session slide) right after a related session in the main programme.

Joint Case Studies
Industry partners team up with renowned institutions to present their joint path that addresses a specific challenge.

Meet the Expert Sessions
This session can be an excellent opportunity to extend the traditional Industry Symposium to a more focused group of delegates. It works very well in digital environments.
Additional Formats

An Industry Channel with several hours of scheduled content every day provides lots of room for creative content production.

**Short Intro Videos**
Short, standardised introduction videos as part of a package for smaller industry partners who cannot afford larger content formats. Each of them gets full attention for a few minutes.

**Interviews**
Interviews with industry representatives, either virtual or in a studio.

**Guides**
The Industry Channel is also the perfect platform to introduce all industry-relevant components of the event. Major partners could be acknowledged in this format.

**Interactive Product Presentations**
Interactive Product Presentations are the digital equivalent of Expo Pavilions or Product Theatres in exhibition halls: 15 to 30 minute presentations with interactive features such as Q&A, voting or polling.

**Webinars**
Here we have another educational format which is longer, more interactive and hands-on than presentations. Due to its required minimum length, webinars are often allocated one day before or after the digital event’s core programme. Such additional days (e.g., Young Professionals Days, Refresher Day, Digitalisation Day) could serve as a solution if too much industry content is conflicting with an already compact main programme that barely leaves space to draw attention to corporate partners.
Let’s be frank: Digital events cannot replace physical gatherings when it comes to networking. People need to meet face-to-face to connect before exchanging information, doing business, or just enjoying their time. But this does not mean that topic-specific interaction and lead generation are not possible. In some regard, it provides even more opportunities than for its physical pendant as it enables to diversify the interaction opportunities without the constraints of a conference centre infrastructure.

**Corporate Page/Virtual Booth**

Simply transferring the exhibition experience to the digital sphere is doomed to fail. With very few exceptions, we suggest Corporate Pages instead of Virtual Booths. These pages serve as contact points (including company introduction and relevant links, contact details, download section and live chat) against the background of a comprehensive, mainly, content-driven participation package. Every symposium, video, banner, etc., should refer to the Corporate Page for further information and follow-up Q&A. OPADE also allows us to provide industry partners with the ability to hold live presentations on these Corporate Pages to drive additional traffic. With OPADE the features of our Corporate Pages can be accessible on different levels, giving you the opportunity to provide basic and premium packages.

**Networking and Interactions**

From ad hoc meetings to personal appointments, OPADE will enable the attendees to find and meet the right people at the event.

- Online personal agenda
- Reservable meeting tables or rooms
- Virtual individual or group meetings
- Sponsored meeting suites
- Different access levels for networking activities.

OPADE will offer an environment that enables both, planned and spontaneous meetings in multiple and creative formats.
ENGAGEMENT OPPORTUNITIES

**Q&A, Polling, Twitter, Voting and Surveys**

OPADE provides the complete scope of engagement and feedback opportunities during and after commercial content.

**Virtual Breakout Rooms**

The length of a session is sometimes insufficient to cover specific topics in a Satellite Symposia environment. Industry partners can invite interested parties to move to Virtual Breakout Rooms for follow-up roundtable discussions.

**Lead Generation**

Lead scanning in the digital realm is much easier to facilitate than in the physical environment. Configurable according to different GDPR and compliance guidelines, OPADE potentially provides industry partners contact details from Corporate Page visitors to educational programme viewers - all complemented by tailor-made statistics for their usage after the event.

**Matchmaking**

Conferences are all about connections, and the digital format certainly does not mean that engagement and personal interactions are not happening. On the contrary, the digital format offers new opportunities. For these to fully develop, they need to be supported and managed with intelligent tools. Technological tools exist which enable useful and valuable interactions. Matchmaking platforms offer excellent opportunities. One of the conditions is that matchmaking should be visitor-led. Based on our experience with medical and scientific meetings, we offer a matchmaking system – with various options available – to make meaningful recommendations of exhibitors and products that we believe delegates should more deeply investigate.

**Gamification**

Games serve as a perfect tool to entertain attendees for certain events, but they also provide organisers with the opportunity to steer users in pre-determined directions. Games should ideally comprise the entire ecosystem of the digital event. Still, industry content of any sort requires extensive promotion to be seen, so participants could be encouraged to attend industry sessions or visit Corporate Pages to earn credits aiming for remuneration (e.g., prizes). Dashboards with live updates on credits earned can motivate attendees.
Whereas promotional tools (push notifications, email blasts, newsletters or social media announcements) function in similar ways as for face-to-face events, branding opportunities on our digital platform OPADE are cost-efficient and theoretically endless.

**Push Notification**
Push notifications sent through OPADE enable industry partners to engage with attendees, delivering key messages. Notifications can be used to announce an Industry Satellite Symposium, draw attention to industry activities, promote a link or attract attendees to the booth.

**Pre-Conference/Post-Conference Email Blast**
Emails can be sent to promote a session, exhibition booth or other information to all delegates before, during and after the event.

**Newsletter**
The conference organiser can send a newsletter with the industry programme before the event. Newsletters could also contain sponsored banners or industry-dedicated sections with specific messages from a paid corporate partner.
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**Platform Branding**
OPADE provides numerous opportunities for industry partners to be visible with banners, virtual flags, pop-ups and much more.

**Branding of Conference Components**
Branding can apply to the support of selected sessions from the main programme or the e-Poster area. But it could also be virtual yoga sessions in the morning. Opportunities are almost endless. Digital Conferences could also contain a broad range of digital materials such as e-badges, e-bags or e-inserts that can be branded.

**Social Media**
Social posts by the Association are a great opportunity to acknowledge the industry presence and activities, engage the delegates and create buzz.
Virtual events can be much more than brief happenings of knowledge exchange. Content created during the event is archived for future use. Attendees who did not have the chance to participate in the sessions live can access content later. Various formats (presentations, live-streamed sessions, symposia, demos, etc.) should be accessible after the event. This long-term visibility is particularly attractive for industry partners as attendees still tend to prefer scientific sessions over commercial content during the event. We suggest two approaches:

**THE CONFERENCE AND BEYOND**

- **Extended Opening Times**
  - One month to one year on demand access of the conference platform. Registered delegates can revisit the conference content, including the virtual exhibition and all industry partners’ content.

- **Resource Library**
  - The names might vary, Education Platform, Resource Library or Media Centre, but its purpose is always the same. A media centre serves as the leading on demand resource platform for all delivered content. Open for several months (or potentially even longer) it provides participants with the opportunity to consume content they missed during the event. Industry content could be potentially included in an existing platform from the association or be set up as an industry-dedicated resource centre with smart search functions, free to access and comprehensively promoted by the association throughout the year to generate traffic.
## Digital Events with Industry Partners - Rewarding Collaboration Models

### Educational Opportunities
- Sponsored Sessions (live, pre-recorded, semi-live)
- Case-specific Pitches
- Joint Case Studies
- Content Related to Specific Scientific Session
- Interviews TV-Studio
- Webinars
- Guides
- Interactive Product Presentations

### Engagement Opportunities
- Corporate Page/Virtual Booth
- Networking and Interactions
- Matchmaking

### Promotion and Branding
- Q&A, Polling, Social Media, Voting and Surveys
- Lead Generation
- Gamification

### The Conference and Beyond
- Push Notification
- Pre-, during and Post-conference Email Blast
- Newsletter
- Platform Branding
- Branding of Conference Components
- Social Media

### Before / Promotion
- Resource Library
- Extended Opening Times
- Statistics and Leads to Follow-up and Identify ROI

### During / Live

### After / On Demand