

# PROFESSIONAL GUIDE FOR THE MICE INDUSTRY



## GUIDE HOW TO MAKE AN EVENT USING INTERACTIVE FORMS?



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## INTRODUCTION

The guide “How to make an event using interactive forms?” is a continuation of the guide “How to create an event offer?”. The aim of the publication is to improve the professional qualifications of employees in the MICE (Meeting, Incentive, Conference, Exhibition) industry, to enrich their workshop and to adapt their skills to the needs of the events market.

The guide can be used as a professional handbook for employees in the MICE sector. The contents and checklists can also be successfully used for training current or future staff in the meetings industry. The guide combines theoretical knowledge with business practice, which is supported by detailed explanations and numerous examples drawn from the concrete implementation of events.

The guide has been divided into chapters and subchapters, which introduce the recipient in an orderly way to the detailed issues of questing in the context of events.

Infographics are included in the text to make the material clearer and to signify:

- Definition 
- Instructions 
- Examples 
- Control tasks 

We invite you to use this guide. We wish all current and future MICE industry professionals perseverance and we look forward to your interesting questions or suggestions. This handbook can become better and more interesting also thanks to the readers.

# TABLE OF CONTENTS

|           |  |           |
|-----------|--|-----------|
| <b>1.</b> | <b>INTERACTIVE FORMS OF EVENTS – DEFINITIONS, ROLE AND MEANING</b>     | <b>1</b>  |
| <b>2.</b> | <b>VIRTUAL AND HYBRID EVENTS</b>                                       | <b>3</b>  |
| 2.1.      | DEFINITIONS AND TYPES OF ONLINE EVENTS                                 | 4         |
| 2.2.      | KEY DIFFERENCES BETWEEN TRADITIONAL AND VIRTUAL/HYBRID EVENTS          | 6         |
| <b>3.</b> | <b>VIRTUAL AND HYBRID EVENT IMPLEMENTATION PLATFORMS</b>               | <b>8</b>  |
| 3.1.      | ONLINE PLATFORM  | 9         |
| 3.2.      | 2D PLATFORM  | 11        |
| 3.3.      | 3D PLATFORM  | 12        |
| <b>4.</b> | <b>PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS</b> | <b>13</b> |
| 4.1.      | PREPARATION OF THE PRESENTER AND SPEAKERS                              | 14        |
| 4.2.      | TASKS OF THE TECHNICAL TEAM  | 15        |
| 4.3.      | STUDIOS FOR THE REALISATION OF EVENTS                                  | 16        |
| 4.4.      | DESIGNING MULTIMEDIA CONTENT   | 19        |
| 4.5.      | DATA SECURITY  | 21        |
| 4.6.      | STABILITY OF INTERNET AND POWER SUPPLY                                 | 22        |
| 4.7.      | PROCESSING OF PERSONAL DATA, AUTHORS' RIGHTS                           | 23        |

# TABLE OF CONTENTS

|           |   |           |
|-----------|---|-----------|
| <b>5.</b> | <b>IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS – STUDY CASES</b>        | <b>26</b> |
| 5.1.      | CASE STUDY – MEETINGS WEEK 2021   | 27        |
| 5.2.      | CASE STUDY – 67TH INTERNATIONAL CONGRESS OF MEAT SCIENCE AND TECHNOLOGY | 31        |
| 5.3.      | CASE STUDY – MEETINGS WEEK 2020   | 35        |
| <b>6.</b> | <b>MULTIMEDIA SOLUTIONS DURING “FACE TO FACE” EVENTS</b>                | <b>42</b> |

# INTERACTIVE FORMS OF EVENTS DEFINITIONS, ROLE AND MEANING



## INTERACTIVE FORMS OF EVENTS DEFINITIONS, ROLE AND MEANING

2



**Interactivity** is a communication term that has been defined in many ways. Essentially it means the ability of communicating parties to interact with each other. All kinds of events bring the possibility and the need to communicate - before, during and after the event. Hence, it is important to understand the nature and importance of interactivity in the communication process. According to Robert Blattberg and John Deighton, interactivity is the convenience for individuals or organisations to communicate directly with each other, regardless of distance or time. Interactivity has two main characteristics: the ability to address a person and the ability to collect and remember the response given by that person.<sup>1</sup> Jonathan Steuer, on the other hand, argues that interactivity is "the degree to which users can participate in modifying the format and content of the mediated environment in real time."<sup>2</sup>

Interactivity can basically be divided into three types: user-to-user, user-to-machine and user-to-message.<sup>3</sup> User-machine interaction is interaction with e.g., a computer system, the Internet or other ICT tools. User-to-user interaction is nothing more than interpersonal communication. User-message interaction is the ability to control and modify messages<sup>4</sup>, which is related to modern ICT technologies

**Why is interaction at an event so important?** Generally speaking, it is about making our event memorable. More and more companies are appreciating the importance of events for building a good image and motivation among employees, which is why the popularity of incentive travel events is constantly growing. And the more events of this kind, the harder it is to stand out against the competition. Meanwhile, organisers of congresses, exhibitions, and trade fairs, who have to overcome strong competition on the MICE market, are looking for new tools and means to attract the necessary number of participants and guests. Nowadays, it is not only elements such as an unusual venue, an attractive programme or inviting exceptional guests that count – others may have these too. But what should surprise people and make them talk about us after our event?

This is the place for **interactive tools which engage event participants and evoke emotions – engaging, surprising and memorable.** These tools can also be used for an interesting presentation of the company's product, exhibition exposition or speeches during a conference. We are talking here about events conducted not only online or hybrid, but also in real life, "face to face."



1. Explain the concept of interactivity.
2. Describe the role and meaning of interactive events.

<sup>1</sup> Blattberg R.C., Deighton J. (1991) Interactive Marketing: Exploiting the Age of Addressability, Magazine: Fall 1991

<sup>2</sup> Steuer J. (1992) Defining Virtual Reality: Dimensions Determining Telepresence. Journal of Communication, Journal of Communication, Autumn 1992, p. 84.

<sup>3</sup> Yuping Liu, Shrum J.L. (2002) What is interactivity and is it always such a good thing? Implications of definition, person and situation for the influence of interactivity on advertising effectiveness, Journal of Advertising, Winter 2002, p. 54.

<sup>4</sup> Steuer J. (1992) Defining ..., p. 84.

## VIRTUAL AND HYBRID EVENTS



# VIRTUAL AND HYBRID EVENTS

4

Building live relationships is at the core of how we operate. We want to meet in person, in real life, exchange views and emotions, share knowledge and experience, and no technological revolutions will change that. However, the COVID-19 pandemic changed our approach to traditional meetings and interpersonal relations, making it necessary to move a large part of our contacts online.

Pandemic restrictions have forced the entire global meetings industry to consider new ways of designing and organising meetings, events, and conventions. Event organisers are facing COVID-19 challenges, especially in terms of security of participants, flow of people, financial implications involved. They are therefore opting for virtual or hybrid solutions.

## Online or hybrid events are the future of the MICE industry.

Why?<sup>5</sup> Firstly, virtual platforms provide access to a growing number of indicators and complete analytics – this gives a broad picture of the preferences of the event's audience. You can analyse the effectiveness of the strategy at an incredibly detailed level, which is valuable knowledge in the context of planning future events, but also for planned marketing campaigns. Thanks to the platforms, we can check: the popularity of sessions, topics or speeches, the time spent by particular participants in particular rooms and which sponsor's advertisements achieved the highest conversion. And most importantly: increasing the reach and audience of an online event does not entail an increase in costs and resources.

### 2.1. Definitions and types of online events

#### Virtual Meeting

A meeting that is conducted entirely online; participants interact online and do not meet in a physical location. Speakers may be in a live studio or remote location.

#### Face to face Meeting

An in-person, face-to-face, physical, non-virtual meeting.

#### Hybrid Meeting

A meeting that combines a face-to-face meeting with a virtual online component.

#### Live streaming

Broadcasting an event or receiving live (real-time) video and audio coverage over the Internet, usually in a passive form such as YouTube, Facebook, Vimeo, Twitch, or your own platform. It transmits only live streaming with basic chat for Q&A (questions and answers).

#### Videoconference

Interactive multimedia communication, usually conducted with the help of computers, consisting of the transmission of video and audio in real time between meeting participants. Applications such as Zoom, Teams, WebEx, Evenea are used for this.

#### Webinar

Webinar is a combination of the English words "web" and "seminar." It refers to a type of seminar or presentation that takes place over the Internet. The presentation of the topic takes place via



<sup>5</sup> Zob. <https://e-event.org/czy-hybrydowe-eventy-to-przyszlosc/> (dostęp 30.09.2021)



## VIRTUAL AND HYBRID EVENTS

5

webcast technology enabling live transmission and interaction with the audience. A webinar guarantees the possibility of speaking and conducting a multimedia presentation and communication between people located anywhere in the world. The listeners have the possibility to ask questions by voice or via chat, vote, evaluate via surveys. Similar to videoconferencing, Zoom, Teams, WebEx, Evenea are used for this.

### Multi-hub Meeting

A multi-centre meeting where one city is chosen as the main host centre (where most delegates gather face to face), but other locations are made available where delegates can also come together to attend the meeting (e.g., the main meeting centre is Warsaw and the hubs are e.g., Kraków, Lublin, Poznan, Katowice).

### VOD – video-on-demand

Presentations that are recorded live or pre-recorded and can then be downloaded for access and review at any time (may have an expiry date).

### Remote Presentation

A presentation in which the speaker is not physically present at the main meeting location but delivers their presentation from another location.

### Digital poster

A static or dynamic digital object that focuses on a specific topic and is used to present scientific research. The purpose of a scientific poster is not to give a detailed presentation of a particular topic and related research, but to briefly announce the results obtained and to facilitate discussion with the most interested professionals.

### Virtual Event Platform

An interactive digital platform that provides event organisers with the tools to plan, create, promote, run, and manage an online event.

### Virtual Networking Session

A networking event attended only by virtual delegates.



**REMOTE STREAMING**  
(CONNECTING PARTICIPANTS VIA  
TELEBRIDGE AND POSTING THE  
STREAM ON OUR PLATFORM)



**STREAMING FROM  
CUSTOMER'S OFFICE  
OR OTHER PREMISES**



**STREAMING FROM  
A VIRTUAL STUDIO**



**STREAMING FROM A  
MULTIMEDIA STUDIO**



**STREAMING FROM  
THE XR STUDIO**

Fig. 1. Five ways to carry out an online streaming  
Source: Berrylife transmisje online

# VIRTUAL AND HYBRID EVENTS

6

## 2.2. Key differences between traditional and virtual/hybrid events



### How does a hybrid event differ from a physical event?

| A physical event   | A virtual event  | A hybrid event   |
|--|--|--|
| (in-person, live, face to face, in-person) is an event in a traditional form where participants meet at the same time and in the same physical location. | takes place entirely online, there is no in-person element, participants interact via a virtual platform and do not meet in a physical location. | combines the experience of an in-person event and a virtual event - it is a meeting held in-person that is broadcast live, allowing attendees to participate in the event both in person and remotely. |

### What are the advantages of an online event?

1. It makes it easier to attract more participants and partners – organisers can reach a wider and more diverse group of participants – there are no geographical, financial, or formal limitations related to travelling between countries and continents.
2. Organising an event online saves time – even the most elaborate virtual event is not as time-consuming as organising a live meeting.
3. Online events cost less and give a higher return on investment – organisers save on staffing and production of the event, they do not spend money on the venue, accommodation, catering, or travel.
4. Virtual events can be scaled more easily, which is essential for building brand awareness, generating leads and maintaining customer loyalty.
5. A virtual event can be expanded into a hybrid version, increasing the number of attendees to include those who value in-person meetings; it is also safe for unforeseen circumstances, as it offers the opportunity to move the event entirely into the virtual world if the situation requires it.

Therefore, due to the uncertainty created by COVID-19, event organisers are opting for a **hybrid model** for their event. As uncertainty about the safety of face-to-face meetings increases, some people will be keen to travel and attend physical events again, while others may still be cautious and choose to attend virtually. A hybrid event will satisfy the wants of both groups.

The introduction of innovative technological solutions and video streaming allows a virtually unlimited number of participants to attend. The event takes place in real time, which allows all participants to actively participate – regardless of where they are. This is facilitated by interactive tools that allow you to ask questions and use a dedicated chat room.

Other advantages of hosting hybrid events are:

## VIRTUAL AND HYBRID EVENTS

7

- opportunity for participation online by people from less developed countries,
- increased sponsorship opportunities,
- lower environmental impact,
- increased profile of the event.

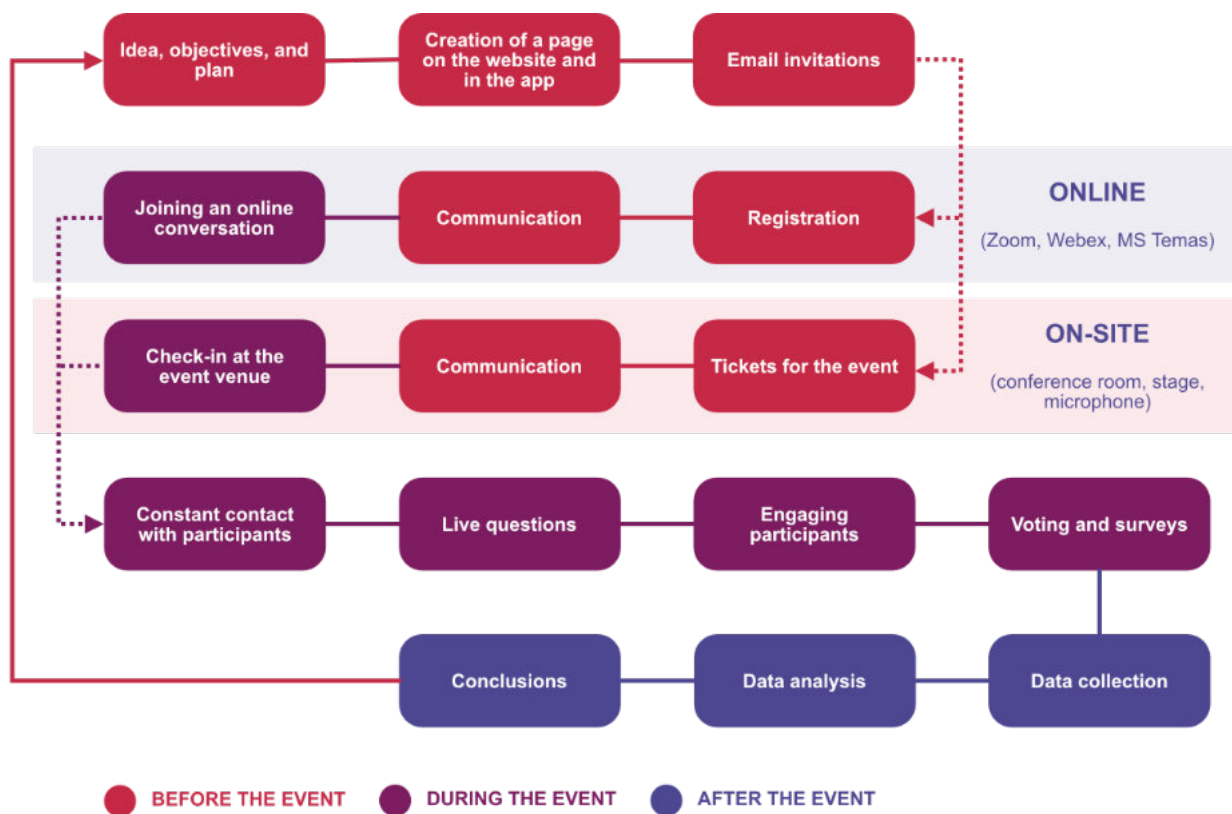


Fig. 2 ONSITE EVENTS VS. ONLINE EVENTS  
Source: eventory.cc/pl



1. Point out the differences between a stationary and a virtual event.
2. List the types of virtual events and characterise them.
3. Present the benefits of organising online events.

## VIRTUAL AND HYBRID EVENT IMPLEMENTATION PLATFORMS



Virtual event platforms have become an extremely popular tool in relation to the COVID-19 pandemic. 2020 was a time of social distance, travel restrictions, closed offices, cancelled physical events. Interest in virtual events has grown tremendously. Online events (conferences, fairs, exhibitions, cultural events, etc.) have become a basic part of everyday life, enabling everyone to reach people from all over the world with a variety of content. They vary in type and programme, and many of them are free of charge. Hence, there has been such a great demand for virtual event management software. Depending on the purpose, scale of the event or target group, the type and number of virtual platforms will vary. The most sophisticated ones allow event organisers to manage all aspects of event management, including creating pages to promote the event, bringing in speakers, selling tickets, entering, and leaving rooms (just like an in-person event), collecting feedback from attendees and ultimately running the entire event.

### 3.1. Online platform

A hybrid event requires a lot of commitment from the preparation staff and is usually very time-consuming.

Therefore, it is useful at the outset to determine the objectives of the event and the functionality needed to select the right platform for online delivery. The answers to the following questions will help:

- What elements of the event are to be virtual?
- How do we gather participants – is participation paid or free?
- In what capacity are participants expected to share knowledge and make contacts?
- How will sponsors and exhibitors interact with virtual participants?
- How will the virtual elements add value?
- Should global time zones be considered when setting up the programme?

All solutions for virtual events are mainly based on live streaming, but they differ in terms of branding features, interaction, Q&A (questions and answers) and audience certification.

Taking software types as a criterion, we can distinguish four types of online platforms.

1. **Streaming** – these are basic streaming platforms such as YouTube, Facebook, Vimeo, Twitch, etc.; they only give live streaming and basic chat for Q&A.
2. **Videoconferencing programmes** – are designed to connect participants live, who can share their desktop, transfer files or chat during the meeting. Currently we have access to many programmes of this type: from commonly used ones, such as Messenger and Skype, to those designed specifically for the needs of companies and corporations, such as Microsoft Teams, Zoom, WebEx, GoToMeeting, Google Hangouts.

## VIRTUAL AND HYBRID EVENT IMPLEMENTATION PLATFORMS

10



3. **2D platform** – provides basic streaming functionality plus additional branding and sponsor tools in 2D such as banners, logos, downloadable brochures, interactive chat.
4. **3D platform** – provides a different virtual experience for participants through 3D scenes, multimedia solutions for exhibitors or electronic posters. The participant is supposed to feel as if they are at a real live event, e.g., at a trade fair or exhibition they can see real stands, move between them, and interact with exhibitors. The platform also gives additional options, such as a leaders board (for ongoing competitions) or attendance reporting for each room or session.

## Example of a streaming platform – Vimeo

We may provide participants with a link directly to the Vimeo platform where they can watch the streaming.

The screenshot displays a live streaming event on the Vimeo platform. The main video area shows a fashion show runway with models in white outfits. The interface includes a search bar, navigation tabs, and a chat window on the right with user comments. A stats bar at the bottom shows 3,280 watching now, 4,509 peak viewers, 9,098 total plays, and 01:00:18 average view time.

Source: Vimeo

We can also place the streaming from Vimeo on our event website. If it is free for participants, we put the streaming window on the homepage – then every internet user will have access to the meeting online. If the event is targeted at a selected audience and is paid for, we need to ensure that unauthorised access is blocked. Then we create password-protected subpages on the website, and the participants have their own accounts on the website and must log in to their accounts to be able to watch the streaming.



## VIRTUAL AND HYBRID EVENT IMPLEMENTATION PLATFORMS

11

## 3.2. 2D platform

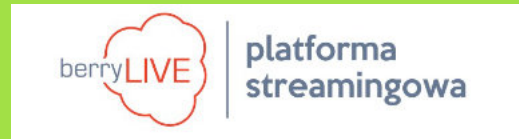


The 2D platform is a type of event application with basic streaming functions and such capabilities as meeting agenda, PUSH notifications, active information, and communication channel (connection with social media e.g., Facebook, Twitter, Instagram, YouTube), networking, as well as maps, logos or banners. Advanced software can also enable ticketing, registration, engaging participants through competitions, voting and live questions, as well as analytics and reporting on the effects of events. A 2D platform is a much cheaper solution than a 3D platform.

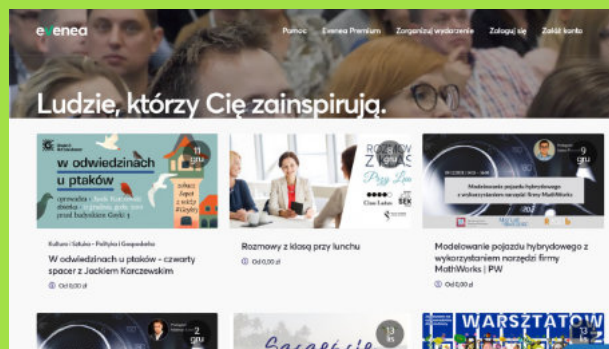
Many online event platforms have been created in Poland – some based on mobile applications, such as Meeting Application or Eventory:



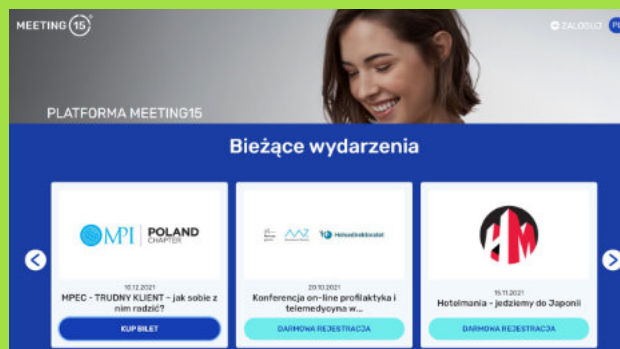
Others were created by multimedia companies, such as BluPlatform or berryLIVE.



Platforms that integrate various functionalities and also offer ticket resale for events on their website include Evenea and Meeting15.



Source: <https://evenea.pl>



Source: <https://meeting15.pl>

## VIRTUAL AND HYBRID EVENT IMPLEMENTATION PLATFORMS

12

## 3.3. 3D platform



The 3D platform is an advanced tool for creating a virtual world – a computer-simulated environment that gives the feeling of being at a meeting in person, in a shared space with others. Virtual worlds are best known from computer games and movies, but nowadays they have a much wider application thanks to online event platforms. Here participants can communicate, cooperate, interact with each other, or move around a virtual exhibition space. 3D platforms incorporate the best solutions in 3D graphics as well as virtual reality into remote meetings. Some of the most popular include VirBELA or 6CONNEX.



Virbela helps build engaging virtual worlds for remote work, learning and events. Virbela's founders discovered during their PhD research that the key to high-performing remote teams is social and emotional connections. Virtual worlds create deeply social spaces that people who work from home, study online or attend virtual events lack. Since 2012, Virbela has been designing 3D environments that provide presence and emotional connection, like an in-person meeting. Virbela's virtual worlds can accommodate tens of thousands of users, connected through innovative and proprietary voice technology that makes communicating and connecting as simple as speaking to the people around you. Virbel's platform can be used to host congresses, trade shows or B2B meetings. The company's representative in Poland is Avatarland.



6Connex is a cloud-based platform that helps users increase the reach of their audience. The 6Connex virtual environment uses cutting-edge technology and features to deliver engaging and innovative programmes that increase engagement, enhance user experience, and improve ROI from events. It allows users to combine any number of spaces and projects to create a virtual event. Available options include Lobby, Auditorium, Exhibit Hall and Booth, Networking lounge, Resource Centre, Classroom, etc. The platform allows users to customise the visuals to suit their audience, content and objectives using signage, images, colours, and branding. Users can use webinars, videos, 1:1 and group chats, gamification, social media sharing of content. 6Connex also allows you to calculate ROI with detailed statistics of user behaviour on the platform and their preferences.



1. Present conditions determining the choice of an optimal platform for online events.
2. List the types of online platforms in terms of software types and characterise them.
3. Give examples of different types of online platforms.



## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS



## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

14

It is important to remember that online and hybrid events require a different approach to time. In the virtual world, the perception of time changes and you need to prepare for the fact that individual activities take longer. Significantly, spending extended periods of time in front of a computer screen will be tiring for organisers, speakers, and presenters, as well as for participants. For this reason, it is advisable to plan your preparations carefully, including active breaks.

### 4.1. Preparation of the presenter and speakers

It is a good practice to involve presenters and speakers with experience in conducting online meetings and lectures. Those who do not have such experience or feel insecure should be trained to minimise the risk of anything going wrong. It is important to instruct speakers on the significance of all the elements that make up a compelling message.

It starts with the correct position of the speaker and his/her attire. The speaker should ensure a stable posture, calm eyes, and a smile. A properly positioned camera is important – preferably at eye level. Remember that the camera likes strong make-up, sleek hair, strong colours, clothes that are not shiny, without patterns or stripes.<sup>7</sup> Black, white and red do not work well in these circumstances and all shades of blue and pastel colours are desirable. For public speaking, classic and formal attire is appropriate as it suggests a serious attitude on the part of the speaker.<sup>8</sup>

You have to make the performers aware of what should be in the frame – it needs to be clean and tidy, with no clutter or unnecessary gadgets in the background. Empty walls and no decorations at all can be boring and bland. It is best if the frame gives the impression of order and peace. Light is extremely important. The presenter cannot have his/her back to the window or any other source of light – daylight or artificial light can be used and should be diffused.<sup>9</sup>

Additional noises must be eliminated – windows should be closed, the phone muted, and other household members or staff informed so as not to disturb the speaker.

It is essential to check that all online speakers have working microphones, headphones, and cameras. It is necessary to test the hardware and software configuration a few days before the event and again on the day of the event. It is especially important that the tests take place on the same hardware, software and in the same place as the actual broadcast.

Important information for the presenter: how to avoid the common situation of no questions after the lecture. You can prepare some questions of your own before the event, to fill the gaps and to provide a margin for error. At the same time, encourage participants to ask questions from the very beginning of the meeting and collect them in a document that can then be shared with the presenter. Thanks to online chat, participants can ask questions in real time and not disrupt the flow of the lecture.<sup>10</sup>



<sup>7</sup> See <https://ewabujak.com/czas-na-rozmony-online-jak-przygotowac-sie-do-wystapienia-przed-kamera/> (access date 09/30/2021)

<sup>8</sup> See <https://www.linkedin.com/pulse/wyst%C4%85pienia-w-mediach-oraz-online-jak-przygotowa%C4%87-si%C4%99-el%C5%BCbieta-%C5%BCurek/?originalSubdomain=pl> (access date 09/30/2021)

<sup>9</sup> <https://ewabujak.com/czas-na-rozmony-online-jak-przygotowac-sie-do-wystapienia-przed-kamera/> (access date: 09/30/2021)

<sup>10</sup> See <https://conrego.pl/blog/jak-zorganizowac-event-online> (access date 09/30/2021)

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

15

### 4.2. Tasks of the technical team

The tasks of the technical team for a hybrid or online event include:

#### 1. Development of the space arrangement and visual setting, including:

- □ the scenography of the event space, which must be adapted to the technical and organisational conditions of the space provided by the organiser;
- □ arranging the space for an appropriate number of participants, in a setting adequate to the type and programme of the event, e.g., "roundtable", theatre setting, presidium, etc;
- □ furnishing the space with adequate furniture for the indicated number of people (chairs, armchairs, coffee tables, tables), depending on the selected meeting formula;
- □ professional arrangement of the space, maintained in a character adequate to the type of event (e.g., business, scientific, cultural), aesthetic and functional, emphasising the nature of the event and including modern elements of stage production technology and online transmission (light, sound, scenography, multimedia), together with full service;
- □ a virtual platform enabling the realisation of the planned functionalities, such as: transmission of the event (streaming), participants' choice of the language version of the translation, moderated chat in the Q&A formula, the possibility of participation in the discussion by stationary and online participants, etc.
- comprehensive visual setting:
  - graphic design,
  - lighting tailored to the realisation,
  - multimedia scenography,
  - visual effects for transmission in communication channels,
  - visuals for presentation on a virtual platform.

#### 2. Development of the concept of technical implementation of the event – selection of innovative technical solutions and tools for the highest quality of implementation, including among others:

- individual speeches and the possibility of debate;
- online transmission (streaming) in various communication channels (website, YouTube, Twitter, Facebook);
- simultaneous interpretation with the possibility for participants to choose the Polish/English language path (optional);
- free access for an adequate number of participants online from Poland and abroad;
- recording of the event in digital format.



## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

16



3. Providing sound system equipment – microphones or a lectern with a microphone, integrated into the event's realization system through a platform.
4. Comprehensive realisation of the event:
  - assembly, organization and disassembly of all elements of the arrangement of the space intended for the organization of the event;
  - preparation, assembly, realization, disassembly of all equipment used for realization of the event in the online formula;
  - realization of light/multimedia visual setting on the space intended for realization of the event;
  - provision and operation of technology in the area of light/sound/multimedia;
  - provision and operation of all necessary structures and equipment for the realization of the event;
  - provision of furniture and other set design elements;
  - preparation of instructions regarding the use of the online platform, logging in and ongoing use during the event;
  - ensuring access to the platform for participants and solving any problems that may arise as a matter of urgency;
  - technical support for simultaneous interpretation (if applicable);
  - providing online transmission (with optional choice of language version by participants);
  - providing video coverage of the event (optional);
  - providing photographic coverage of the event (optional);
  - comprehensive technical supervision of the event and immediate reaction in case of technical problems.

### 4.3. Studios for the realisation of events

A studio is needed to realise a virtual or hybrid event. It can have different equipment, depending on your needs and budget. It can be located in the office of the company renting us the equipment, or it can be built in a location specified by the client.

Types of studios:

- multimedia studio,
- virtual studio,
- XR studio (extended reality).

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

17

The multimedia studio has a decoration in the form of LED screens in any arrangement, studio lighting, a set of cameras, video, sound, lighting, and multimedia mixers.



*Multimedia studio Berrylife – Warsaw  
Source: [https://bit.ly/studio\\_multimedialne](https://bit.ly/studio_multimedialne)*



The virtual studio has a green screen decoration (a technique of image processing which consists in replacing a background of relatively uniform green or blue colour with any image), complete technical equipment.



*Virtual studio Berrylife  
Source: [https://bit.ly/studio\\_wirtualne](https://bit.ly/studio_wirtualne)*

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

18

Multimedia studio with extended reality gives unlimited possibilities in space creation and implementation of 3D models, e.g., presentation of data in the form of bars, diagrams, product models, special effects.

A professional team is required to operate the studio which includes:

- director, producer, project manager,
- activity/zone supervisor,
- vision producer (camera mix),
- content producer (presentations, bars, films),
- remote connection and streaming realiser,
- audio engineer,
- lighting engineer,
- camera operators,
- stage manager.



Studio XR

Source: <http://bit.ly/StudioXR>

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

19

### 4.4. Designing multimedia content

The development of content is an extremely important stage that requires a solid approach, as the level of the event depends on it.

**This stage includes searching for source materials, preparing texts and its editing.** It can be a good practice to cooperate with experts, who check the texts in terms of content and then language. If necessary, the texts are also translated at this stage.

Preparing multimedia content that includes valuable information but lacks a good setting carries the risk that it will not have the desired effect. Apart from interesting information, the form of presentation also matters. Even the most substantive slide in a multimedia presentation will not make the right impression if it is not imaginatively arranged.

#### How to create a visually interesting and professional presentation? <sup>11</sup>

1. The presentation should be coherent – it should have a specific style. Avoid mixing colours and fonts and different graphic styles and themes in individual slides; there should be a central theme. Individual elements shall maintain fixed spacing and proportions as well as margins and borders.
2. Choose 2-3 colours and use them throughout the presentation. The 60/30/10 rule can be applied, indicating the choice of one leading colour, which will occupy 60% of the material. The other two should complement it in a ratio of 30% and 10%. The colours should be well composed, adequately contrasted with each other and harmonised with the colours of the visual identity (logotype, brand colours).
3. Choose the font appropriately. It is enough to have two typefaces or just one in several variations (e.g., bold and regular). If there are 2 typefaces, one should remember about proper contrast. It is advisable to match the character of the font to the topic of the presentation, if possible. Size (typeface) should be used consistently for the basic text elements (headings, texts, and captions under pictures).
4. The amount of text should not be too extensive. The slide should be a background to the oral presentation. The less text, the better (while keeping the point of the message, of course). Presentations do not like long sentences. Shorten them or replace them with a picture.
5. Use pictures and icons, not just text and backgrounds. The brain decodes images much faster than text. This makes it easier to evoke emotions and arouse curiosity. It is good to treat each slide as a mini infographics.



<sup>11</sup> See <https://klosinski.net/prezentacja-jak-zrobic-dobrze/> (access date 09/30/2021).

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

20

6. The presentation should be original, authorial material. Avoid kitschy photo motifs and banal wording. It should be graphically adjusted to the topic and, together with the text, tell a story.
7. Interactive elements (transitions, sounds, animations) should be used in justified situations. They may emphasize the most important moments of the presentation, but they have to be noticeable and understandable for the recipient.
8. The presentation should have a clear structure. A title slide shall be planned, a compositional frame shall be created, i.e., a welcome slide and a final slide. The narrative should be well thought out and consist of carefully planned stages or thematic blocks. Individual sections should be separated by title slides.
9. Care should be taken to ensure contrast and clarity of the presentation. The presentation should take into account the needs of the audience and the conditions in which it will be received (e.g., the size of the room)). Therefore, the size of letters, a clear contrast between the text and the background as well as appropriate wording, which increases the readability of texts, are important.
10. Graphs included in the presentation should be easy to understand, have an appropriate scale and a clear legend. The visualisation should be adapted to the type of information. It is good to use icons and infographics. A caption and information about the source of data is necessary next to figures and charts.

A virtual event gives unlimited possibilities for creation. In addition to speeches on the subject matter, it is worth preparing before the event materials which will diversify the multimedia message and allow for a proper presentation of the organisers, partners, or sponsors. These include:

- **Intro** – a multimedia presentation at the beginning of the event
- **Bumper** – short advertising format – animation up to 15 seconds
- **Signature bar** – name and function of the person appearing at a given moment
- **News bar** – with up-to-date short information that we want to reach all participants
- **Pre-recorded content** – pre-recorded video, e.g., of a presentation or interview.



Source: <https://meetingsweek.pl>



## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

21

### 4.5. Data security

Online events can be very effective, but they also need to be secure. What can you do to avoid becoming a victim of cybercriminals? The security of participants' data should be a priority for event organisers, just as company secrets, growth strategies or business plans are of interest to competitors.

A cybercriminal can get hold of information not only during the event itself, but also in the preparation for it. If they gain access to our electronic devices and the data we process, they can gain insight into all data, including company financials or meeting attendees' credit cards.<sup>12</sup>

#### What are the risks for participants and organisers of online meetings?<sup>13</sup>

1. **Uninvited guests** – these could be criminals who use stolen login details or users who connect to your meeting because you don't take proper care in inviting guests, i.e., you allow participants to invite others or you post publicly available links to your meeting online.
2. **Transmitting sensitive information during screen sharing** – the speaker shows their screen to attendees and does not turn off other applications; then viewers will see notifications appearing on the screen, snippets of incoming emails, Facebook messages, etc.
3. **Sharing infected files** – if we allow participants of an online meeting to share files they have on their devices with other users of our platform, we may receive material containing malware.
4. **Leakage of confidential data in files exchanged between participants** – sharing files, documents, screens can result in data leakage.

#### How do you protect yourself from these risks during an online event?

- You should choose a verified platform, paying attention to how they secure their users.<sup>14</sup>
- We should use operating systems designed for the chosen platform to run conferences and events and to collect personal data.
- Communication between participants' computers and the server should be encrypted using SSL (Secure Socket Layer) protocol.
- Remote access should be limited to the necessary minimum (system maintenance) and should take place through firewalls and VPN.
- The system environment should be additionally protected against possible software faults using a snapshot mechanism.
- The chosen platform should be maintained in a secure data centre, with guaranteed ISO 9001:2009 and ISO 27001:2005 (information security management system) certificates.
- We should also pay attention to the location of servers due to the transfer of sensitive personal data outside the European Union.

<sup>12</sup> Grochala M., Bezpieczeństwo podczas eventów hybrydowych oraz online <https://www.konferencje.pl/art/bezpieczenstwo-podczas-eventow-hybrydowych-oraz-online.html> (access date 09/30/2021)

<sup>13</sup> Ibidem

<sup>14</sup> Ibidem

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

22

### How to avoid the traps set by cybercriminals when preparing for an event? <sup>15</sup>

1. Use the principle of limited trust.
2. Be careful with emails.
3. Double check your payments.
4. Do not use open wi-fi networks.
5. Secure your event website and post conference materials.
6. Avoid using publicly available devices.



#### 4.6. Stability of Internet and power supply

**A live online event requires the organiser to ensure a stable internet connection with a high bandwidth as well as a continuous power supply suitable for the equipment used. It is also worth paying attention to the competence of the technical team supporting the event, such as the speed of service response.**

Determining the appropriate bandwidth depends on many factors, including the quality of the video and audio streaming ordered by the organiser, the minimum parameters of the link needed to support the devices used in the transmission, as well as the parameters of the streaming servers. By streaming a video transmission, data are sent which, via the server, reach the recipients (viewers). In order for the transmission to take place smoothly, without delays or interruptions, the connection should ensure appropriate upload speed. Usually, the provider of the link gives only download parameters. After analysis and collection of information concerning the minimum bandwidth needed for stable transmission, the parameters should be sent to the organiser. In order to eliminate the failure of the Internet link, the organiser should provide an independent backup link with the same parameters. Both links should be configured and connected to a router capable of handling the failover backup mode.

A stable power supply (230V) is important. In order to eliminate accidental interruptions of power supply, it is worth paying attention to such elements as properly secured cables (tangled wires are easy to catch), properly secured rails/sockets with a switch (unprotected they can disconnect all devices), efficient extension cords, etc. It is worth securing the power supply with UPS systems, which maintain voltage.

The selection and competence of the technical team supporting the event is very important, which translates into quick service response and action in emergency situations.

<sup>15</sup> Ibidem

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

23

### 4.7. Processing of personal data, authors' rights

When conducting events in the online space, the organiser as a data controller processes much more data than in the case of physical events. Therefore, the necessary rights to process personal data and image should be obtained in advance, especially in the case of speakers and panellists of the event.

The following clauses should be included in contracts with speakers.

#### Transfer of authors' rights to the Organiser:

The acceptance of the work is equivalent to the Contractor transferring the author's rights to the work to the Ordering Party. Upon the acceptance of the Work, the Ordering Party acquires property author's rights to the works, as well as the property related rights and author's economic rights to the works constituting independent parts of other works, created by the Contractor in connection with the completion of the Work in the following fields of exploitation:

- a. within the scope of recording and multiplying the work – producing copies of the work by any known technique on any known carriers, including printing, reprography, magnetic recording and digital technique, as well as the right to adapt the work to the format of mobile devices and in any other way necessary to exercise the rights arising from this Agreement and making the work available in computer, mobile and multimedia networks;
- b. within the scope of circulation of the original or copies on which the work has been recorded – marketing, lending or hiring of the original or copies;
- c. within the scope of dissemination of the work in a manner other than specified in point (b) – public performance, exhibition, display, reproduction, broadcasting and rebroadcasting, as well as making the work available to the public in such a way that everyone can have access to it in a place and at a time selected by themselves, any development of the work by performing all actions necessary to ensure its proper presentation and effective distribution, modifying the work in whole or in part, combining the work with other works in whole or in part, including in such a way that everyone can access it from a place and at a time individually chosen by them, in particular via the Internet, mobile and multimedia networks.
- d. without any territorial or temporal limitations.

#### Processing of personal data:

1. The administrator of your personal data is the Organiser ....., with its seat in ....., registered ..... under number, TIN ..... REGON (National Business Registry Number) ..... – hereinafter: "Administrator".
2. Contact details of the Administrator: e-mail: ....., postal address: ....., telephone .....



## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

24



3. Your personal data will be processed by the Administrator in order to:
  1. performance of the Agreement – e.g., signing invoices, reports, agreements, protocols, payment of remuneration - the basis for processing is Article 6(1)(b) of the Regulation; providing personal data in this regard is voluntary, although necessary for performance of the Agreement,
  2. performance of obligations imposed on the Administrator resulting from universally binding legal regulations – e.g. performance of obligations towards state/government authorities/offices (e.g. social security inspections, tax office inspections, requests from the police and other law enforcement bodies, preparing replies to letters/demands from entities entitled by law to request personal data), performance of obligations related to accounting and financial reporting - the basis for processing is Article 6(1)(c) of the Regulation; providing personal data in this regard is an obligation resulting from legal regulations,
  3. resulting from the legally justified interests of the Administrator – e.g. vindication of possible claims related to the Agreement in order to protect the property of the Company, protect the secrecy of the Company's enterprise and its confidential information, ensure security – the basis for processing is Article 6(1)(f) of the Regulation; providing personal data in this regard is voluntary, however, it is necessary for the performance of the Agreement.
4. Your personal data may be disclosed to entities processing personal data on behalf of the Administrator on the basis of relevant agreements and only in accordance with the Administrator's guidelines, in particular to IT service providers, entities responsible for the maintenance of systems and infrastructure, capital-related entities and authorised state authorities or other entities authorised by law.
5. Personal data will be processed until the termination of the Agreement and/or any objection raised by You, and thereafter for the purposes and for the period required by law or for the safeguarding of possible claims.
6. You have the right of access to your personal data and the right to rectify, delete or restrict its processing, the right to transfer your data and the right to object to its processing, as well as the right to file a complaint to the supervisory authority.
7. Your personal data will not be subject to automated decision-making, including profiling.

### Consent to disseminate the image of the speaker/panellist:

The Contractor, on the basis of Article 81(1) of the Act of 4 February 1994 (Journal of Laws of 2018, item 1191, as amended) on author's rights and related rights, declares that it consents to the recording and free of charge, repeated dissemination of the Contractor's image through video recording of the Contractor's speech during the event  
 ..... ON .....

This consent:

- is limited in time to ....., exclusively for registered participants of the event  
 ..... and .....

## PREPARATION FOR THE IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS

25



- applies to all audio and video materials featuring the Contractor made during the event ..... and the right to use the presentation.

The image may be used for various forms of electronic image processing, framing and composition, without any obligation to accept the final product, but not in forms that are offensive or generally considered unethical.



1. Describe what it takes to prepare presenters and speakers for online events.
2. Discuss the tasks of the technical team supporting online or hybrid events.
3. Characterise studios for virtual events.
4. Specify the members of a professional team to operate a multimedia studio with augmented reality.
5. Explain what the preparation of multimedia content consists of.
6. List the rules of creating a visually professional multimedia presentation.
7. Discuss the threats to data security when organising virtual events.
8. Discuss the principles of protection against cyber attacks and other threats related to the organization of virtual events.
9. Describe measures to ensure the stability of the Internet and power supply during online events.
10. Discuss the provisions regarding the processing of personal data and authors' rights that should be included in contracts with speakers of online events.

## IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES



# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

27

This chapter presents examples of the implementation of different types of events in online or hybrid form.

## 5.1. Case study – Meetings Week 2021

Meetings Week Poland is an event organised by industry associations and institutions, universities and media operating in Poland. It serves both to build the position of the meetings industry among customers, as well as being an educational and integrative meeting of the industry.

The programme of the ninth edition consisted of eight sessions. They addressed issues related to the functioning of the meetings industry in the new social, economic and communication reality. The online meeting was attended by 20 speakers and 44 panellists, and more than 750 participants registered on the platform where the event was held.

Meetings Week Poland 2021 was held under the honorary patronage of the President of the Polish Tourist Organisation and the Ministry of Economic Development, Labour and Technology. The industry partner was the Council of the Meetings and Events Industry. The event took place from the 22nd to the 23rd of April, was produced in the studio of Brill AV Media in Warsaw, streaming via Vimeo to the event website on the congress platform Syskonf.



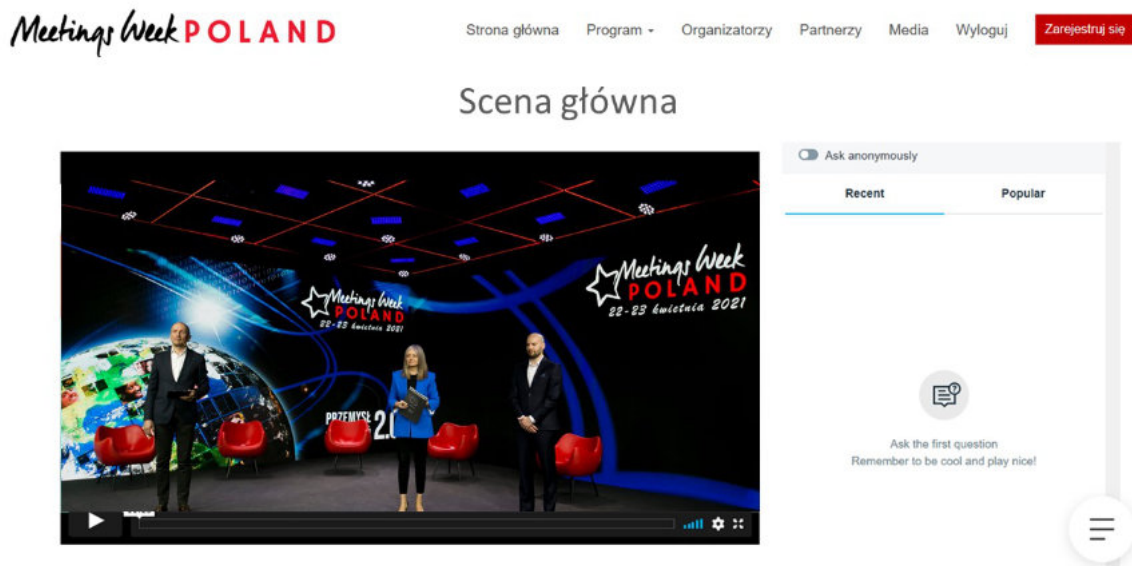
Source: <https://meetingsweek.pl>

Only the recording of one session is available on the homepage, any user can watch the YouTube recording, also after the event. Registered attendees were able to log in to their account by clicking the button in the “Log in” menu and view the live streaming and simple virtual stands of the partners.

# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

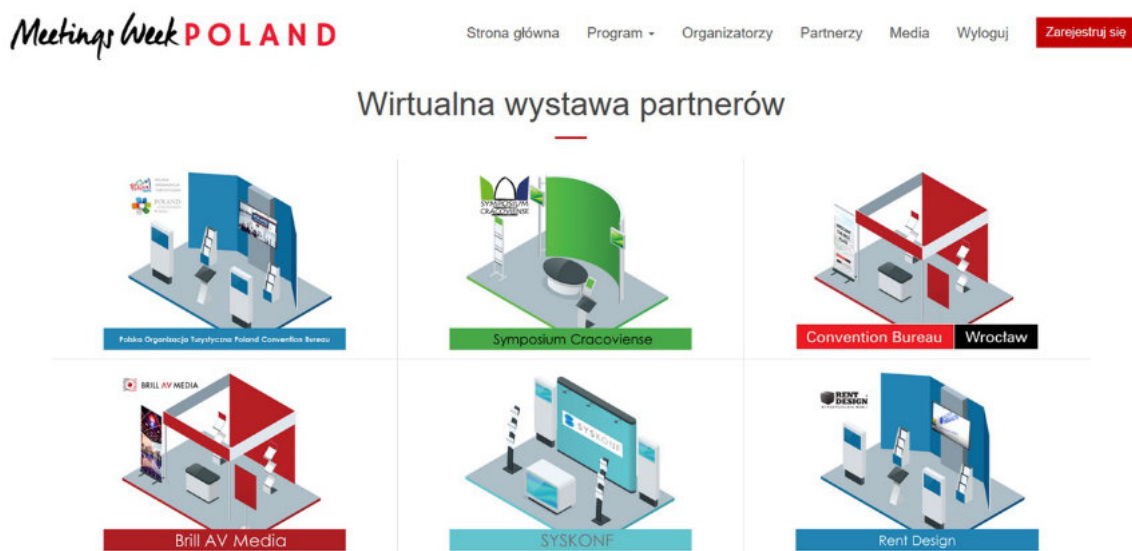
28

## Main stage – live streaming and chat



Source: <https://meetingsweek.pl>

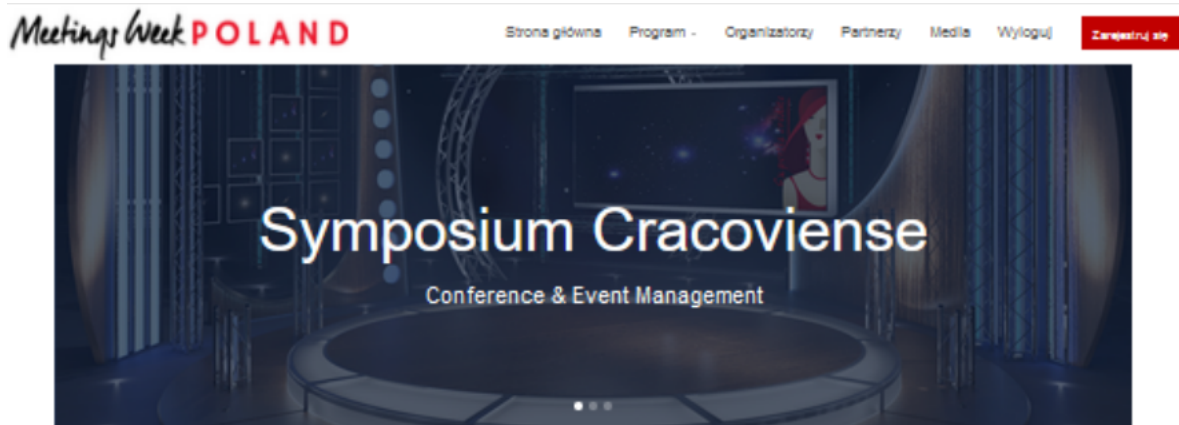
## Virtual exhibition



Source: <https://meetingsweek.pl>



## Examples of partners' stands



Wymiana poglądów to podstawa działalności gospodarczej, dlatego konferencja jest idealnym sposobem, aby rozpowszechnić informacje. Dla przedstawicieli świata nauki konferencja – to świetna okazja do dyskusji i wymiany doświadczeń. Jeżeli nie możecie się teraz spotkać osobiście, a potrzebujecie Państwo zrealizować określony cel, my pomożemy go osiągnąć. Zrealizujemy spotkanie w formie wirtualnej lub łączonej – hybrydowej.

Poinformujcie czego oczekujecie, a my przygotowujemy wszystko w oparciu o Państwa wytyczne i życzenia, z dbałością o każdy szczegół. Rozumiemy, że każdy klient ma inne potrzeby, dlatego nasz entuzjazm i zaangażowanie gwarantuje niezawodność przedsięwzięcia.

Nasi pracownicy posiadają duże doświadczenie w planowaniu, przygotowaniu i realizacji konferencji czy kongresów, w tym wszystkich dodatkowych działań, zarówno w i poza miejscem wydarzenia.

Zapewniamy profesjonalną obsługę całej imprezy, aby pozostawić u każdego uczestnika niezapomniane wspomnienia.

Co nas wyróżnia ?

- Jakość w każdym aspekcie naszego serwisu. Ta bezcenna wiedza, jest owocem wieloletnich doświadczeń, analiz, kontroli, dlatego jesteśmy wiarygodnym partnerem w biznesie.
- Miłość do detali. W harmonijny sposób realizujemy nasze pomysły, a każdy szczegół doprowadzamy do absolutnej perfekcji.
- Profesjonalizm i wysoka jakość usług doceniona poprzez członkostwo w prestiżowych stowarzyszeniach międzynarodowych i krajowych (International Congress & Convention Association, Stowarzyszenie Konferencje i Kongresy w Polsce, Krakowska Izba Turystyki), jak i rekomendacje Poland Convention Bureau i Krakow Convention Bureau.
- Indywidualne podejście do klienta. Nasi goście widzą więcej, dlatego też oczekują najwyższej jakości, a my wiemy jak to sprawić. *Expertis credite*
- Osobiste zaangażowanie. Dedykowana obsługa na każdym etapie działań, począwszy od stworzenia koncepcji programu, do ostatecznej realizacji zadania.
- Nowoczesne narzędzia dopasowane do projektu.
- CSR nasze działania są energooszczędne i przyjazne środowisku.

**Czwartek, 22.04.2021**

W czasie trwania Meetings Week Poland czekamy na was w naszym pokoju spotkań w godzinach od 12.00 do 14.00.

[Przejdź do pokoju](#)

Osoba do kontaktu: **Anna Jędrocha**

Symposium Cracoviense  
31-123 Kraków, ul. Krupnicza 3  
Tel 48 12 4227600  
e-mail: [anna.jedrocha@symposium.pl](mailto:anna.jedrocha@symposium.pl)  
[www.symposium.pl](http://www.symposium.pl)

Do pobrania

[Virtual Conference](#)  
[Security protocol](#)

**Symposium Cracoviense**

[f](#) [in](#) [v](#)

Krakow Symposium Cracovi...  
Do obejrza... Udziałgęł

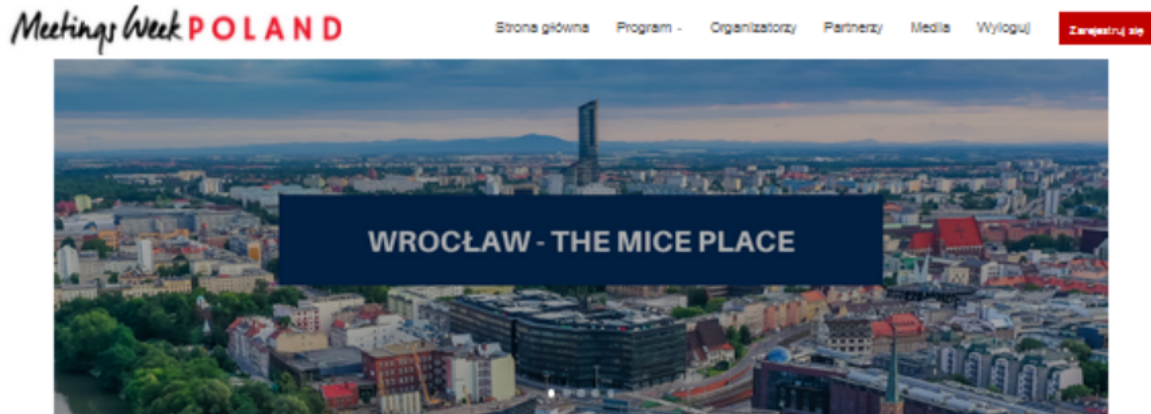
Obejrzyj w **YouTube**

[Powróć](#)

IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS  
STUDY CASES

30

## Examples of partners' stands



Fundacja Promocji Turystyki Kongresowej Convention Bureau – Wrocław istnieje od 2002 roku i została powołana w celu promocji Wrocławia na rynkach międzynarodowych oraz wspierania wydarzeń z zakresu branży MICE pod kątem logistycznym i organizacyjnym. Na co dzień udzielamy również profesjonalnego wsparcia wielu instytucjom organizującym wydarzenia we Wrocławiu. W bazie Convention – Bureau Wrocław znajdują się liczne zdjęcia i filmy dotyczące Wrocławia, którymi chętnie się dzielimy. Nasz zespół to osoby doświadczone w kompleksowej organizacji konferencji i kongresów o zróżnicowanej tematyce. Ponadto, prowadzimy także szereg innych działań, takich jak pomoc w konstruowaniu BID-ów, Program rekomendowania Profesjonalnych Organizatorów Kongresów (POK) czy Program Ambasadorów Kongresów Wrocławia, a informacje o nich znajdują Państwo w naszych plikach do pobrania na wirtualnym stoisku. Wszystkich zainteresowanych zapraszamy do kontaktu z nami !

Czwartek, 22.04.2021

W czasie trwania Meetings Week Poland czekamy na was w naszym pokoju spotkań w godzinach od 09.00 do 17.15.

[Przejdź do pokoju](#)

Osoba do kontaktu: Agnieszka Szymerowska, Prezes Zarządu

Convention Bureau – Wrocław  
ul. Wystawowa 1 (budynek IASE p.201), 51-618 Wrocław  
Tel +48 71 347 51 87  
e-mail: [info@convention.wroclaw.pl](mailto:info@convention.wroclaw.pl)  
[www.convention.wroclaw.pl](http://www.convention.wroclaw.pl)

Do pobrania

Convention Bureau Wrocław - Prowadzone działania  
Bezpieczny Wrocław  
Wrocław - Incentive Ideas\_1  
Wrocław - Incentive Ideas\_2  
Wrocław - Informacje Turystyczne

Convention Bureau - Wrocław

[f](#) [@](#) [t](#)

Do obejrza... Udziałnij

Obejrzyj w YouTube

## WROCLAW - THE MICE PLACE

[Pobierz](#)

Source: <https://meetingsweek.pl>

## IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

31

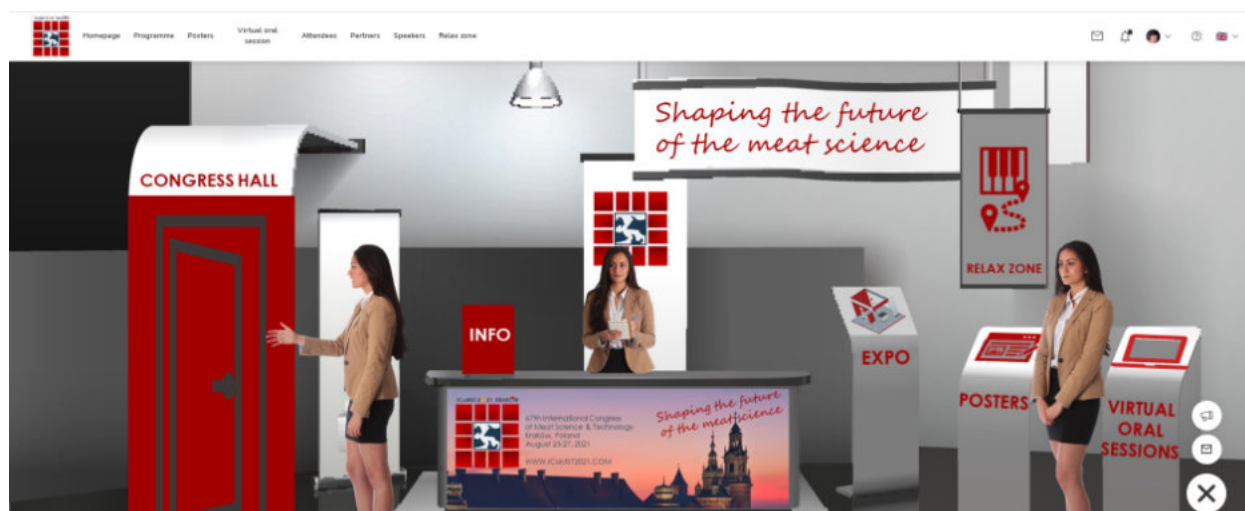
### 5.2. Case study – 67th International Congress of Meat Science and Technology

The congress was implemented in a hybrid formula in Krakow from 23 to 27 August 2021 – onsite at the Metropol Hotel (120 participants) and virtually on the Meeting Application platform (270 participants).

The virtual platform and mobile Meeting Application provided a wide range of innovative features designed to attract and engage audiences.

The features provided:

- integrated webcast platform for presentations – live streaming or video on demand; main stage or parallel rooms;
- live chat, surveys, Q&A, feedback polls;
- agenda: speaker bios, abstracts, VOD/webinar, downloads, active hyperlinks;
- exhibitor area – 3 levels of priority, virtual stands with live video streaming, promotional video on YouTube, dedicated photo, company logo, contact person, social media, downloads
- permissions and user groups – differentiated access to different rooms and functions;
- social networks and interactions – scheduled one-to-one conversations, live chat, video meetings;
- reporting – user activity reports.



Source: Symposium Cracoviense

The platform was open to participants before and after the congress. During the congress period, live streaming of the speeches presented in Krakow at the Metropol Hotel was provided. During the congress there was an open chat and Q&A panel. Participants of the virtual congress were given the opportunity to interact with the speakers. Using the chat, it was possible to ask questions to the speakers, who presented their speeches live in Krakow. A helpdesk was also opened, where hosts answered questions from virtual participants.

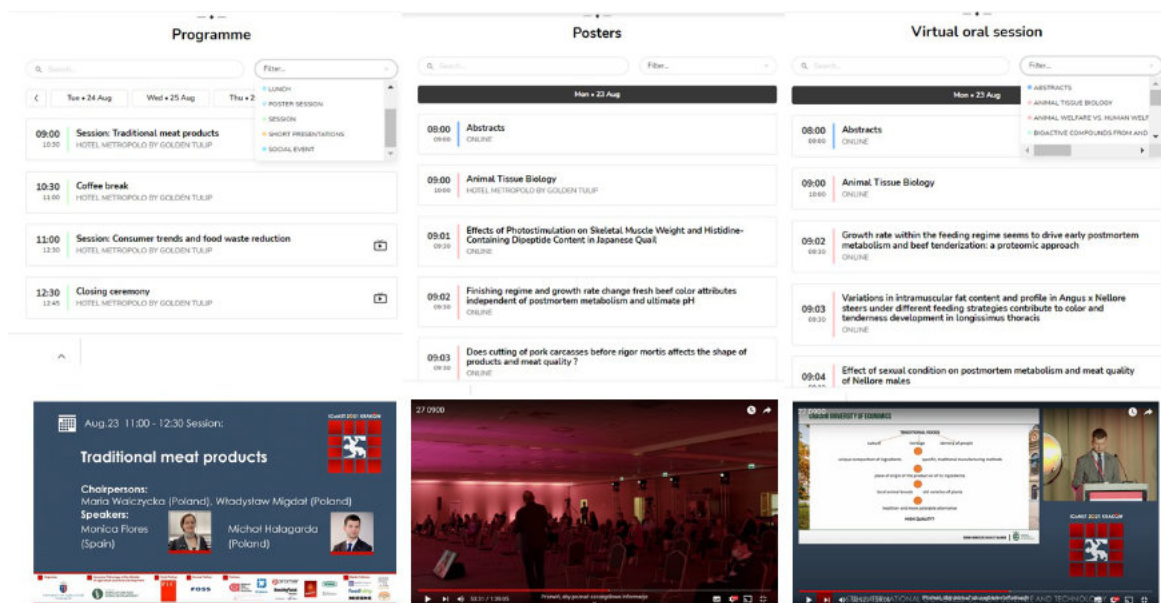
# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

32

In terms of the content programme, the agenda included live presentations (physical and online), as well as posters and pre-recorded oral presentations - all structured according to predefined thematic paths. e.g., sessions, e-posters, VODs.

All posters and pre-recorded oral presentations were available on the online platform. The presentations were divided thematically and available for viewing prior to the congress. Footage recorded during the congress is also available on the event website.

Participants in the virtual congress were given the opportunity to interact with the speakers. They could ask questions to the speakers, who presented their speeches live via chat. The chat was moderated and the speakers answered selected questions live. Other questions were answered in the chat. Questions could be asked anonymously, and it was also possible to give your name before submitting a question



Source: *Symposium Cracoviense*

Virtual stands were offered to exhibitors and partners, whose range of functions depended on the package purchased. The stands of platinum and gold partners were placed first, followed by silver and bronze partners and other exhibitors.

Each virtual stand included: a promotional video, downloadable documents, links to external websites and social media channels. There were also other opportunities for congress partners to promote their products through satellite sessions or workshops, live chat with participants and virtual meeting rooms during the congress.

An example of a virtual stand is presented below. This is a basic stand including a promotional video, downloadable documents and active links. The previously placed examples of virtual stands offered in addition to the basic functions also private meeting rooms for talks and workshops with chat and screen sharing options.

# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES



Source: Symposium Cracoviense



Source: Symposium Cracoviense

## IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

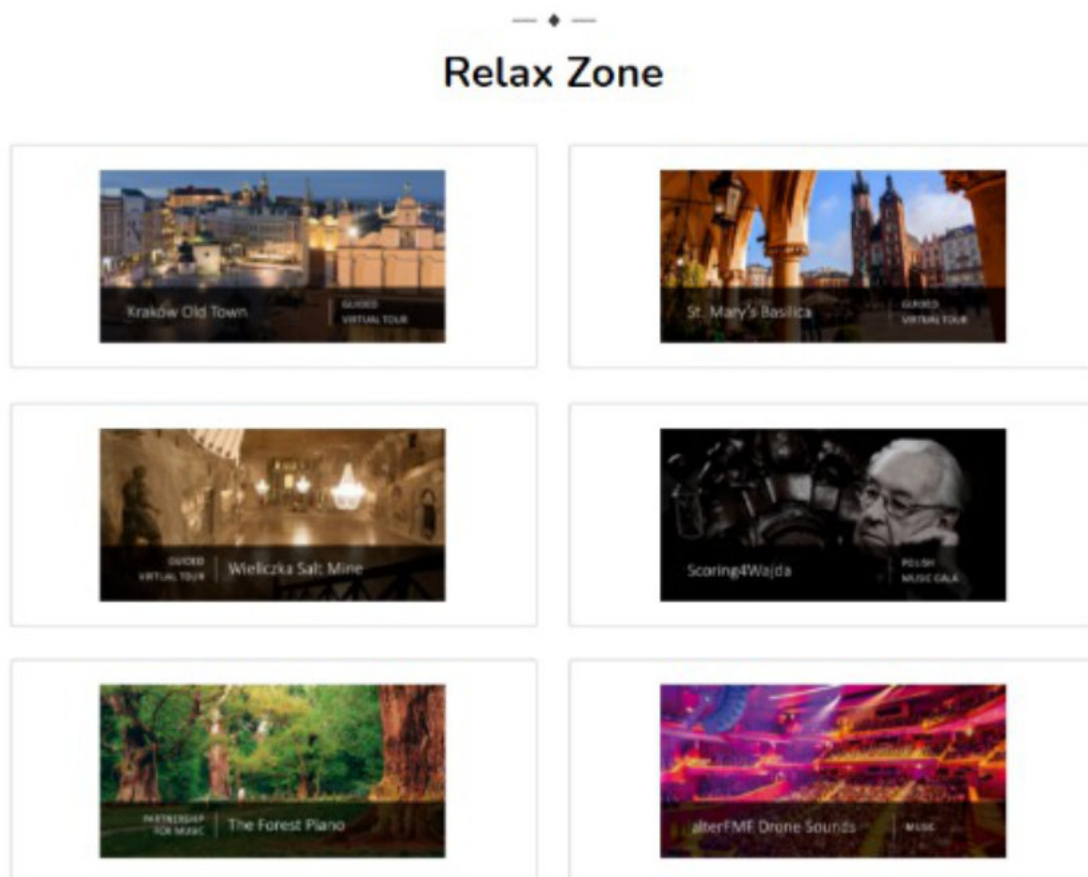
34

Because it was an international congress, it was decided that a relaxation zone would be made available on the platform, which included virtual tours and concerts of Polish music, such as a virtual guided tour of Krakow or a Scoring4Wajda film music concert.

The congress was broadcast from 23 to 27 August 2021. The broadcasting hours were in accordance with the congress programme and in line with Central European Time. Participants from different time zones could find the clock with the current time in Krakow on the website under useful information.

Participants could also chat with each other and arrange virtual one-to-one meetings.

Participants both during and after the congress were given evaluation questionnaires to complete.



Source: Symposium Cracoviense

**5.3. Case study – Meetings Week 2020**

The eighth edition of Meetings Week Poland was planned for spring 2020 in a venue in Warsaw. Pandemic forced the organisers to cancel the event on the planned date and change the organisation formula. The event was conducted on 16-17 September in a hybrid and multi-hub formula: for those wishing to participate physically in five cities of Warsaw, Krakow, Poznan, Katowice and Lublin and for online participants via the Avatarland platform. Participants and speakers were present physically in all cities, and foreign guests joined online. The event was attended by dozens of speakers, representing all sectors of the meetings market.

The substantive programme included:

- discussion of the situation of the meetings and events industry in the new reality,
- trends that may significantly influence the shape of the market,
- security,
- presentation of industry research.

Number of conference participants in particular locations and dates:

- Warsaw – FHouse – 09/16/2020 – 84 persons
- Krakow – ICE Congress Centre – 09/16/2020 – 51 persons
- Poznan – MTP – 09/16/2020 – 20 persons
- Katowice – MCK – 09/16/2020 – 30 persons
- Lublin – LCK – 09/16/2020 – 30 persons
- Warsaw – FHouse – 09/17/2020 – 101 persons
- ONLINE – 09/16/2020 – 219 persons
- ONLINE – 09/17/2020 – 306 persons

The online event was realised on AVATARLAND, an avatar online platform. The virtual island of AVATARLAND includes more than twenty congress halls, the EXPO exhibition hall and hundreds of VIP ROOMS and other spaces dedicated to business meetings. Each of these rooms can accommodate up to several thousand guests at a time. Participants move around the entire facility as three-dimensional avatars, just like in games. They can talk to each other, make gestures, and express their emotions by clapping, laughing, jumping and even dancing. It is a whole new world of online events, completely different from what we know from video conferencing platforms like Zoom, Skype, Teams and other similar platforms.

During Meetings Week Poland 2020, in the AVATARLAND™ virtual conference spaces, lectures and discussion panels from five Polish cities were broadcast and it was possible to visit the stands of partners and organisers of this event set up in the spacious EXPO Hall. Selected partners and organisers could also use the VIP business meeting zone, where they could meet and talk to all the participants of Meetings Week Poland 2020.

AVATARLAND is also a place for integration and networking. During Meetings Week Poland 2020 two evening events were broadcast on the open-air stages of this platform: on Wednesday (09/16) a concert prepared by the Krakow Festival Office, and on Thursday (09/17) the Vistula Compass Gala.

# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

## Studio in Warsaw



Source: <https://meetingsweek.pl>

## Studio in Krakow



Source: <https://meetingsweek.pl>



# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

37

## Avatarland



Source: Symposium Cracoviense



Source: Symposium Cracoviense

# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

38

## Avatarland



Source: Symposium Cracoviense



Source: Symposium Cracoviense

# IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS STUDY CASES

39

The event required the technical coordination of six locations and the preparation of a technical scenario for the multimedia support of all these locations.

The scenario for the first day was as follows:

| Time               | Programme – 16.09.2020 Wednesday  | City   | Presentation                               |
|--------------------|---|--|--|
| 10.00-10.30        | Networking + coffee (offline)   | In all cities  | Slide_1_title                              |
| 10.30-10.45        | Welcome by the hosts (offline) - housekeeping, sanitation, questions from the floor via FB fan page <a href="https://www.facebook.com/MeetingsWeek">https://www.facebook.com/MeetingsWeek</a>                   | In all cities  | Slide_1_title                              |
| 10.45              | Start of transmission in Avatarland   | virtual  |  |
| <b>10.45-12.30</b> | <b>SESSION I</b>  |  |  |
| 10.45-10.50        | Welcome of the participants – Juliusz Kłosowski   | Warsaw   | Slide_2_PMD                                |
| 10.50-11.05        | Presentation “The state and perspectives of meetings tourism in Poland”: Andrzej Gut Mostowy  | Warsaw   | Slide_1_title                              |
| 11.05-11.15        | Speech by Tomasz Urynowicz – Marshall of Malopolska Region  | Krakow   | Slide_1_title                              |
| 11.15-11.25        | Presentation “The state and perspectives of meetings tourism in Poland”: Arkadiusz Opoń   | Warsaw   |  |
| 11.25-12.20        | Panel discussion<br>Tomasz Urynowicz<br>Andrzej Gut Mostowy<br>Teresa Buczak<br>Mateusz Czerwiński<br>Jan Mazurczak<br>Marcin Stolarz<br>Agnieszka Sikorska<br>Katarzyna Urban<br>Juliusz Kłosowski - moderator | Krakow<br>Warsaw<br>Warsaw<br>Warsaw<br>Poznan<br>Katowice<br>Katowice<br>Lublin<br>Warsaw<br>Warsaw | Slide_2_PMD<br><br>PTO<br>presentation.ppt |
| 12.20-12.30        | Summary – Juliusz Kłosowski + invitation to commercial break and session 2, giving thanks to partners   | Warsaw   | Slide_1_title                              |
| 12.30-12.35        | Commercial break (block of advertising films)   |  | Commercial films                           |

IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS  
STUDY CASES

40

| 12.35-14.05 | SESSION II  |                                |                       |
|-------------|---|--------------------------------|-----------------------|
| 12.35-12.45 | Welcome and introduction – Anna Górska  | Krakow                         | Slide_3_SKKP          |
| 12.45-13.05 | Imagining more beautiful places – Claudia van't Hullenaar   | Online (vmix call – link.....) | Presentation.ppt      |
| 13.05-13.45 | Panel discussion, moderator: Anna Górska  | Krakow                         | Slide_3_SKKP          |
|             | Prof. dr. Ewaryst Tkacz   | Katowice                       |                       |
|             | Aneta Książek   | Warsaw                         | Presentation/2 slides |
|             | Magdalena Król  | Online (vmix call – link.....) |                       |
|             | Tomasz Krzysztanowski   | Poznan                         |                       |
|             | Beata Bronowicz   | Warsaw                         |                       |
|             | Anna Niedziela  | Lublin                         |                       |
|             | Associations are change makers _ Leslie Williams  | Online (vmix call – link.....) | Presentation.ppt      |
| 13.45-14.05 | Anna Górska – invitation to commercial break, offline – lunch break, online – virtual expo and partners' meeting rooms, giving thanks to partners | Krakow                         | Slide_1_title         |
| 14.05       | Commercial break (block of advertising films) offline – virtual expo and partners' meeting rooms, giving thanks to partners                       |                                | Commercial films      |
| 14.05-14.10 | Avatarland  |                                | Filmy reklamowe       |
| 14.10-14.30 | offline – przerwa obiadowa, online – wirtualne expo i pokoje spotkań partnerów, podziękowanie partnerom   |                                | Avatarland            |

IMPLEMENTATION OF VIRTUAL AND HYBRID EVENTS  
STUDY CASES

41

| 14.30-16.00 | SESSION III   |  |   |
|-------------|---|--|---|
| 14.30       | Inauguration of the session – a commercial film   |  | Film - Trade fairs give more                |
| 14.33-14.10 | Greetings and introduction of the discussion moderator – Beata Kozyra   | Poznan   | Slide_4_PIPT                                |
| 14.10-15.55 | <b>Debate</b><br>(Attention: there is a translator for Nick Dugdale-Moore in the studio in Poznan)  |  |   |
|             | <b>First round of questions</b><br>Elżbieta Roeske<br>Ewa Woch<br>Paweł Orłowski<br>Robert Głowacki<br>Marcin Stolarz<br>Nick Dugdale-Moore                 | Poznan<br>Krakow<br>Warsaw<br>Lublin<br>Katowice<br>Online (vmix call – link.....)               |   |
|             | <b>Second round of questions</b><br>Ewa Woch<br>Rober Głowacki<br>Marcin Stolarz<br>Elzbieta Roeske<br>Paweł Orłowski<br>Nick Dugdale-Moore                 | Krakow<br>Lublin<br>Katowice<br>Poznan<br>Warsaw<br>Online (vmix call – link.....)               |   |
|             | <b>Third round of questions</b><br>Marcin Stolarz<br>Elżbieta Roeske<br>Robert Głowacki<br>Paweł Orłowski<br>Ewa Woch<br>Nick Dugdale-Moore                 | Katowice<br>Poznan<br>Lublin<br>Warsaw<br>Krakow<br>Online (vmix call – link.....)               |   |
|             | <b>Fourth round summary</b><br>Beata Kozyra<br>Nick Dugdale-Moore<br><br>Elżbieta Roeske<br>Ewa Woch<br>Paweł Orłowski<br>Robert Głowacki<br>Marcin Stolarz | Poznan<br>Online (vmix call – link.....)<br><br>Poznan<br>Krakow<br>Warsaw<br>Lublin<br>Katowice |   |
| 15.55-16.00 | <b>Closing of the conference, invitation to the online concert – Beata Kozyra</b>   | <b>Poznan</b>  | <b>Slide_1_title</b>                        |
| 19.00-20.00 | Concert “Zaucha dobry na wszystko”  | Online, just Avatarland  | Invitation video + recording of the concert |

## MULTIMEDIA SOLUTIONS DURING “FACE TO FACE” EVENTS



## MULTIMEDIA SOLUTIONS DURING “FACE TO FACE” EVENTS

43

There are many opportunities to use multimedia tools at a variety of real-world events. Below are some of the most interesting technological solutions.

- **Interactive floor** – is a virtual system that, thanks to installed motion sensors, makes it possible to integrate the user's physical activity with the image projected by the projector onto the ground. A person moving on the interactive floor activates the game functions, which gives the possibility to control and move the image. An interactive floor used for the purposes of an event makes it possible to display on a selected surface an animation created for a specific event or company.
- **3D holographic pyramid** – is a device thanks to which you can see a hologram floating in the air. The operation of the display is based solely on the illusion and deception of our brain. The pyramid is a good idea to present a new product of a company in an unconventional way; holographic animation can also enliven an exhibition or a conference.
- **Gesture control** – is a solution which, through the interaction of hands, feet and the whole body with image carriers (e.g., plasma monitors, projectors + screens, seamless monitors), allows you to manage the objects displayed on them, using any motion controller. This technology has a wide application, e.g., in games (without the use of controls such as joystick, pad, keyboard). It is also an interesting attraction which can be used at all kinds of events, as it perfectly draws attention.
- **Human Joystick** – is an integrated system of infrared cameras and computers that analyse movement. Thanks to the system, participants, by raising their hands and moving them in a given direction, move an object visible on the screen. In this way they control the game displayed on the screen. This solution may be applied in any space, e.g., in a conference or cinema hall. Human Joystick is a form of an additional attraction during an event – it can be not only a great entertainment but also a non-standard and memorable form of advertisement and promotion.
- **Virtual Painting** – virtual painting on a large surface without the use of real paints. The system works through the user operating a spray gun controller, which applies virtual paint to parts of the projection screen, creating a semi-immersive experience. Immersion as a process of submerging/absorbing a person through electronic reality is key here. Using this multimedia solution, event participants can paint not only a small wall, but also an entire building or hall.
- **3D Video Mapping** – these are spectacular multimedia shows on buildings or other objects, which can be viewed by a very large audience. Using this solution, each company can show e.g., the history of its establishment (a good idea for an anniversary event) or present a new product in an interesting way, by means of a story.
- **Virtual character** – is an innovative way of communicating with the audience. It allows you to convey information, give tips, present sales and service offers, tell stories, even in different languages. It allows you to attract the attention of customers and event participants and optimise the results of promotional initiatives. Virtual Character is an effective business support for events, such as promotions, games and competitions, product launches, information desks or digital signage, used to convey information in a network of digital displays.



## MULTIMEDIA SOLUTIONS DURING “FACE TO FACE” EVENTS

44



- **Transparent screens** – they function on the basis of a combination of virtual technology and physical objects. A previously prepared animation is displayed on a transparent screen matrix, behind which a physical product can be additionally placed. This makes it possible to present a message, product or service in an unconventional way. Additional functions, including the ability to change the degree of transparency of the screen, give great flexibility and the possibility to adjust the presentation to individual needs. They are very often used as elements of stage design during events.
- **Interactive touch tables** – thanks to multi-touch technology they enable several people to work or play at the same time. Operation of the device is based on a set of several simple gestures, such as rotation, scrolling or zooming. The displayed content can be freely rotated and the screen can be for example divided into parts. In this way, work, entertainment, presentations or games and competitions can be arranged. The device also enables the presentation of materials in electronic form, allows you to browse the web or work in a project/workshop team.
- **LED floor** – a floor surface covered with LEDs on which you can display any video content. The high resolution of the LED floor screen makes it possible to display graphics, animations and video materials in very good quality. This solution works well during the implementation of events, where in addition to excellent quality, elements of surprise and interest, modern technology and aesthetics are also important. The LED floor, thanks to its modular construction and relatively low weight, can be used even on small surfaces, such as fair stands.
- **Fog Screen** – an innovative technology which is an alternative to traditional forms of projection. Water and a dedicated projector is enough to run it. The screen creates a curtain of broken water molecules (a kind of fog), which serves as a semi-transparent screen. This makes the images projected on it appear to be suspended in mid-air. You can walk through the fog screen freely and not get wet, as the microscopically small water particles are dry when touching. The fog screen guarantees attractive visual effects and unforgettable reactions from guests. This technology is mainly used by organisers of product launches, trade fairs, fashion shows and other events – everywhere where the element of surprise and evoking strong emotions counts.



1. Discuss modern multimedia solutions (using virtual technologies) applied during events taking place in the real world.
2. Give examples of the use of multimedia tools during face to face events and describe its role.