



V I R T U A L E V E N T S

LEF marketing & events

Hi

At LEF marketing & events we like to see ourselves as a true partner for your local and international events whether in-person, hybrid or online. Virtual event concepts have become exponentially interesting during the COVID-19 crisis and they are here to stay.

THE FUTURE OF B2B VIRTUAL EVENTS IS NOW

LEF marketing & events will help to make your event, whatever the format, an online experience with impact on your audience. Whether you require an online conference, trade show or product launch we will help you develop the concept and prepare, execute and follow-up on your online event. **Given our 25 years-experience in (virtual) event organization** combined with our enormous network in the event industry, we have a comprehensive understanding of best practices and tools to make your online event a successful one.

Hereafter you will find an introduction to our competences and concepts for virtual events.
I would love to talk to you about your virtual event challenges and see how we can address these. Let's schedule a meeting.

Kind regards and stay safe,

Esther Westerweele



IN THIS BROCHURE YOU WILL FIND

- STAND OUT WITH YOUR VIRTUAL EVENTS P4
- KEY OPPORTUNITIES & CHALLENGES P6
- EVENTS TO SUPPORT YOUR SALES FUNNEL P7
- ROI VS ROE MEASUREMENT P8
- LEAD GENERATION & HOW CAN WE ASSIST P9
- WAY OF WORKING P10
- VIRTUAL EVENT TYPES P11
- VIRTUAL EVENTS AND SPONSORSHIPS P21
- HOW TO MAKE YOUR VIRTUAL EVENT STAND OUT? P22
- WHY LEF M&E SHOULD BE YOUR VIRTUAL EVENTS PARTNER P23



STAND OUT WITH YOUR VIRTUAL EVENTS

Virtual events are growing in popularity, spun off as a reaction to the new coronavirus. While in-person events are irreplaceable, we believe that virtual events are here to stay. Organizers, sponsors and attendees (re-)discover the power of modern technology to support amazing online events, rivaling in-person editions that lead to many benefits for all involved.

We will help you stand out from crowd with virtual events that:

1

Have a solid basis with:

Concepts
Content
Promotion
Production
Follow-up

of which all elements are well prepared and tested

2

Offer a special experience

That touch of
creativity

which already has been established in all in-person events



STAND OUT WITH YOUR VIRTUAL EVENTS

We start from your objectives and conclude by analyzing the results to help you continuously improve your events. Some of our staff were active players during the first wave of virtual events 10 years ago: we have the competences and experience to help you make the difference with your virtual events.

This document shows how LEF m&e can be instrumental in organizing a successful virtual event. There are many different virtual event types, which all serve different purposes.

It does not matter if you are not yet a virtual event expert yourself, because our team is!



KEY OPPORTUNITIES & CHALLENGES



OPPORTUNITIES

Make the most out of the opportunities virtual events have to offer you

COST SAVING

cost effective regarding accommodations, travel, and speakers

BROADER ATTENDANCE

no venue size constraints, making it easier to broaden your audience

FLEXIBILITY

serve multiple time zones and varying schedules, and make your event content available in on-demand format

ENRICH YOUR DATABASE

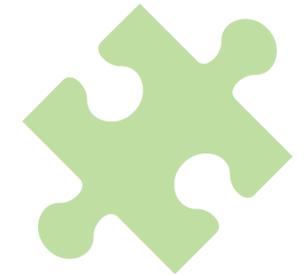
providing useful data for more relevant interactions with leads, prospects and customers

ECO-FRIENDLY

reduce the carbon footprint of your events by reducing the use of airplanes, cars, hotel rooms and venues

IMMERSIVE AND INNOVATIVE EXPERIENCES

offer your audience innovative, digital experiences with VR and AI



CHALLENGES

Address challenges and turn them into advantages

ATTENDEE MATCHING AND NETWORKING

building relationships and trust by offering a close to natural event experience

ENGAGEMENT

creating commitment and optimizing participation through interaction

SPONSORING

sell and deliver value added sponsor packs and benefits

DEVELOPING VIRTUAL CONTENT

produce an attractive concept with live or pre-recorded scripted content

DELIVERING VIRTUAL CONTENT

quality live streaming of parallel online or hybrid event experiences in an intuitive participant interface

EVENTS TO SUPPORT YOUR SALES FUNNEL



ROI VS ROE MEASUREMENT

The impact of your virtual events can be determined through your Return on Investment (ROI). The Return on Engagement (ROE) is part of the ROI. LEF m&e will help you measure both and analyze the results.

RETURN ON INVESTMENT

Objective

Together with you we set the virtual events objectives, like brand awareness for new leads and brand image for existing leads

Investment

Our team will make a budget estimate for a virtual event so that the so-called pre-event ROI can be determined

KPIs

Based on the defined objectives LEF m&e can advise in measurable key performance indicators (KPIs):

- *Attendee count*
- *Interaction level*
- *Qualified lead count*
- *New lead count*
- *Direct revenues through ticket sales or sponsoring*

Measuring these KPIs will give us the post-event ROI

RETURN ON ENGAGEMENT

Objective

Return on Engagement objectives include growing your communities, active participation to polls or interaction with sponsors

Investment

Our team will make an engagement estimate for your virtual event in line with your objectives, so that the pre-event ROE can be determined

KPIs

Based on the objectives of the company, LEF m&e can advise in measurable key performance indicators (KPI's):

- *Engagement – visit, watch, download, read, play, donate*
- *Contribute – post, reviews, feedback, vote, contribute ideas*
- *Participate – become a fan, friend, follow, join, discuss*
- *Create – a video, custom, message, tweet, product for the company*

Measuring these KPIs will give us the post-event ROE



LEAD GENERATION - HOW CAN WE ASSIST

One of the major objectives of online events is the generation of new leads.

LEF m&e can help in finding these leads:

Pre-event inbound campaigns to generate traffic to the event registration landing page and the event itself

Post-event distribute recorded content via platforms and generate leads through the number of downloads of the content

We work with several channels and media that are specialized in lead generation through virtual events.



WAY OF WORKING



INTAKE

Key questions about your event strategy, virtual events objectives and experiences will be answered



PROPOSAL

LEF m&e submits a tailored proposal for your virtual event(s)



CONCEPT

Develop concept | Define participant and sponsor journey | Select platform | Deliver project plan



CONTENT

Determine content need | Script content | Coach speakers | Create scenario



PROMOTION

Define virtual event promotion campaign | Develop all promotion tools | Roll out the campaign



PRODUCTION

Install studio | Create on-demand videos | Develop games | Moderate Q&A and chat sessions



FOLLOW UP

Manage data | Post-event communications | Analyze reports | Recommendations

ROI measurement along the way



VIRTUAL EVENT TYPES

W E B I N A R S

TYPE OF VIRTUAL EVENTS

WEBINARS

A webinar is an online meeting or presentation held via the Internet in real-time. To put it simply, it is an online presentation, which connects individuals with viewers across the world. It is a form of one-to-many communication: a presenter can reach a large and specific group of online viewers from one or multiple locations.

CONCEPT

LEF m&e creates a webinar proposal meeting your objectives. This includes our recommendation for a tool and platform, branding and staging plan and a costs estimation based on CPL.



CONTENT CREATION

LEF m&e advises on which content requirements are important for a webinar such as: agenda, breakouts, duration of speaking slots, interaction, scripts, moderator and variety of speakers.



PROMOTION

LEF m&e helps market your webinar, including social media plan, email invites and customized event landing page.



PRODUCTION

LEF m&e facilitates all professional audio and video equipment, including an external studio and staff if necessary. A rehearsal will be done, and a producer will make sure the webinar is hosted smoothly



FOLLOW UP

After the webinar, our team can share an analytics overview including # of attendees and outcome of polls so that ROI and ROE can be measured. We can distribute recorded content to attendees both via email and platforms.



VIRTUAL EVENT TYPES

**V I R T U A L
R O U N D T A B L E S**

TYPE OF VIRTUAL EVENTS

VIRTUAL ROUNDTABLES

Virtual Roundtables enable participants to network, learn and benefit from the shared knowledge and experience of the group through moderated conversation around a specific topic. A Virtual Roundtable is usually held with a smaller audience to enable an active conversation.

CONCEPT

LEF m&e can create a virtual roundtable proposal meeting your objectives. This includes recommendations for participant engagement with the round table discussions, a branding and staging plan plus ideas on how to benefit from the content created through the roundtable itself.



CONTENT CREATION

LEF m&e can advise on content requirements for a virtual roundtable such as: agenda, duration of speaking slots, interaction, scripts. Often round tables generate themselves interesting content through the high-level conversations: we can advise on how to package and distribute this content.



PROMOTION

LEF m&e helps market your virtual roundtable session including, but not limited to, social media plan, email invites and a customized event landing page. We will make sure that the exclusive aspect of the roundtable will be respected.



PRODUCTION

LEF m&e will facilitate all professional audio and video equipment, including an external studio, AV staff and a moderator if necessary. A rehearsal will be done, and a producer will make sure the virtual roundtable is running smoothly. Recording of the roundtable will be ensured.



FOLLOW UP

After the roundtable, our team can share an analytics overview including # of attendees and interaction so that ROI can be measured. We can distribute recorded content to attendees both via email and platforms.



VIRTUAL EVENT TYPES

P O D C A S T

TYPE OF VIRTUAL EVENTS

PODCAST

A podcast is an episodic series of spoken word digital audio files that a user can download to a personal device for on-demand listening. Streaming applications and podcasting services provide a convenient, integrated way to manage a personal consumption queue across many podcast sources and playback devices. There is no interaction, a podcast is on-demand broadcasting in a 1:1 setting between media and listener.

CONCEPT

In close collaboration with you we create a concept for a podcast series, meeting your objectives. This includes our recommendation for recording and distribution as well as a cost estimation.



CONTENT CREATION

LEF m&e advises on content requirements for a podcast such as: subject, duration, speakers and script. We aim for dynamic podcasts that keep subscribers and occasional listeners connected until the end.



PROMOTION

LEF m&e helps to market your podcast series, including social media plan, email invites and customized subscription landing page. Our team can set up a payment service for subscriptions.



PRODUCTION

LEF m&e will facilitate all professional audio equipment, including a recording studio and staff if necessary. The podcasts will be made available on the chosen platform.



FOLLOW UP

During the series we monitor # of registrations, live listeners and downloads to measure ROI and to finetune where needed. A campaign to benefit from the podcasts on-demand can be rolled out to broaden their reach. Feedback from subscribers could be collected.



VIRTUAL EVENT TYPES

HYBRID EVENTS

TYPE OF VIRTUAL EVENTS

HYBRID EVENTS

By combining a physical venue with an online experience, through a virtual platform, we will create your hybrid event. A hybrid event will be held in a traditional venue and enhance its reach by live and on-demand streaming. With the restrictions on live events we believe that hybrid events have a great future. Let us help you prepare for that today.

CONCEPT

The project plan we build for your hybrid event will comprise the online and offline elements of it. We will take care of the right venue and the right platform. Finally, a branding and staging plan and a costs estimation will be created.



CONTENT CREATION

LEF m&e can advise on which offline and online content requirements are important for a hybrid event such as: subject of the hybrid, duration, line-up of speakers and script. We will take care of the specific challenges of hybrid events in terms of engagement of both types of audiences.



PROMOTION

LEF m&e is eager to help promoting your hybrid considering the following branding: website, email, social media, print, peer-to-peer outreach, codes, and a collaborative outreach.



PRODUCTION

LEF m&e can offer experienced staff and quality worthy equipment for your hybrid including, a well-thought-out venue and streaming platform, our physical event services, and the associated A/V equipment.



FOLLOW UP

After the event, our team can share an analytics overview including # of attendees and interaction so that the ROI and the ROE can be measured. We can distribute recorded content to attendees both via email and platforms.



VIRTUAL EVENT TYPES

VIRTUAL
CONFERENCES
& EXPO

TYPE OF VIRTUAL EVENTS

VIRTUAL CONFERENCES & EXPO

Hosting your traditional conference & expo online is possible through platforms that are designed specifically for this. Similar to in-person conferences, virtual conferences are highly engaging and include a series of presentation sessions run by thought leaders who present to and interact with attendees. An expo allows sponsoring partners as well as the organizing company to interact on a 1:1 basis with participants and show products. Networking functionality complements the experience.

CONCEPT

Together with you we define objectives and the matching concept. Based on that we will select the right platform. We will define the project plan. The focus lies on the best participant and sponsor experience every step of the way.



CONTENT CREATION

Virtual events require a different set of rules compared to physical events. LEF m&e has the knowledge on how to maximize the value of your content. In order to optimize engagement, qualitatively strong content and interaction a clear script will be developed. We can also coach and prepare your speakers.



PROMOTION

There is an abundance of virtual events and you need to stand out. Why should potential leads join you? Why should sponsors sign up? The creative minds at LEF m&e will help you to stand out. By promoting your event via all possible ways we will help to create awareness for your event and attract potential and new leads.



PRODUCTION

High production value is what makes your viewer stay. You need to make sure the (live and recorded) videos of your event are enjoyable to watch. We will also configure and manage the full virtual event platform.



FOLLOW UP

Once the event is done, LEF m&e will send you an extensive analytics report. It will give you insight into your online event attendance rates, which session was most visited and give a reliable ROI for your sponsors. Follow-up with all stakeholders will be ensured through a post-event campaign.



VIRTUAL EVENTS & SPONSORSHIPS

	WEBINAR	VIRTUAL ROUNDTABLE	PODCAST	VIRTUAL CONFERENCE & EXPO	HYBRID EVENT
OBJECTIVES	Brand awareness, thought leadership, leads	Thought leadership, brand awareness	Brand awareness	Brand awareness, thought leadership, expo, leads & networking	Brand awareness, thought leadership, expo, leads & networking
SPONSOR COUNT	1 sponsor per webinar or sponsoring a series of webinars	1-2 sponsors	1 sponsor per podcast or sponsoring a series of podcasts	Number of sponsors in alignment with event purpose and size	Number of sponsors in alignment with event purpose and size
BENEFITS	Brand awareness, leads, digital banner, speaking slot, branding on registration page, etc.	Brand awareness, virtual banner, partner discussions, executive meetings, expert sessions, customer cases, etc.	Brand awareness, co-production	Brand awareness, leads, branded virtual booth, sponsored videos, branded breakouts, social media, branding on registration page, etc.	Brand awareness, leads, branded physical booth, sponsored videos, branded live and broadcasted breakouts, social media, branding on registration page, etc.

HOW TO MAKE YOUR VIRTUAL EVENT STAND OUT?

1 Propose *(sponsored)* event games to boost participant engagement

2 *(Sponsored)* activities offered at attendees' homes:

Virtual sponsored event bags

VIP meetings with targeted attendees before or after the event

Discount codes for Uber Eats (and other platforms)

3 Addition of Virtual Reality



WHY LEF M&E SHOULD BE YOUR VIRTUAL EVENTS PARTNER

EXPERIENCE

Organizing events is in our DNA. We are proud of our 25 years of experience with all types of events, which we organize across EMEA for major players in the IT industry.



COMPETENCE

Our team of 30 has a collective understanding and competence to develop, promote and produce virtual events. We turn the challenges of virtual events into benefits.



EXPERTS

Virtual Events are a special cup of tea. Our experts know what works and how to make it happen. Our creativity will add to a well-organized virtual event that extra experience that makes visitors come back.



AND...

Last but not least...

Our team always goes the extra mile and puts **Love, Energy** and **Fun** in your (virtual) events.





THANK YOU

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