

THE 2022 VIRTUAL PLATFORMS INDEX

EVENT MARKETER'S ANNUAL GUIDE TO THE INDUSTRY'S TOP VIRTUAL PRODUCTS AND PLATFORMS

Virtual events and experiences aren't just contingency plans for derailed in-person activations; they're critical resources and strategic avenues for delivering ongoing audience engagement and expanding reach. And experts say they'll be part of event marketing tactics for years to come.

To help you narrow down the search for the right virtual products and services, we developed a comprehensive guide to the agencies and platform partners who are offering best-in-class experiences for today's attendees. Each profile offers information on core capabilities, engagement tools, analytics strategies, pricing and other essential details designed to direct you to precisely the right providers for your organization. Happy hunting.

INSIDE:

Premiere Listings:

Corporate Events Online	40
DigitalEXP	40
Engagez	41
Infinity Marketing Team	41

LEO Events	42
ProGlobalEvents	42
Swapcard	43
Webex Events (formerly Socio)	43

Case Studies of Excellence:

Corporate Events Online	44
Engagez	45
Infinity Marketing Team	46
LEO Events	47

THE 2022 VIRTUAL PLATFORMS INDEX



Stagepro

CORPORATE EVENTS ONLINE

CONTACT:

Jim Fiore
Founder
630-214-9817
hello@joinceo.com
joinceo.com

CORE CAPABILITIES: Corporate Events Online (CEO) is your all-in-one event partner, powering your virtual, hybrid, and/or in-person event, with end-to-end event services, streaming platform, virtual control rooms and studio.

The StagePro platform, is a fully custom, branded experience for your event. Packed with personal agendas, filters, live and on-demand streaming, analytics, attendee engagement features, security options and more.

KEY FEATURES: **StagePro:** • Live and on-demand multi-language close captioning • Global CDN • High Scalability • Registration • Email Notifications • Multi-SSO • Personal Agendas • Custom Branding • Speed to deployment. **Event Production:** • XR Studio & Virtual Control Rooms • LED Walls • Staging • Audio/Visual • Creative Production. **Other Services:** • Project Management • On and Off-Site Application and Streaming Engineers • Event Producers • Technical Directors

ATTENDEE ENGAGEMENT TOOLS: Audience engagement is top of mind when hosting virtual and hybrid events. Ensure you connect with your audience using our advanced tools: Registration options, security, presenter bios and resource gallery, dynamic virtual lobby, personalized agendas with add-to-calendar, live chat (1:1 and group chat), Q&A, surveys, polling, quizzes, virtual help desk, social engagement and more

ANALYTICS CAPABILITIES: Analytics can be shared before, during and after events. Using custom logins, real-time performance dashboards, attendance counts, user demographics, logs of all engagement activity. They enable organizations to measure attendee's behaviors on a granular level.

PRICING: Based on client needs: feature-sets, the estimated number of attendees, & number of events per year. You can also hire CEO's Professional Services team for white glove event production & support. Ask about event-ready packages.

CLIENT LIST: Dell, Ingredion, Avanir, Congagra, DARPA

CLIENT CASE STUDY SNAPSHOT: CEO connected Ryan and nearly 300 in-person, and 2,800 virtual attendees at their first hybrid Annual Firm Meeting at the Ryan Club in the AT&T Stadium. Broadcasted around the globe, both in-person and virtual attendees engaged with panels, breakouts, surveys, Q&A, and chat. The energy, atmosphere and quality were matchless.

ONE CLIENT TESTIMONIAL: "Platform looked great, quality was amazing, zero support calls, everything was on brand, remote audience felt connected. Thank you! Thank you!" – Ryan, Corporate Communications Team



DIGITALEXP

CONTACT:

Tom Maher
Senior Director, Strategy & Growth
(617) 803-6680
emvirtual@pinnacle-exp.com
pinnacle-exp.com

CORE CAPABILITIES: DigitalEXP by Pinnacle — a robust, virtual platform built to actually engage your audience. Offering best-in-class technology and services, DigitalEXP is one of the most versatile, engaging and effective virtual solutions available for brands. On the platform we create purpose-driven, 3D experiences that empower your audience to control their own journey.

KEY FEATURES: DigitalEXP has all the features and integrations you'll need to tell your story and engage your audience. Build connections through real-time chat and video plus attendee matchmaking and networking opportunities. Leverage both live and on-demand content. Enable content downloads, meeting scheduling, in-experience point of sale and notifications.

ATTENDEE ENGAGEMENT TOOLS: Attendees are immersed in the event and empowered to engage, their way. Giving attendees the freedom to explore transforms attendance into real conversation. Our audience engagement tools are tailored for each brand experience and include options to reach brand representatives, connect with attendees, and share on their own networks, all in the moment.

ANALYTICS CAPABILITIES: From traffic heat maps to user demographics and behavior data, you'll know who your guests are and how they're experiencing your event. Real-time analytics track activity of each guest at every touchpoint allowing for on-the-fly optimization. We analyze and leverage insights to drive continuous improvement.

PRICING: Quotes available upon request.

CLIENT LIST: Some DigitalEXP clients include: Canon Medical Systems, NIKE, Magna International, Snowflake, Eyeque, The Marketing Arm, Vocera, Zscaler, Hunter Industries, Traverre Therapeutics, Zeiss, Mindray, UBER

CLIENT CASE STUDY SNAPSHOT: Using DigitalEXP, we created the Canon Museum of Medical Art. 2000 guests from over 87 countries participated during RSNA. Nine product galleries feature content at every turn—the space, effectively 68,000 sq. ft., hosted 135 content hot spots and 2000+ multimedia assets. The results? Fantastic visitor participation through hundreds of live demos, thousands of chat sessions and tens of thousands of impressions. The experience is still live and used as a marketing, recruiting and sales tool open to visit at any time.

ONE CLIENT TESTIMONIAL: "Pinnacle delivered a next-level virtual event experience that transcended any other virtual event effort I have seen before." – Francis Mao, Snowflake

THE 2022 VIRTUAL PLATFORMS INDEX



ENGAGEZ

CONTACT:

Michael Doyle
VP Customer Engagement
408-909-9500
mdoyle@engagez.com
engagez.com

CORE CAPABILITIES: A highly customizable platform for organizations of any size and budget. Captivating digital engagement venues provide users with a unique setting to host events, meetings, learning/training programs, or entire digital campuses. Venues can be cloned for easy reuse, and are fully customizable via a self-service interface or a full-service implementation, yielding a powerful and individualized event user experience.

KEY FEATURES: Highly configurable features which can be enabled or disabled to accommodate the highest digital event performance: "EZLive" stream broadcasting, customizable locations, comprehensive and detailed analytics, collaboration, security, access controls, gamification, and social media interaction. Engagez offers bespoke customization that can meet almost any organization's needs.

ATTENDEE ENGAGEMENT TOOLS: Integrated voice/video/text chat as well as interactive pop-up meetings. Also included: gamification, leaderboards, interaction responses, live polling, session Q&A (chat or live video), puzzles and games, structured networking, avatars, and custom embeddable tools. Built-in language translation tools are also included.

ANALYTICS CAPABILITIES: Native attendee/registrant/session/sponsor analytics are detailed, customizable and easily exportable. CRM/Google Analytics integrations further enable detailed analysis and interaction.

PRICING: Calculated based on the number of attendees, starting at just \$1,500 per event with no subscription required. All features are included.

CLIENT LIST: Dell, BMC, Leading Age, UCLA, Pfizer, IBM, SHRM, Wharton, Siemens, IEEE & hundreds more

CLIENT CASE STUDY SNAPSHOT: Over 350 clients, many of whom monetize their events. Data Connectors, one of the largest producers of cybersecurity events evaluated leading virtual/hybrid event solutions and found that only Engagez would enable them to quickly pivot 50+ events with an average of 30 sponsoring organizations at each in just a few weeks. They achieved tremendous results for attendees, sponsors and financially for their business. (see detailed case study in the guide)

ONE CLIENT TESTIMONIAL: (G2/Capterra Top-rated platform) "The Engagez platform is packed with features and incredibly flexible. From the registration and ticketing process to the event hosting (with chat areas, forum features, leaderboard/gamification, resource management, and item tagging) through to the comprehensive event analytics - Engagez has everything you need to host a superior event!" - L. Chappell, CEO



INFINITY MARKETING TEAM

CONTACT:

Gabe Wallace
Vice President, Sales & Client Services
208-949-0856
gabe@infinitymarketing.com
infinitymarketing.com

CORE CAPABILITIES: IMT's 2,000+ expert staff span 44 offices globally, delivering unparalleled live, hybrid & virtual event executions, exhibit environments, mobile marketing tours, digital marketing, experiential activations, brand marketing strategies and premium meetings, conferences, incentives and events.

KEY FEATURES: VIRTUOSITY, IMT's all-in-one virtual platform, allows clients to customize their own bespoke, virtual experiences. VIRTUOSITY can include 3D virtual environments/sets, live streaming (service agnostic), video delay & instant replay. Bundled CDN, live support, secure API & GDPR compliance meet demanding cybersecurity requirements. True white-labeling boosts branding and engagement, evoking real emotion.

ATTENDEE ENGAGEMENT TOOLS: VIRTUOSITY is designed to enhance attendee engagement from the start. Each bespoke build can include robust gamification and customization of Networking, Attendee Profiles, Alerts/Notifications, Live Q&A and Live Chats (Public & Private), Polling/Quizzes, Trivia, Quests, Social Media Integration, Gifting, Sweepstakes, Leaderboard/Influencers, Branding, v-Store/e-Commerce, Surveys and more.

ANALYTICS CAPABILITIES: From event registration and lead generation to contact management, recording/playback on-demand and post-event campaigns, IMT's VIRTUOSITY has you covered. Leverage our proprietary IP or seamlessly integrate with your preferred solution including Salesforce, Eventbrite, CVENT, Splash, Bizzabo, Whova & more. Our Predictive learning platform (AI) and real-time performance dashboards are incredible!

PRICING: VIRTUOSITY offers pricing pillars based on desired functionality. Final pricing will reflect expertise required to achieve scope complexity and client's specific goals.

CLIENT LIST: HP Inc., NAACP, Huawei, Uber, Intel, SAP, Alibaba

CLIENT CASE STUDY SNAPSHOT: IMT was the official production partner for NAACP's first-ever virtual Convention, producing 25+ live and on-demand virtual sessions while garnering 527,000+ views across NAACP's Convention website, Facebook, and YouTube. Convention featured notable guests including (now VP) Kamala Harris, Politician and Activist Stacey Abrams, Grammy Award Winner Aloe Blacc and more.

ONE CLIENT TESTIMONIAL: "IMT's professionalism, flexibility and reliability were invaluable! Their complex meetings expertise made it easy to produce NAACP's 111th Annual Convention, virtually, for the first time."
- Gina Lawrence, Director for Events Planning @ NAACP

THE 2022 VIRTUAL PLATFORMS INDEX



LEO EVENTS

CONTACT:

Cindy Brewer
Principal
901-766-1386
connect@leoevents.com
leoevents.com

CORE CAPABILITIES: As strategic partners, LEO Events and Eventfinty bring the best virtual solutions to clients worldwide. LEO is a leading experiential agency that produces virtual, hybrid and live events. Eventfinty is a virtual meeting tool adept in platform development. Together, they create turnkey digital experiences that engage every audience in distinctive and specific ways.

KEY FEATURES: Our approach takes you from concept to reality. A snapshot of some of the Key Features, include:

- Event strategy
- Custom creative
- Every page customized
- Attendee engagement tools (chat, 1:1 video, networking)
- Custom gamification
- Full staff of in-house developers
- In-house video production
- Road-tested timeline management
- Robust analytics

ATTENDEE ENGAGEMENT TOOLS:

- Creative-as-you-want-it platform allowing a completely customized experience
- Gamification customized to your business needs
- Live polls & surveys
- Unique agendas per attendee
- Text chat
- Digital Expo Passports
- Ad hoc meeting rooms (all in-platform) available on demand
- "Who's Here" feature allowing vendors to see who clicks into their booths

ANALYTICS CAPABILITIES: LEO Events & Eventfinty offer a range of analytics capabilities, including detailed data sets encompassing all attendee actions; analysis presenting the most popular pages, events, experiences, or vendors; GDPR certified staff in-house to comply with all EU laws and regulations; and year-to-year analysis to inform event decisions.

PRICING: LEO Events and Eventfinty provide fully customizable, turnkey virtual event solutions. In addition to license fees, costs for each event are determined by project scope.

CLIENT LIST: Acquia, American Residential Services, AutoZone, Kowa, Mid-America Apartments, National Civil Rights Museum, Sherwin-Williams, Walmart, Yves Saint Laurent

CLIENT CASE STUDY SNAPSHOT: LEO Events, powered by Eventfinty, was selected by Acquia for their Engage 2022 users conference. This was the second consecutive year this event was held remotely. Acquia hosted a next-generation forum dedicated to making deep connections with their user base, leaving attendees *thinking, feeling, and doing*.

ONE CLIENT TESTIMONIAL: "Your team has gone above and beyond! We received positive feedback all around. Thank you for executing and always elevating our programs." — Angela Schmidt, VP, Global Field & Events Marketing

ProGlobalEvents

PROGLOBALEVENTS

CONTACT:

Matt Rulis
VP Sales
408-548-4343
MRulis@ProGlobalEvents.com
ProGlobalEvents.com | BeyondLiveX.com

CORE CAPABILITIES: ProGlobalEvents is a full service experiential agency providing live, hybrid and digital experiences to leading brands. BeyondLive is our immersive 3D digital platform that provides an on-ramp to the metaverse.

KEY FEATURES: Choose from adaptable templates or let your imagination run wild with a completely custom design. Layer in a wide range of functionality for rich, in-depth experiences. We offer a full turnkey solution and can integrate with existing applications. Full functionality is provided from registration to analytics.

ATTENDEE ENGAGEMENT TOOLS: Attendees can explore and choose their own journey as they are placed into a 360 degree 3D world where they feel like they are inside the experience. Networking is provided through chat, polls, and video. Customizable games and experiential activities can also be added.

ANALYTICS CAPABILITIES: An abundance of user behavior can be tracked within the environment. This data can be viewed in real-time or post-event with customizable reports.

PRICING: Projects range in price from a self-service platform to a fully customized experience. There is a choice of an annual license or event pricing.

CLIENT LIST: Partial list: Logitech, NICE, Renesas, Red Hat, Ping Identity, Masonite, EFI, Rapid Recon, CCC Intelligent Solutions

CLIENT CASE STUDY SNAPSHOT: We hosted Logitech's annual global sales conference which featured over one thousand employees from more than 50 countries. Highlights included dozens of training videos, meetings and special guests such as Magic Johnson and DJ Jazzy Jeff. Attendee satisfaction at 97% was the highest ever recorded for a Logitech virtual event

ONE CLIENT TESTIMONIAL: "Our attendees were amazed by our virtual global sales conference and the positive feedback was unprecedented. This event definitely set a new standard for future virtual experiences."
— Head of Global Events, Logitech

THE 2022 VIRTUAL PLATFORMS INDEX



SWAPCARD

CONTACT:

Walid Bengeloune
Senior Account Executive
438-764-9711
walid@swapcard.com
swapcard.com/contact-us/

CORE CAPABILITIES: Swapcard is an end to end event management platform, for all event types and formats (Virtual, Hybrid, in-person, tradeshows and corporate events). Swapcard offers registration & check-in, attendee engagement, In-person services & support, AI-powered Networking, exhibitor features and analytics capabilities.

KEY FEATURES: Registration, check-in, Virtual sessions (live stream, pre-recorded, on-demand), event app, searchable people lists, AI matchmaking, meetings & calls, chats, customizable emails & notifications, event branding, on-site professional services, native and connector integrations, custom integrations, analytics, lead capture, contact import and export, In-person session tracking, speaker & abstract management, exhibitor booths, marketplace, lead generation.

ATTENDEE ENGAGEMENT TOOLS: Organizers can create highly engaging virtual, hybrid and in-person events thanks to AI powered networking (meetings, chats, matchmaking), virtual sessions interaction tools (polls, chats, Q&A), event discussions via Newsfeed, roundtables, multi-participant meetings, gamification (via integrations), event app, on-demand content, documents and 365 communities.

ANALYTICS CAPABILITIES: Attendance tracking, lead tracking, platform usage, event access, in-person session tracking, virtual session analytics (watched, time watched), marketplace analytics (views, favorited), event page visits, attendee actions (booth visits, downloads, clicks), networking metrics (meetings, connections), polls & discussions questions.

PRICING: • Free for events up to 500 attendees • 348 USD per month for mid sized events • Custom pricing for large enterprise events

CLIENT LIST: Autodesk, IBM, MongoDB, Informa, Oracle, Samsung, Koelnmesse, Qualys, NAMM, Oracle, Google, Hyatt and Dubai World Trade Center

CLIENT CASE STUDY SNAPSHOT: Our client, HLTH was looking to enable both in-person and online attendees to connect and network during their Vive 2022 event. Thanks to Swapcard's networking features over 9,700 connections, 1,300+ meetings and 46,000+ messages were exchanged between attendees. The event registered twice as many attendees as expected.

ONE CLIENT TESTIMONIAL: "We are grateful for all the support we get from Swapcard, from training our teams, through the planning, execution and support." – SVP Events Global, Hyatt

Webex Events (formerly Socio)

WEBEX EVENTS (FORMERLY SOCIO)

CONTACT:

Andrew Pearson
CMO
877-336-2888
marketing@socio.events
Socio.events

CORE CAPABILITIES: Webex Events (formerly Socio) is an end-to-end event management & experience platform that powers immersive virtual, hybrid, and in-person events. Webex Events supports multi-track events with custom virtual venues and mobile apps, live and on-demand streaming, event monetization, and interactive attendee networking and engagement.

KEY FEATURES: Host engaging event experiences with an all in-one, completely customizable solution, including registration and ticketing, high production live streams, advanced engagement tools like moderated Q&A, polling, Slido integration, gamification, networking, sponsors and centralized content for live and on-demand experiences.

ATTENDEE ENGAGEMENT TOOLS: Webex Events features include event games & challenges to boost traffic to exhibitor booths, codes that can be used to verify attention, interactive chat & networking, attendee meeting scheduler, live polling, and closed captioning & translation included with all live streamed sessions.

ANALYTICS CAPABILITIES: With the live data dashboard, see attendee engagement in real time, from networking to sponsor interactions, feature engagement to feedback, & more. If you can't measure it, you can't improve it - or validate the investment your events deserve!

PRICING: We'll create a custom package to meet your exact needs: Pricing is based on feature-sets, the estimated number of attendees & events per year. You can also hire the Webex Events Professional Services team for event production & support.

CLIENT LIST: Webex Events (formerly Socio) clients include American Med Spa Association (AmSpa), Cisco, Formstack, Indianapolis Zoo, JDRF, Kampgrounds of America, Lessonly by Seismic, Lupus Foundation, MAD//Fest, Medline, Megger Limited, National Speakers Association, Purdue University, Webex, OneCause

CLIENT CASE STUDY SNAPSHOT: MAD//Fest, a marketing, advertising, and disruption festival, is leveraging Webex Events across their entire events program which encompasses virtual, in-person, and hybrid event experiences. MAD//Fest's first-ever hybrid event, powered by Webex Events, generated over 21,000 in-app attendee connections and resulted in an 82% sponsor renewal rate.

ONE CLIENT TESTIMONIAL: "Everyone is searching for differentiation at the moment because lots of apps and virtual events look the same but working with [Webex Events (formerly Socio)] has really helped us customize and make the MAD//Fest app different from everything else that's out there." – Dan Brain, Co-Founder, MAD//Fest

2022 VIRTUAL CASE STUDIES OF EXCELLENCE



Stagepro ▶

CAMPAIGN: GLOBAL CEO AWARD CEREMONY

CLIENT: MAJOR FOOD INGREDIENT COMPANY

AGENCY: CORPORATE EVENTS ONLINE (CEO)

BACKGROUND

A major food Ingredients people-first company who finds it imperative to recognize and celebrate their employee's hard work. Each year they do a Grammy-style award show, connecting their employees from all over the globe, honoring nominees in a board array of categories. They will not settle for anything below the bar and have turned to CEO, for years, to help them produce the standout event they are envisioning.

THE CHALLENGE

When the global lockdown occurred in 2020 employees could not travel and the event had to move from hybrid to completely virtual. The company still wanted the personal touch and energy of the in-person experience while also delivering a high-level production.

This presented logistical and technical challenges: 12,000 employees, in and out of the U.S., needed to be present remotely, schedules needed to be precise for the nominees to do their live sessions, thorough tests and technical requirements had to be met to ensure the best video and audio quality, and the connection from the nominee's home or office network to the studio, where the host and CEO did their broadcast, had to be perfect.

THE SOLUTION

Design, develop, deploy and produce a technology-rich virtual experience that stimulates engagement, and makes the company team shine. All with white glove service and a personal touch.

CONTACT INFO

JIM FIORE, FOUNDER
HELLO@JOINCEO.COM
630-214-9817
JOINCEO.COM

THE RESULT

Using Corporate Events Online's white glove services and StagePro, CEO's state-of-the-art streaming application, clients artistic vision transformed into a high-level, broadcast quality event. The advanced capabilities of the CEO Studios and StagePro application led to an event with flawless streaming, superior attendee engagement, personalization, and an environment that emulated an in-person feel.

The in-person studio allowed presenters to see and interact with nominees live onscreen, view notes on teleprompters, follow the show clock, and establish a presence that captured viewer's attention. Nominees were able to be brought into the studio virtually through Teams, Zoom, Skype and other sources to produce a Grammy-level show that ensured all nominees were seen, heard, and celebrated.

CEO was able to understand and apply the client's business goals to maximize technology and produce what the client wanted and deserved.

There was an internal, elevated, shift at how employees looked at themselves and after such resounding praise the client chooses to stay in this format moving forward.



“CEO is the best vendor we've ever worked with. They are always 10 steps ahead and thinking of things I don't. They make us look good!”

- Head of Communication, Major Food Ingredient Company

2022 VIRTUAL CASE STUDIES OF EXCELLENCE

engagez

CAMPAIGN: VIRTUAL SUMMIT SERIES

CLIENT: DATA CONNECTORS CYBERSECURITY COMMUNITY

AGENCY: ENGAGEZ

BACKGROUND

From its foundation in 1999 until March 2020, Data Connectors made all its revenue by conducting regional trade shows sponsored by cybersecurity solutions providers, in up to 50 cities across North America each year. As the pandemic restrictions loomed, they needed a way to put on virtual gatherings that satisfied the needs of their attendees and sponsors.

IMMEDIATE NEED

After reviewing several platforms, the management team chose Engagez, as they were principally concerned about a way they could get moving quickly, with little to no professional services help, and a way to enable sponsors to self-serve the build-out of their virtual exhibit booths.

REPETITION AND SCALE

Numerous digital event platforms major on visual impact, but they require weeks of design work, heavy graphics, and development. Those services add cost, and time - generally requiring a whole event to be “locked down” weeks before event day. Moreover, with many sponsors repeating their appearance “in” many cities, Engagez offered the most efficient way to “clone” every part of a virtual event venue, in whole or in part in one easy step.

Data Connector’s clients (event sponsors) could easily update their virtual exhibit booths, add speakers and staff, and know that all their materials would be available at the next event, and could again be easily updated. Layman marketing staff were able to upload, edit and improve booth designs with no training from them or Engagez right away.

CONTACT INFO

MICHAEL DOYLE
MDOYLE@ENGAGEZ.COM
408-909-9500
ENGAGEZ.COM

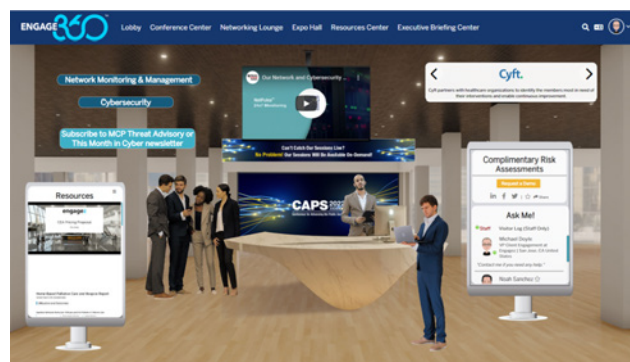
The company had a full working prototype in days and turned around its first event in under three weeks from its very first conversation with the Engagez. Moreover, the digital format attracted the largest-ever audience. While the company would normally see 150-350 in-person attendees, its Virtual Summits routinely exceeded 1,000 concurrent people online.

LIVE, IMMERSIVE AND ENGAGING

As events are the lifeblood of the company, the ability to have a live, interactive digital experience was paramount. Out-of-the-box capabilities for voice, video, and text chat, as well as live streaming, and real-time Q&A, all needed little to no training for staff, presenters, and panelists. Audience engagement components such as an attendee lounge and gamification/leaderboard are configured easily and copied over from one event to another with no hassle.

HYBRID - THE NEW World

Even as in-person gatherings return, the company sees Virtual Summits as a key part of their offering mix. “Simu-live” presentations complement interactive, streamed panels and enable them to reach larger audiences than ever before, with minimal rework for each and an incredibly effective ROI.



2022 VIRTUAL CASE STUDIES OF EXCELLENCE



CAMPAIGN: NAACP 111TH NATIONAL CONVENTION

CLIENT: NAACP

AGENCY: INFINITY MARKETING TEAM

NAACP Celebrates the Success of their 111th National Convention Online NAACP's First Ever Virtual Livestreamed Convention, powered by IMT

From September 13th – 26th, the [National Association for the Advancement of Colored People](#) (NAACP), the largest and most pre-eminent civil rights organization in the nation held it's 111th [National Convention](#) entirely online. Chosen as the official production partner for this year's virtual summit, [Infinity Marketing Team](#) (IMT) worked closely with the NAACP to produce over 25 live and on-demand sessions that garnered 527,000 views across NAACP's Convention website, Facebook, and YouTube.

Already postponed in its original form as a physical event, the continuing pandemic in the country caused the NAACP to consider new options for its influential national convention and resolutions plenary. The virtual livestream format provided an exciting and effective solution that would allow the convention to safely continue its vital dialogues.

The convention kicked off on Sunday, September 13th with an unforgettable opening address from NAACP President & CEO, Derrick Johnson, and featured legendary musical performances by Kierra Sheard and Jamison Ross. Following this and throughout the next two weeks, over 137 of the world's top social activists, industry leaders, and public servants came together virtually, to champion solutions to some of the world's most pressing topics including COVID-19, voter suppression, police brutality, racism, and the 2020 election. Vice Presidential Candidate Senator Kamala Harris, New York Times bestselling author, political leader and recent documentary film-subject Stacey Abrams, and legendary producer and author of the Black Panther Marvel Comics series Reginald Hudlin are among the long list of renowned speakers who participated in this year's convention.

CONTACT INFO

GABE WALLACE
GABE@INFINITYMARKETING.COM
208-949-0856
INFINITYMARKETING.COM

Crowd and Media response to the livestream event exceeded NAACP's expectations with:

- **527k** Stream Views
- **Multiple NPI Press Articles** including pieces published by: Boston Globe, GBH, Boston Herald + More!

For further information, please contact Elliott Elsner with Infinity Marketing Team at: Elliott@infinitymarketing.com.



“Infinity Marketing Team assisted the NAACP in producing an amazing 111th NAACP National Convention virtually for the very first time. The professionalism and expertise that IMT brought, allowed us to successfully hold our very unique and intricate meetings for all of our members and guests. Throughout our convention, IMT was flexible and reliable. These qualities were invaluable.”

2022 VIRTUAL CASE STUDIES OF EXCELLENCE



CLIENT: ACQUIA

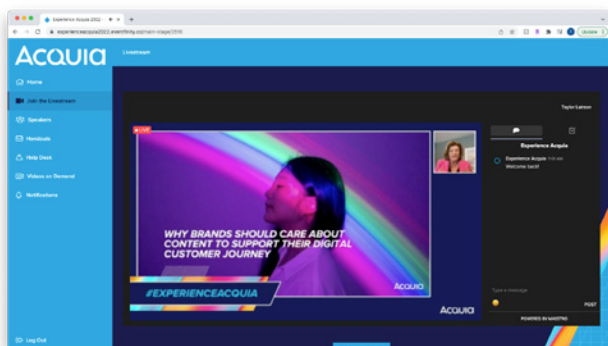
CAMPAIGN: EXPERIENCE ACQUIA 2022

AGENCY: LEO EVENTS

For nearly a decade, LEO Events has produced Acquia's largest events, including the annual Acquia Engage and Experience Acquia meetings. A leading software company dedicated to providing enterprising products, services, and technical support, Acquia looks for innovative ways to connect with their global audience year after year.

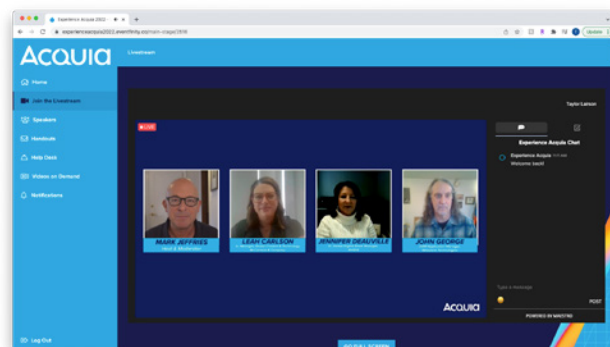
As digital interactions have become the primary option for consumers to access information, products, and services – and as that digital exchange became the *only* option for many companies during the height of the pandemic – Acquia looked to LEO Events and Eventfinty to create a virtual environment to serve as an engaging and applied communication hub.

Together, LEO Events and Eventfinty served as the event management partner for the 2022 Experience Acquia virtual event. The software company had three main objectives for the virtual event: that all attendees leave *thinking*, *feeling*, and *doing*. More specifically, the Experience Acquia event was meant to celebrate customers and partners.



CONTACT INFO

CINDY BREWER, PRINCIPAL
CONNECT@LEOEVENTS.COM
901-766-1386
LEOEVENTS.COM



To prepare for the 2022 virtual experience, Acquia and LEO began experimenting, exploring, and finding the best and most reliable way to translate the joy of live experiences to the online space. In partnership with Eventfinty, the team created a robust, secure digital platform to live stream all sessions and keynotes to the audience.

LEO and Eventfinty provided creative solutions, including development of event looks and web content design; digital solutions, including implementation, management, and customization of web content, registration integration, and event livestream; production solutions, including presenter rehearsals and recordings, as well as a live Q&A session; and technical solutions, including buildout of event live stream and all data capture of post-event analytics.

The branded platform built for the 2022 Experience Acquia event also featured several multi-point engagements to immerse the Acquia audience in the bespoke environment. These touchpoints served the traditional needs of attendee support with a speaker directory, downloadable content library, live help desk, videos on demand, and a post-event survey.

The virtual meeting provided a glimpse into the new, digital consumer reality and offered attendees a fresh perspective at what the best digital experiences look like, and what it takes to achieve them, leaving the client saying things like, "I know behind the scenes can be difficult, but everything was great – thank you for making it happen [and] elevating our programs!"