Feature Review:
Attendee Engagement
Our Virtual Destinations are full of features designed to drive more interaction with your company and your content.
1:1 and Small Group Chat

Simple and intuitive chat allows for quick connection attendee-attendee and representative-attendee.
Any sign or click state can act as a call-to-action, driving more engagement and enabling immediate follow-up.

You choose the call-to-action:
- Request a demo
- Join a mailing list
- Vote
- General follow-up

Designated team member(s) receive an immediate email with attendee details.

Includes complete reporting on all attendee clicks.
Survey / Feedback

Solicit opinions and feedback from attendees while they are engaged with your content.

Collect immediate feedback:
- From any sign / click-state*
- When attendees leave a room
- When attendees closes a webcast

All responses are captured and detailed reporting is provided.

*includes capture of first, last and email
Chat Queue

Manage high volume attendance and interaction.

Attendees receive immediate confirmation they are “in queue.”

Reps see the queue and reach out to the next attendee in line.
Integrate Twitter

Highlight social media activity with direct access to your Twitter feed within the environment.

Integrate a Twitter* feed from a specific account or a hashtag.

Feed launches from any sign or graphic.

*Leverages the Twitter widget; not available from Facebook and LinkedIn
Leaderboard

Use gamification to drive the actions most important to your program.

Program producers can:
- Assign point values for specific actions, like visiting booths or downloading content.
- Offer rewards or prizes based on points achieved.

Attendees can:
- Measure where they rank amongst all attendees.
- View a list of points per activity, so they know how to gain more points.
- See what rewards or prizes are available.
Pre-load the Briefcase

Increase engagement with specific content and/or sponsors.

Pre-load the briefcase with specific documents, links, videos and other content.

Provide easy access to navigation items like an agenda or recommended learning path.

Highlight premium sponsors by including their content for all attendees to view.
In-Room Support

Provide attendees 1-click access to support.

A group chat or support form can launch from any sign or graphic.

Attendees can request help and engage with support staff without leaving the room.
Multiple Public Chats

Add variety to an agenda with scheduled chats.

Use public chats to create a whole agenda of discussions.

Include different expert talking about different topics at different times.

Keep attendees engaged by driving them from auditorium to a chat room.

Break up the typical day of keynote after keynote.
Networking Lounge Chat

Give all or VIP only attendees access to executives via moderated chats.

Include different executives or experts talking about different topics at different times.

Keep attendees engaged by driving them from auditorium to a chat room.

Break up the typical day of keynote after keynote.
Broadcast Messages

Help attendees navigate with scheduled and impromptu messaging.

Messages appear at the top of the environment, easily seen by all.

Include links to specific rooms to highlight agenda items, specific content, specific booths/sponsors.

Schedule ahead of time to alleviate live day workload; add messages as needed to react to activity as it happens.

6-8 per hour recommended