

Virtual Events Overview

PheedLoop's virtual events system is one which is engineered to provide an incredibly interactive and familiar event experience and has exploded in popularity recently due to the COVID-19 pandemic. It is entirely web based, which means no one needs to download anything, ever.

PheedLoop's philosophy when it comes to its virtual events system is built upon 4 key pillars:

- Real-Time - Every aspect of the experience must have a real-time component to it
- Face-to-Face - Attendees, speakers and exhibitors alike can communicate face-to-face, anytime
- Virtual First - The experience should not be limited by the constraints of in-person events or tech
- Social - Attendees must always see/"feel" the presence of their fellow attendees, everywhere

PheedLoop's virtual event system offers 4 key elements, in addition to its powerful core content and event management system

Sessions & Schedules

Highly customizable, interactive, and integrated live streaming of sessions

Exhibit Hall

Real-time video calling, live visitor tracking, lead retrieval, file/screen sharing

Networking

Real-time attendee-to-attendee text chat, video chat, presence tracking

Registration

Feature packed, embeddable interface to register attendees and collect fees

Pre-Roll Videos & Ads

Upload short pre-roll videos which play in a loop until your session starts. This is a great opportunity to engage attendees and promote your sponsors. We suggest using Canva's video editor to rapidly create high quality professional pre-roll videos. You can set pre-roll videos for each session, or for your event as a whole. When you set a session as "live", everyone viewing the session will transition from the pre-roll video to the stream.

Speaker Portals

Speaker portals empower your speakers with a private interface where they can go in and manage their profile, design, slides, live polls, feedback, tasks, and more. Updates made in these portals reflect automatically in your attendee facing virtual event portal, helping you streamline all your data. Speaker portals are also where you can place instructions explaining how they can prepare for and access their virtual session(s).

Chat & Presence Detection

Every session in your virtual event experience has two real-time options in addition to the stream. A real-time chat tab where attendees can ask questions to a moderator or speaker(s) or discuss the session generally, and a tab which shows in real-time exactly which one of their fellow attendees is also watching the session to provide a feeling of gathering and social togetherness.

Access Restrictions

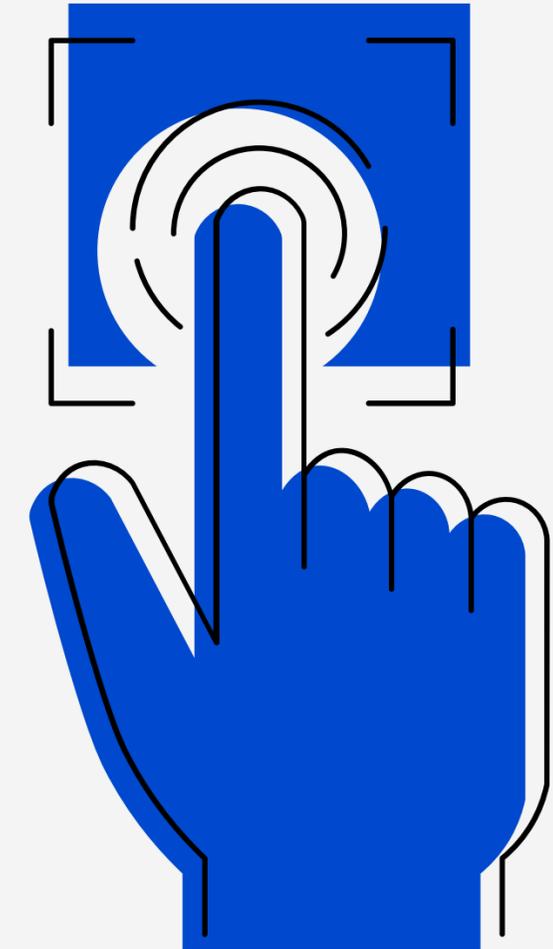
As you would use PheedLoop's on-site session check-in features to restrict access, you can do the same with your virtual event. By grouping attendees via custom tags or even by tickets they have purchased, and selecting specific tags or tickets when editing a session, you can easily restrict access. For example, you may want only members or customers of your organization to access a private session.

Filters & Personalization

PheedLoop allows you to segment your sessions based on various custom filters. You can create filters for tracks, target audiences, and formats. These filters allow attendees to easily find the sessions they would like to participate in. They can also filter the virtual event schedule by specific speakers.

File Sharing

PheedLoop allows you to upload files of any type to sessions, providing easy access for attendees to slides and handouts. There are no restrictions on file formats or number of files per session. You can also allow speakers to upload their own files via their speaker portals, and set up automated task reminders so that they are always aware of their responsibility pre-event.



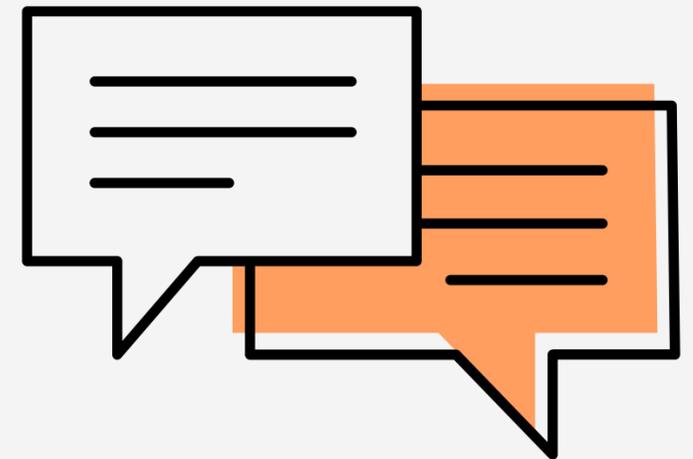
Live Visitor Tracking & Lead Retrieval

It's critically important for exhibitors to know who is interested in their brand and their booth. On-site, this is easily accomplished because exhibiting staff can see and interact with people walking by, and use our mobile event app to scan badges to track leads. PheedLoop's virtual event portal emulates this experience, and actually does an even better job than the on-site experience.

Exhibitors have a special area in their virtual event portal which allows them to see, in real-time, who is visiting or has visited their booth, and how long ago. No matter how busy they are, they will never miss a lead. This crucial data allows exhibitors to engage those potentially interested attendees in real-time in several ways, and request their contact information.

Face-to-Face Video Calls & Chat

Once an exhibitor has connected with an attendee that is showing interest, they can engage in a real-time text chat, or even a real-time video call. No third-party tools are required for this functionality, it is entirely managed by PheedLoop (a product called "PheedLoop Meet"). The video call allows for a high quality exchange between the exhibitor and attendee, just like the on-site experience would permit.



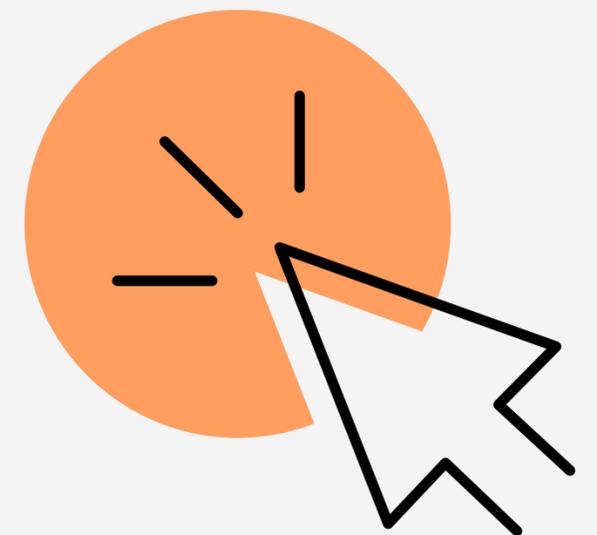
Global Chat & Presence Detection

As is the case with the entire PheedLoop virtual event portal, participating in the exhibit hall is a social experience. This means it must extend beyond the solo experience of an attendee having a face-to-face conversation with an exhibitor, as great as an experience that may already be. To emulate the experience of groups of attendees participating at a booth and even networking among themselves, PheedLoop's real-time presence management features extend to the exhibit hall as well.

This allows attendees to see who else is visiting a specific booth in real-time, chat among themselves publicly or privately, and ask a front line exhibiting staff member questions in the exhibitor's public chat board. That front line staff member may also use this as an opportunity to qualify leads before permitting them to have a private face-to-face conversation.

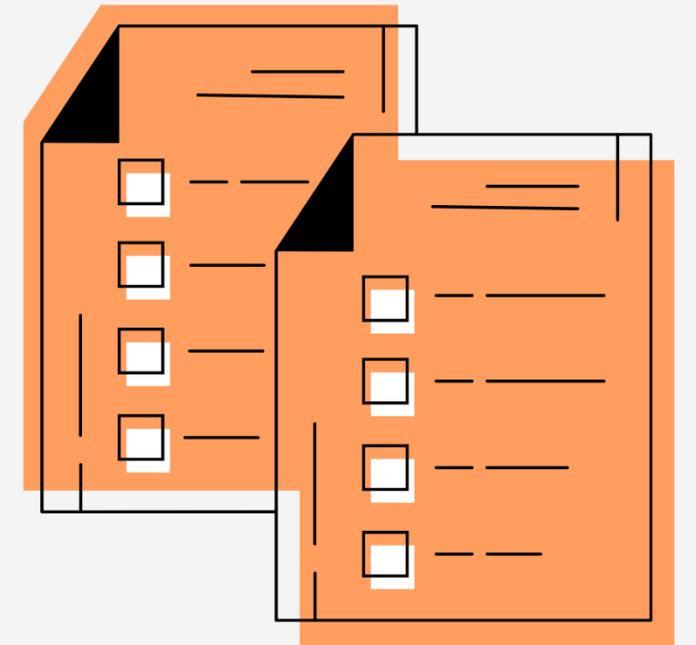
Exhibitor Portals

Exhibitor portals provide the ability for you to empower your exhibitors with a private interface where they can go in and manage their profile, design, captured leads, booth staff, files, tasks, and more. You have the opportunity to customize these portals for exhibitors. Any updates made in these portals reflect automatically in your attendee facing virtual event portal, making this an ideal feature especially for large events. The exhibitor portals are also where you can place instructions for your exhibitors explaining how they can prepare for and access their virtual booths.



File & Screen Sharing

While real-time chat and video calling add the crucial face-to-face aspect for exhibitors and attendees, sharing of information is equally important. Exhibitors can share their screens while on video calls with attendees, to walk them through product demonstrations, presentations, websites, or anything else. Exhibitors can also make files available for attendees to hang on to.



Real-Time Text Chatting

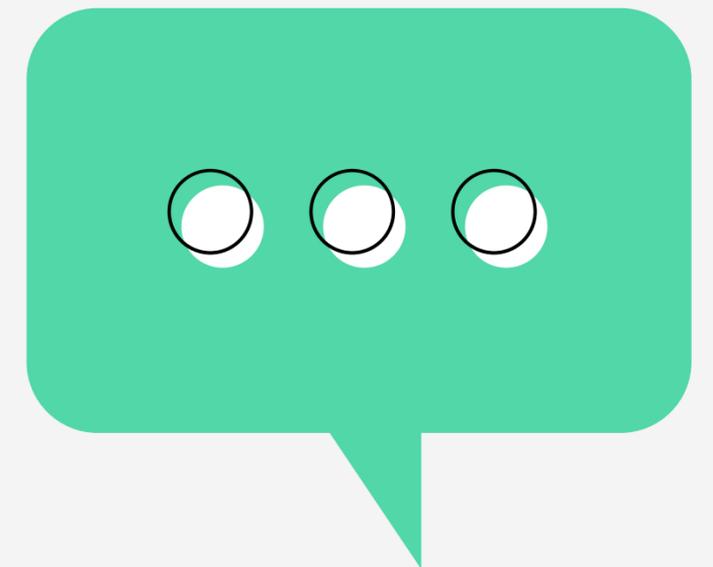
At any time, an attendee can engage in a text conversation with another attendee. They will receive push notifications directly in their virtual event portals to let them know when a new message has been sent or a new connection request has been made.

Video Calling With PheedLoop Meet

A hugely popular feature in PheedLoop's virtual networking system is PheedLoop Meet. This is a built-in audio and video communication system that allows attendees to connect with each other face-to-face. No third-party tools are required, no downloads, and no additional cost.

At any time, from a chat window, an attendee can request a video call with another attendee. This allows attendees to see and hear each other, and even share screens.

Attendees can switch between tile or full screen views, can stream YouTube videos together, and more. We're also releasing the ability to support group video calls over the summer of 2020.



Gamification

For virtual events, nothing beats keeping your attendees engaged through a little bit of competition! PheedLoop offers 15 different ways for you to configure your event to award points for everything from attendee networking to virtual scavenger hunts during your event and on social media. Leader boards show who's on top, and you can even offer prizes from the app in the marketplace!

Marketplace

One of the most unique features PheedLoop offers is the ability for events to create marketplaces. From selling exhibitor products and books authored by speakers, to offering sponsored prizes and event swag in exchange for gamification points, your event suddenly becomes an exciting *Chuck E. Cheese* like experience that drives excitement and your brand.

Hybrid Events Ready

As events slowly pull through and out of the COVID-19 pandemic, an event app that's designed to support the on-site experience as well as the virtual one will be critical. With interactive floor plans and attendance tracking, to wireless badge printing and live polls, you're in good hands!

Full Event Sponsors

PheedLoop's virtual event portal offers two primary mechanisms to provide exposure for your sponsor brands at all times:

- **Banner image** - Always present at the top left of the portal, typically combined with the event and primary sponsor's logo
- **Sponsor carousel** - Always present at the top right of the portal, rotating every 10 seconds between select sponsor logos

Session Sponsors

Sessions are an excellent way to give a large number of sponsors exposure, and it takes seconds to configure. They show up everywhere the session does, including small logos in the full list of sessions in the virtual event portal, larger logos on the session pages themselves, on the schedule and session pages in the web/mobile event app, event microsite, and PDF exports. You can also offer session sponsors data about who showed up to their sponsored sessions.

Pre-Roll Videos

PheedLoop supports event-wide, and session specific pre-roll videos to be played in a loop before a session starts and goes live. This is a great opportunity to give session or full event sponsors additional high quality exposure. Pre-roll videos have no constraints on duration, but must be under 25 MB in size (MP4).

Virtual Booths

Virtual booths give sponsors the greatest ability to interact with their target audience and track return on investment. Virtual booths allow sponsors to track in real-time who is curious about their brand with a live visitor list which they can download later, and during the event itself chat publicly with visitors over text, or privately over text and video call using PheedLoop Meet.

Mobile/Web Event App

If you are using PheedLoop's event app, you open up several new opportunities to promote your sponsors. These include dedicated sponsor app pages, home page banner images, app menu logos, sponsor listings, push notifications, and more. White labeled apps also benefit from custom splash screens and dedicated branding in the Google Play and Apple App stores.

Scavenger Hunt & Prizes

One of PheedLoop's gamification options is the scavenger hunt, which allows you to create custom codes that attendees can type in or scan to win points. You can associate sponsors with specific codes, and even allow sponsors to distribute codes to attendees which engage with them. In the app marketplace, you can offer sponsored prizes which will give your sponsors exposure whenever attendees browse the marketplace or redeem a prize.