GCSG 2020 GLOBAL VIRTUAL CONFERENCE

JUN-2020

Virtual Conference Committee

ommuniqué

Virtual Conference Platform

Enabling organizations to host virtual trade shows, user/partner conferences, lead gen, training and HR events to engage, educate and connect with employees, partners, customers and prospects from any location, joining from any device globally.

About Communique Conferencing

✓ Virtual Event Innovator Since 2001 (18 Years)

✓ Headquarters In Bethesda, MD (4 US Offices)

✓ 100% Proprietary Version 7 Software

✓ Enterprise Clients Across All Industries

✓ 614,768 Virtual Events Hosted With 237,213,384 Attendees

✓ Global Offices (UK, Ireland, Singapore, India, China & Colombia)

✓ Follow-The-Sun Technical Support

✓ ISO27001 Certified & GDPR Compliant

GL🌐BAL
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ENTERPRISE-GRADE PLATFORM

HTML5
FLASH

API FOR 3RD
PARTY
SOFTWARE
INTEGRATION

GLOBALLY
REDUNDANT
SERVERS

HOSTING VIA AWS
IN NORTH AMERICA
OR EMEA

99.987%
UP TIME

ISO 27001

ENCRYPTED
DATA STORAGE

EU GDPR COMPLIANT

Hosted on AWS infrastructure in either North America or Europe.

Built around Regions (20) and Availability Zones (60). Regions provide multiple, physically separated Availability Zones which are connected with low latency, high throughput, and highly redundant networking making them more reliable, fault tolerant, and scalable than traditional single datacenter infrastructures.

This translates to literally no down time (99.978% availability), no latency (for example when an attendee watches a video from various countries) and peace of mind that your critical event will not have technical problems.

ENTERPRISE-GRADE DATA SECURITY

✓ The only virtual conference platform that is ISO 27001:2013 Certified

✓ This means that our technology, systems, processes and controls meets the highest data security standards. It also means that a 3rd party firm audits us annually to confirm all of this and we have to recertify completely every three years.

✓ ISO 27001 certification gives you peace of mind that your attendee and sponsor partner data is secure, and you are covered for legal compliance.

✓ Fully GDRP Compliant for any attendees joining from Europe

✓ CCPA Compliant – California privacy law effective Jan 1, 2020

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Partial Clients

IBM

GE

salesforce

intuit

Hewlett Packard Enterprise

AVAYA

DELL

BLACKROCK®

Johnson&Johnson

ERICSSON

Nobel Biocare

NOVARTIS

The Economist

CHCO COUNCIL — CHIEF HUMAN CAPITAL OFFICERS COUNCIL — UNITED STATES OF AMERICA

Hewlett Packard Enterprise

United States Office of Personnel Management

ca technologies

Honeywell

Hootsuite™

CUNA MUTUAL GROUP

Facebook

COMCAST

CITI

EY Building a better working world

Disney

NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS — Promoting Health. Preventing Disease.

AAMC Association of American Medical Colleges

UNIVERSITY OF ALBERTA

CDC CENTERS FOR DISEASE CONTROL AND PREVENTION

box

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Virtual Conference Platform

- ✓ Create a persistent environment for virtual Conferences available 24/7
- ✓ Promote and host live" days any time
- ✓ Enable on-demand access between or after live event days for casual browsing
- ✓ Audience engagement features such as webinars, chat, Surveys, Gamification, Networking and Video
- ✓ Customized registration pages
- ✓ Detailed reporting & analytics
- ✓ Multiple languages
- ✓ Mobile phone & tablet support
- ✓ Secure access
- ✓ Open API to integrate with 3rd party software

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How Does it Work?

Exhibitor Booths

Networking

Same BENEFITS as a Physical Conference

Attendee/Exhibitor Interaction

Keynotes & Live or On-Demand Presentations

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End-to-End Solution

Pre-Event

✓ Consultation sharing best practices from 18 years' experience & hosting over 614,864 events

✓ Customized registration forms

✓ Knock-out questions

✓ Branded landing pages

✓ Customized e-mail confirmations and reminders

During The Event

✓ Customized environment with rooms, booths, colors, signs, etc. to represent your brand and wow attendees

✓ Audience engagement tools including; chat, video, webinars, networking, booth rep interaction, gamification, surveys, calls-to-action

✓ Live, Simulive, or on-demand Webinars

Post Event

✓ Reporting and analytics

✓ Download or API feed to 3rd party CRM or other software

✓ You look like a hero

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Promote Your Sponsors

Endless SPONSOR PROMOTION
Opportunities in every room
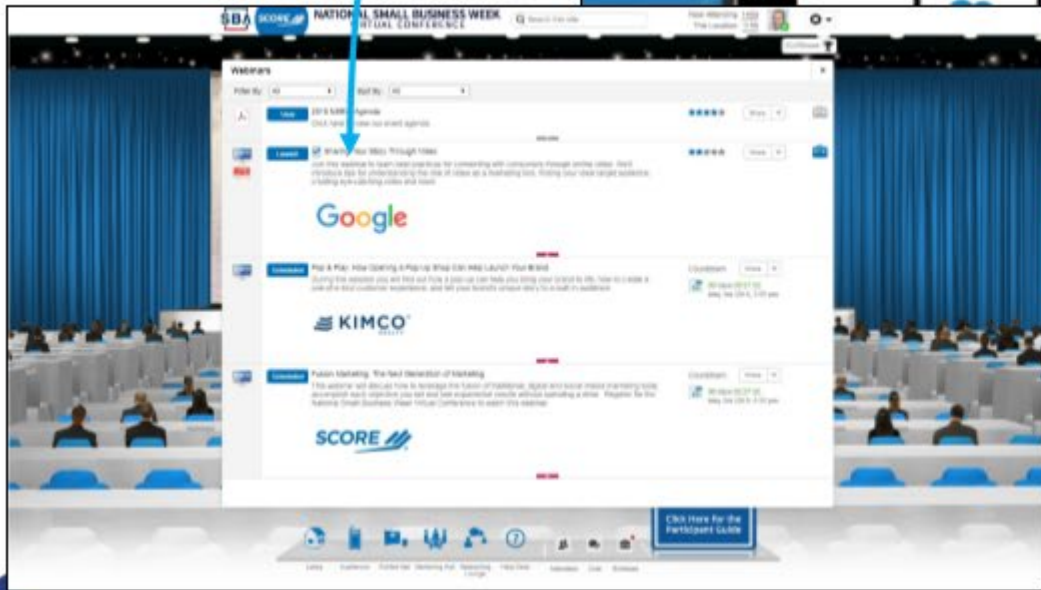
INCLUDE ANY TYPE OF CONTENT

INTUITIVE CONTENT WINDOWS LINK TO DOCUMENTS, VIDEO'S LINKS TO WEB PAGES
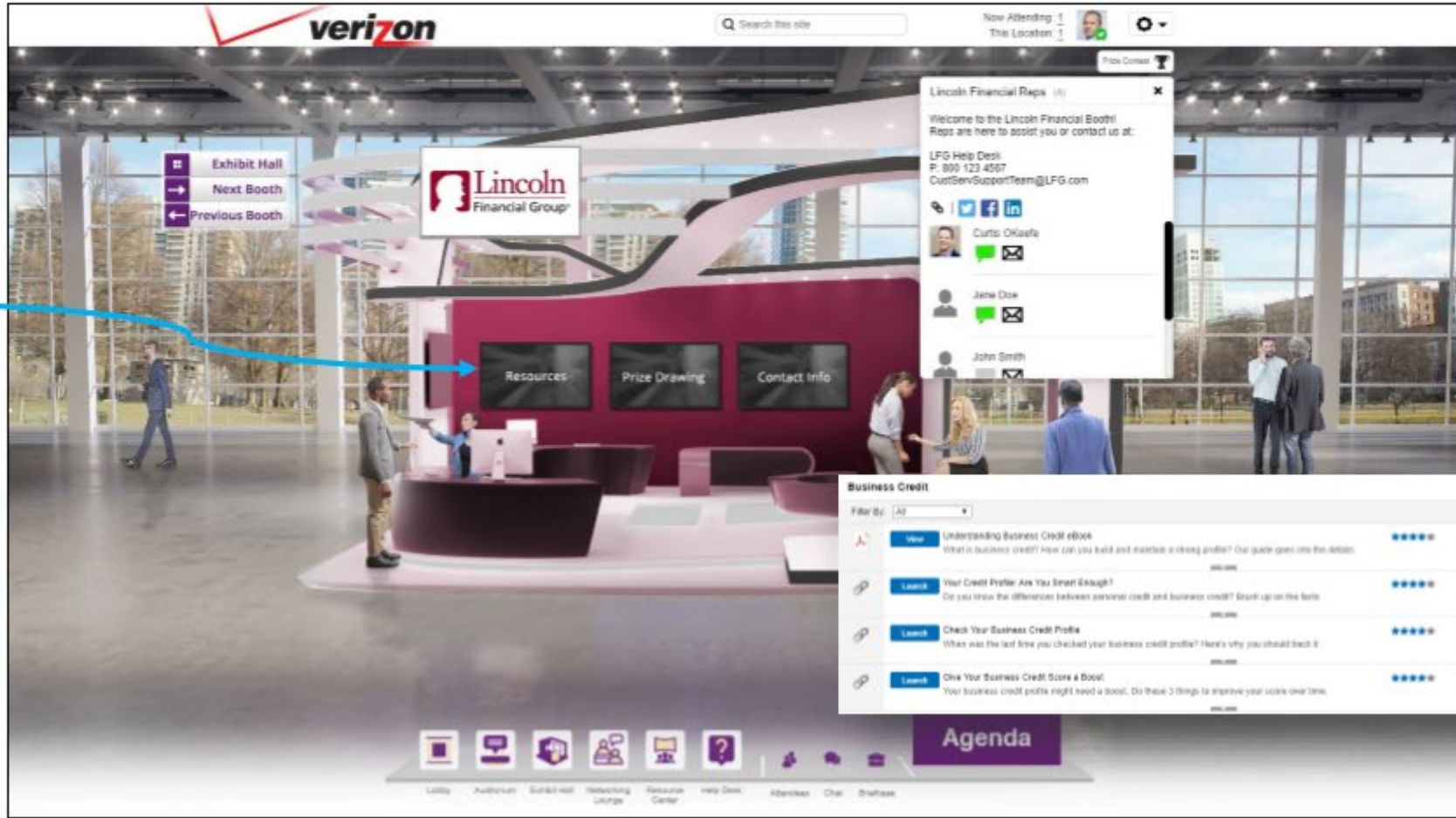
BRIEF CASE TO SAVE CONTENT TO DOWNLOAD LATER

BROWSE THE EXHIBIT FLOOR

TRADITIONAL
EXHIBIT HALL
TEMPLATE OPTIONS

MEDIA WALL EXHIBIT
HALL TEMPLATE
OPTIONS

ENGAGING CONVERSATIONS

ATTENDEES CAN START MEANINGFUL CONVERSATIONS WITH BOOTH REPS VIA PRIVATE, GROUP CHAT OR VIDEO

EMAIL CONTACT FORMS CAPTURE QUESTIONS DURING ON-DEMAND PERIODS

INCLUDE CALLS-TO-ACTION SUCH AS PRIZE DRAWING, SUBSCRIBE TO A NEWSLETTER, INFO REQUEST, PRODUCT SAMPLE AND MORE
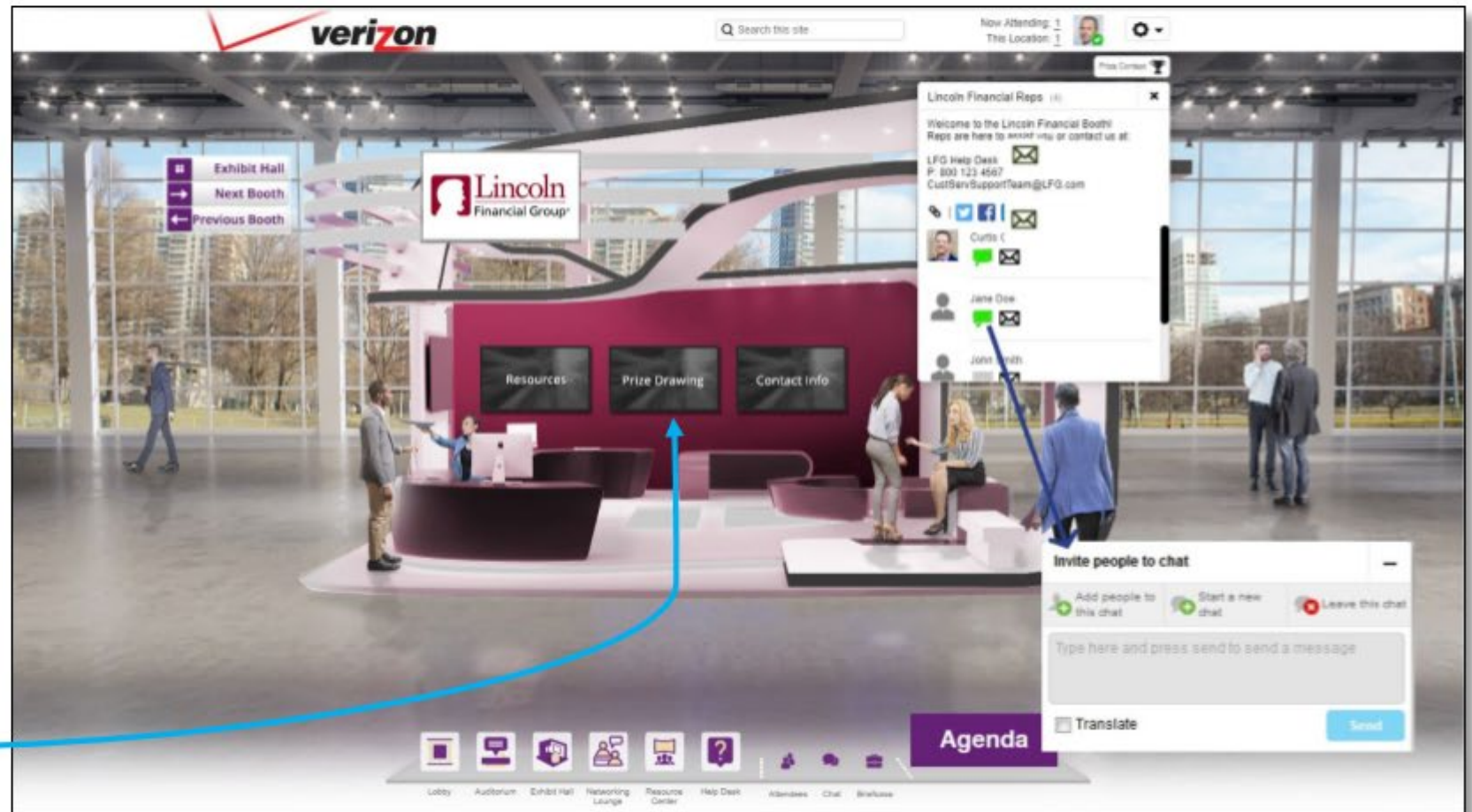
Booth At A Glance

Booths Can Include:

a) Logo/branding

b) Welcome video (can automatically play upon entry into the booth)

c) Chat (1:1 private or group/public)

d) Email contact form

e) Content window signs that can include:

- Documents
- Videos
- Links to external webpages
- Links to Webinars

f) Call-to-action: prize giveaway, contact me, newsletter sign-up, demo request, etc.
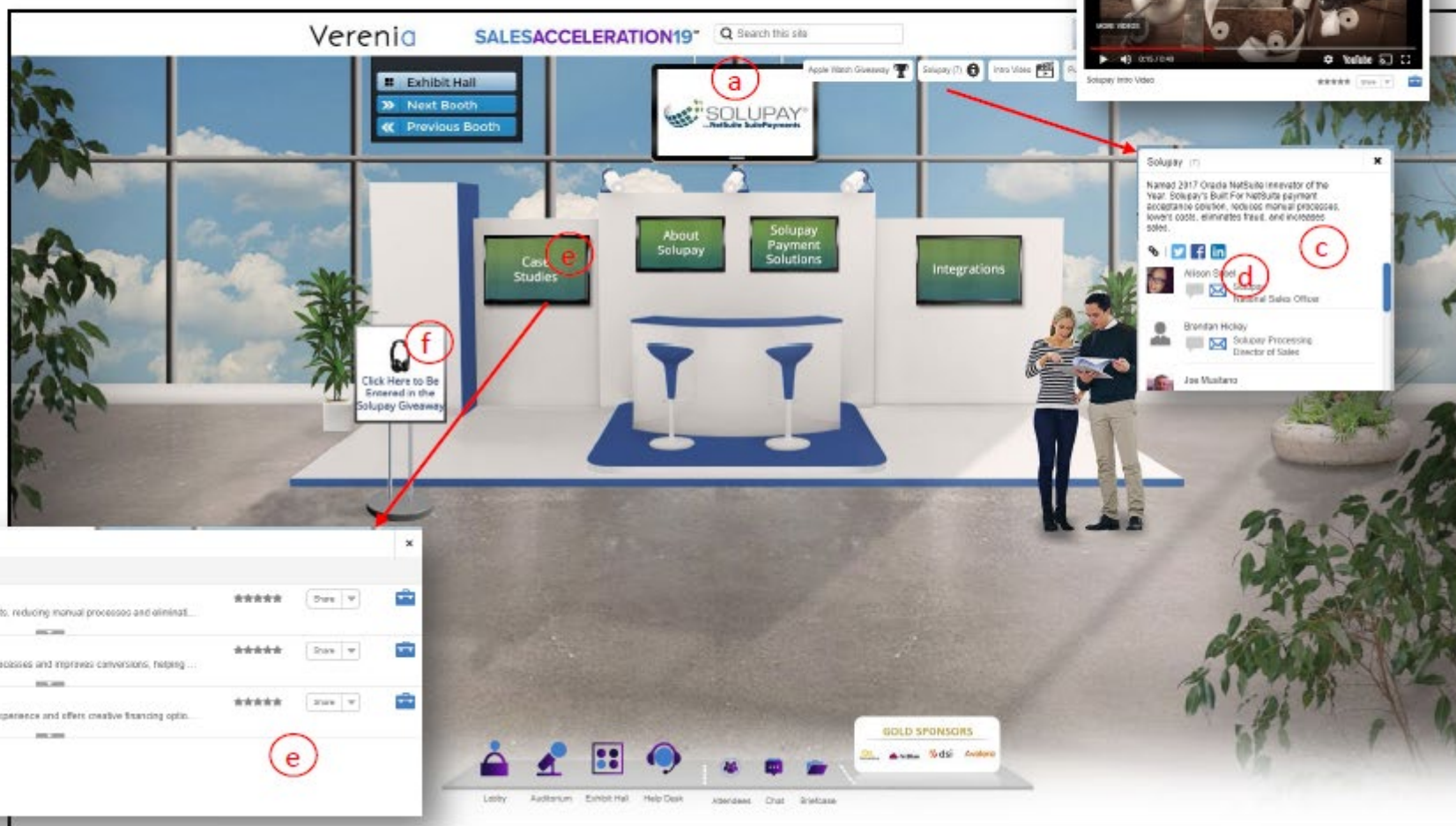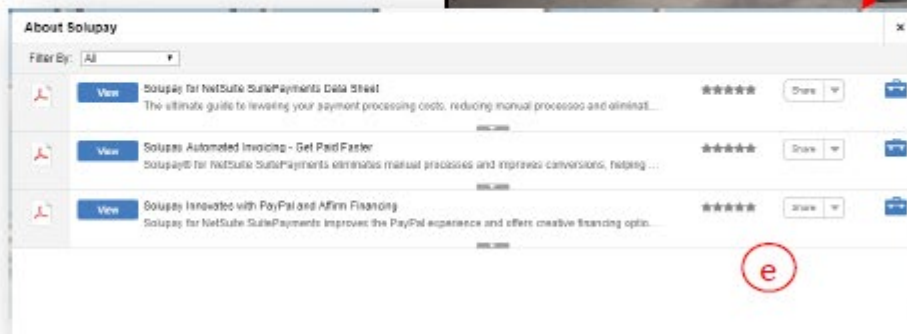
BOOTH – CONTENT

Booth File Types

a) Audio – Audio file that plays

b) Download – Any file that can be downloaded by the attendee

c) Link – Link to a website URL. Iframe is supported if the website allows iframe

d) Video – Video file that plays. Admins can upload a video file (Quicktime, MP4, WMV, etc.) or embed from YouTube, Videmo, or Ustream.tv

e) Webinar – Link to a 3rd party webinar platform (WebEx, Zoom, GotoMeeting, etc.)

f) Doorway – Acts as a link to another room inside the virtual environment. It can be used to move attendees from a booth to a keynote presentation at a certain time.

g) Moderated Chat Session – Opens a moderated chat sessions

h) HTML Window – Opens an iframe with HTML code

Time Bracket
Access to each content item can be schedule

None ▼

*Content Type
Please select what type of content you are cr

▼

Audio

Download

Link

Video

Webinar

Doorway

Moderated Chat Session

HTML Window

BOOTH – ENGAGEMENT

Booth Chat – Text only

a) Private 1:1 Chat – No limited to the number of chat reps assigned to a booth. Booth reps can chat with multiple attendees at once.

b) Public Chat – Open chat visible to everyone

c) Chat Queue – Attendee clicks to enter the chat queue (for private 1:1 chat)

CALL-TO-ACTION

Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat
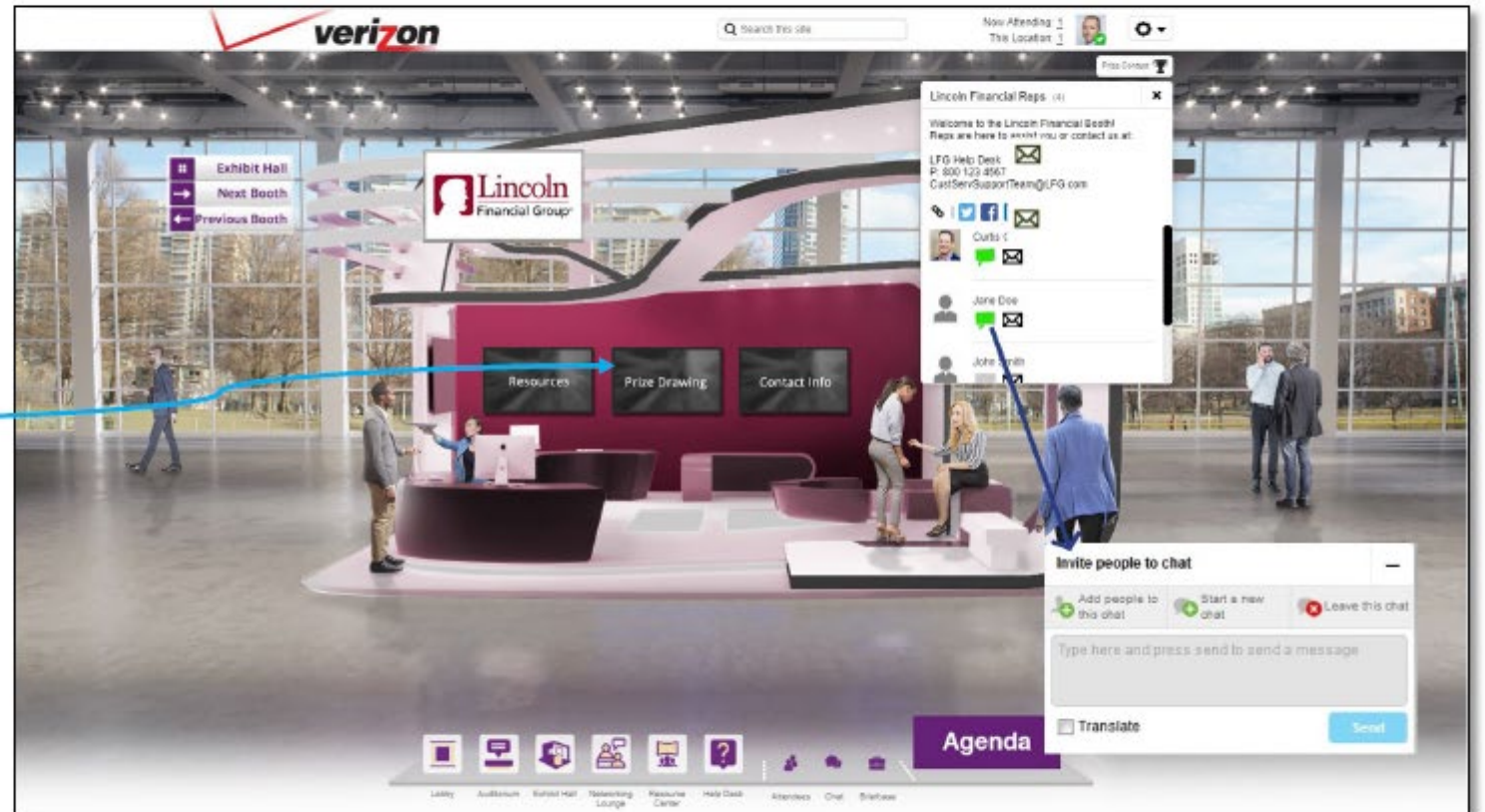
HANDY BOOTH ADMIN DASHBOARD

| Attendees | Rep Chat | Watch List | Chat History | Rep Checklist | ✕ |

Attendees   **Refresh**

John Watson
Exxon - VP Engineering   💬 in 🪪

Eric Van Liken
Exxon - Sr. Project Manager   💬 🪪

Bob Michaels
Exxon - Staff Engineer   💬 🪪

ATTENDEES TAB:
ONE VIEW OF ALL ATTENDEES WITHIN THE ROOM; ACCESS TO PROFILE DETAILS, LINKEDIN, CHAT

🪪 **Attendee Card**   ✕

Bob Michaels
Exxon - Staff Engineer

✉ Send an email   ⭐ Remove from Watch List

Booth Visits: 1
Chatting with: -
Chatted with: Susan Jane

Note
Susan Jane   08/25/2016 02:38 pm
Bob is very interested in Software.

Type here to add a note

Download Notes   **Submit**

ATTENDEE CARD
CAPTURE ACTIVITY FOR ATTENDEES, INCLUDING BOOTH VISITS, REP CHATS, AND TAKE NOTES.

| Attendees | Rep Chat | Watch List | Chat History | Rep Checklist | ✕ |

2 attendees in Watch List   **Download Report**

John Watson
Exxon - VP Engineering   💬 in 🪪

Bob Michaels
Exxon - Staff Engineer   💬 🪪

WATCH LIST TAB:
AN EASY WAY TO SAVE ATTENDEES FOR FOLLOW UP OR TRACKING BY INDIVIDUAL REPS OR THE WHOLE TEAM.

Booth - Rep Dashboard

Booth Rep Dashboard – During the Live Event

a) **Attendees** – View all attendees within the booth real-time. Includes ability to view basic profile information and proactively chat with the attendee. The attendee card also displays activity for the attendees such as # of booth visits, chat history and notes.

b) **Rep Chat** – Enables booth reps to privately chat with each other

c) **Watch List** – Any easy way to save attendees for follow up or tracking.

d) **Chat History** – Quick access to all booth rep chats. These are downloadable.

e) **Chat Queue** – Another option vs. private 1:1 chat is chat queue. The attendee clicks to be placed into queue. Available reps can respond to chats in queue.

f) **Rep Checklist** – A handy tab that can be populated by event organizers or booth admins with tips for booth chat reps
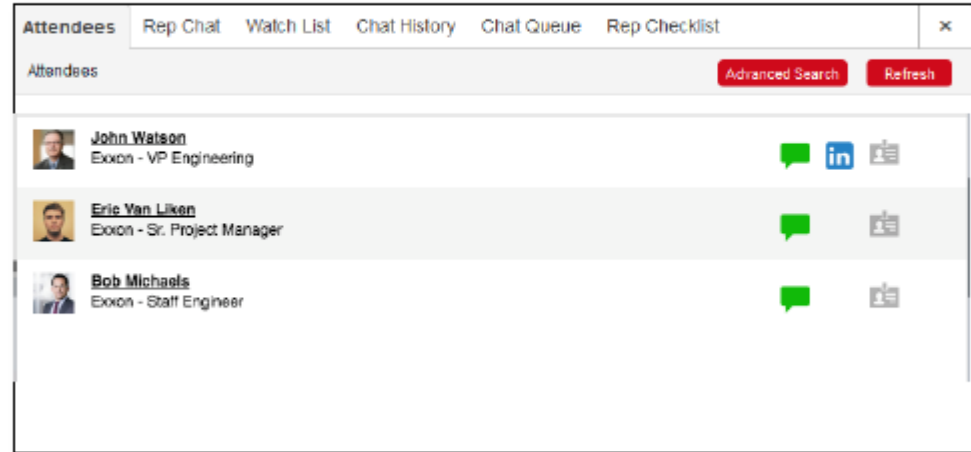
SAMPLE REP CHECKLIST

Note: Chat representatives will hear a chime when someone enters the booth. A separate chime indicates an attendee has initiated chat

| Attendees | Rep Chat | Watch List | Chat History | Chat Queue | Rep Checklist | ✕ |

Attendees — Advanced Search — Refresh

John Watson — Exxon - VP Engineering

Eric Van Liken — Exxon - Sr. Project Manager

Bob Michaels — Exxon - Staff Engineer

Thank you for joining us at Virtual FutureCast 2019 and welcome to your event booth! We're geared up for a great day filled with captivating presentations, industry insights and unique solutions to help our attendees power their people with a fresh approach to employee benefits, HR and technology.

Here are a few tips to help you make the most of your event experience:

Timing: The Virtual FutureCast platform will be open from Noon–4:30 pm (EST), so please ensure there is someone at your booth during this timeframe who is qualified to respond to questions, hold conversations and discuss your solution. There are scheduled breaks throughout the day during which you may experience higher than normal activity in your booth, as attendees are encouraged to use the time between sessions to visit the booths and explore the platform.

The breaks will take place during the following times, but please be aware that at any time during the conference, attendees may engage in a chat:

Session Breaks:

- 1:30-1:45 pm
- 2:45-3:00 pm
- 4:05-4:30 pm or until users are logged off.

Chats: To view chats specific to your booth, select the Public Group Chat button in the top right corner of the booth. Once inside the group chat, you will be able to view comments from attendees regarding your product or solution. When responding to questions, make sure to "tag" attendees by name so they know you are answering their specific question. To "tag" an attendee, type "@" symbol and then attendee name: "@insertname"

Example: @BobSmith thank you for your question! Then continue with your unique response.

Attendees: You can view who is currently in your booth in the Rep Dashboard. Open this in the top right hand corner of the booth and select the Attendee tab. You may need to click the green Refresh version to see an updated list.

Rep Chat: This feature provides the ability for individuals working the same booth to communicate privately with each other. Your team can use this function to discuss response strategies and question details prior to responding without your messages being viewed by attendees. You can access the Rep Chat by clicking on the Rep Dashboard button in the top right hand corner of the booth and select the Rep Chat tab.

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Booth – Admin Reports

Admin Reports Available for Booth Owners

a) Booth entries (count)

b) Content views (unique vs. total views) by content item

c) Click actions

d) Chat reports

e) Webinar views

Note: The event organizer would need to provide information as to who visited a booth to sponsors. This is because the attendee may have opted out of sharing their information with sponsors.

Download Excel Reports for All Activity Metrics ✕

1) Select your date range and time zone

Start date and time | End date and time
2020/04/27 18:00 | 2020/05/03 08:00

Time Zone
(GMT-05:00) Eastern Time (US & Canada) ▼

2) Select the reports you want to download

☑ All Location Entries   ☑ Content Views by Location

☑ All Content Views   ☑ Doorway Clicks by Location

☑ Click Actions by Location   ☑ Master Content by Location

☑ Content Sharing   ☑ Rep to Attendee Chat

    ☑ Webinar Views

3) Select which columns your reports should include (optional)
Note: Custom registration fields are always included.

Select columns

☐ Zip All Registrants' Shared Files

Not sure which report you need? Click here for report definitions.

Start

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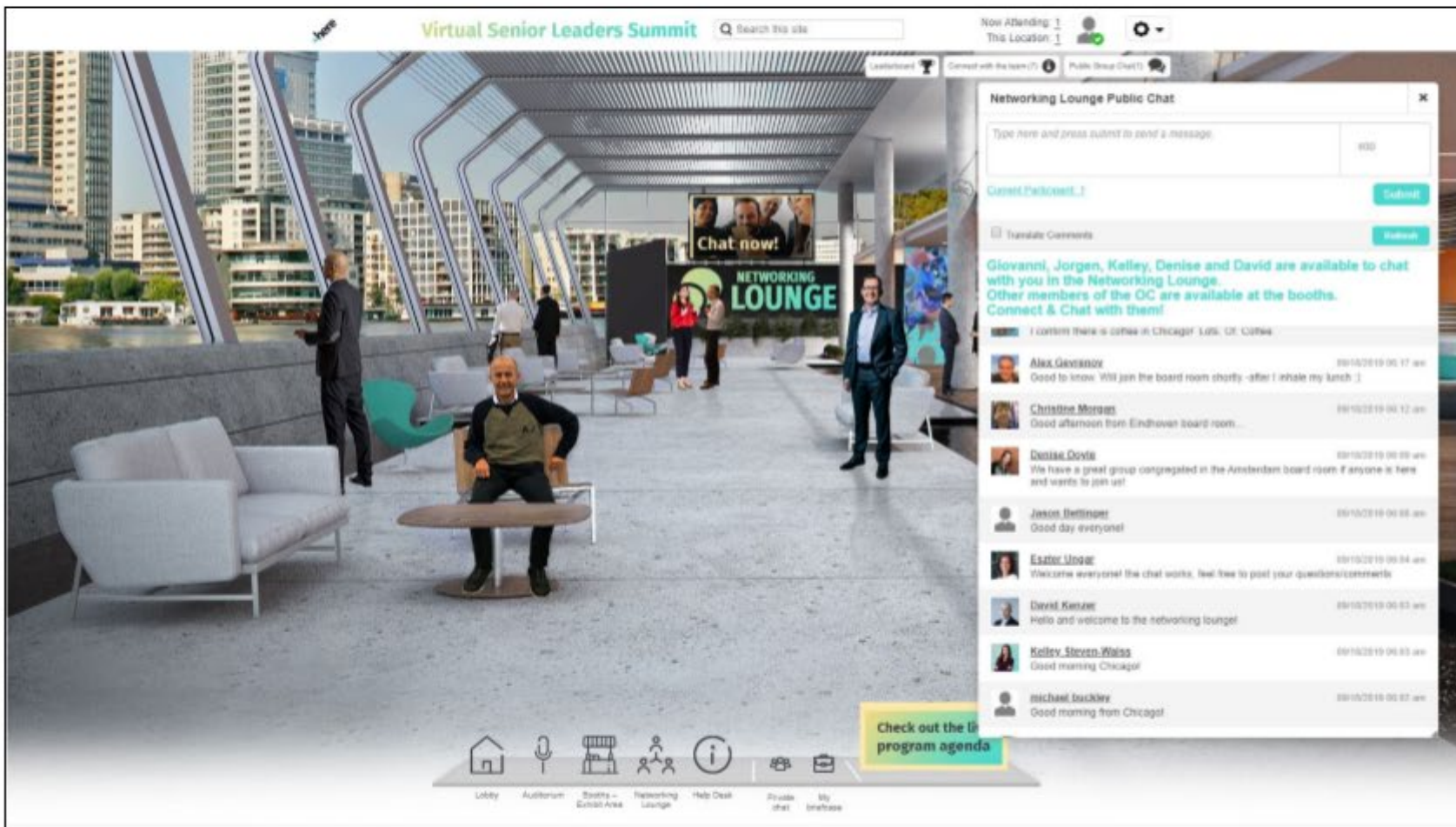
Networking Lounge

The Networking Lounge offers audience NETWORKING features including scheduled discussions, group chat by topics, and discussion forums.

Organizers can allow attendees the ability to CONNECT WITH EACH OTHER and share virtual business cards.

- Private & small group chat
- Public chat for open dialogue
- Moderated chat for guided discussion.
- Language translation (27 languages)

Resource Center

Central repository for conference wide content (video, documents, links to web-pages, etc.)

Gamification – Engage & Motivate Attendees

Drive increased attendee engagement while motivating those attendees to take the actions most important to your specific program. Get your attendees competing for prizes – or just top rank – and you'll see your activity counts and interactions skyrocket.

Activities Available for Points	Point Value	My Activity Count	My Points
Add content to your briefcase	5	0	0
Attend the Keynote & Attend Breakout Sessions	25	0	0
Find Unicorns within the environme			
View Downloadable content			
View Link content			
View Video content			
Visit the Box booth & Partner booth			

Search 🔍 **Refresh**

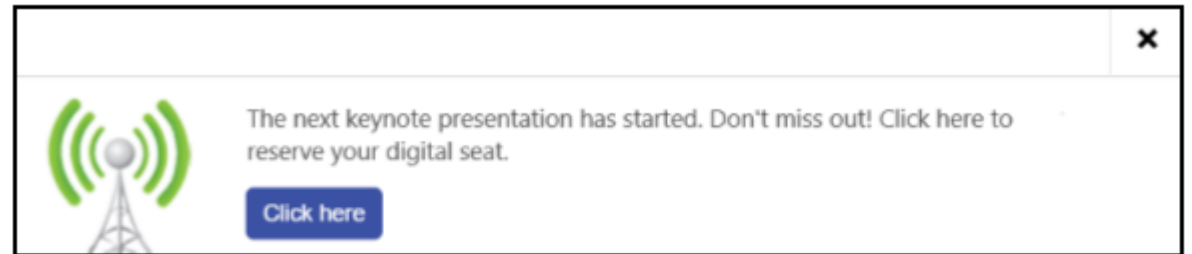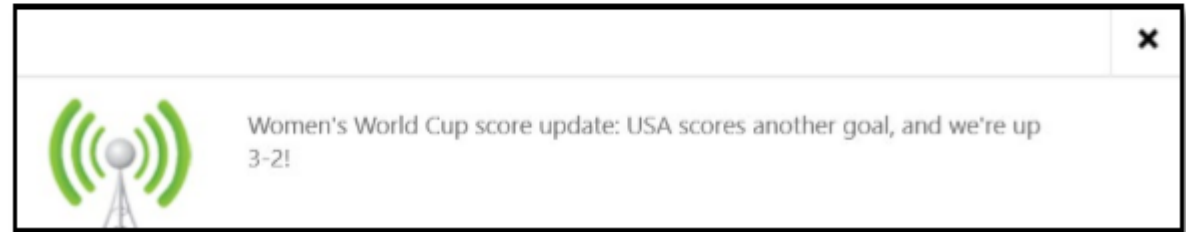| Rank	Attendee		Points
1		mark stead American Healthcare Investors - sr assosiate-information technology	2,120
2		Dan Ringley Godfrey Advertising - IT Systems Coordinator	2,105
3			
4			
5			
6			

1st   2nd
3rd   4th

Full Event Rules available here: https://cloud

Broadcast Messages

"The best tool in your live day toolbox"

Broadcast messages can make a big difference in **Attendee participation**. Use this powerful feature to **tell** attendees what to do, then **watch** them take the **actions** you want

Women's World Cup score update: USA scores another goal, and we're up 3-2!

The next keynote presentation has started. Don't miss out! Click here to reserve your digital seat.

Click here

Did you know that our Platinum Sponsor, ABC Corp, has offices in 23 countries? Visit their booth to learn more about global services.

Click here
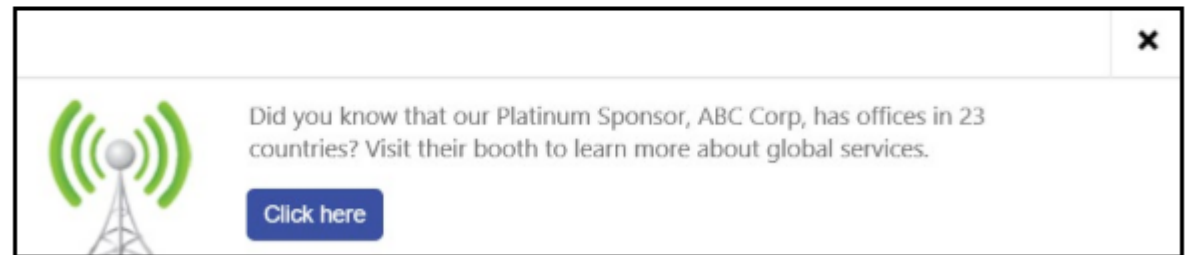
Role Based Access to Content

Deliver **personalized experience** to the attendees

Create **entitlement groups** who can access specific content items, graphics, signs, broadcast messages, webinars, chat groups or even entire rooms or spaces

RESTRICTED AREA

DO NOT ENTER AUTHORIZED PERSONNEL ONLY

You can assign entitlements in multiple ways...

- By **email domain** at the point of registration
- By answer to one or more **registration questions**
- By **individual** registrant
- By **.csv upload**

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Detailed Analytics & Reporting

Attendee Reporting

- Who are they?
- Where did they come from?
- Where are they located?
- Did they attend after registering?

Activity Metrics

- How long did they stay?
- Which locations & booths did they visit? How long?
- What did they view?
- What did they take?
- Whom did they chat or talk to?

Interest Metrics

- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, videos or other content?

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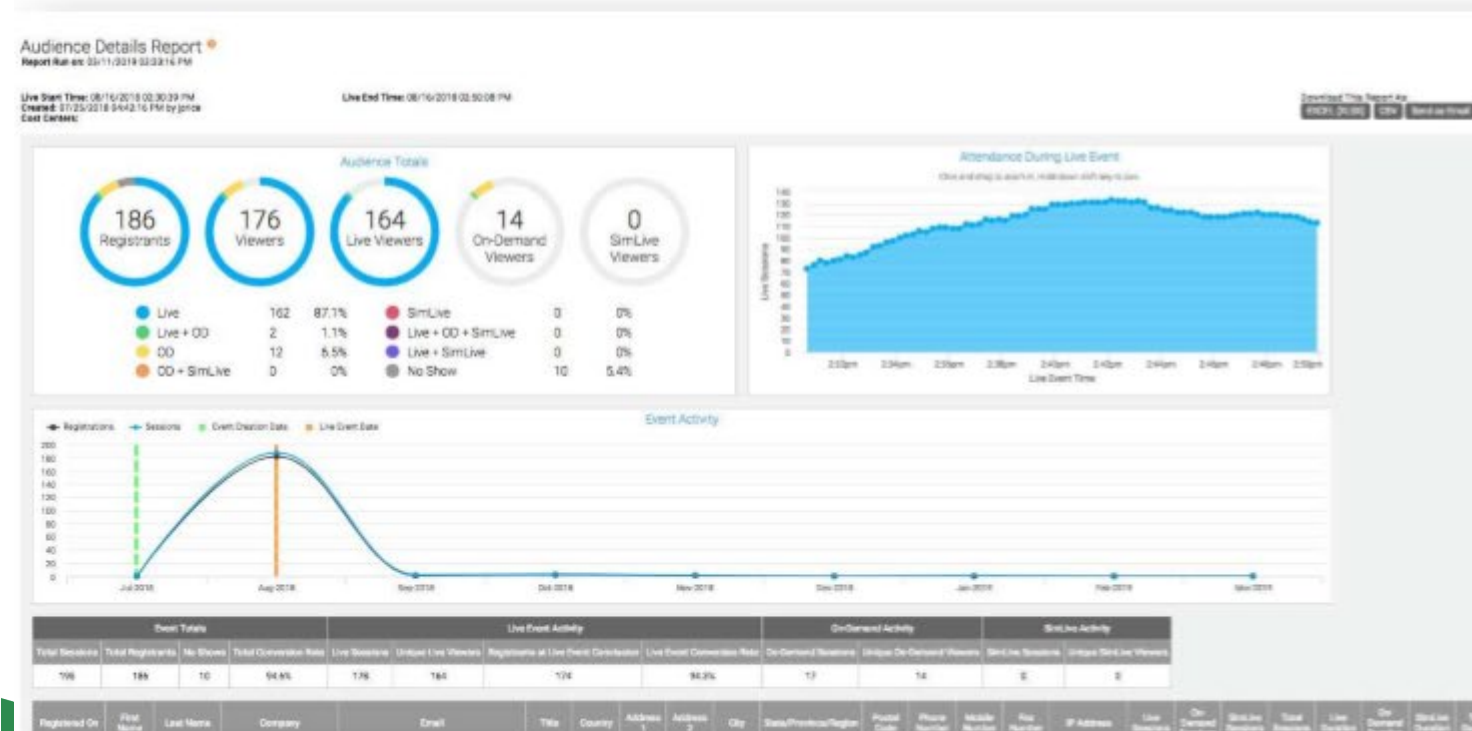
BOOTHS/ EXHIBIT HALL

- Will have a few options for booth designs
  - Is there interested in multiple sizes at different price points
- Birdseye view of exhibit hall upon entry
- Can provide sort by service type
- Giveaways!
  - Everyone likes to win
  - Gamification / Leaderboard will give points for engaging with reps; downloading assets from booths, attending networking sessions & breakouts

SPONSORSHIPS

- Reviewing the platform more in depth to determine options for exposure for sponsorships
  - Screens are customizable – Lobby, Breakout rooms, etc
  - Navigation Bar
  - Signage can be placed in rooms
  - Email /notification
  - Digital Brochure
  - Pre-show promotions
  - Exhibitor guides
  - Keynote / Patient Testimonial on Main Stage
  - Vendor hosted chats/ networking in lounge
  - Vendor Showcase

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MAIN HALL / KEYNOTE