

Virtual Event Programs

eventHub™
Virtual Event Platform



Users navigate within a 3D environment that reflects a genuine space, which is fundamental to our goal of replicating a face-to-face event experience in an online application. Utilizing the 3D environment truly puts our attendees' "feet on the floor."

Why Virtual Events?

Today, the information environment is more fluid and multi-channelled than ever before. As a result, content creation must be more dynamic and adaptable to this multi-channel world.

Online virtual events utilize rich media, including video, audio and animation, within an immersive 3D graphic environment to replicate the experiential qualities of live, face-to-face events.

Within the comfort of their own workspace, virtual events allow users to:

- Participate in presentations
- Learn
- Network
- Exchange ideas
- Access live or archived content

Benefits:

- Eliminate “zero-value” costs like travel and accommodations, resulting in enormous savings compared to live, face-to-face events.
- Engage attendees in the content that matters to them.
- Utilize all available methods of content presentation that an online experience provides including:
 - Live video and webcasting
 - Video on-demand
 - Podcasting
 - eLearning
 - Chat sessions
 - Web meetings
 - Social networking and social media
 - And more!

Cramer Virtual Event Platform

We have specifically designed this platform to serve our clients who demand a custom, easy-to-navigate virtual event experience. Our platform provides the technical and visual landscape to successfully replicate the most important aspects of physical events in an online environment, including:

- General session content (live and/or on-demand)
- Breakout/track session content
- Resource center for content downloads
- “Light” networking opportunities for attendees



Feature Overview

Engaging “Welcome Environment”

From this interactive environment, attendees will be able to navigate to any of our major event areas to experience live or on-demand content. Within the 3D environment, they are greeted by an event host who can speak to the event program, walk them through an agenda and highlight the most important content

Impactful Keynote Presentation Theater

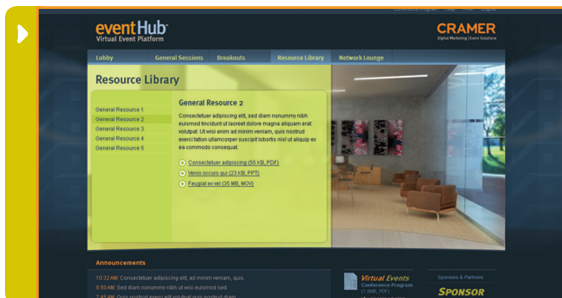
Whether the keynote presentations are streaming live or on-demand, they are viewed in a graphically engaging environment, rich with interactive features, including:

- Video with synced PowerPoint
- Live Q&A
- Polling
- Chat
- Survey
- Document downloads



Compelling Breakout Presentation Area

When it's critical for attendees to focus on targeted training, educational or informational content, the Breakout Presentation Environment provides the virtual space for media-rich content, with many of the same features as the Keynote Presentation Theater.



Resource Center

When an attendee wants content and wants it now, the resource center provides the gateway to all available downloadable content housed within the entire virtual event landscape.

- White papers, PDFs, sales tools
- Multimedia presentations
- PowerPoint presentations
- Video clips

Networking Lounge

This central meeting place provides an environment where visitors can communicate with each other during a live online event.

- Moderated group chat
- User-to-user IM

Web-based Reporting and Analytics

The Cramer Virtual Event Platform delivers comprehensive metrics and detailed reporting through its analytic toolset. Reports include:

- Registration and attendance by session
- Questions asked by session (live sessions only)
- Polling and survey data by session
- Chat transcripts

To learn more about how we can move your business forward, visit www.crameronline.com or call 781-278-2300.

Event Strategy and Content Creation:

Cramer will deliver an end-to-end digital marketing and creative services solution for your virtual event. Cramer provides comprehensive strategic and creative services from audience acquisition and messaging strategies through creative development and execution of all content and media production deliverables.



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