



CASE STUDY:

# PIVOTING TO A VIRTUAL EVENT DURING A GLOBAL PANDEMIC

IDEX Health & Science  
2021 Virtual Global Summit

**72%**

COST SAVINGS OVERALL

**245%**

INCREASE IN ATTENDEES

**23,000**

EVENT GAME POINTS COLLECTED

**120,000**

MINUTES OF CONTENT CONSUMED

**1.14 MILLION**

ENGAGEMENT ACTIONS ACROSS ALL USERS

Brandgineering  
by Design™

# TABLE OF CONTENTS

## 3 CHALLENGE

## 5 GOALS & OBJECTIVES

## 7 STRATEGY

Event Name & Theme . . . . .	8
Technology Platform . . . . .	10
Promotional Campaigns . . . . .	13
Video & Content Creation . . . . .	16
Marketing Collateral . . . . .	21
Mastering the Agenda . . . . .	23
Going Live . . . . .	24
Timeline & Projects . . . . .	26

## 31 RESULTS

Event Metrics . . . . .	32
Client Testimonials . . . . .	33
Participant Testimonials . . . . .	34

## 35 KEY TAKEAWAYS

## 36 TIPS FOR YOUR OWN EVENT



V2Works can handle the planning of virtual events when in-person gatherings are not an option

## CHALLENGE

The rapid pace of COVID-19 has caused a need to act with agility, resilience, and unity in the face of evolving impacts. Like many live-event organizers, our client, IDEX Health & Science, was faced with the difficult decision of pivoting their annual in-person employee conference to another platform, but lacked the resources and knowledge to develop a way forward. Having partnered with V2Works for many years to help support their in-person gatherings, they quickly engaged with us to determine possibilities and devise a game plan.

V2Works is in the brand game, and we're experts in creating strategies and creative experiences. While we know the power of live, face-to-face engagement is undeniable, sometimes circumstances, such as budget limitations, travel restrictions, or a global pandemic, mean that in-person gatherings are not an option.

A hand is shown holding a pink sticky note with the word 'DESIGN' written on it. The sticky note is part of a collection of other colorful sticky notes (orange, purple, green, blue) attached to a whiteboard or wall. The background is slightly blurred, showing a desk with a water bottle and some papers.

A successful 4-day Virtual Event engaged more attendees than ever before

Our team quickly jumped in to adapt the event strategy and presentation model to find the best way to bring IDEX Health & Science's team together virtually so they could keep their company connected, and more importantly, conduct business.

Although the transition to a virtual event presented its own challenges, our team at V2Works was able to work closely with IDEX Health & Science to develop an event model and a comprehensive internal marketing strategy. Ultimately, we executed deliverables and helped drive the event platform for their annual global commercial meeting. It was designed to engage and incentivize their attendees as well as meet their goals.

The experience resulted in four days of virtual content, shared across both a web browser and a new mobile app, which included live streaming, break-out rooms, and on-demand presentations. Attendees viewed over 120K minutes of content with a user engagement of 1.14M actions.

Discover how we met this challenge through new technology to offer a scalable, reliable solution with global balancing to help ensure a premium viewing experience for all.

# GOALS & OBJECTIVES

To move to an on-line event, IDEX Health & Science put their trust in the expert hands of V2Works. With only a few short months to make the switch, we had no time to waste. V2Works met with the event team to establish a clear set of goals and objectives for both the meeting and technical requirements. Separate from that, our team set out to determine goals for creating the event's name, theme, logo, design, and marketing assets to be used.

“Going virtual allowed us to become even more engaged than ever before and increased attendance by 245%”

Troy Turner, Creative Director / Principal, V2Works

The annual in-person conference usually hosted around 110 employees. Each was flown in, coming from all over the world, to that year's selected location. With global access a necessity, the plan for the virtual meeting required the following:

- All virtual attendees would have unrestricted internet access to the meeting platform
- The meeting would allow for access and management across multiple time zones

The team also agreed that beyond the sessions and team engagement, the most important elements were stability for all attendees and security across the board. With all these objectives in mind, the unrivaled experience, agility, and adaptability of our V2Works Brandengineering team came fully into play.

The new digital experience was to offer business-specific learning and active attendee engagement with subject-matter experts and networking among peers. The virtual meeting centered on the following final key goals and objectives:



### CONNECT

The meeting would need to connect the IDEX Health & Science commercial teams with leadership and each other.



### COMMUNICATE

The meeting would need to easily communicate business results, plans, and strategy to all team members.



### RECOGNIZE

The meeting would need to acknowledge IDEX Health & Science teams with awards, promotions, and achievements.



### EDUCATE

The meeting would need to inform and raise awareness about products, techniques, and industry details.



### ENGAGE

The meeting would need to encourage daily attendance and participation with appealing activities.



### ACCOMMODATE

The meeting would consist of live and on-demand presentations over a series of days.



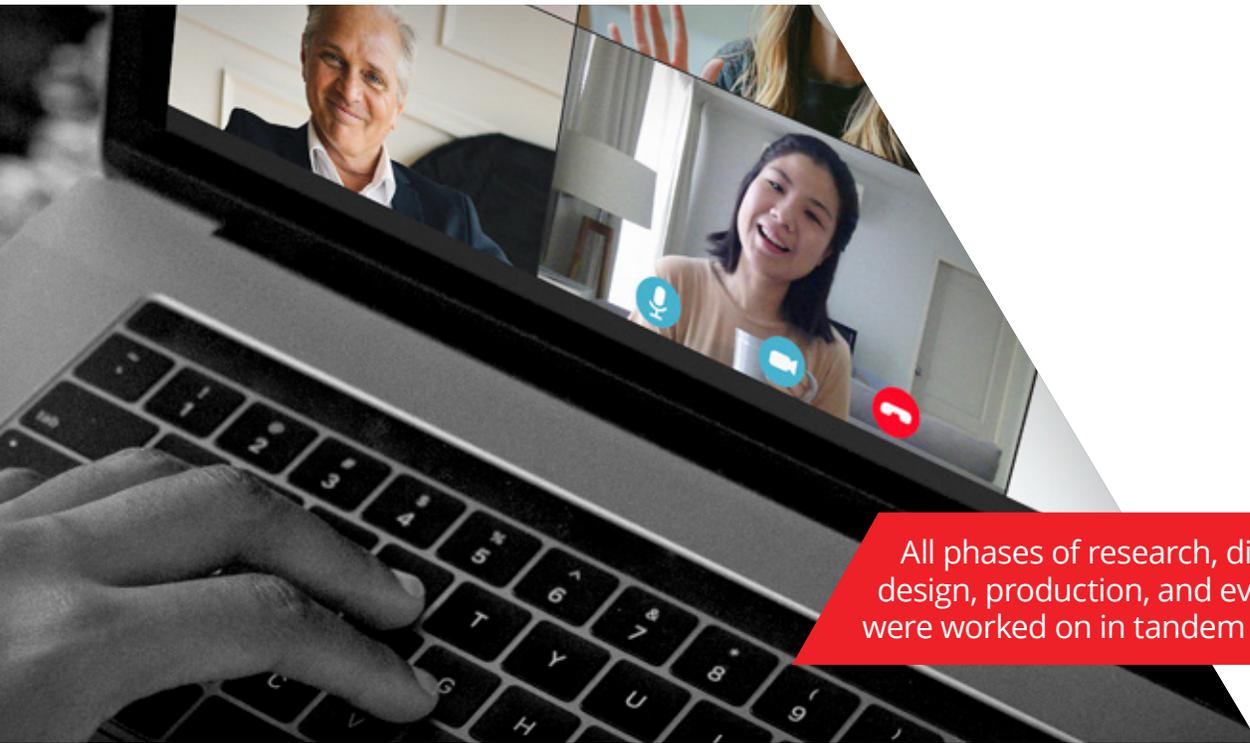
### INTERACT

The meeting would be interactive and engaging with a mix of content delivery formats.



### RESPOND

The meeting would require active engagement and timely responsiveness from all presenters and meeting stakeholders.

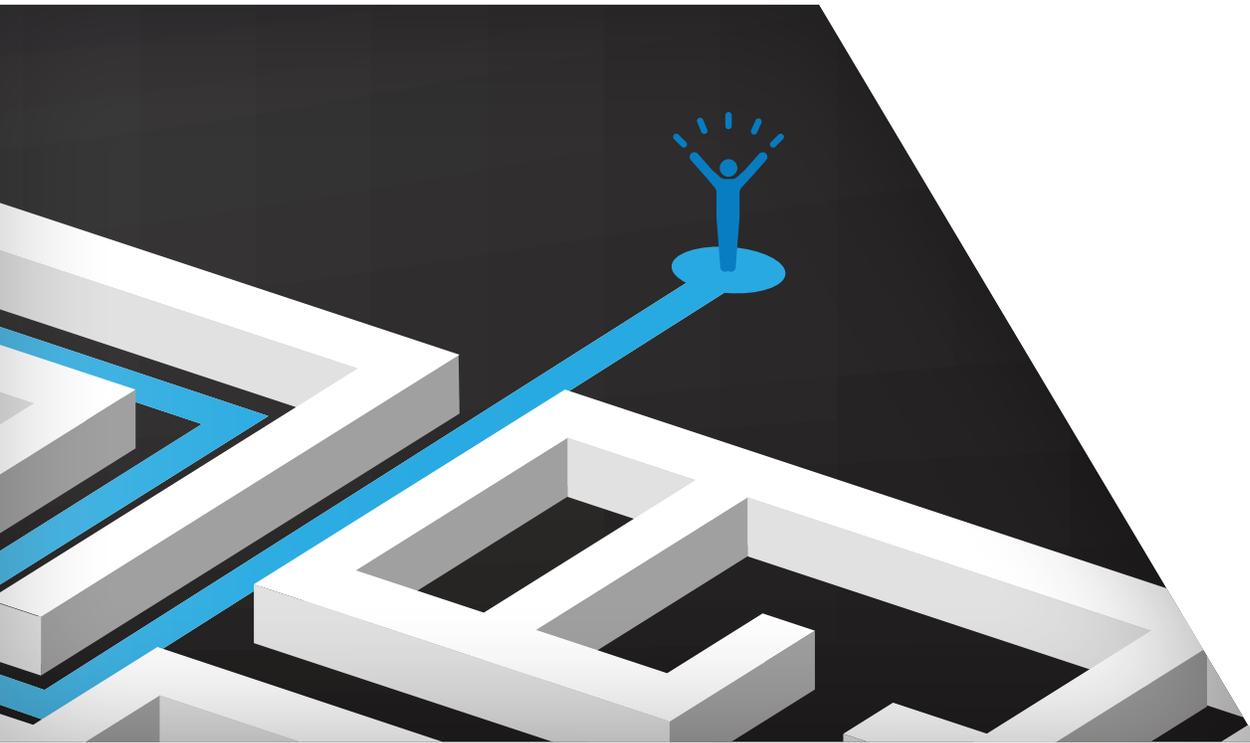


All phases of research, discovery, creative, design, production, and event management were worked on in tandem

# STRATEGY

Our approach to planning a virtual meeting was in many ways similar to executing an in-person event. Starting with purpose and content are important. However, for this particular situation, we needed to overlap that with finding a platform that would support our goals. Our Brandgineers embraced the challenge and started exploring technology options while tandemly working on the event's name, theme, messaging, and design.

The following pages outline key event project strategies for the entire virtual event, including all elements for brand, creative, and marketing, as well as timelines, project lists, results, event metrics, and testimonials.



## Event Name & Theme

For the event's name and theme, we needed something compelling to set the tone and spark interest. We also wanted the name to relay to attendees the full switch to an on-line platform, and inspire them with a theme that would outshine the reasons for the change: COVID-19.

### **Name: 2021 Virtual Global Summit**

After much masterminding, we changed the meeting title from the usual *Global Commercial Meeting* to the new *Virtual Global Summit*. The fresh name not only directly told the attendees that the meeting was going to be hosted online, but by purposely excluding the *Commercial* reference, the event instantly became much more accessible to employees who weren't invited to participate in the past due to budget constraints.



**ADAPT**  
**INNOVATE**  
**REIMAGINE**  
2021 VIRTUAL GLOBAL SUMMIT

## Theme: Adapt, Innovate, Reimagine

The COVID-19 pandemic surging around the world took a heavy toll on organizations and people alike. The growing risk of infection forced companies to rethink how they operate and transact business. The theme chosen for this event was *Adapt, Innovate, Reimagine*.

Adaptability is the key to continuity in business throughout a pandemic. This theme encouraged the building of more agile teams, harnessed the momentum of innovation, and reaffirmed how IDEX Health & Science could reimagine what partnership meant in the face of customer expectations.



V2Works researched more than 20 top platforms to find the best fit for the virtual event

## Technology Platform

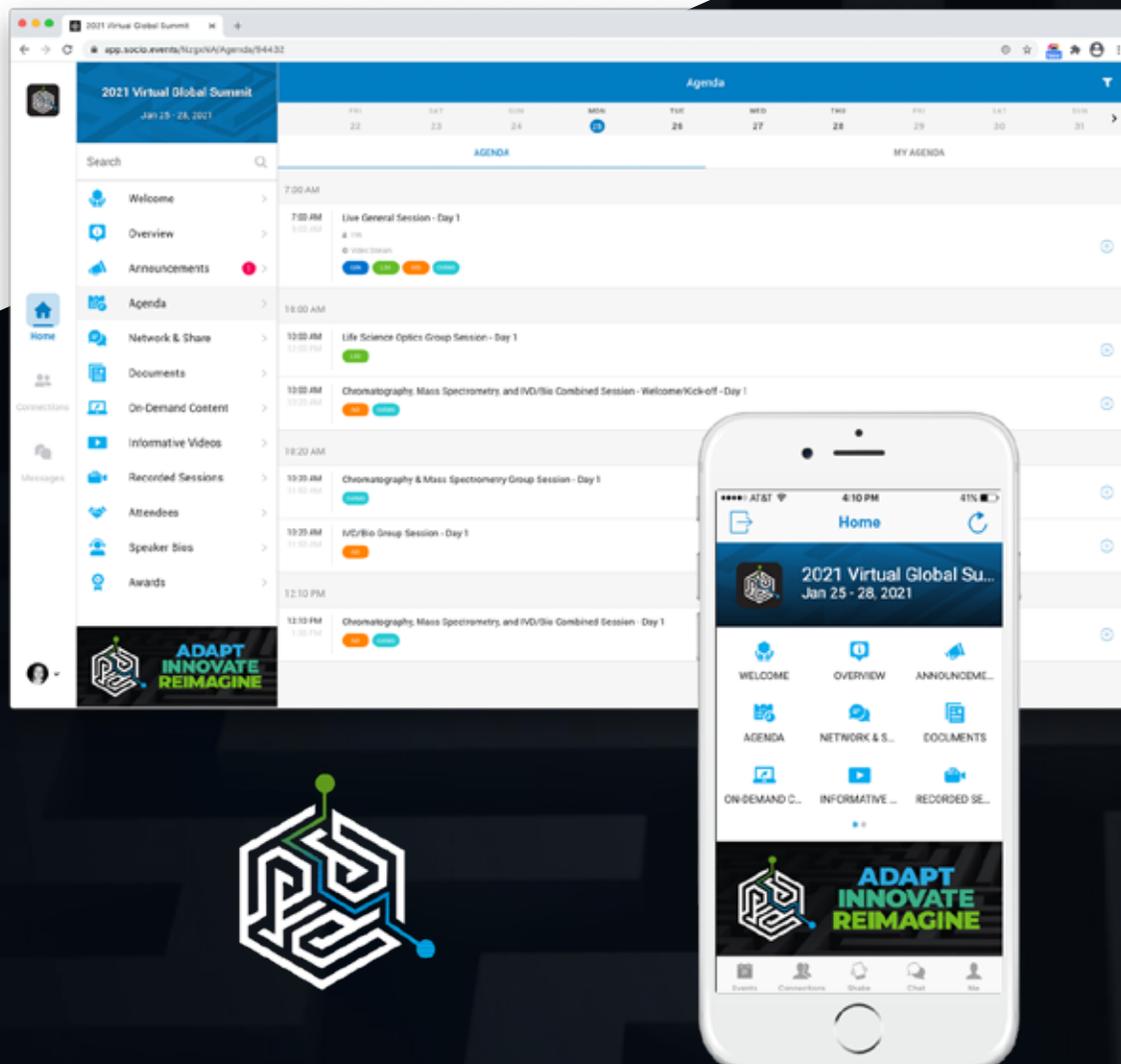
When narrowing down options for the virtual event platform, we needed to allow for livestreaming, a flexible content library, networking, and attendee engagement. We compared the capabilities of more than 20 top platforms and selected one for its ability to deliver and, where possible, support and even enhance the event's outcomes. We also wanted to choose a platform that had scalability and potential for future customer-centric events. The chosen platform allowed us to either directly or indirectly perform the following key actions:

- Perform live webcasting
- Integrate small group video chats for break-out sessions
- Hold congruent streaming webinars for different groups
- Create an interactive agenda
- Offer prerecorded on-demand videos and presentations
- Engage with attendees with in-app activities and games
- Integrate with other tools and platforms, such as Salesforce

In addition, it was important that the platform provide live analysis and metrics, offer support and security for hosting proprietary information, and be user-friendly for setup. It also needed to provide a great experience for attendees, presenters, guest speakers, and the V2Works production team.

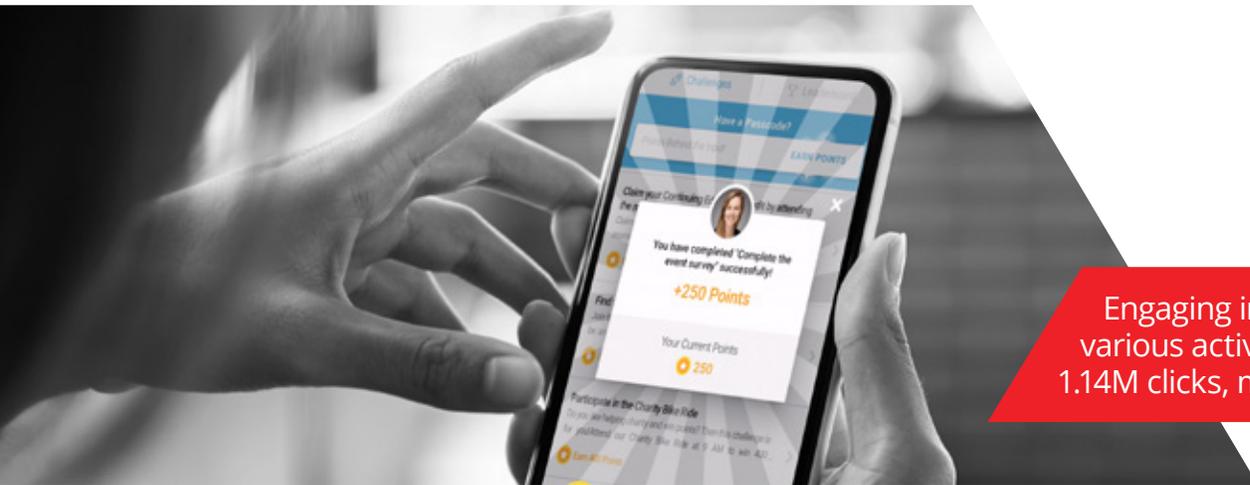
## Seamless Experience with Total Flexibility

Using the platform, we were easily able to elevate the Virtual Global Summit with a high-quality web interface and mobile app. Each was customized to the event theme branding, and the platform included advanced features for integrating agendas, tracks, videos, documents, and more.



## Making Connections

A virtual event without networking is just a webinar. The Virtual Global Summit platform gave attendees a way to chat, share files, and engage with each other and the presenters throughout the event. We were also able to keep attendees excited and engaged with a private social networking wall, live polling, Q&A, push notifications, and more.



Engaging interaction through various activities led to 1.14M clicks, messages & posts

## Engagement & Gamification

One of the problems with long meetings in isolation is that they can be boring and tedious. The trick to making an event something people would actually get excited about is engagement. The platform made it easy for us to help break up the day with built-in functionality to carry out custom quizzes, challenges, surveys, and scavenger hunts. By hiding special codes across different documents, videos, and presentations, we were able to inspire attendees to participate in some friendly competition, then rewarded them with special incentives. More than half the attendees took part in the event game, completing 639 challenges over four days and earning a total of 21,195 points. Attendees were able to check their status on the leaderboard and share their high scores with others on the social sharing wall.



Hubs were implemented to keep everyone on track and get them excited about the upcoming event

## Promotional Campaigns

We created a detailed project plan and timeline to cover the development of all content and event assets. Then, we put a full schedule of promotional communications in place to keep presenters on track with content development. We tailored a secondary marketing plan specifically for attendees to boost excitement leading up to the event.

Both promotional paths included a specialized hub, in the form of a landing page and series of eblasts, through which each audience could receive targeted updates about the event.

The following pages highlight both the promotional hubs.

# Presenter Hub & Promotional Campaign

The Presenter Hub landing page provided an organizational resource to assist the presentation building process and keep everyone on track. The Hub included event announcements, timelines for content creation, templates, and a library of assets to make their presentations shine. It also included checklists to help guide presenters through either prerecorded or live presentation best-practices. The attention to detail extended to advising presenters on modifying their home office setup to provide the best possible audio and visual.

The presenter promotional campaign fed participants regular tasks and milestones through a series of eblasts and meetings to keep them on schedule. Speaker briefings and livestream training ensured that presenters were comfortable with the content format and virtual setup.

**WELCOME TO THE Presenter Hub**

This web page has been created for presenters and those creating content for the meeting. It offers tools to help inspire and keep you on track, so that you and your team are fully prepared to be part of the 2021 Global Summit.

This year, the annual meeting will be a 4-day completely virtual experience. All presentations, except for the opening general sessions, will be pre-recorded unless you have a live session with a specific goal. All the content created for the meeting will be part of the on-demand agenda attendees will create based on their specific needs and interests.

Please follow the top links or scroll through all sections below, which have been dedicated to helping you make the 2021 Global Summit the best it can be.

KEEP SCROLLING FOR MORE DETAILS.

**PRESENTATION DUE DATE: JANUARY 8, 2021**

**00 : 00 : 00**  
hours minutes seconds

## Call for Topics

Start Thinking About Topics You and Your Team Will Want in the Meeting Agenda

**GLOBAL SUMMIT MEETING FORMAT**

The meeting will include daily Live and Recorded general session presentations followed by a block of On-Demand presentations and Informative Videos that the attendees will view based on their needs and interests.

**MEETING FORMAT INCLUDES**

- LIVE GENERAL SESSIONS
- RECORDED SESSIONS
- ON-DEMAND PRESENTATIONS
- INFORMATIVE VIDEOS

**PLAN YOUR BREAKOUT SESSION CONTENT**

Think about developing your content in terms of breakout sessions as with previous meetings. In doing so, know that you will have several options with regard to how your content can be consumed, such as the following:

**CHOOSE A CONTENT DELIVERY OPTION**

- BACK-UPPT ATTENDEES RE VIEW ON THEIR OWN
- RECORDED-UPPT VIEWED AS A VIDEO
- RECORDED-UPPT VIEWER WITH RECORDING TO GO
- LIVE PRESENTATION SELECT AUDIENCE WITH Q&A

**PRESENTER INFORMATION HUB**

To help you with creating content, we have prepared this information hub for all presenters where you will find tools to help inspire and keep you on track, such as:

KEY DATES & DEADLINES | TEMPLATES & ASSETS | PRESENTATION TIPS & TRICKS | HOW TO VIDEO

[DOWNLOAD A PDF OF "CALL FOR TOPICS"](#)

MULTIMEDIA

## Due Dates for Content

**PRE-RECORDED VIDEOS ARE DUE JANUARY 8, 2021**

Submit your pre-recorded videos to the Marketing Team no later than January 8, 2021. Your handouts, survey questions, and Q&A moderators are also due at this time. Check out the "Presentations Check Lists" link for more detailed information on each of these items.

**Pre-Recorded Presentations Timeline**

Timeline from October to January 2021:

- OCTOBER:** Call for VOR Topics
- NOVEMBER:** Presentation Topics Due
- DECEMBER:** Presentation Status Check-in
- JANUARY:** Final Recorded Presentations Due Jan. 8th

Key activities: Build Presentations (Nov-Dec), Perfect, Practice, and Record (Dec-Jan), VOS (Jan 25-28).

MULTIMEDIA

## Agenda

	Day 1	Day 2	Day 3	Day 4
<b>Live Sessions &amp; Q&amp;A (7:00 to 8:00 am)</b>	• Executive Presentations • Guest Sessions			
<b>Scheduled Break (8:30 to 10:00 am)</b>	• BREAK	• BREAK	• BREAK	• BREAK
<b>Business Unit &amp; Functional Area Presentations and Training</b>	• Agenda and Topics by BU / Functional Area • Live Recorded / On-Demand	• Agenda and Topics by BU / Functional Area • Live Recorded / On-Demand	• Agenda and Topics by BU / Functional Area • Live Recorded / On-Demand	• Agenda and Topics by BU / Functional Area • Live Recorded / On-Demand

# Attendee Hub & Promotional Campaign

The Attendee Hub landing page promoted the event and created excitement. At different intervals, it included a countdown timeline, teaser videos, and event topics. Before launch, the Hub was transitioned to display a platform tour video as well as registration details.

The attendee promotional campaign included event announcements, teaser videos, registration information, and sneak peeks into event agendas and guest speakers. These ongoing promotional materials created excitement and kept the momentum going leading up to the event.

Get Ready! Our Annual Meeting is About to Go Virtual!

The pandemic may be keeping us from meeting in person, but it's not stopping us from coming together to look back at 2020 and to then look forward to 2021 in a new and exciting way!

Join us January 25–28, 2021

KEEP SCROLLING FOR MORE DETAILS

TAKE A TOUR REGISTER NOW

ADAPT INNOVATE REIMAGINE 2021 VIRTUAL GLOBAL SUMMIT

2021 VIRTUAL GLOBAL SUMMIT EVENT COUNTDOWN

00 : 00 : 00  
HOURS MINUTES SECONDS

Take a Tour of the Event Platform and Register

Take the first step in your Virtual Global Summit experience by watching this video to learn how to participate. Follow the on-screen instructions to learn how to register for the event.

GET VIRTUAL GLOBAL SUMMIT READY

REGISTER NOW

Register Now

REGISTER IN CHROME WEB BROWSER:

Use your work email address to register. NOTE: If you have trouble loading the page, try refreshing your browser window.

REGISTER IN WEB BROWSER

- Make sure you use the Chrome web browser for the best experience.
- If you are based in China, you can only participate in the live general sessions via the Web application.

DOWNLOAD THE MOBILE APP:

Search "Virtual Global Summit" in your App store or click the links below to install our Official VGS App on your mobile device. Once installed, log in with your work email address.

App Store Google Play

Expanding Boundaries with a Maze of Possibilities

The 2021 Global Summit will be available through an interactive web app where you can toggle between your mobile device or desktop to join in the fun. Some of the key features include:

- Daily Live Event Streaming**  
Check in and participate in daily live-streamed events.
- On-Demand Content & Video Library**  
Watch presentations and download documents.
- Business Unit Break-Out Sessions**  
Take part in daily breakout sessions organized by business unit.
- Guest Speakers**  
Listen to guest speakers daily in the live general sessions.



V2Works produced 16 videos to be used throughout the event

## Video & Content Creation

Our previous work with IDEX Health & Science gave us the research and baseline for how their attendees consume content, but the shift to digital presented a new challenge to enhance the user experience to keep our attendees focused and informed. We constructed a series of several videos and on-demand content to be released strategically before and during the event to make it fresh and appealing.

In addition, our team inserted videos into livestream broadcasts with other functionality, such as built-in chat, Q&A, polling, and branded overlays, to deliver an interactive attendee experience.

We created a great deal of video content for the Virtual Global Summit. The following pages highlight only a few of them.

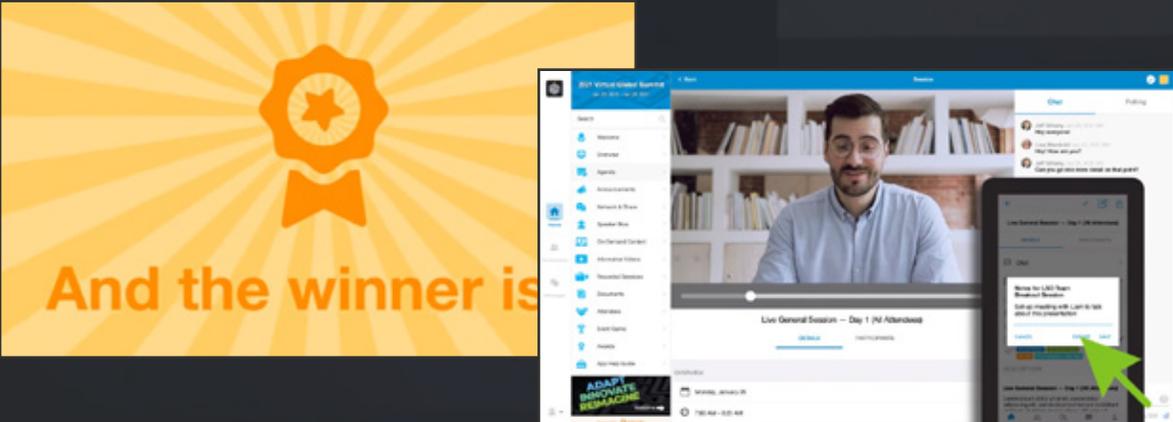
# Event Teaser Videos

To build excitement for the event, we created a series of high-energy promotional videos to release to presenters and attendees alike. The videos used themed graphics and stylized footage along with fast-paced music to tease details of the Virtual Global Summit in a targeted cadence. The videos released important save-the-date details as well as information about the event and exciting guest speakers. Our V2Works team scripted, storyboarded, and animated all videos.



# Event Tour Video

Since no one would be greeting attendees in person, we needed a way to give them a complete overview of the event platform, its features, and what to expect. Our V2Works team created an event tour video to do just that. The tour included instructions on where to access the web or mobile apps and steps on how to register, then provided a summary of all the platform's components. We even hid a special event code in the video so viewers could score game points.



# Welcome Video

As COVID-19 continued to impact the world, we felt it was important for the president of IDEX Health & Science to deliver an introduction to the event, explaining the transition to virtual and setting the tone for making it a great experience. To raise the mood for the event and give it a touch of fun, we created an illustrated character of the president to play off the virtual aspect. Our V2Works team wrote a script, developed the personalized character and storyboard, then produced and animated the video, using a voiceover from the president. The video was informative and lighthearted, and greeted attendees as soon as they signed in to the event the first time.



# Facility Tour Videos

IDEX Health & Science has multiple facilities around the world, but not everyone in the company gets to travel to each of them. We wanted to provide employees with a way to tour the facilities and learn more about the products being manufactured at each, as well as the people who make them. V2Works partnered with personnel at each facility to create a walk-through video. We provided step-by-steps and best practices for the videographers, then took the footage to create a comprehensive overview, complete with scripting, floor plan graphics, and voiceover.



NOTE: All facility videos contained proprietary information, so only generic images are featured here.

## Accomplishment Video

Although 2020 was less than ordinary, we wanted to highlight all the accomplishments of the IDEX Health & Science team. To celebrate, we created a video to highlight all achievements — large and small — throughout the year. V2Works helped storyboard and produce the video that was broadcast live during the opening ceremony.



## Voice of Customer Video

IDEX Health & Science is dedicated to Customer Obsession, a state of hyper-focus on creating a better customer experience from the customer's perspective. The event team was able to procure multiple voice-of-customer videos to share at the event in observance of that practice. V2Works gathered all the footage and created a 16-minute video using the event's themed graphics. The attendees were excited to see how customers appreciate their hard work.





V2Works produced several downloadable brochures to be used at the event as well as for post-event distribution and printed pieces

## Videos (Continued)

Additional video content included training videos, product featurettes, and a virtual tour of the IDEX Health & Science marketing website. By using a series of videos before and during the event, we were able to create enthusiasm and communicate fun and/or important information in a more impactful way than any printed media could.

## Marketing Collateral

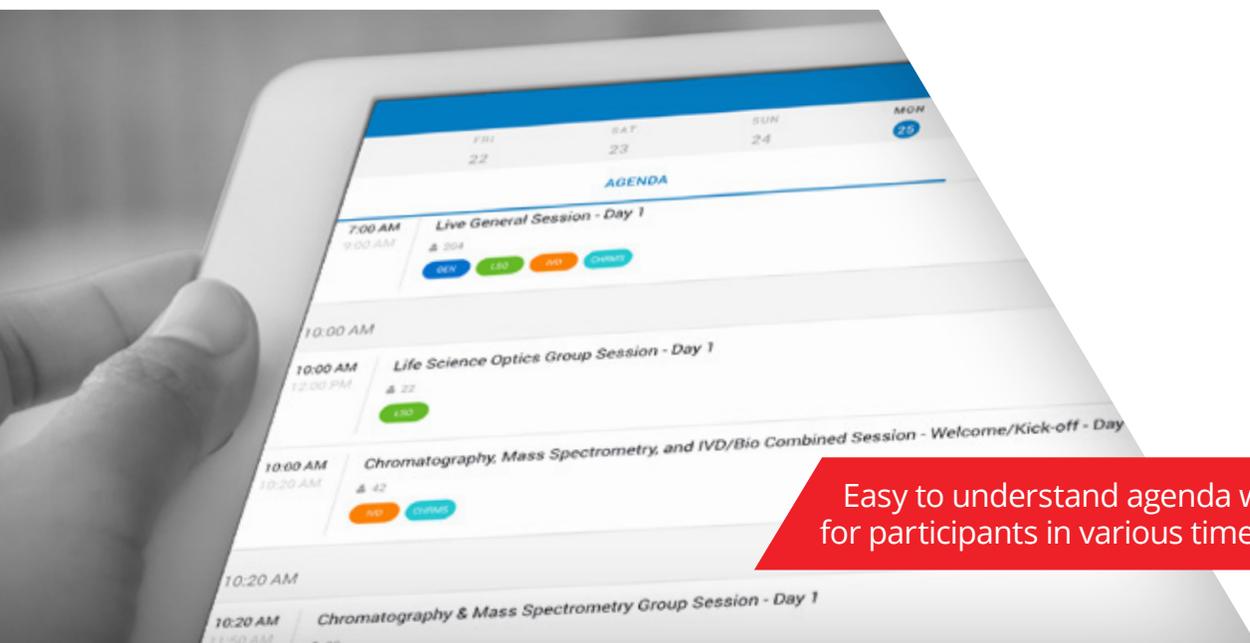
V2Works has a central role in the development of content for IDEX Health & Science, translating engineering details to their brand voice to convey critical information. Leading up to the event, we worked closely with the IDEX Health & Science team to develop and create a number of comprehensive brochures to debut as downloadable items at the Virtual Global Summit. Facing tight timelines, the team met with stakeholders to review product and capability information, then kicked in to full gear to develop detailed content, concepts, and three-dimensional imagery.



**COVID-19 Solutions Brochure:** V2Works played a key role in developing a new 20-page brochure centered on COVID-19 Solutions that provides customers with a comprehensive look into the optofluidic solutions that IDEX Health & Science provides for coronavirus-related analytical instrument development. We developed graphics, content, and three-dimensional product renders to highlight this expertise.

**Corporate Brochure:** Over a few short months leading up to the event, V2Works created a new 8-page corporate overview brochure that features their entire product development process, so the sales team would have an improved way to initiate conversations with customers.

**Fluidics Products Brochure:** In addition to the above, V2Works helped IDEX Health & Science launch a new 28-page brochure that covers their extensive line of Fluidics products.



## Mastering the Agenda

V2Works considered the event’s narrative and recommended a streamlined agenda with three two-hour broadcasts daily, split across four consecutive days. The goal was to keep the daily duration at five to six hours max to reduce screen fatigue.

The event schedule was adjusted to start each day at a time that allowed for multiple time zones and the additional pressures of working from home. It was important that Virtual Global Summit attendees be able to build their own agendas and experiences the same way they would for a physical event. To accommodate both, we categorized and color-coded agenda items into specific session topics that made it easy for attendees to build their own calendars in either the app or web browser. Attendees could then watch live or go back as their schedule or time zone allowed to watch the recording. The platform also allowed moderators to assign required presentations for attendees.



## Going Live

For the Virtual Global Summit, V2Works centrally managed all aspects of producing the live event in conjunction with the IDEX Health & Science marketing and event team. This included training, technical management, show calling, directing, and queuing 31 presenters across two continents as well as managing the presenters' sound and camera settings, slide decks, and participant interaction, such as real-time Q&A.

### Back-End Support

During the course of the event, our V2Works team worked closely with the IDEX Health & Science team to deliver support for streaming and break-out sessions, which included:



Livestreaming production, presenter monitoring, overlays, and videos.



Q&A moderation to feed important questions to presenters in real time.



Integration of on-demand content as soon as each break-out session finished.



Daily live training sessions and run-of-show documentation for each event day.



Measured success is shown by platform tracking capability, shown on Event Metrics, page 32

## Attendee Tracking

Once registered, event attendees were authenticated in the event platform while their usage was tracked and provided for analysis post event. The platform was easily accessible via the web or mobile app, and once users were logged in, they saw a series of promotional banners to access different types of content. While the majority of content was available only after logging in, some leadership sessions were accessible through the company’s calendar, giving last-minute registrants quick entrance while they simultaneously went through the registration process. Security testing of the event was provided and carried out through the event platform.

Expectations for the event continued to grow the closer we got to the go-live date. The change in dynamic from physical to virtual fueled much of this, with wide-ranging excitement over the on-demand content and engagement activities on the platform. Each day brought new learning to the IDEX Health & Science team, and we received a ton of feedback that the Virtual Global Summit resonated with attendees across the globe.

# TIMELINE & PROJECTS

All phases of research, discovery, creative, design, production, and event management were worked on in tandem.

## RESEARCH DISCOVERY

Carried out a full assessment of the event to evaluate goals, determine needs, and develop a game plan

Researched virtual event platforms for both employee- and client-facing events

Researched best practices for virtual events

Explored engagement activities

Researched virtual team-building meeting activities

Investigated virtual-centric incentives and swag

Presented discovery to IDEX Health & Science stakeholders

## CREATIVE DISCOVERY

Determined the primary differentiators based on goals to develop a brand and campaign

Developed and pitched several event name ideas

Developed and pitched various theme concepts

Created a brand for chosen event name and theme, including logo and color scheme

## PLATFORM PLANNING

Utilized insight gathered from discovery to develop a platform plan for the event

Defined key elements and deliverables required to perform a virtual event

Selected event platform and integrations

Developed structure to execute and manage event and all sub-projects

## CREATIVE READINESS

Gauged the needs of the event and all campaign pieces to start design of graphical elements

Established campaign requirements

Established a messaging and graphic structure

Started developing graphical elements to use throughout campaign and event

## EVENT PLANNING

Developed strategic plans for all facets of the event and multiple audience campaigns

Established and managed timelines for the project and content creators

Developed promotional campaigns and timelines for content creators and attendees

Prepared event schedule to accommodate multiple time zones

Created processes to develop and execute presenter videos

## MOBILE APP DEVELOPMENT

Worked within the platform to create the event mobile app for presenters and attendees

Developed app construct

Set up and configured app security

Prepped for Apple Store and Google Play Store

Submitted app for review and approval

Launched and tested app

## CONTENT DEVELOPMENT

Created and wrote content for marketing collateral and content to be released at VGS

## THEME ASSET CREATION

Created a series of assets for presenters to use for their lectures

Developed a themed PowerPoint template and slides to be used in presentations

Developed graphic assets, including icons, to be used for presentations

Created presenter and attendee "hub" web pages, used as a one-stop source for assets, timelines, checklists, and more

Created multiple guides for presenters, such as:

- Home studio tips and tricks
- Prerecorded presentation checklist
- Live presentation checklist
- How to record a video step-by-step guide and video tutorial
- Tips for creating a virtual presentation

## MOBILE APP DESIGN

Worked within the platform to design the event mobile app for presenters and attendees

Designed app construct

Designed app icon

Designed app theme

Designed series of event-themed icons for all app features

Launched and tested app

## CONTENT CREATION

Designed multiple pieces of marketing collateral and videos to be released at VGS

# CAMPAIGN ADMIN

Developed a comprehensive campaign to promote the event between the different audiences

- Created timelines and schedules
- Organized and administered promotional campaign for presenters
- Organized and administered promotional campaign for attendees
- Managed content and team involvement

# ONGOING EVENT MANAGEMENT

Managed, organized, and tracked all event details, including major- and sub-project timelines, budgets, and scope

- Initiated and administered event objectives
- Managed roles and responsibilities
- Monitored and controlled event and campaign aspects
- Held bi-weekly meetings with event team

# TEASER 1 VIDEO CREATION

Conceptualized, storyboarded, and produced a teaser video in the event's theme to release to attendees and create excitement

# PRESENTER CAMPAIGN

Created a campaign series of promotional touch-points to build excitement and motivate presenters leading up to the event

- Created event announcement email leading presenters to hub
- Composed a series of emails to cover due dates, checklists, demos, reminders, training, and more

# INFORMATIVE VIDEO CREATION

Identified information-driven content to create and develop videos for increasing company awareness

- Created a series of seven videos to showcase facilities throughout the organization, which included script writing, design, and production
- Created a "BrandLab" video to showcase the IDEX Health & Science marketing website, including script writing, design, storyboarding, animation, and production
- Created a product showcase video featuring new valves to be launched at VGS, including script writing, design, storyboarding, animation, and production

# WEB APP DEVELOPMENT

Worked within the platform to create the event web app for presenters and attendees

- Developed web app construct
- Set up of web app security
- Configured platform settings
- Managed platform hierarchy and content
- Managed users, agenda, and announcements
- Launched and tested web app

# TECHNOLOGY INTEGRATIONS

Implemented multiple technology integrations to enhance platform security and user experience

- Set up and organized additional platforms
- Provided ongoing management of content and scheduling
- Trained event team

# ENGAGEMENT PLANNING

Worked with the event team to develop and implement attendee engagement programs

- Created ongoing social interaction posts (creative, writing, and design)
- Assisted in development of event game, rules, content, and implementation

# WEB APP DESIGN

Worked within the platform to design the event web app for presenters and attendees

- Designed web app construct
- Designed app theme
- Imported, designed, and established content
- Set up event graphics and cross-platform functionality
- Managed ongoing content updates and additions

# EVENT VIDEO CREATION

Identified presentation-driven content to create and develop videos for timed releases at event

- Created a comprehensive "Event Tour" video to walk attendees through the sign-up process and how to use the web and mobile apps; included script writing, design, storyboarding, animation, and production
- Created a "Welcome from the President" video to present to attendees upon app registration; included script writing, design, storyboarding, character animation, and production
- Created a "2020 Accomplishments" video to highlight employee achievements to be featured during a live presentation; included design, storyboarding, and production
- Created a "Customer Obsession" video to be featured during a break-out session to highlight customer testimonials; included design, storyboarding, and production

## PRESENTER TRAINING

Held multiple rehearsals and run-throughs for presenters and guests before and during the event

- Administered training sessions
- Administered daily rehearsals
- Assisted in creating event run-of-show documents
- Provided troubleshooting and assistance

## LAUNCH & LIVE BACK-END SUPPORT

Centrally managed the four-day event from the back-end of the platform

- Livestreaming production and management
- Monitored presenters
- Moderated real-time Q&A
- Provided support and technical assistance

### Post-event support

- Conducted debriefs, metrics, and analysis

## ATTENDEE CAMPAIGN

Created a campaign series of promotional touch-points to excite attendees and keep them motivated leading up to the event

- Created event announcement email leading attendees to hub
- Composed a series of emails preceding event to create excitement

## TEASER 2 VIDEO CREATION

Conceptualized, storyboarded, and produced a second teaser video to keep momentum for attendees

## LAUNCH & LIVE FRONT-END SUPPORT

Centrally managed the four-day event for the front-end display on the platform

- Monitored attendee registration and interactions
- Monitored event game and announcements
- Managed on-demand content for 45 separate break-out sessions, including relevant graphic creation, integration, and loading into multiple access areas for the web and mobile apps
- Reported daily metrics and analysis

# RESULTS

Despite the challenges of turning an originally intended live event into a virtual meeting due to the global pandemic, moving to a virtual platform proved to be a huge success. Using a web- and mobile-app platform, we were able to transform valuable content and learning opportunities into a high-quality virtual networking experience for the global audience. The outcome was a smooth meeting experience that made the content fully accessible and engaging.

The feedback from the IDEX Health & Science team, presenters, and participants was exceptional (see page 33). The format allowed the meeting's lifespan to be extended well after the event. Digital content, including recordings from the presentations and non-proprietary content, could then be converted into social posts. Furthermore, the platform of the event content continues to attract new ideas for extending the life of the event programming, as well as finding ways to engage with customers on a large scale in the future.

**72%**  
COST  
SAVINGS  
OVERALL

**245%**  
INCREASE  
IN  
ATTENDEES

**99%**  
INCREASE IN  
CONTENT  
LIFESPAN

**10X+**  
INCREASE IN  
REUSABLE  
ASSETS

A side benefit of having the all-digital event was that IDEX Health & Science was able to expand their attendee list to have larger teams of people participate. The event hosted more than twice the number (245%) of attendees that the in-person event could accommodate. Not only was IDEX Health & Science able to invite more employees, the virtual event proved to be a major cost-savings advantage over an in-person gathering, reducing the out-of-pocket expenses by 72%.

[Keep Reading for Event Metrics & Testimonials](#)

# EVENT METRICS

## ATTENDEES



**245%**  
MORE ATTENDEES



**1.14M**  
ENGAGEMENTS: CLICKS,  
MESSAGES & POSTS

## HIGHLIGHTS

### NETWORK & SHARE WALL

**67** POSTS   **423** LIKES   **885** INTERACTIONS



**421**  
DOCUMENTS  
DOWNLOADED

### EVENT GAME

**94**  
PARTICIPANTS



**748**  
COMPLETED CHALLENGES  
**22,995**  
TOTAL POINTS SCORED



**24**  
AGENDA SESSIONS



**120K**  
MINUTES OF  
CONTENT  
CONSUMED

## LIVE SESSIONS

DAY 1

**83%**  
JOINED  
LIVESTREAM

**30%**  
WATCHED  
RECORDING

**272.9K**  
ENGAGEMENT

DAY 2

**93%**  
JOINED  
LIVESTREAM

**21%**  
WATCHED  
RECORDING

**234.1K**  
ENGAGEMENT

DAY 3

**60%**  
JOINED  
LIVESTREAM

**20%**  
WATCHED  
RECORDING

**243.7K**  
ENGAGEMENT

DAY 4

**62%**  
JOINED  
LIVESTREAM

**12%**  
WATCHED  
RECORDING

**108.9K**  
ENGAGEMENT

## POST-EVENT WATCHES

### ALL ON-DEMAND SESSIONS



**422** TOTAL PLAYS   **339** UNIQUE PLAYS   **74** HOURS WATCHED

## SURVEY

**73%**

OF ATTENDEES  
PREFERRED  
THE EASY  
ACCESS OF  
THE VIRTUAL  
EVENT OVER  
IN PERSON

**60%**

OF ATTENDEES  
ENJOYED  
THE BENEFIT  
OF 24-HOUR  
ACCESSIBILITY  
OF ON-DEMAND  
CONTENT BEST

**4.7★**

EVENT  
PLATFORM  
RATING

ATTENDEES  
SAID IT WAS  
EASY TO USE  
& NAVIGATE

**4.6★**

EVENT  
CONTENT  
RATING

ATTENDEES  
SAID IT WAS  
INTERESTING  
& ENGAGING

# TESTIMONIALS

## FROM THE CLIENTS

“V2Works was instrumental in helping us identify the best platform strategy to host our annual company meeting, going from an in-person gathering to a virtual platform. This new virtual platform and technology allowed our company to double the amount of attendees and significantly lower the cost of this meeting, making it a win-win! V2Works collaboratively led the entire project management of this meeting from beginning to end, but they really shined with their amazing creative design and graphics. They created visually incredible branding logos, PowerPoint templates, MS Teams backgrounds, Guest Speaker profiles, and extremely well executed videos. Their creative directives also included virtual gaming ideas and social posts to stir and boost the attendee engagement and experience. V2Works left nothing uncovered and truly made our first ever Virtual Global Summit an overwhelming success! Not only was I impressed with overall outcome of our Virtual Global Summit, but the attendees also enjoyed their experience. The entire team at V2Works are experts in their field. I have never worked with a better team in my life. They are all great to work with and made my job easy. I would highly recommend V2Works to any company, as they are truly creative geniuses!”

Lisa Wambold,  
Executive Assistant  
IDEX Health & Science

“IDEX Health & Science held its first virtual event with help from V2Works. We partnered with the V2 team to develop the meeting concept, theme, visuals, and structure, as well as a wide variety of content that included an app, videos, landing pages, tutorials, brochures, and more. These are the types of things that I have come accustomed to working with V2 on for many years with great satisfaction. The V2 team also managed the third-party platform relationship and carried out all the technical setup. During the event, V2 was backstage helping to manage the live sessions and we pulled off four flawless days of virtual event bliss. Our post meeting survey and metrics confirmed that the event was an overwhelming success and we could not have pulled it off without V2Works. They are truly a partner and an integral part of our marketing team.”

Jeff Urbany,  
Global Marketing Director  
IDEX Health & Science

“V2Works was a great partner who managed the platform expertly, implementing brand guideline styles across a web- and in-app experience and organizing all content placement. The team kept all aspects of the project on time and ensured presenters and admin were up to speed and properly trained. Additionally they provided comprehensive back-end support during our live sessions. Great job all around!”

Stephanie Snow,  
Content & Digital Marketing Manager  
IDEX Health & Science

# TESTIMONIALS

## FROM THE PARTICIPANTS

“I cannot thank everyone enough for opening this up to our extended teams. It allowed us to collaborate, hear what makes us IH&S, and set priorities to win future growth.”

“OUTSTANDING!!! This should be an annual [virtual] event of at least every other year!”

“Really great job with the technology and organization. I was amazed at how well it came off. I enjoyed the interaction in the virtual environment!”

“Great opportunity to have open dialog, and everyone seemed very comfortable asking questions either verbally or within the chat function.”

“The best features of the event were how quickly everything was posted; the facility videos were GREAT, and the Welcome video was GREAT!”

“This format really broadened the audience and I learned a great deal.”

“As an attendee, the event platform was a walk in the park. A big thank-you to the organizers!”

“I am still in awe how well the event was organized in respect to schedules and content. It was seamless, impressive, and so well done.”

“The virtual event was much more manageable than a travel event, where I completely lose attachment to my people and ongoing projects.”

“The content and live discussions were great... The way the presenters and hosts drove the event was very valuable and fun at the same time.”

“Very impressed with our first virtual summit! I enjoyed the personal “get to know them” videos.”



## KEY TAKEAWAYS

For many organizers, hosting a virtual event is an opportunity to experiment with tools and promotions. While no one can deny the benefits of face-to-face contact and networking, going digital delivers many benefits, such as:

- Lower costs
- Wider and more varied audience and engagement
- Higher-quality post-event assets with a longer shelf life

While the logistics might seem challenging at first, V2Works believes an online conference can turn a day-long or multi-day gathering of passionate and experienced professionals into months of quality information and insight for a diverse and global audience. Read further for tips on going digital-first with your own conference or event.

# TIPS FOR YOUR OWN EVENT

## Create an Engaging Virtual Experience

**Expand Your Audience** — A virtual platform immediately eliminates travel time and costs for attendees. With this in mind, you can open your event up to a much larger gathering.

**Invest in High-Quality Video** — Whether it is for formal presentations, interactive livestream web chats, or follow-up edited clips, excellent video assets should be a focal point. The goal should be creating videos that are really well watched and shared, where applicable, providing a good shelf life.

**Lead with Your Brand** — It's essential to keep your brand presence strong, so make sure you also embed your brand personality into the experience to make it feel authentic to your attendees. This can be done through graphics, backgrounds, streaming overlays, promotional banners, documents, video, audio, special downloads, and so much more.

**Encourage Engagement with Interactivity** — Webinars can be a wonderful tool, but they can quickly lose an audience's attention. Get your attendees involved as soon as possible through polls, live Q&A, surveys, etc., so they feel like they are part of the experience. Speakers should actively share the real-time data and their interpretations of the results. You can also incorporate games with SWAG giveaways. Plus, people love a little competition!

**Control the Presenter's Environment** — A good-looking and -sounding experience should not be taken lightly. Train, test, and rehearse with all your speakers to make sure they have the right equipment, camera, lighting, and audio. For consistency, create branded backgrounds for speakers to use.

**Keep Sessions Short and Sweet** — Holding people’s attention is even more difficult virtually. Experts suggest that ideal sessions should be no longer than 90 minutes. But, breaking up that 90 minutes into snack-sized content will help keep people engaged in the experience for the long haul.

**Plan and Promote Scheduled Breaks** — During a virtual event, keep in mind that your audience will not be as “captive” as they are at in-person gatherings. Include scheduled breaks so attendees don’t decide to break on their own. Make sure scheduled breaks are visible within the platform so attendees know what to expect. We’d even suggest incorporating a hosted break that includes physical activities, such as a guided yoga stretching session, or a DJ’d break to conduct a virtual game show. Anything to keep the audience moving and engaged.

## Need Help Navigating Your Upcoming Virtual Event?

Marketing and managing virtual events come with unique challenges, benchmarks, and questions. Our team at V2Works does more than just brand — we advise and collaborate with organizations looking to pivot to an online venue. Contact us at [info@v2works.com](mailto:info@v2works.com) to learn more about how we can work with you on your upcoming virtual venture.

Contact Troy Turner, V2Works Creative Director and Principal, for further information regarding our unique *Brandgineering by Design™* approach. Discover the many other applications, tools, and technologies that V2Works has to offer:

[www.v2works.com](http://www.v2works.com)

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