



## Going virtual? EEG has got you covered.

Nothing replaces the power, connectedness, and impact of live events. However, given the state of the industry today, now is the ideal time to focus on your digital event strategy. Do your plans support a smart approach to attracting, informing, and delivering on your brand promise to customers and prospects? If not, EEG can help get you there.



### BRAND AND EVENT STRATEGY

*Integrated Marketing • Audience Engagement • Messaging Alignment • Customer Journey*



### VENUE SOURCING

*Budgeting • Filming Location and Venue Research*



### PRODUCTION

*Livestreaming • Keynote Management • Breakout Management • Content • Creative • Production Strategy*



### OPERATIONS AND LOGISTICS

*Overall Budget / Agenda / Timeline • VIPs • Virtual and/or In-Person Function Space • Creative and A/V Coordination*



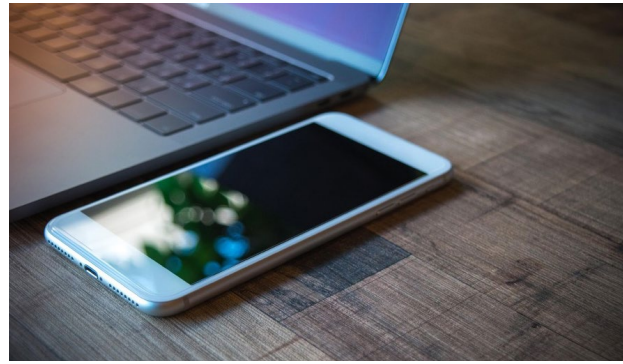
#### Four Steps to Virtual Success

1. **Assess:** Define event goals, core strategies, KPIs
2. **Plan:** Fine-tune strategies, attendee journey, creative, event technologies
3. **Implement:** Go Time, streaming, pre-packaged videos, engagement opportunities
4. **Evaluate:** Data management, surveys, gamification results, follow up communications, repackage assets



## EVENT360 MANAGEMENT SOFTWARE

*Virtual Website / Registration Package • Immersive Virtual Experiences • Virtual Session Scheduler, Call for Papers • Gamification: Audience Engagement / Chat / Social Media*



## REGISTRATION

*Quality Control and Data Integrity • Personalized Attendee Support (Call Center, Email) • Reports • Custom Email Communications • Mobile App Engagement • Online Chat*



## TRADESHOWS AND SPONSORSHIPS

*Digital Sponsorship Package Development • Sponsorship Sales / Management • Sponsor and Virtual Exhibitor Management*



## POST-EVENT ANALYSIS

*Event Data Summaries • Attendee Survey Results • KPI Reviews • Financial Reconciliation*

## LOOKING TO TRANSFORM YOUR BRAND?



Contact Kate Gilbertson  
Business Development Director

Email [kate.gilbertson@eeginc.com](mailto:kate.gilbertson@eeginc.com)

Phone 919-699-6414

[LinkedIn](#)

## ABOUT EEG

*EEG is a global leader in the event management industry, helping shape today's emerging and established brands. Learn more at [www.eeginc.com](http://www.eeginc.com).*

