

# Virtual Conferences

## What is a virtual conference?

A virtual conference is an interactive online experience where thought leaders and attendees from around the globe can learn, share, and connect.

## How does a virtual conference work?



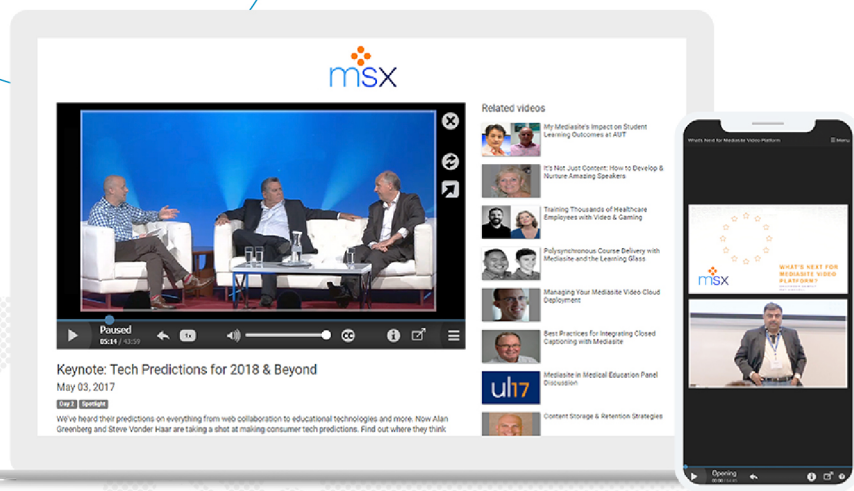
Conference speakers present from anywhere in the world via a video conferencing feed.

Each speaker connects with a Mediasite Events technician in a "Virtual Speaker Ready Room."

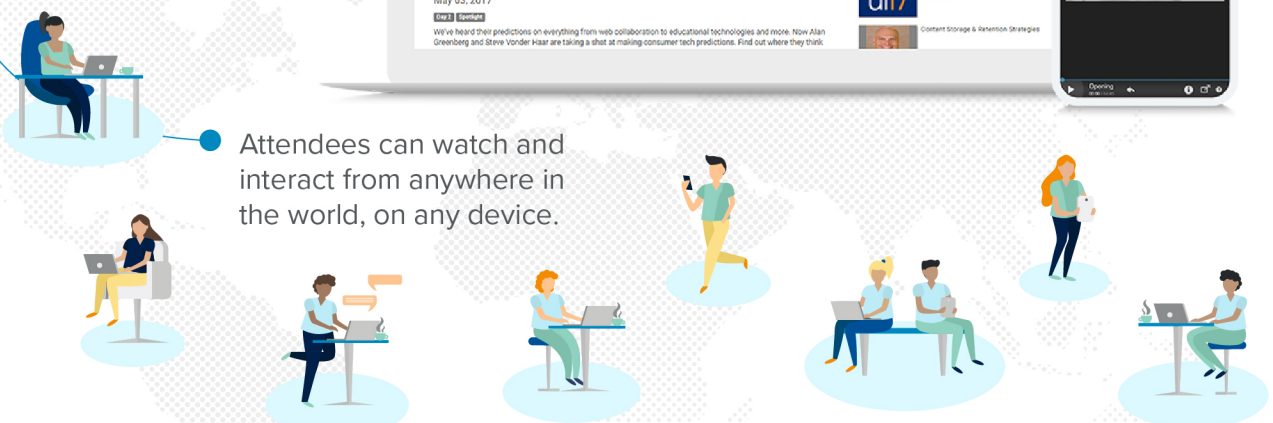
The Mediasite Events technician will take care of all the technical aspects throughout the entire presentation to ensure a smooth experience.

A secure Mediasite portal acts as the virtual conference center.

There are interactive and engagement features like chat, polls and speaker Q&A.



Attendees can watch and interact from anywhere in the world, on any device.



## Why go virtual?

Planning a virtual conference — or adding an online component to an in-person conference — is an easy, cost-effective way to maximize your event's impact.

### RELIABILITY

In the wake of the Coronavirus pandemic, 500+ trade shows were canceled, at a cost of up to \$26 billion. A virtual conference reduces risk, is less affected by travel bans, and serves as a contingency plan.

### REACH

Virtual conferences offer the opportunity to reach far more people than an in-person event. Attendance isn't limited by venue, attendees' schedules or travel budget.

### REVENUE

While you're extending your reach, you're also extending revenue. On-demand content can be monetized long after the show.

## Start planning your virtual event today

Who knows what tomorrow will bring — start planning today. Our team can help assess your needs and design the right solution for your event.

# 70%

**OF VIRTUAL EVENT  
HOSTS PLAN TO  
HOST MORE**

# 72%

**OF CUSTOMERS  
PREFER VIDEO  
FOR LEARNING  
ABOUT PRODUCTS  
& SERVICES**

# 82%

**OF ALL INTERNET  
TRAFFIC WILL BE  
VIDEO BY 2020**

**Get in touch with our virtual conference experts today.**

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 **mediasite.com/events**