

**Interreg**  
**Greece-Bulgaria**



**Golnt**   
European Regional Development Fund

# Introductory Brochure for Virtual Events

Virtual events, like physical events, can be broken down to three sectors: Pre-Event, In-Event and Post-Event:

## PRE-EVENT

Custom Registration  
Forms, Branded  
Landing  
Pages etc.

## IN-EVENT

Intuitive Virtual  
Environment, Chat  
Tools,  
Webinars, Support

## POST-EVENT

Reports, Follow-up  
Emails, Feedback  
Calls

Each sector serves the same functionality as its physical counterpart. In the following pages you will find a short introduction and description on how virtual events platform screens look and perform.

# PRE-EVENT

**This is where registrations take place.** The procedure is as simple, if not simpler, as signing up for a physical event. The interested party must fill up a form, where the fields can be customized as per your needs.

## Custom Registration Forms

### Registration Form

Jack Doe

Your Address

Your Interests

Register

### Customize Your Registration Form

#### List Of Fileds

Address ✓

Interests ✓

Add Field

Bios

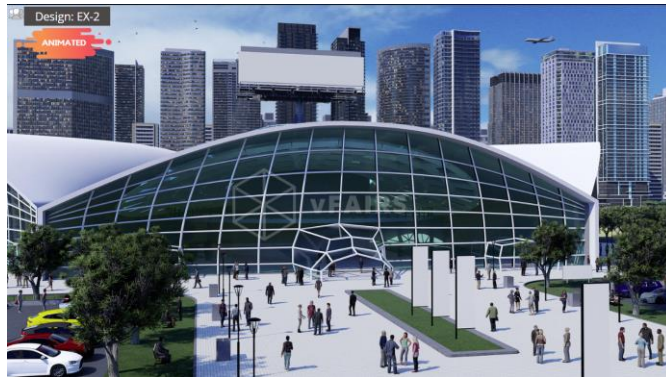
# PRE-EVENT

One point where virtual events differ compared to physical ones is the possibility to **choose how the lobby looks like by selecting it from a design library**. Notice the empty billboard spaces where logos can be placed.



# PRE-EVENT

The same stands for selecting the exterior view. This is a small animation played as soon as the visitor signs in and heads to the virtual lobby. Please find below some options for your reference.



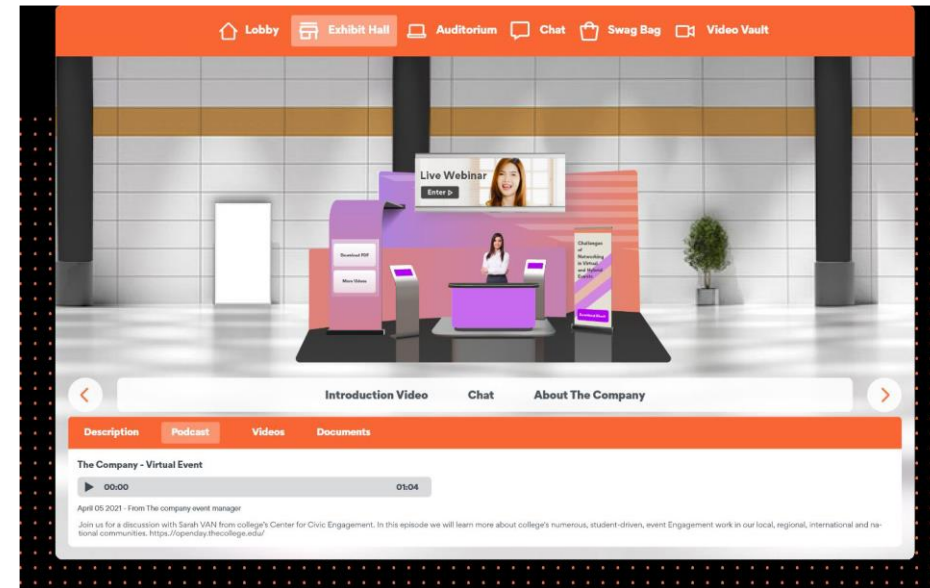
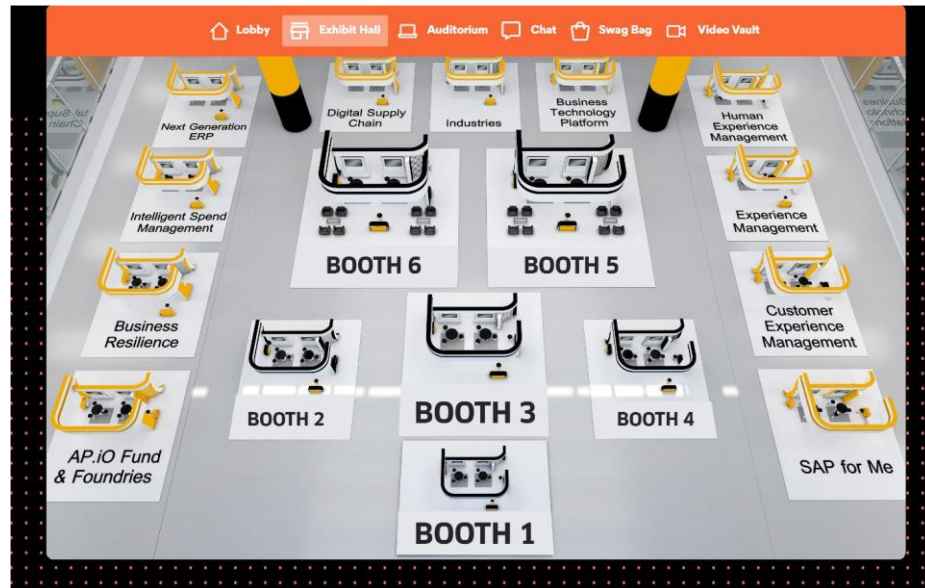
# PRE-EVENT

Of course, you can also **choose the outlook of the Auditorium**. Auditorium is **where visitors can consume video content and pre-recorded webinars**. The auditorium hosts the agenda & schedule. Please find below some options for your reference.



# PRE-EVENT

Host multimedia content in Interactive Virtual Halls & Booths. Use a collection of overhead & scrolling hall templates & booth designs to architect a delightful visitor experience. Host videos, banners, podcasts, presentations & more on each virtual booth.



# PRE-EVENT

**Facilitate conversations with Networking Lounges.** There can be a networking lounge or rooms with various chatrooms to allow for knowledge exchange and networking. Lounge graphics can be used to showcase social media profiles and external links related to the event.



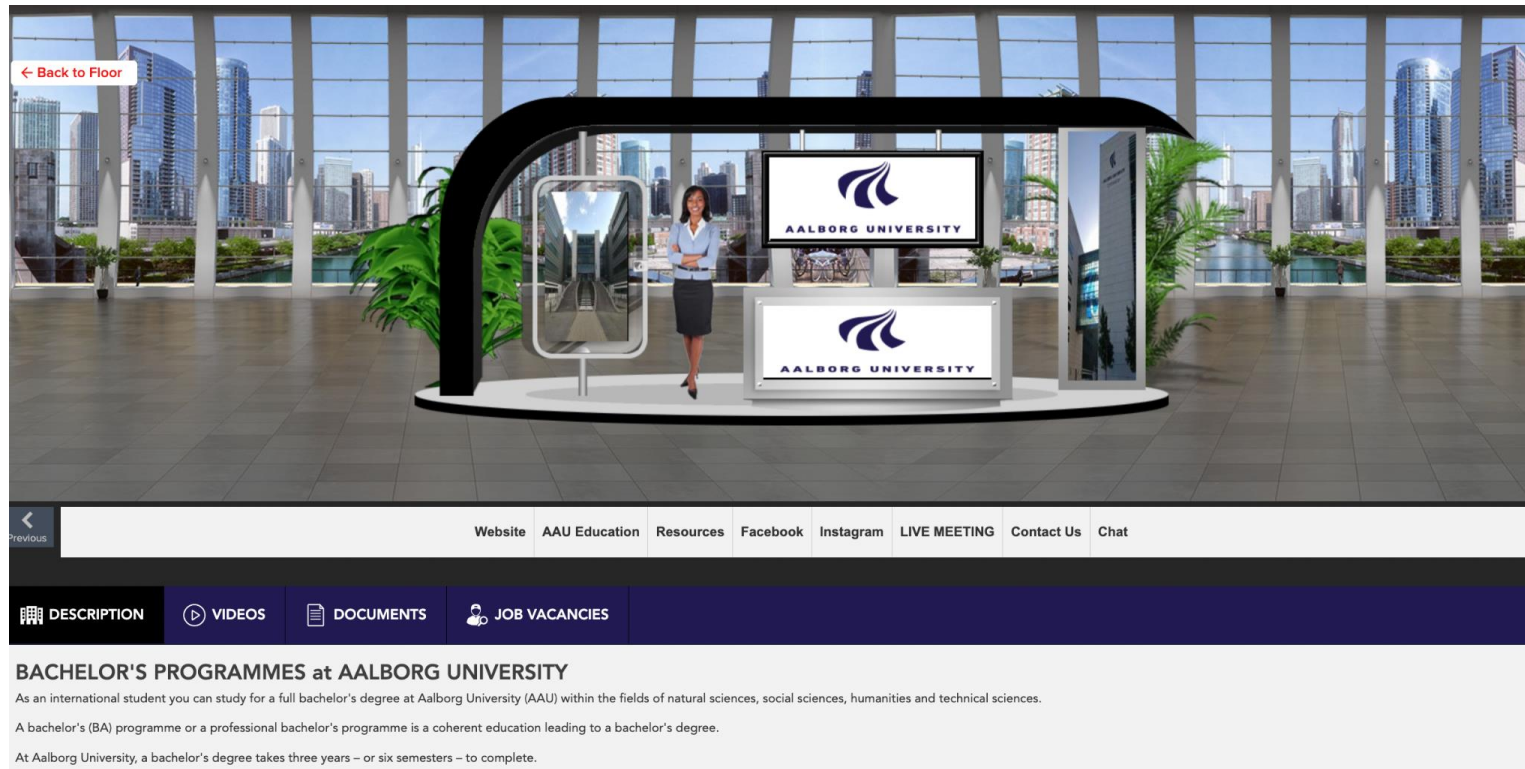
# IN-EVENT

**Exhibition Hall:** Visitors will be able to visit the exhibitors' booths through the hall area. Several booth templates are available.



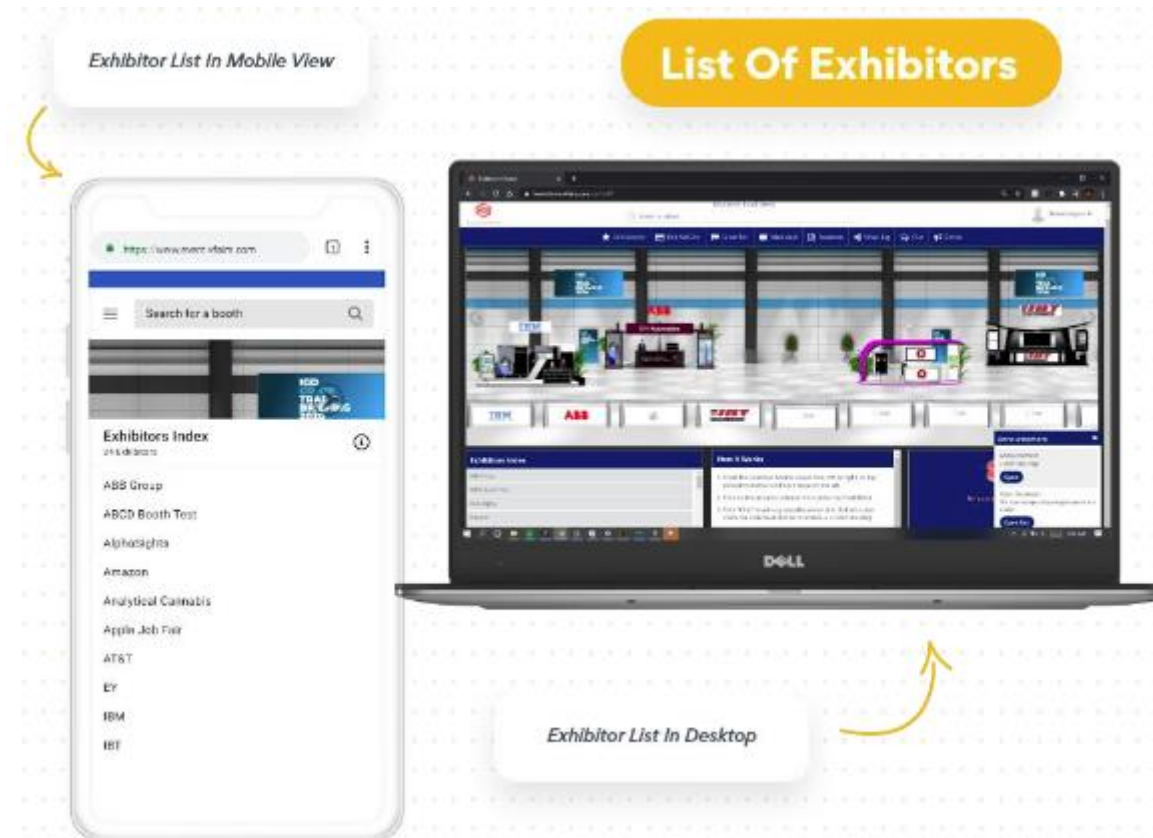
# IN-EVENT

**Booths:** Each booth can list Documents, Videos and other content such as About Us, Products, Services, Information, etc.



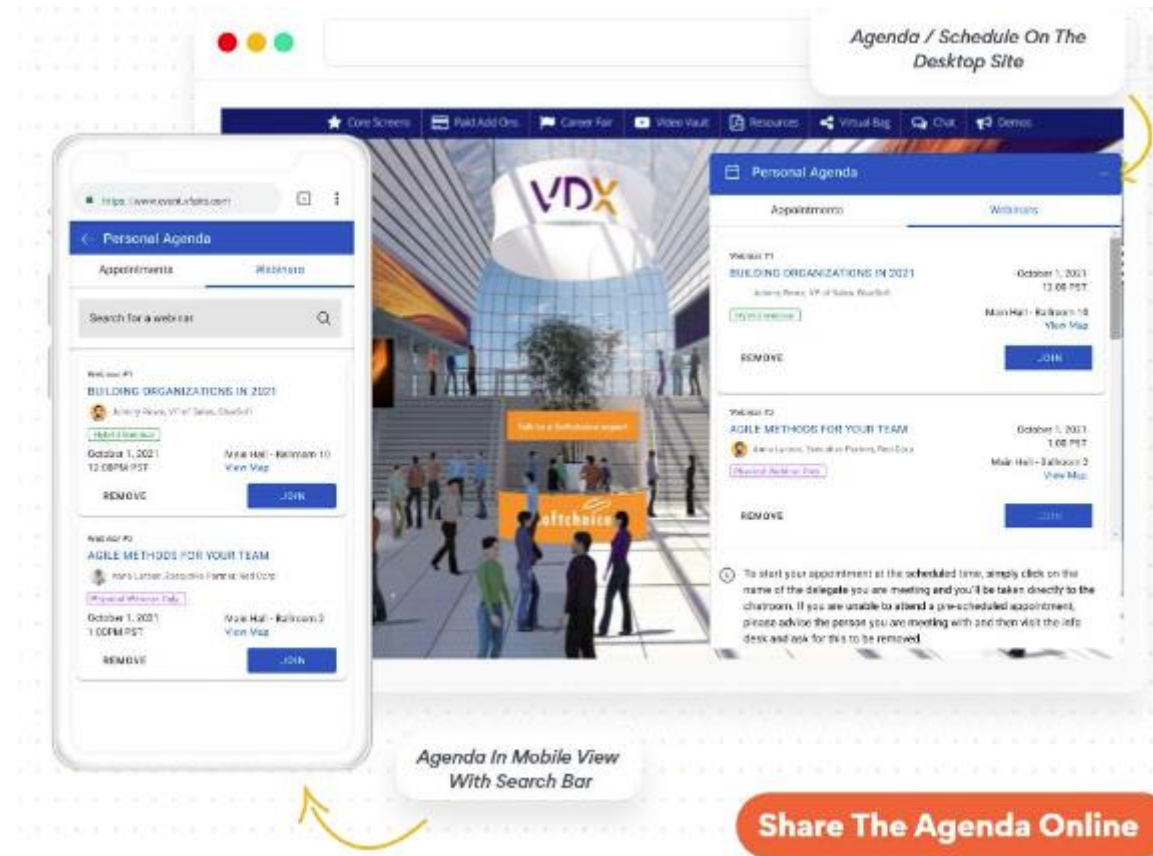
# IN-EVENT

Enable visitors to browse the list of exhibitors. Visitors can search through the exhibitor list.



# IN-EVENT

Share the agenda & enable visitors to shortlist sessions. Visitors can view the event schedule & save sessions of interest in their personal agenda.



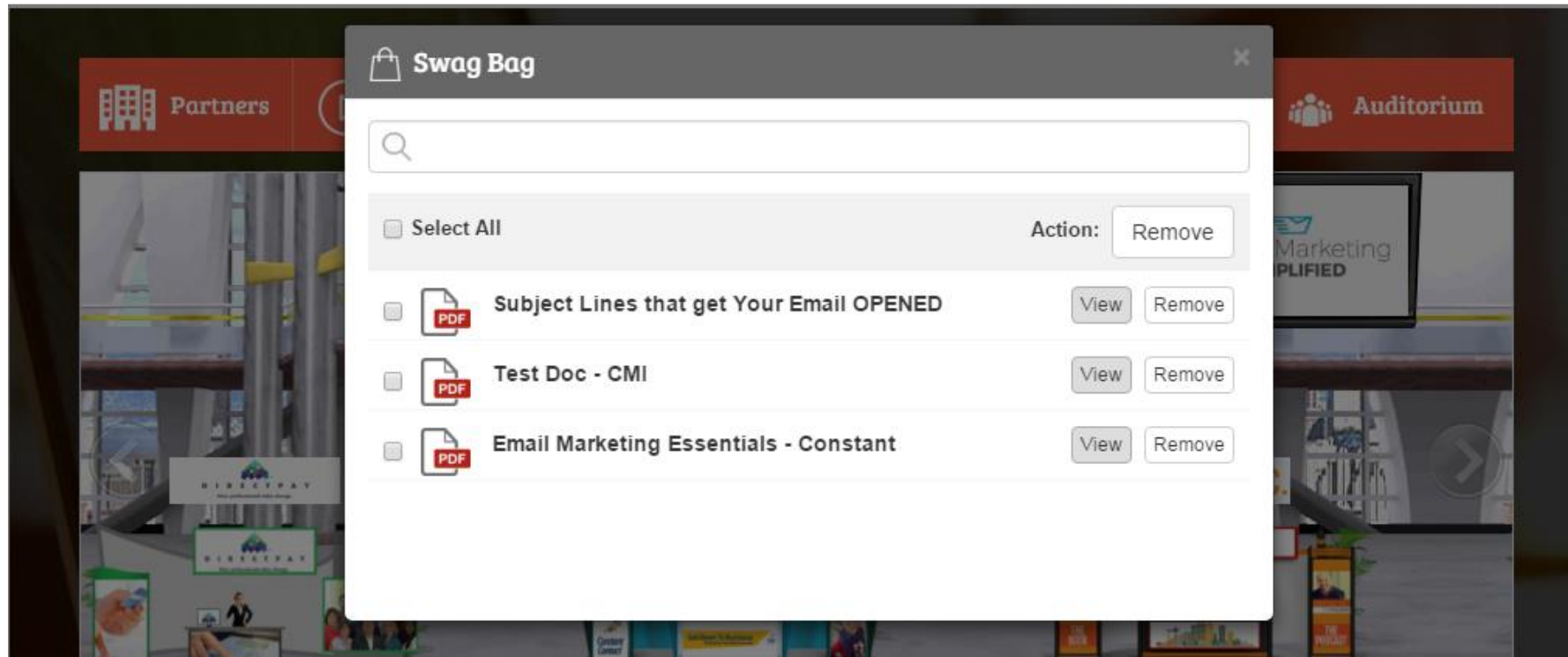
# IN-EVENT

**Visitors will be able to chat / video chat with representatives from the booth chat rooms.** Virtual events allow to have group chats as well as private chats. Within private chat; system will allow for text, voice and video chat options.



# IN-EVENT

**Virtual Swag Bag.** Virtual events allow visitors to add documents and videos in a “Virtual Bag”. Visitors can subsequently email this information to their email address.



# IN-EVENT

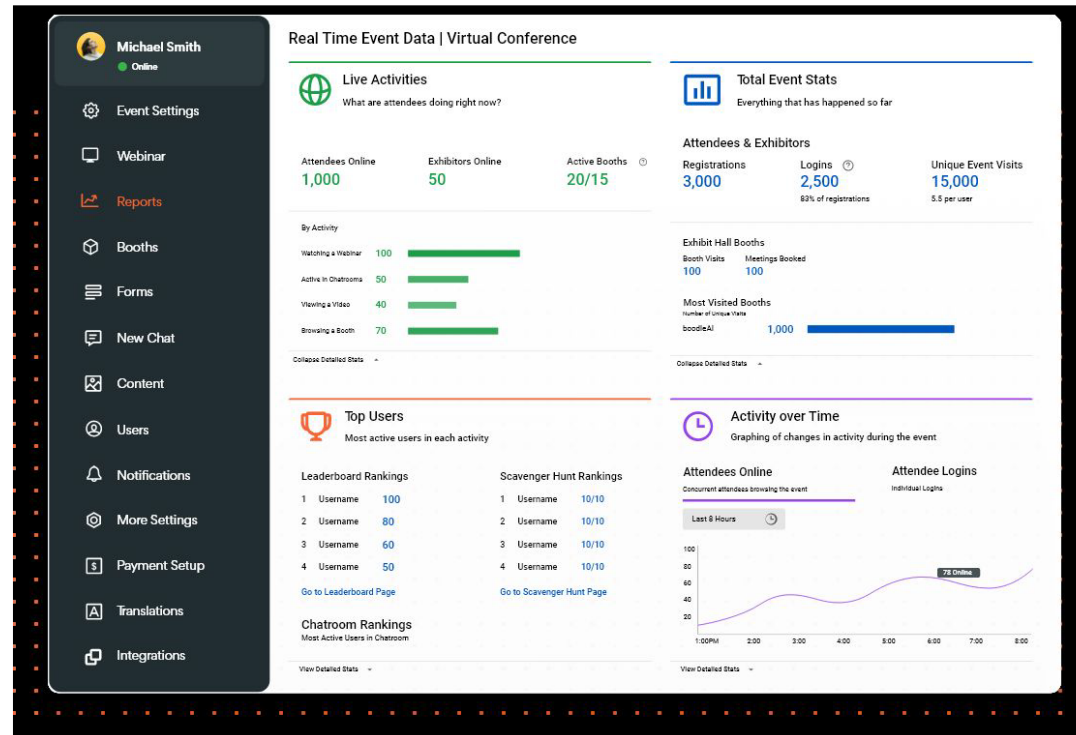
**Auditorium Room.** Here you can run pre-recorded or live webinars using Zoom platform. Maximum 3,000 concurrent users are allowed on any webinar. LIVE Webinar sessions open separately on Zoom platform.

**Lounge.** A space for visitors to network and consume content. You can create lounges for different user groups

**On-Demand Hosting.** The platform will be available to access after the live day of the event. Users can watch and consume content on-demand at their convenience.

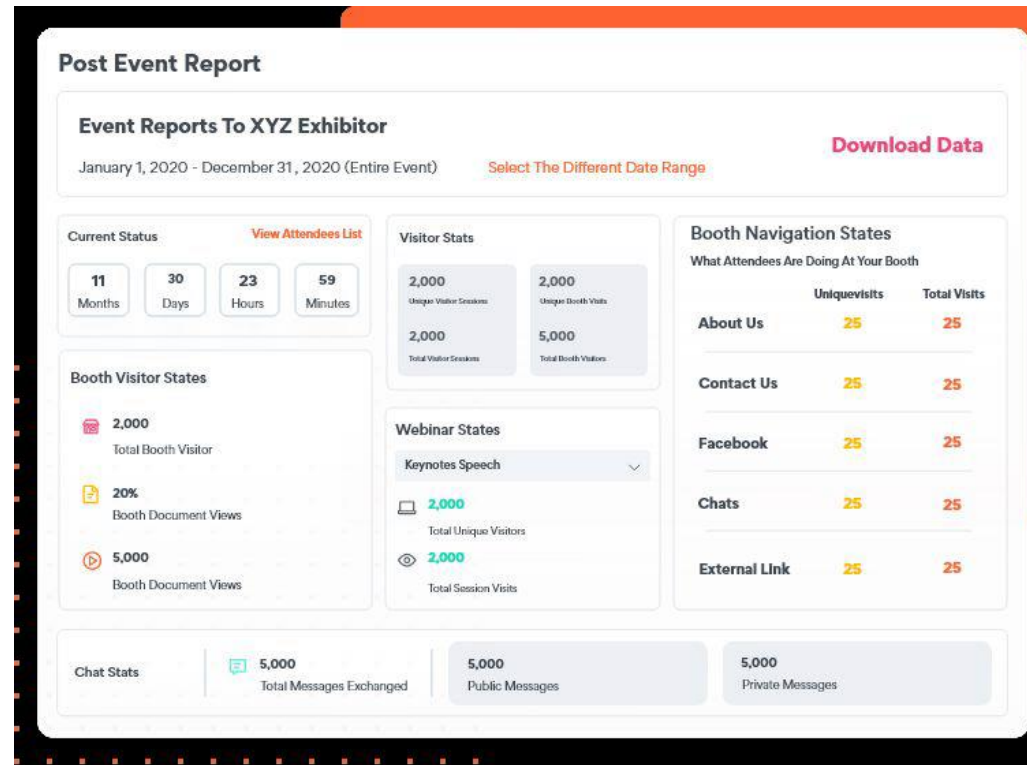
# POST-EVENT

Measure how engaging your virtual conference was with Reporting Dashboards. Access charts and topline metrics to gauge event engagement & ROI.



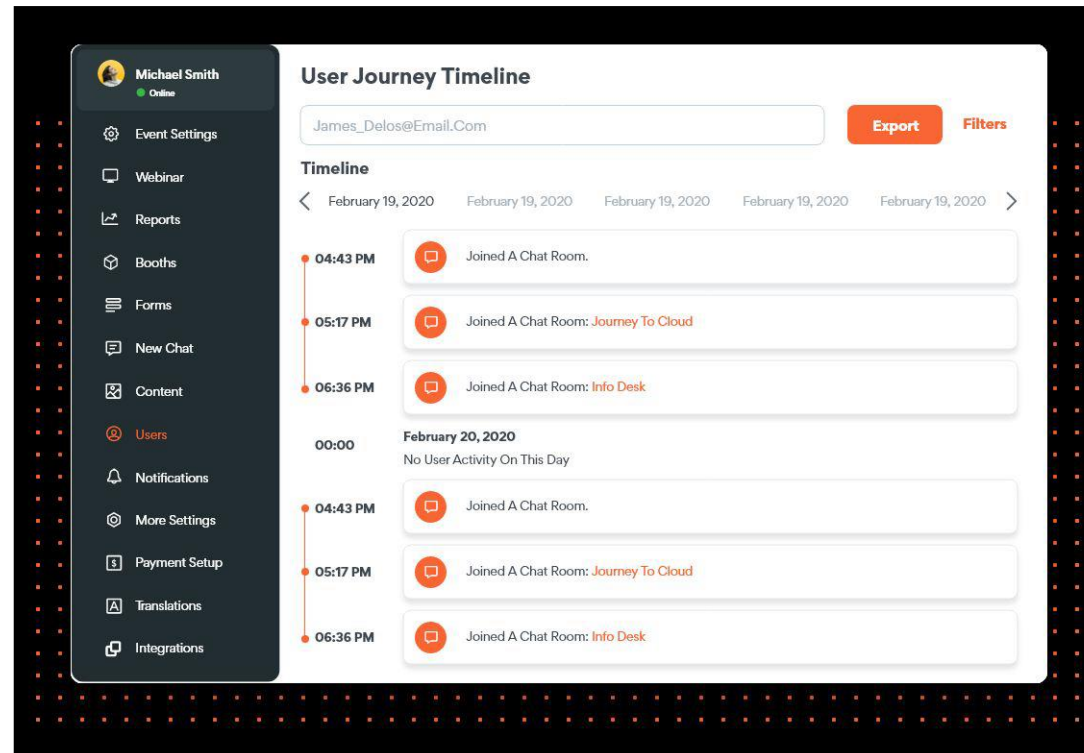
# POST-EVENT

Track booth-level activity with real-time Exhibitor Dashboards. Help exhibitors understand what's working and what's not on their booth and make adjustments on the fly.



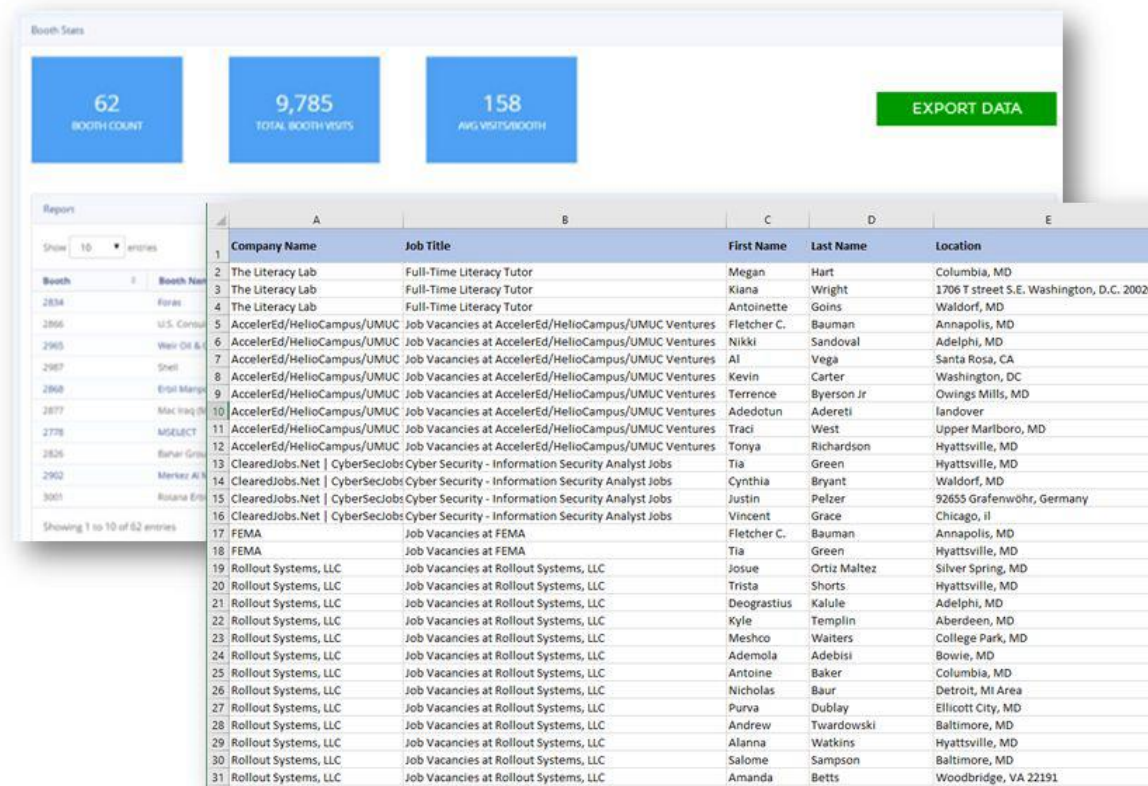
# POST-EVENT

**Visualize individual visitor journeys.** Understand how visitors navigate and engage with your event. Generate a complete timeline that tracks their movements with actions.



# POST-EVENT

**Data Export.** Export all data collected during the event into Excel files for internal sharing and advanced analysis.



The dashboard displays the following statistics:

- 62** BOOTH COUNT
- 9,785** TOTAL BOOTH VISITS
- 158** AVG VISITS/BOOTH

An **EXPORT DATA** button is visible in the top right corner.

The data table below shows the following columns: Company Name, Job Title, First Name, Last Name, and Location.

| Company Name                   | Job Title  | First Name  | Last Name    | Location                                  |
|--------------------------------|--|-------------|--------------|---|
| The Literacy Lab               | Full-Time Literacy Tutor                             | Megan       | Hart         | Columbia, MD                              |
| The Literacy Lab               | Full-Time Literacy Tutor                             | Kiana       | Wright       | 1706 T street S.E. Washington, D.C. 20020 |
| The Literacy Lab               | Full-Time Literacy Tutor                             | Antoinette  | Goins        | Waldorf, MD                               |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Fletcher C. | Bauman       | Annapolis, MD                             |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Nikki       | Sandoval     | Adelphi, MD                               |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Al          | Vega         | Santa Rosa, CA                            |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Kevin       | Carter       | Washington, DC                            |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Terrence    | Byerson Jr   | Owings Mills, MD                          |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Adedotun    | Adereti      | Iandover                                  |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Traci       | West         | Upper Marlboro, MD                        |
| AccelerEd/HelioCampus/UMUC     | Job Vacancies at AccelerEd/HelioCampus/UMUC Ventures | Tonya       | Richardson   | Hyattsville, MD                           |
| ClearedJobs.Net   CyberSecJobs | Cyber Security - Information Security Analyst Jobs   | Tia         | Green        | Hyattsville, MD                           |
| ClearedJobs.Net   CyberSecJobs | Cyber Security - Information Security Analyst Jobs   | Cynthia     | Bryant       | Waldorf, MD                               |
| ClearedJobs.Net   CyberSecJobs | Cyber Security - Information Security Analyst Jobs   | Justin      | Pelzer       | 92655 Grafenwöhr, Germany                 |
| ClearedJobs.Net   CyberSecJobs | Cyber Security - Information Security Analyst Jobs   | Vincent     | Grace        | Chicago, IL                               |
| FEMA                           | Job Vacancies at FEMA                                | Fletcher C. | Bauman       | Annapolis, MD                             |
| FEMA                           | Job Vacancies at FEMA                                | Tia         | Green        | Hyattsville, MD                           |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Josue       | Ortiz Maltez | Silver Spring, MD                         |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Trista      | Shorts       | Hyattsville, MD                           |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Deograstius | Kalule       | Adelphi, MD                               |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Kyle        | Templin      | Aberdeen, MD                              |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Meshoo      | Walters      | College Park, MD                          |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Ademola     | Adebisi      | Bowie, MD                                 |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Antoine     | Baker        | Columbia, MD                              |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Nicholas    | Baur         | Detroit, MI Area                          |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Purva       | Dublay       | Ellicott City, MD                         |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Andrew      | Twardowski   | Baltimore, MD                             |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Alanna      | Watkins      | Hyattsville, MD                           |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Salome      | Sampson      | Baltimore, MD                             |
| Rollout Systems, LLC           | Job Vacancies at Rollout Systems, LLC                | Amanda      | Betts        | Woodbridge, VA 22191                      |

Thank you for your time.

In case of additional questions, please contact  
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