

The Digital Revolution: Static Webinars Reimagined for Maximum Engagement

Wednesday, March 10, 2021



Presented by
Myllisa Patterson
*Senior Director, Event Cloud
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Cvent*



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Moderated by
Tyler Davidson
*Vice President & Chief Content
Director
Meetings Today*



Housekeeping

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Upcoming Webinar

- **Hybrid How-To: A Step-by-Step Guide to Hosting a Successful Hybrid Event**
Wednesday, April 14 at 1pm Eastern
Presented by Alyssa Peltier

On Demand - Also available for you to view at any time.

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Today's Speakers



Myllisa Patterson

Senior Director, Event Cloud Demand Generation
Cvent



Alyssa Peltier

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The Digital Revolution

Static Webinars Reimagined for Maximum Engagement

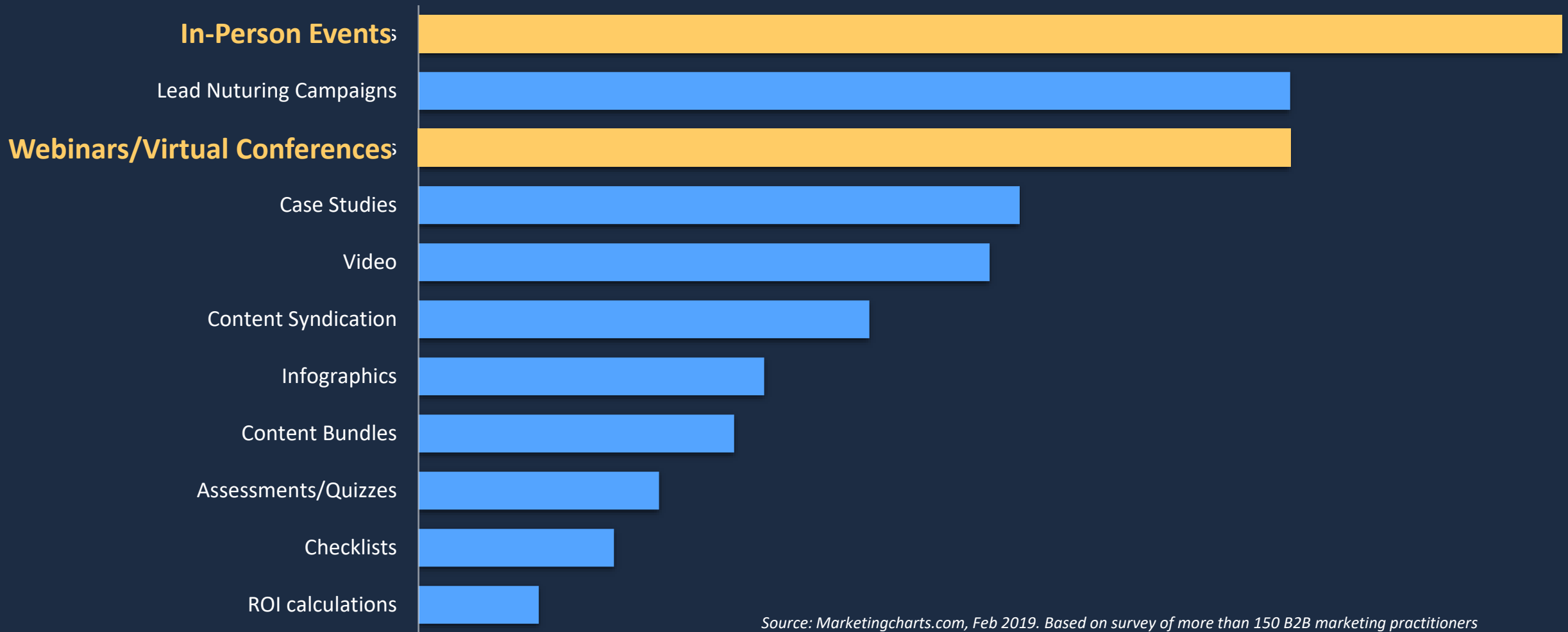
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Agenda

- The Evolving Events Landscape
- Webinars Reimagined
- Webinars and the Total Event Program

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Most Successful B2B Demand Generation Tactics



Source: Marketingcharts.com, Feb 2019. Based on survey of more than 150 B2B marketing practitioners (most USA based). About half are from companies with at least \$50 million in revenues.

Digitization of the Event Channel

“COVID-19 has speeded the adoption of digital technologies by several years – and many of these changes could be here for the long haul ”

— MCKINSEY & CO., OCTOBER 2020

78%

of Event planners who
are going virtual

—PCMA CONVENE COVID-19 SEPT. 2020 SURVEY

6x-10x

Virtual registration
increase over in-person

—CVENT DATA

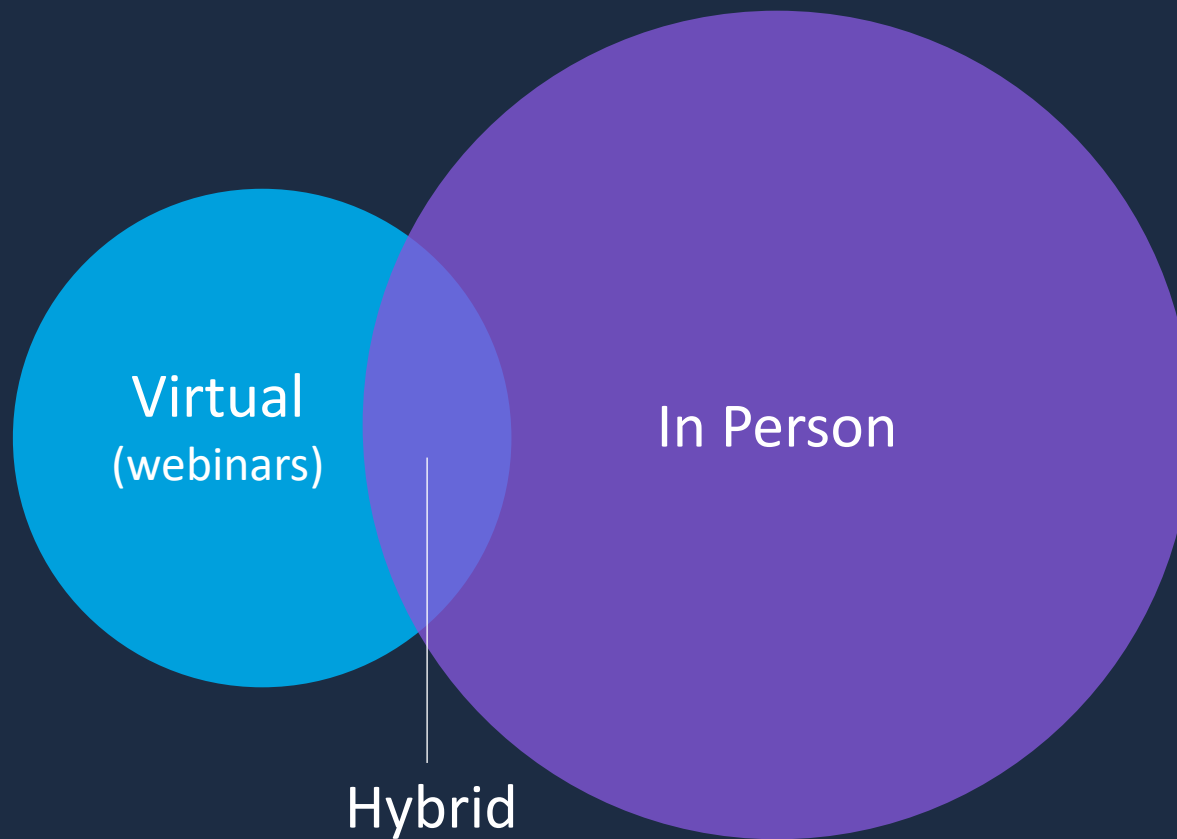
76%

of planners said they are
anticipating the need to provide
a virtual alternative concurrently with
physical events in the future

— NORTHSTAR MEETINGS GROUP

A New Event Landscape

THE OLD WORLD



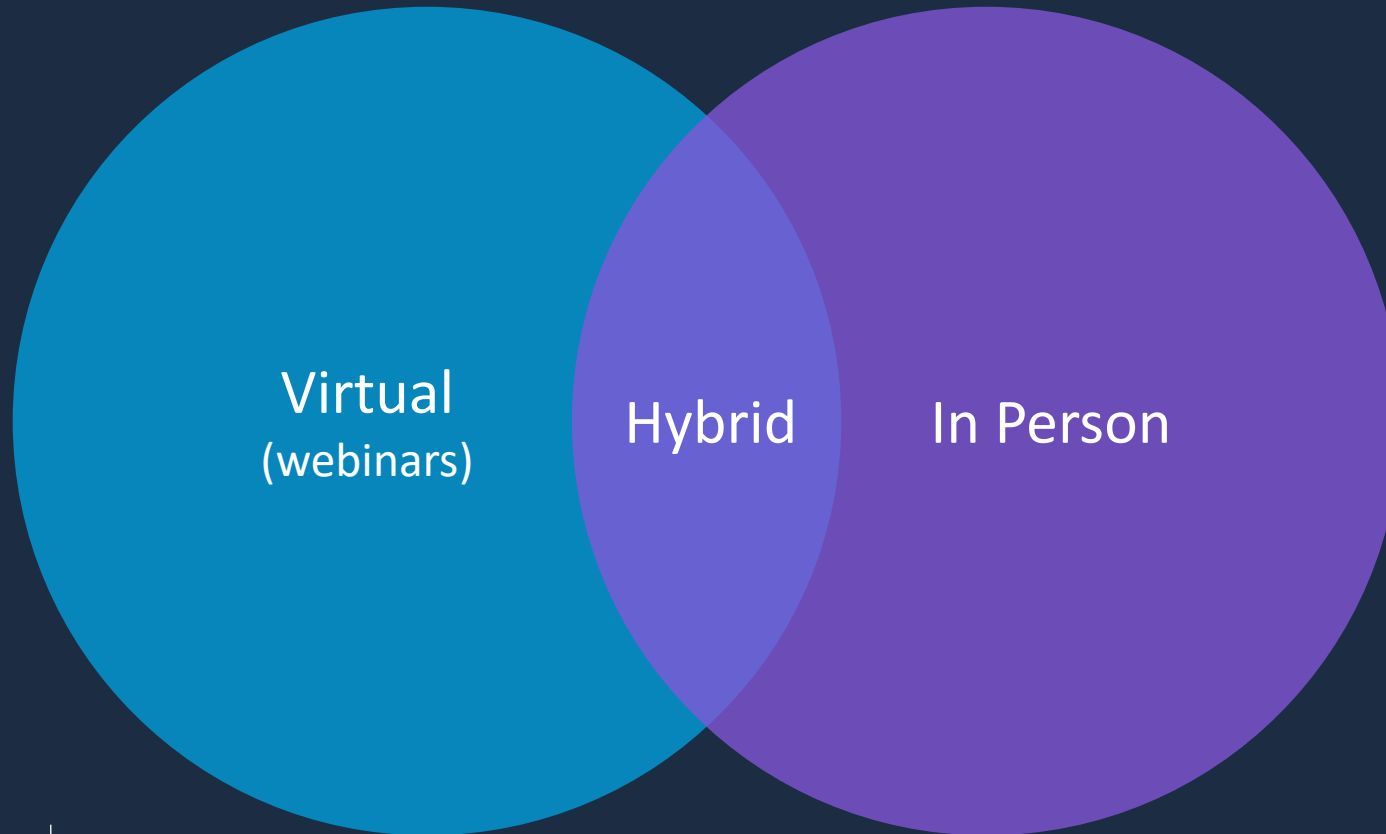


Time for a quick poll!

Q: Were you involved in webinars prior to the pandemic?

A New Event Landscape

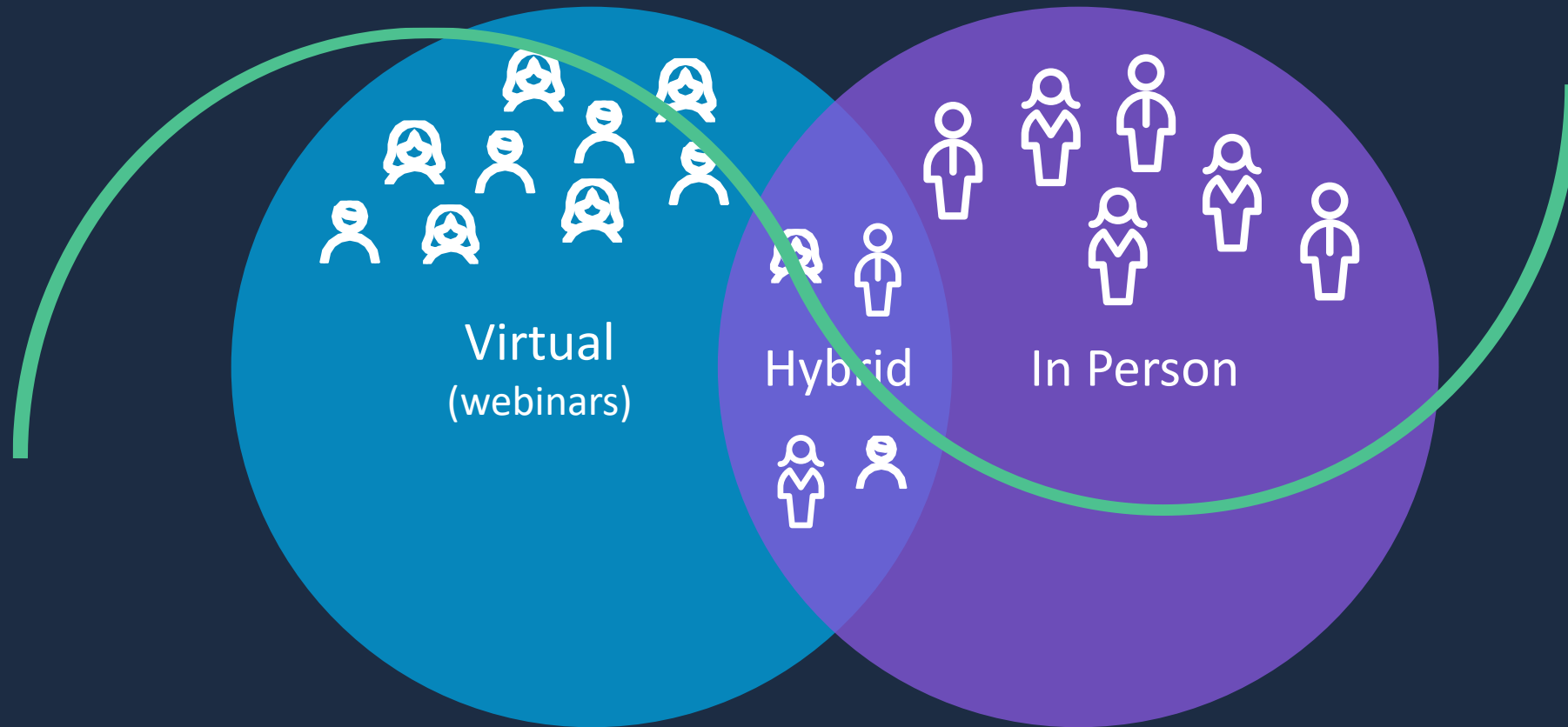
THE NEW WORLD



Total Event Program

A New Event Landscape

Buyers and customers will interact with all three event types



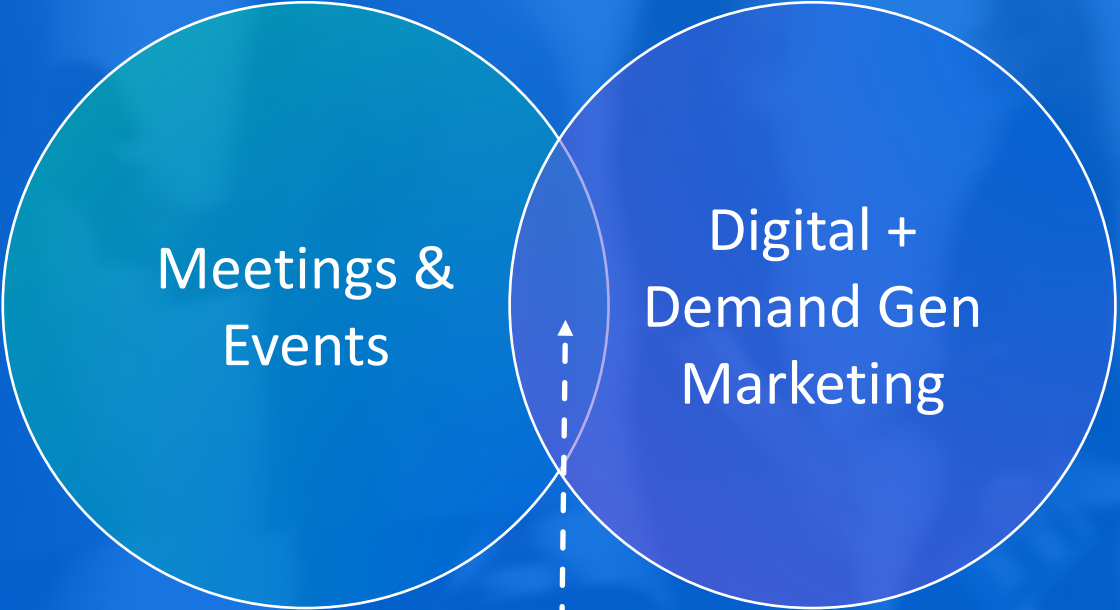
Convergence of Functions

Experiential Marketing

Visibility & Control

Time | Cost | Risk

- Budgeting
- Sourcing
- Logistics
- Content
- Attendees
- Vendors



Program Execution

Leads | Revenue | Scale

- Audience
- Insights
- Promotion
- Interactions
- Follow-up

Program Impact

Objectives | KPIs | ROI
EXPERIENCE

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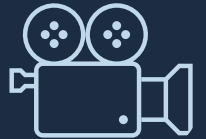
Webinars Reimagined



New webinar event formats



Personalization of experience



Elevated production standards



Audience Intelligence



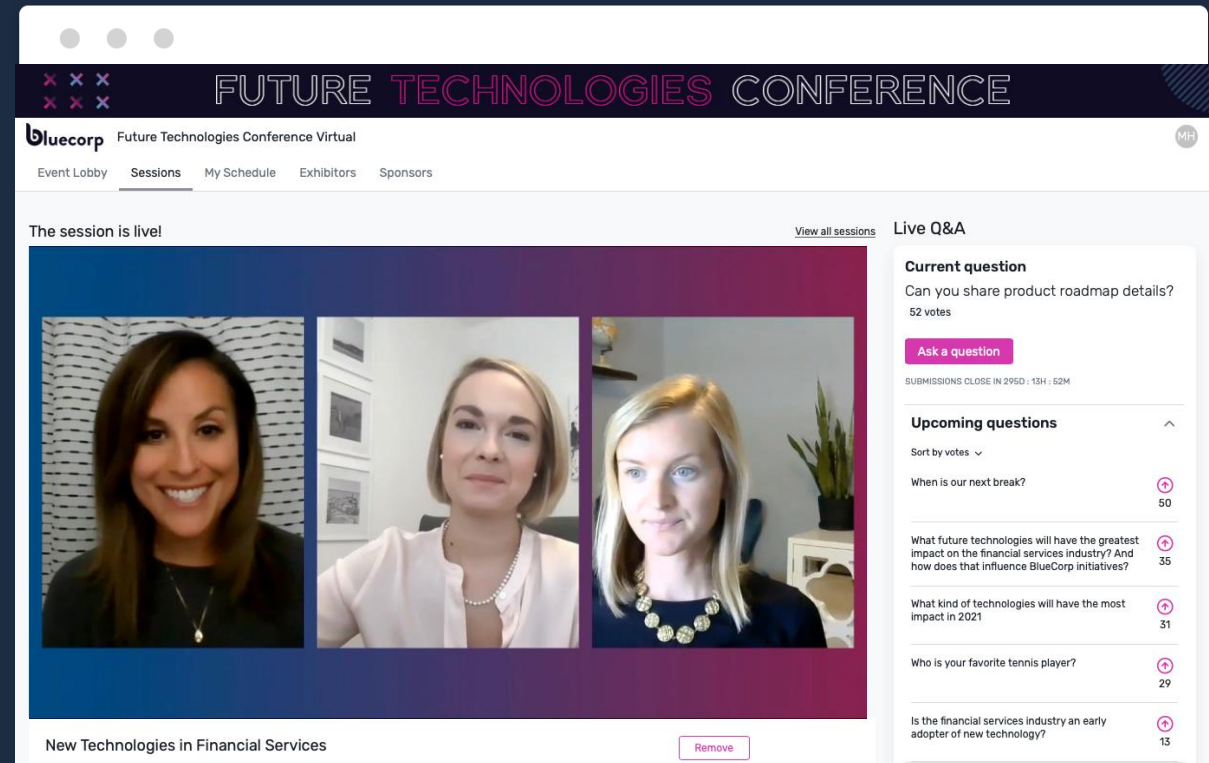
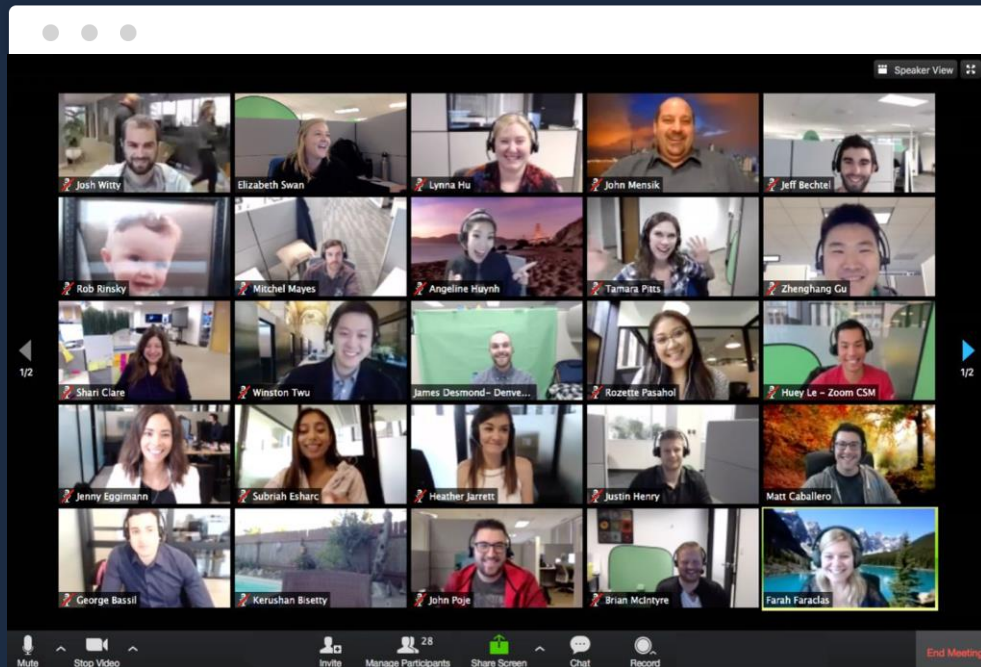
Amplify
**“LIVE” DIGITAL
ENGAGEMENT**

Exploding new webinar event formats

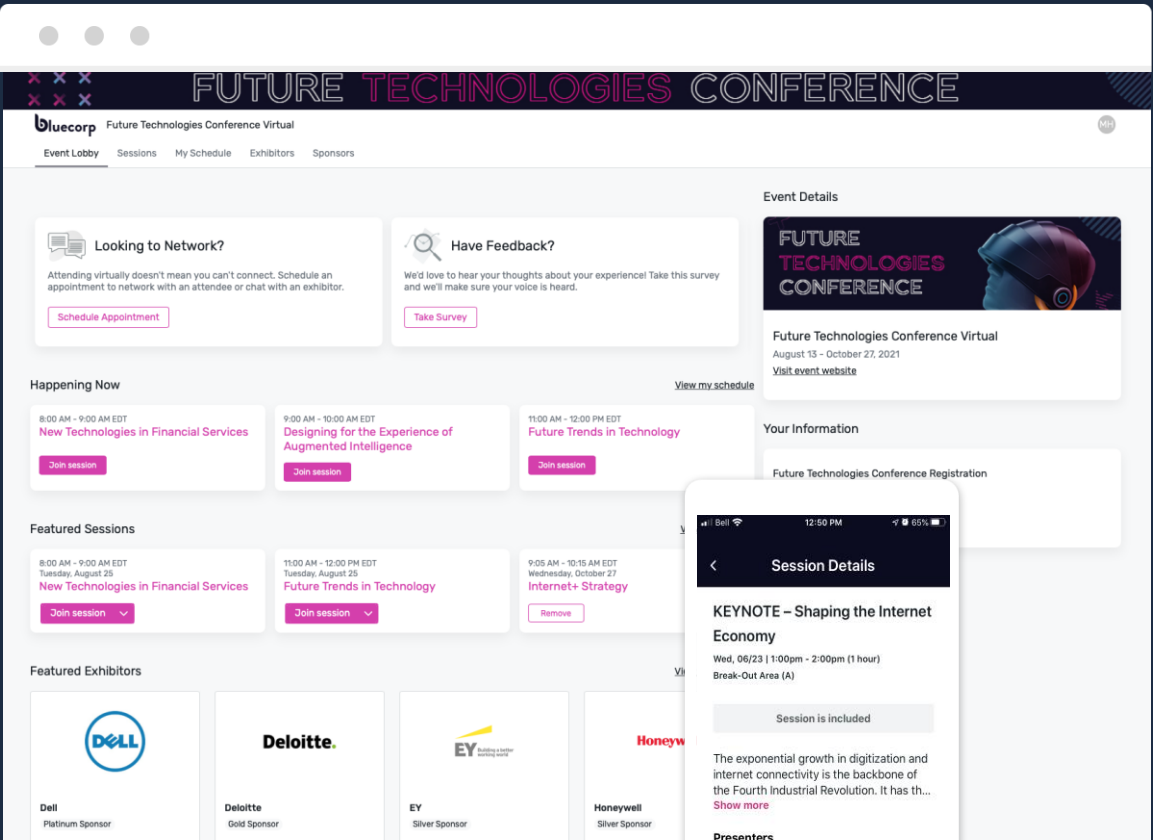
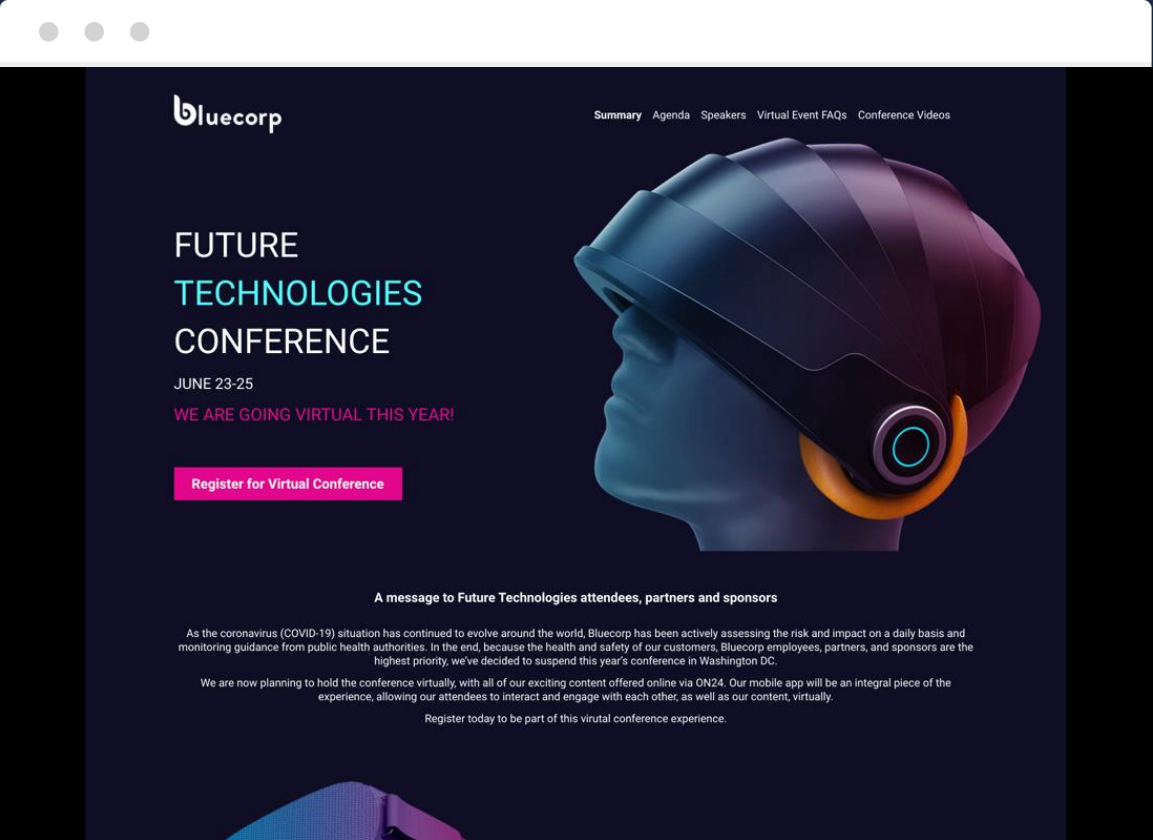
Your Guide to Virtual, Hybrid & In-Person Events

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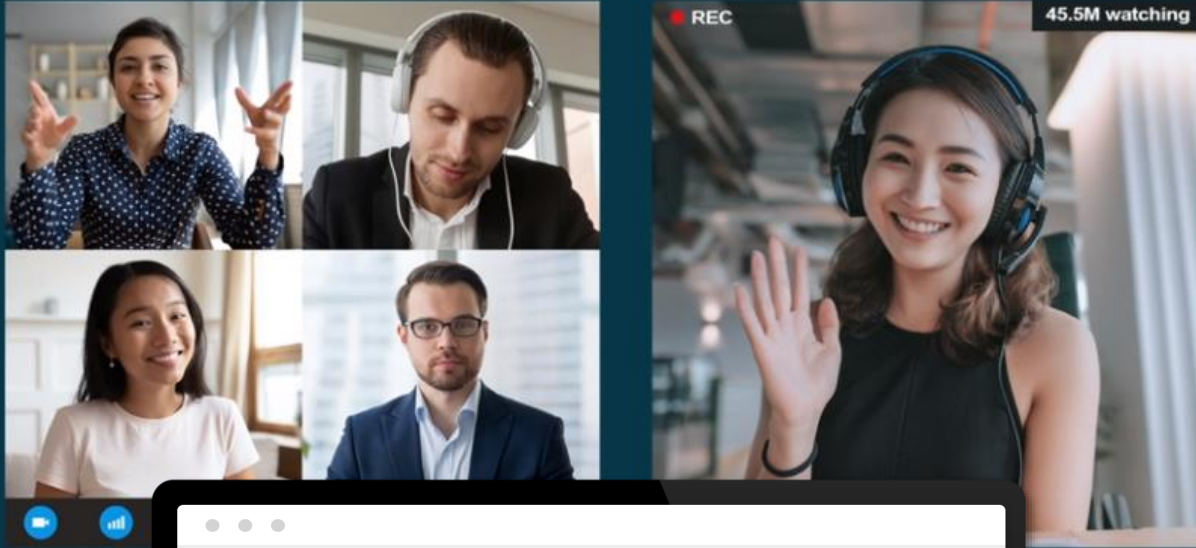


Personalization of experience



Elevated production standards

GREEN ROOM

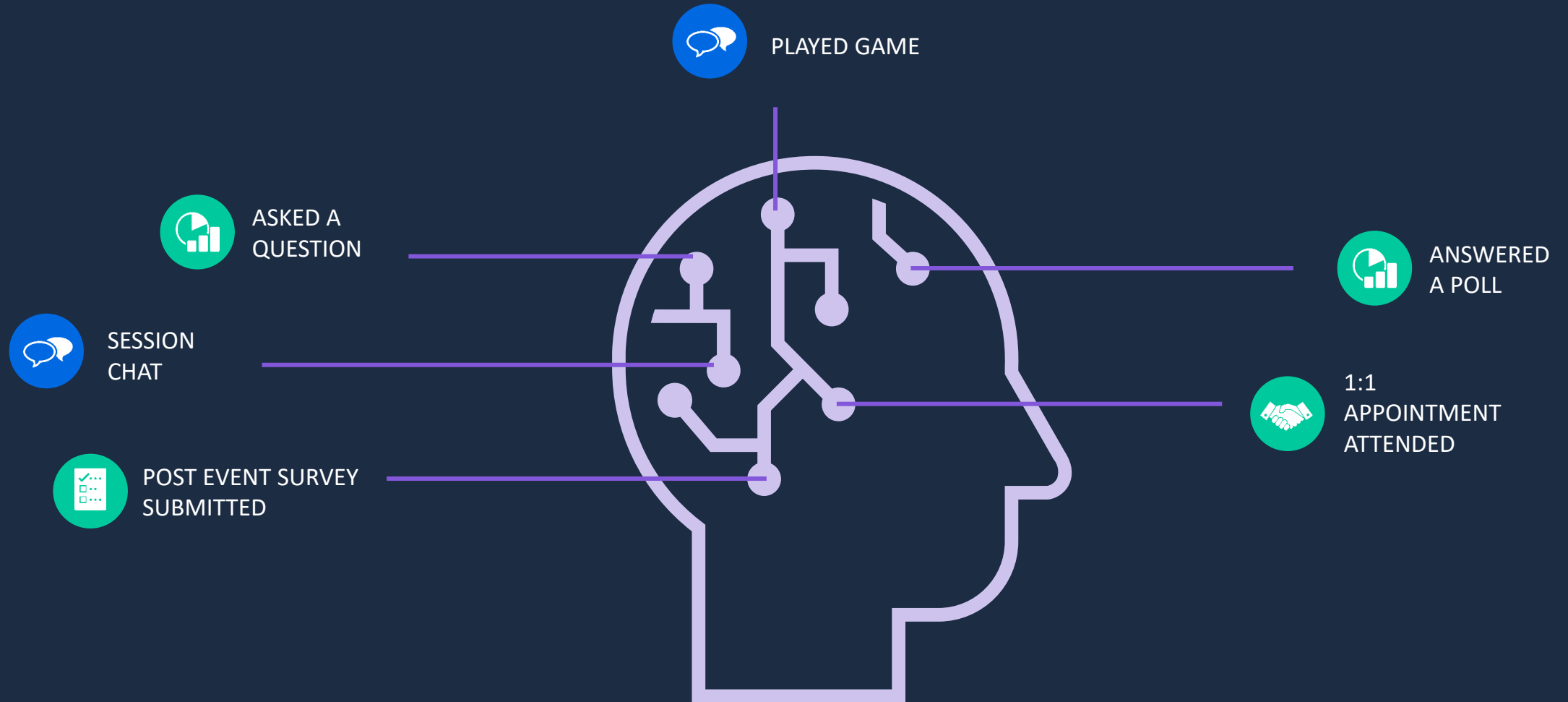




Time for another quick poll!

Q: Grade the interactivity of your webinars!

Audience Intelligence



The business opportunity



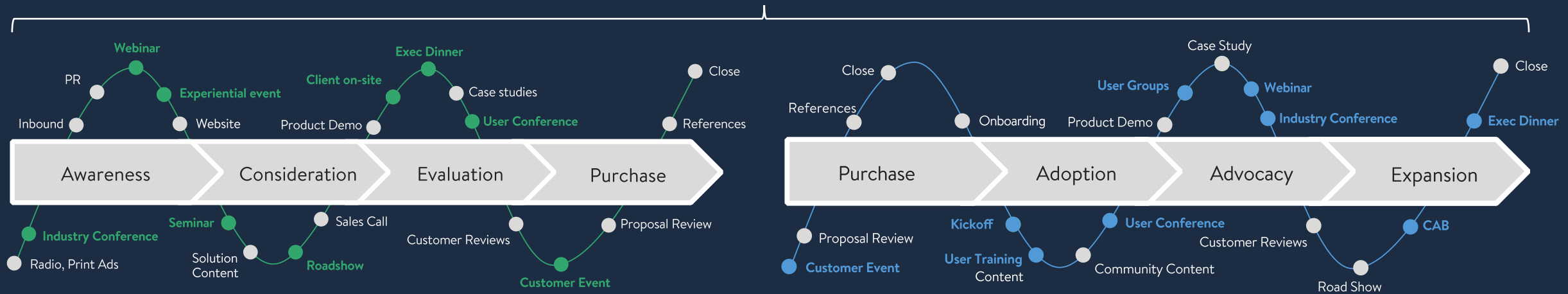


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- Webinars and the Total Event Program

Events drive the complete customer lifecycle

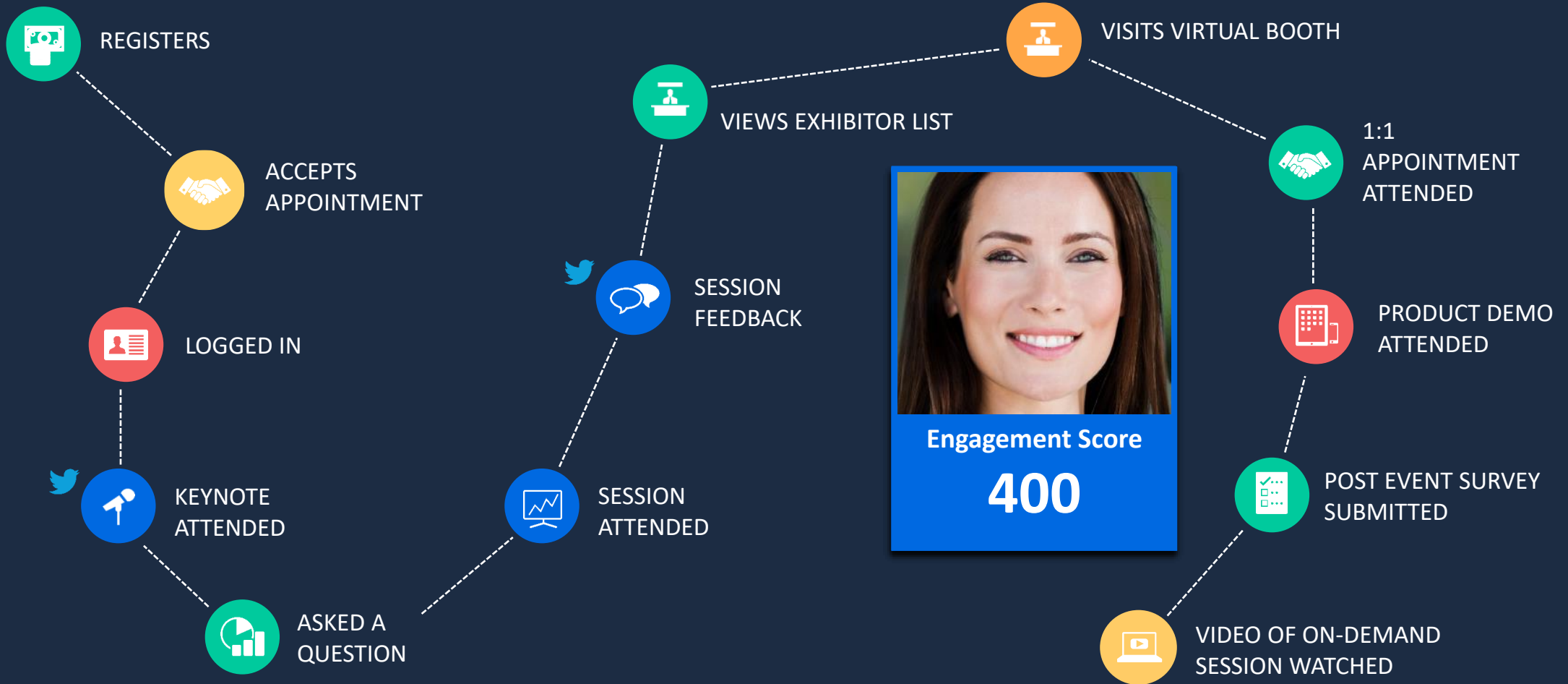
Total Event Program



- Build brand awareness & equity
- Generate demand/leads
- Advance opportunities

- Build loyalty & retention
- Drive adoption
- Drive upsell/cross-sell
- Increase lifetime value

Capture interest signals across each touchpoint, across all events



Solving the Data Activation Problem

Build a complete picture of Interest



Sales and Marketing Integrations

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EVENT DATA

Location, type, date

CONTACT DATA

Contact data
Demographic
Firmographic
Preferences

ENGAGEMENT DATA

Check-in
Session enrollment
Session attendance
Booth visits
Appointments
Social posts

INTERGRATION VIA VARIOUS MEANS:

DIRECT CONNECTION

CVENT INTEGRATION HUB

APIs

MARTECH

Marketo™
An Adobe Company

HubSpot

salesforce marketing cloud

ORACLE®
eloqua.

CRM

salesforce

SUGARCRM
Microsoft Dynamics CRM

AMS

iMIS

NetFORUM™

NimbleAMS™

yourmembership®

Personify

Three Key Takeaways

- A new, richer, events landscape is emerging
- Webinars remain a staple, but evolve from static to dynamic
- Webinars and the Total Event Program

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A group of people are seated around a table in a meeting room, engaged in a discussion. The scene is overlaid with a semi-transparent blue filter. The text 'Thank You' is centered over the image, with a thin orange horizontal line underneath it. Below the line, the text 'See you soon!' is displayed. At the bottom center, the 'cvent' logo is visible in white.

Thank You

See you soon!

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webinar!**

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