

THE INSIDER

RETURNING TO LIVE EVENTS

PART ONE:
THE DIGITAL BRIDGE



THE INSIDER

AN INSIDE LOOK AT THE TRENDS IN EXPERIENTIAL MARKETING - COVID-19 EDITION.

As humans, we are social and communal by nature. We crave personal connections. While we find ourselves in a time when digital connections are our only option as marketers, rest assured that they will never replace face-to-face marketing. Live experiences work, period. They will return.

It will take time for public confidence to build and gatherings to become commonplace again. In the meantime, digital solutions are being fast-tracked to fill communication and lead generation gaps within marketing programs. This edition of The Insider tracks examples of how brands are connecting with their customers digitally and looking towards the 'new normal' of live events.

**WHAT'S INSIDE: KEY FINDINGS ON TRENDS & BEST PRACTICES FOR RETURNING TO LIVE.
PART ONE: THE DIGITAL BRIDGE**

03 Outlook

10 Hybrid from the Start

21 Designing for Second Screen



Outlook

Hybrid from
the Start

Designing for
Second Screen

The Outlook



THE INSIDER

56%

OF EVENT MARKETERS
BELIEVE THAT
IN-PERSON EVENTS
WILL BE BACK IN 2020.

From “on Pause” to “on Deck.”

Several states have begun to relax their quarantine protocols and reopen their economies, and while safety enhancements, masks and social distancing will be with us for the foreseeable future, governments are signaling a return to business.

**THIS IS A STRONG
INDICATOR THAT LIVE
EVENTS WILL RETURN
IN SOME FORM IN 2020.
THE QUESTIONS IN
FRONT OF US ARE
MORE WHEN & HOW.**

Source:
Bizzabo, 2020



THE INSIDER

Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

WHEN:

LATE SUMMER TO EARLY FALL...

The prevailing consumer mindset will likely continue to be conservative. According to Ipsos, over half of people are still concerned about returning to their pre-COVID behaviors. From a Harris poll, we have seen that people anticipate returning to work within the first month of a reopen, but would attend a movie 2-3 months later and stay in a hotel or take a plane 4-6 months later.

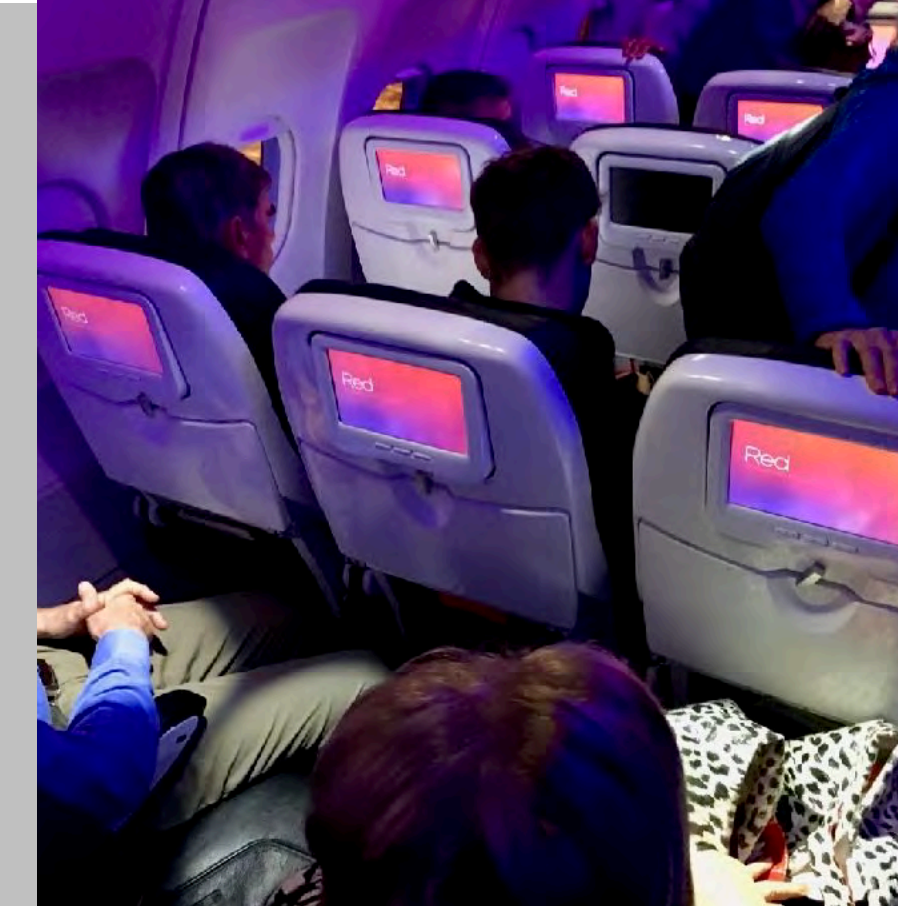
For example, attending a small scale venue VIP music event in a park setting might be 2-3 months, and attending a limited capacity stadium with clear safety protocols might be more like 4-6 months.

Attending live events likely lays somewhere between those two timeframes, putting a

start to them as early as July and more realistically August/September. This will likely vary based on venue size, attendee age, physical location and passion involved.

While many shows and exhibitors have already made the decision to cancel their live event programs through the rest of 2020, SEMA is still moving forward as scheduled with its November show.

According to SEMA President, Chris Kersting, "the vast majority of [2,000+] member companies are planning to exhibit this year. They are determined that the SEMA Show will help launch the industry into a successful 2021." The Consumer Technology Association has also announced that planning is underway for CES to take place in person in January 2021.





HOW:

CHANGES WE EXPECT TO SEE...

The more interesting question is how they are returning. The marketplace is experiencing two traumas—health and economic. Concerns about physical safety are at an all-time high, and consumer confidence dropped at the fastest rate ever. Everything will be run through the safety and spending reprioritization filter.

Live events will need to be run in a way that: engenders confidence and in the minds of consumers and is even more “worth it.”

PURISTS NOT TOURISTS The first attendees to return are likely to be people who are enthusiasts, heavily engaged and passionate; design for the fans.	DIGITAL COMPANIONS One of the earliest switches was to replace live with virtual. Even once things are live, we will have to develop a dual live/virtual strategy in case of outbreak. As a side benefit, this will allow events to think more like a studio syndicator of content.	SCREENING ENTRANTS Testing and screening methods are being developed that would allow for expedient clearing of people as asymptomatic. We are seeing this as a crucial element of returning to large worksites, convention centers and stadiums.
LIMITED SEATING Like restaurants that are currently allowed to seat up to 25% of their capacity, we will see this approach used at music venues, convention centers and eventually stadiums.	CONTINGENCY POLICIES Whether it’s refunds for attendees or no show clauses for exhibitors, the legal aspect is being rewritten to provide for downside risk.	SINGLE SERVE HOSPITALITY Single serve items will make up hospitality, things with pop tops, pre-wrapped and sealed, with automat style service.



HOW:

POST-PANDEMIC ETIQUETTE, THE NEW NORMAL...

80%

OF MARKETERS BELIEVE
THAT LIVE EVENTS ARE
CRITICAL TO THEIR
COMPANY'S SUCCESS

Source:
Bizzabo, 2019



CONTROLLED TRAFFIC FLOW

Managed traffic flow with directional flooring and visually defined distancing zones allows us to safely guide the experience.



PROTECTION & SANITIZATION

From branded masks to accessible hand sanitizing stations and regular sanitization of surfaces - doing their part to help minimize the spread of germs.



LIMITING EXPOSURE WHEN DETAILING

Properly spaced workstations with visual cues for distancing, as well as, touchless interactive with personal devices will be used reduce concerns for personal health.



The Pivot to Digital at a Glance

Outlook

Hybrid from the Start

Designing for Second Screen

60%

OF EVENT PROFESSIONALS PIVOTED AN EVENT TO VIRTUAL DUE TO THE IMPACT OF COVID-19

96%

OF EVENT PROFESSIONALS DO NOT BELIEVE VIRTUAL EVENTS WILL REPLACE IN-PERSON EVENTS

63%

OF ORGANIZATIONS ARE MOVING TO DIGITAL CONFERENCES OR EVENTS

68%

OF REPORTED THAT A HYBRID SOLUTION THAT CAN MANAGE BOTH VIRTUAL AND IN-PERSON EVENTS WILL PLAY A KEY ROLE IN THEIR 2020- 2021 EVENT STRATEGIES

55%

OF RESPONDENTS SAY THAT CUSTOMER RELATIONS, EDUCATION AND RETENTION ARE THE MAIN GOALS FOR THEIR VIRTUAL EVENTS

93%

OF EVENT MARKETERS PLAN TO INVEST IN VIRTUAL EVENTS MOVING FORWARD

RETURNING TO LIVE EVENTS

Sources:
Bizzabo, 2020
Event Marketer, 2020
TOPO, 2020



Outlook

Hybrid from
the Start

Designing for
Second Screen

Hybrid from the Start



Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS



68%

OF EVENT MARKETERS
REPORTED THAT A
HYBRID SOLUTION THAT
CAN MANAGE BOTH
VIRTUAL AND IN-PERSON
EVENTS WILL PLAY A KEY
ROLE IN 2020-2021
EVENT STRATEGIES.

THE INSIDER

Hybrid From the Start

**THE BIGGEST MOST
OBVIOUS LESSON
OF THE PANDEMIC IS
DEVELOPING LIVE
EXPERIENCES THAT ARE
ALSO DIGITAL-MINDED
FROM THE BEGINNING.**

When the pandemic hit, progressive brands that have been communicating through digital experiences — like Apple, Red Bull and TED — were able to quickly pivot to a virtual-only environment. Brands that were content-poor or relied only on face-to-face interactions had to halt, realizing that they had neither the time or the process to create virtual experiences on accelerated timelines. Many of those event directors had to watch their budgets get reallocated.



THE INSIDER

Hybrid From the Start

Outlook

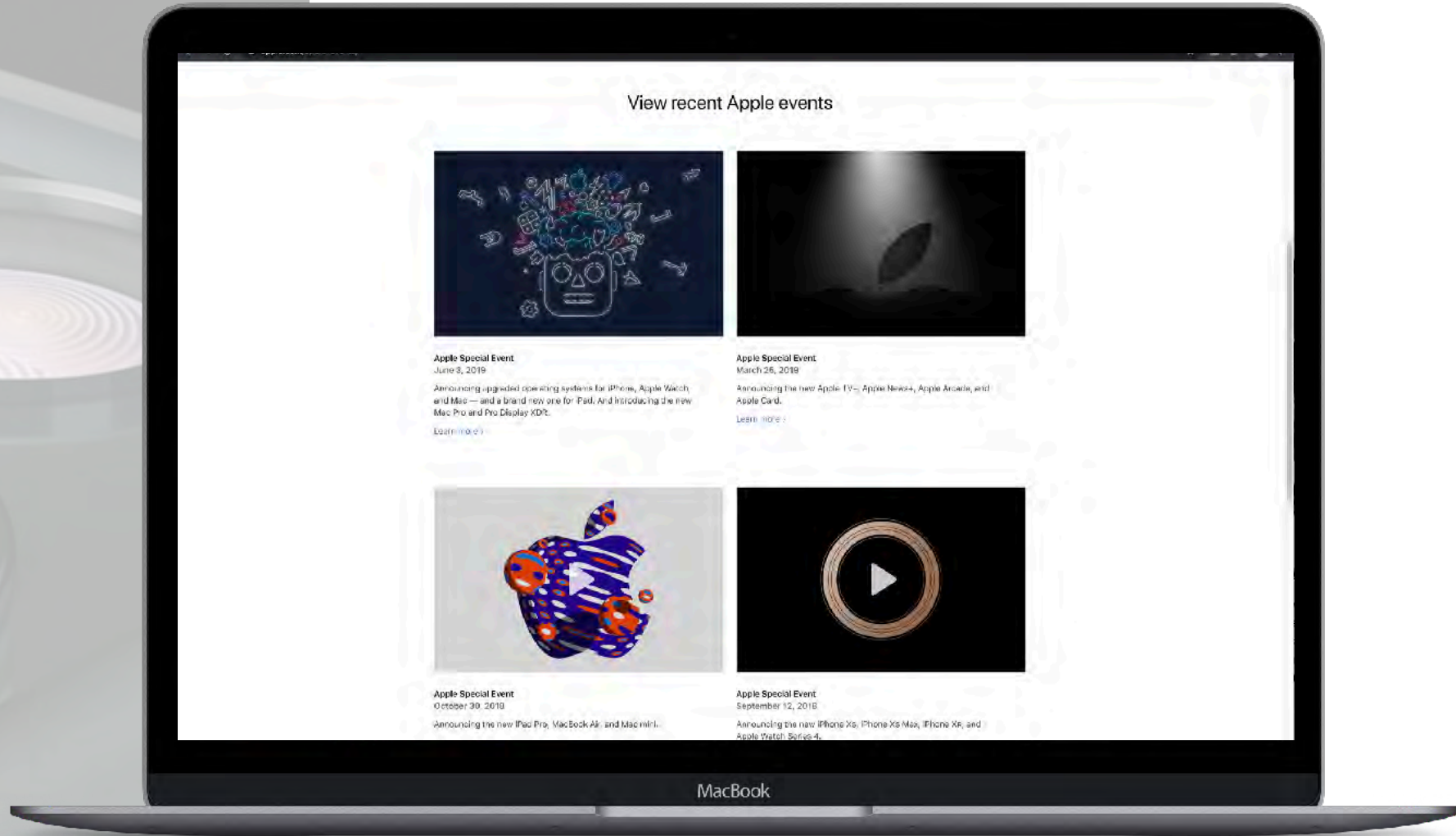
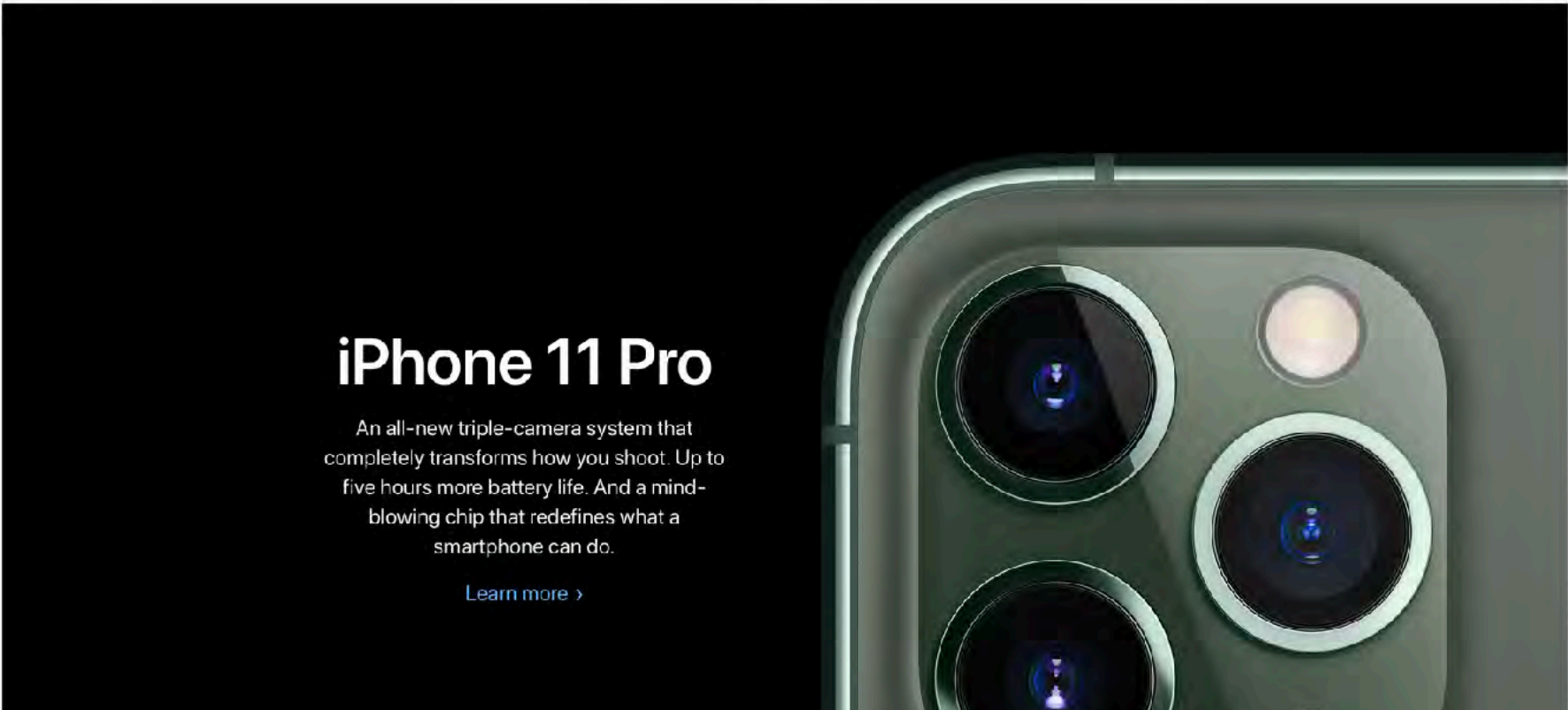
Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS



Here's what we announced.



PRODUCT LAUNCHES

Apple Special Events, where Apple CEO, Tim Cook announces upcoming product launches, software upgrades, etc., are quintessentially hybrid. Presentations are delivered to an in-person audience, comprised of Apple’s Developer Relations employees, press and tech influencers, while a simultaneous livestream captures the attention of millions of Apple fans and consumers around the world. Special Events have become a core part of Apple’s marketing machine, designed to draw a global audience and build hype around the latest releases.



Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

Hybrid From the Start

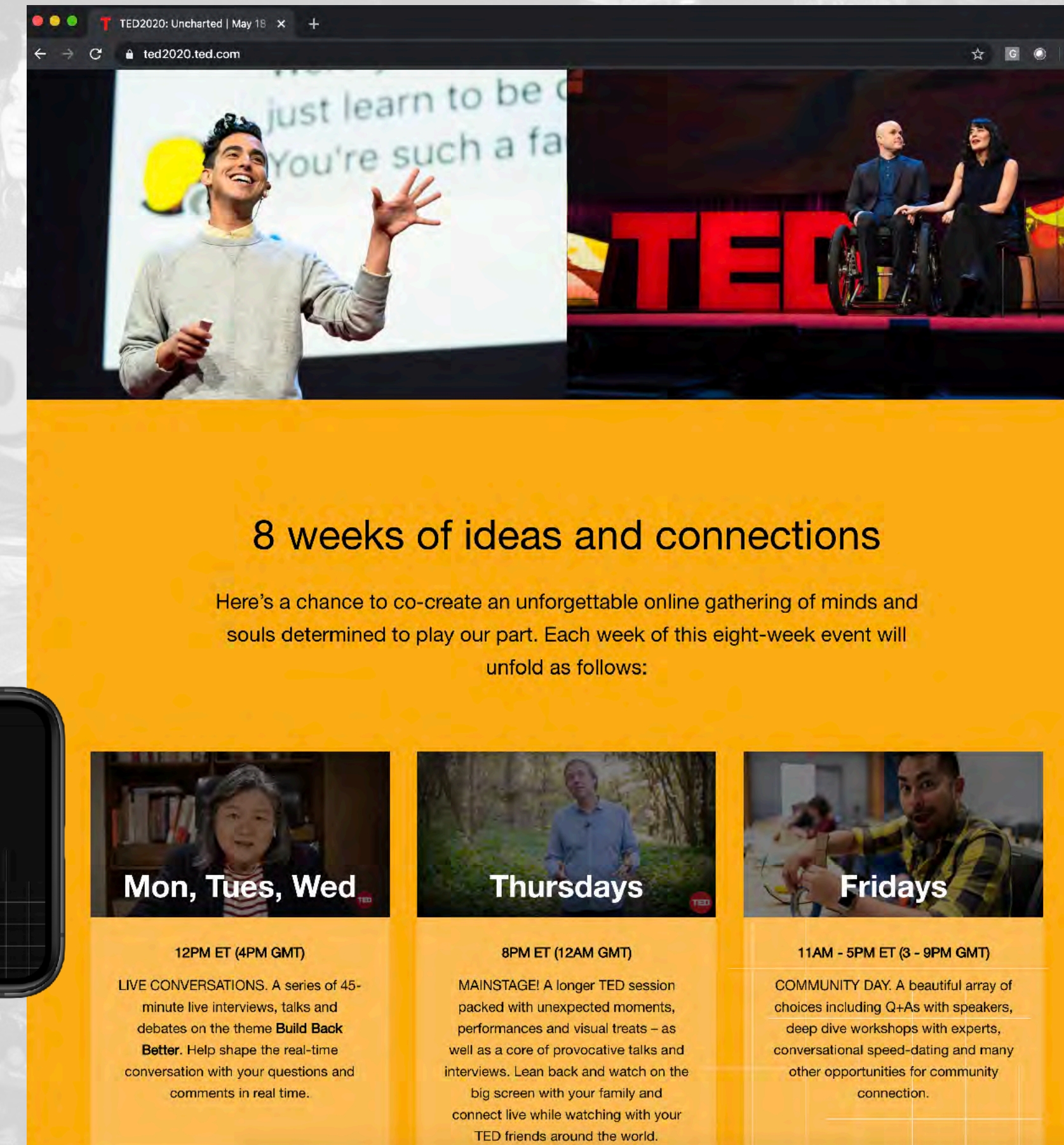


RED BULL BC ONE

Red Bull BC One is the biggest and most prestigious one-on-one breaking competition in the world. Since 2004, thousands of breakdancers have competed annually for a chance to represent at the Red Bull BC One World Final. Qualifying events – cyphers and camps – at 30+ global locations lead to main event stage, broadcast online for the world to experience. Even for countries without a qualifying event, breakers can qualify in an “E-Battle,” giving anyone with an internet connection a chance to take the title.

TED UNCHARTED

TED created an eight-week, content-rich online program that offered countless ways to deepen community relationships and reimagine what the future can be together in the face of the COVID-19 crisis. With live interviews, main stage TED Talks and community days – which feature speaker Q&As and expert deep-dives – everyone in the TED community can connect, problem-solve and help rebuild our world.



FACEBOOK OCULUS CONNECT 6

Whether in-person or at home, there were a range of ways for VR fans, developers, engineers, game designers and press to experience and engage with all things Oculus during Facebook's OC events. Offsite viewers could livestream the keynotes and watch other sessions on demand -- even from an Oculus VR headset. OC7 is due to take place later in 2020, as an entirely digital event.





THE INSIDER

Hybrid From the Start

GOOGLE ARTS & CULTURE MUSEUM EXPERIENCES

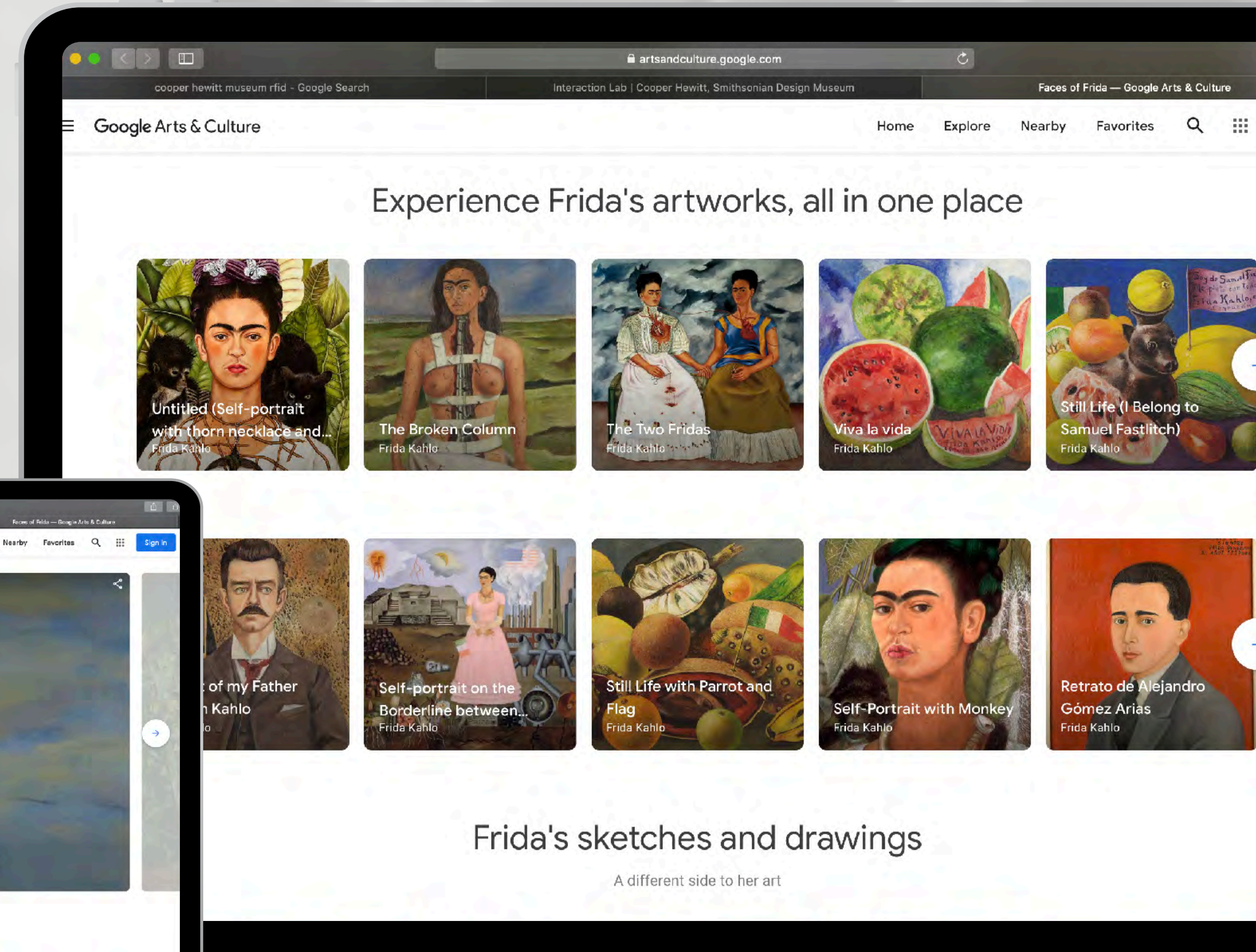
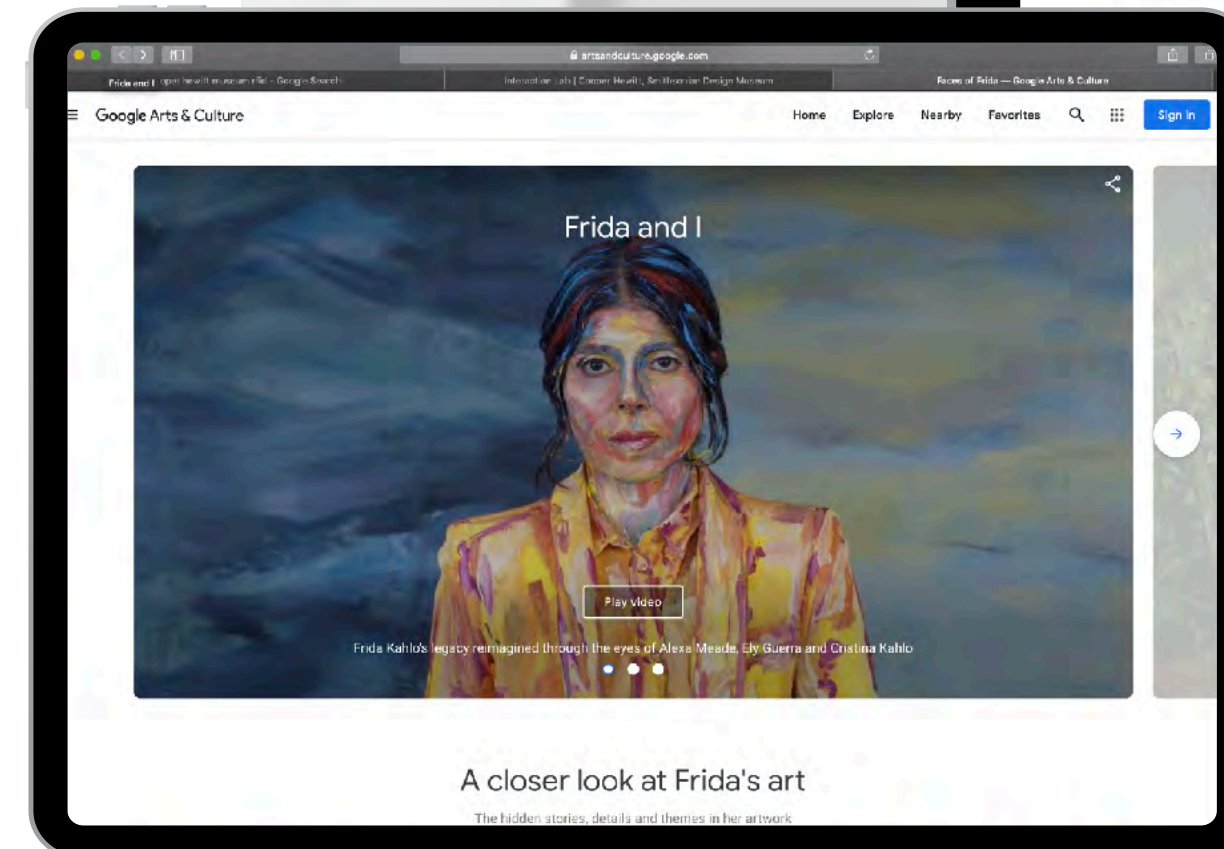
Google's Arts & Culture web pages and mobile apps feature online collections and virtual tours of 2,500 world-class museums. In most, you can browse through entire exhibitions online, and in many, you can also walk through the museum using Google's **Street View Technology**.

With a variety of digital tools, Google Arts & Culture offers an accessible, hybrid experience that can extend and deepen an in-person visit, as well as allow a global audience to see the world's most esteemed collections without leaving home.

Augmented Reality

The Google Expeditions app allows educators to dive even deeper into arts and culture topics. For example, in conjunction with the landmark **"Faces of Frida"** exhibition, curated in collaboration with 33 museums and organizations, teachers can take their students on a virtual field trip to immerse in the world, history, culture and work of Frida Kahlo.

RETURNING TO LIVE EVENTS





Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

Hybrid From the Start

GOOGLE ARTS & CULTURE MUSEUM EXPERIENCES

360 Video Tour

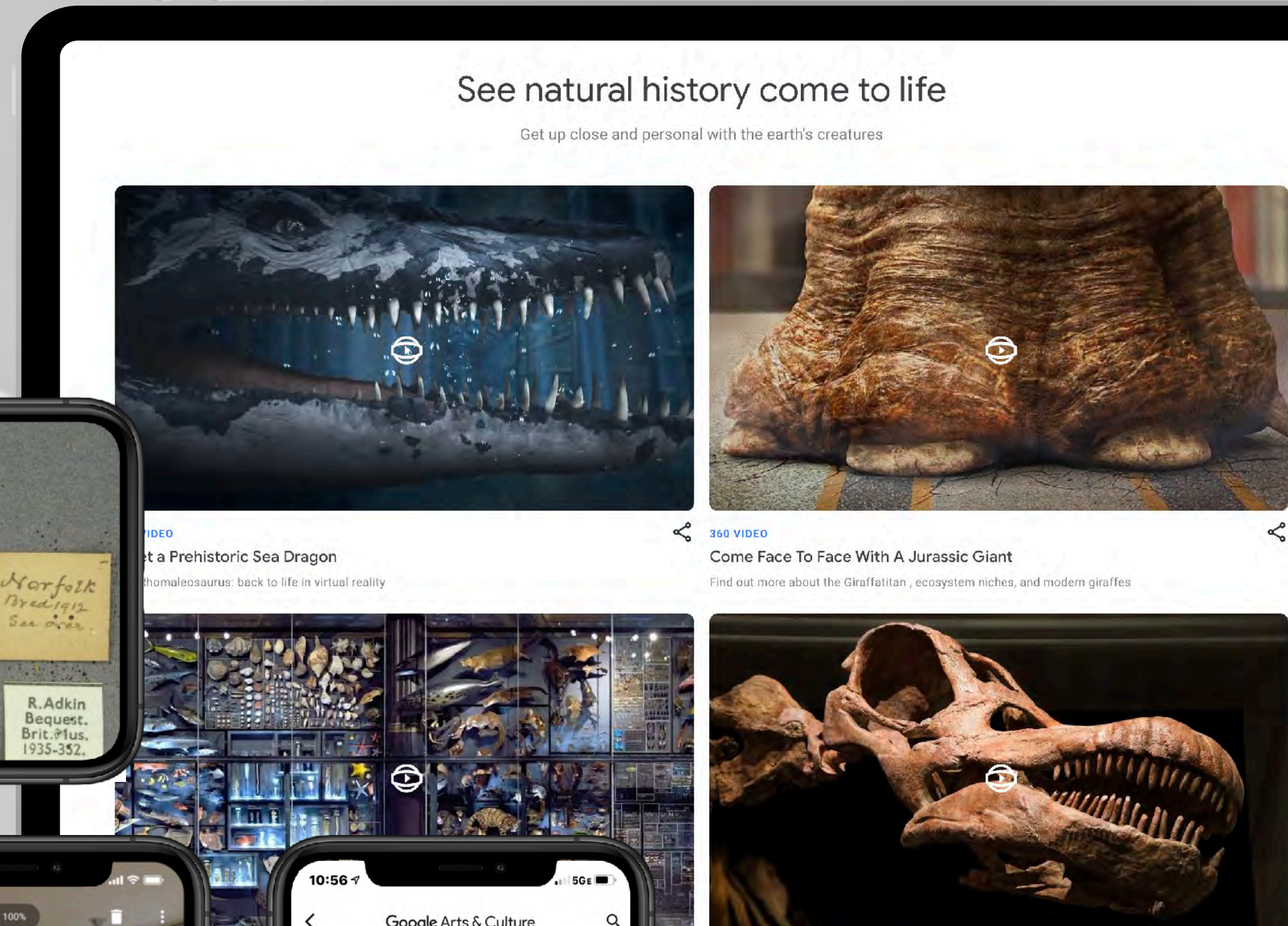
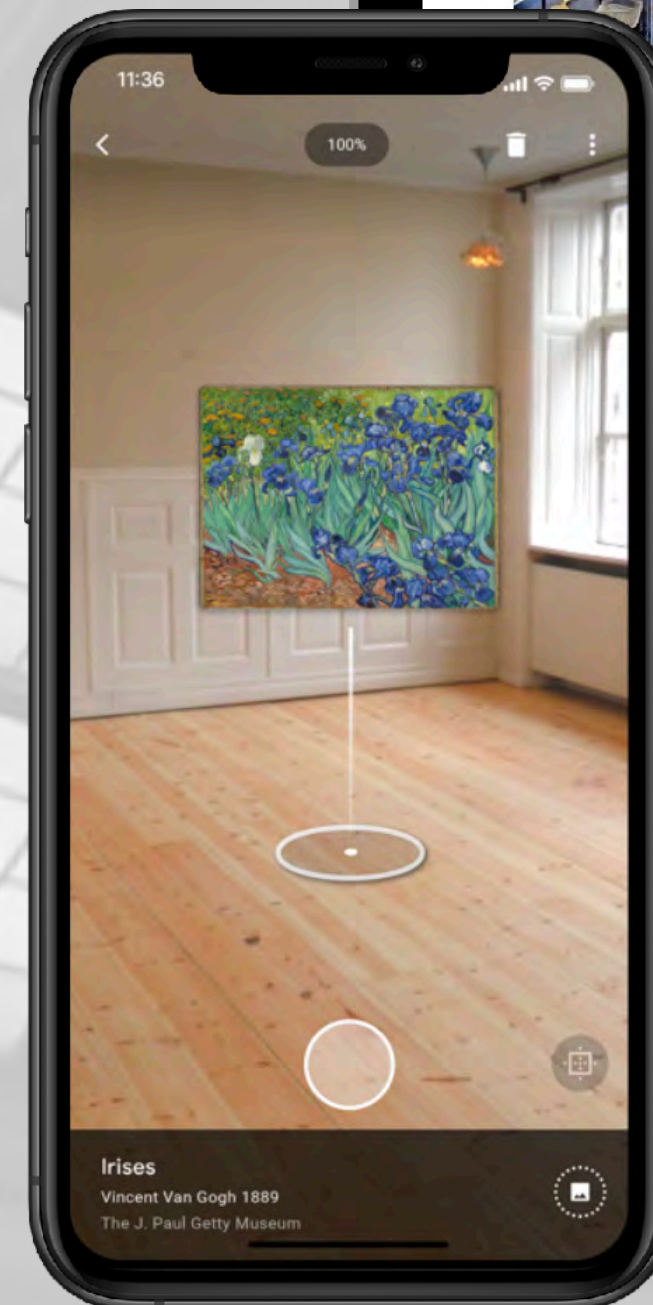
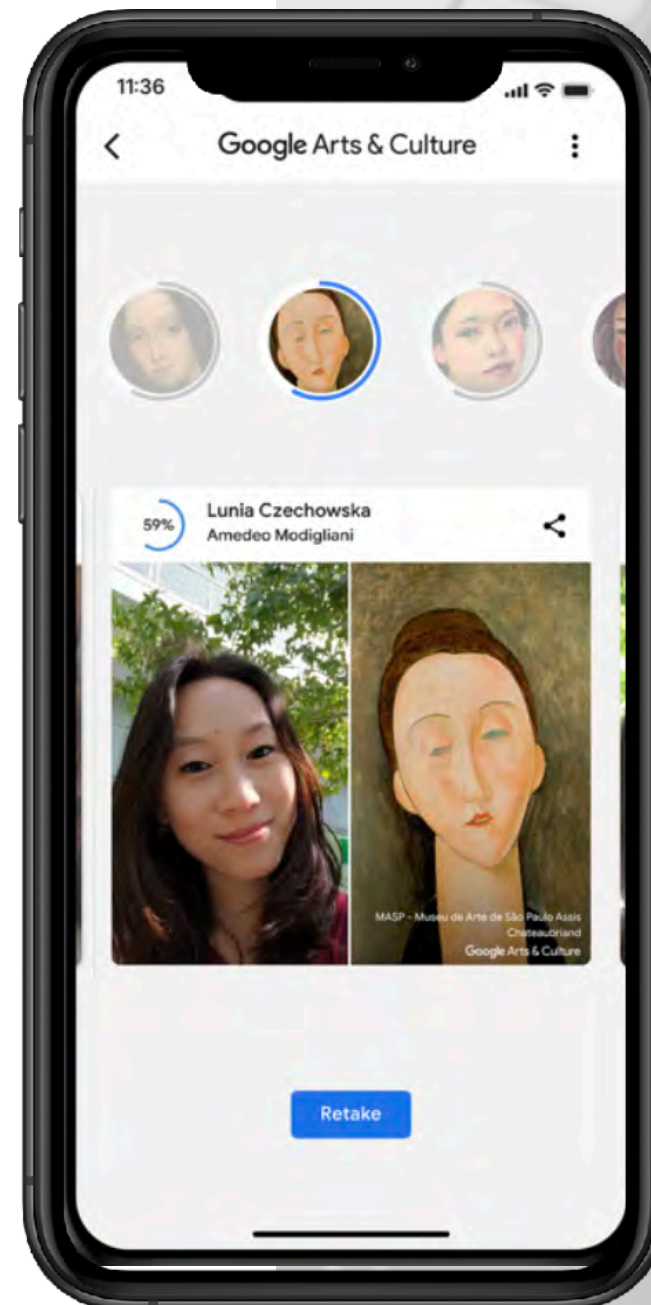
Google Arts & Culture features all-angle views of everything from global landmarks, to renowned performance stages and restricted-access sites -- and beyond. Using a VR headset or simply a web browser, viewers can experience arts and culture in vivid, panoramic detail like never before.

High-Resolution Zoom Cam

Google Arts & Culture allows viewers to zoom into the artwork with high definition that makes each brushstroke, fiber and color visible. Callouts or audio narration make the experience more enlightening.

Art Selfie

Using facial tracing and machine learning technologies, the Art Selfie lets users discover works from participating museums in a playful and unique way, by pairing a user selfie with doppelgänger artwork that shares its visual traits. The app went viral in 2018 and made art more engaging for millions of users.





THE INSIDER

Hybrid From the Start

Outlook

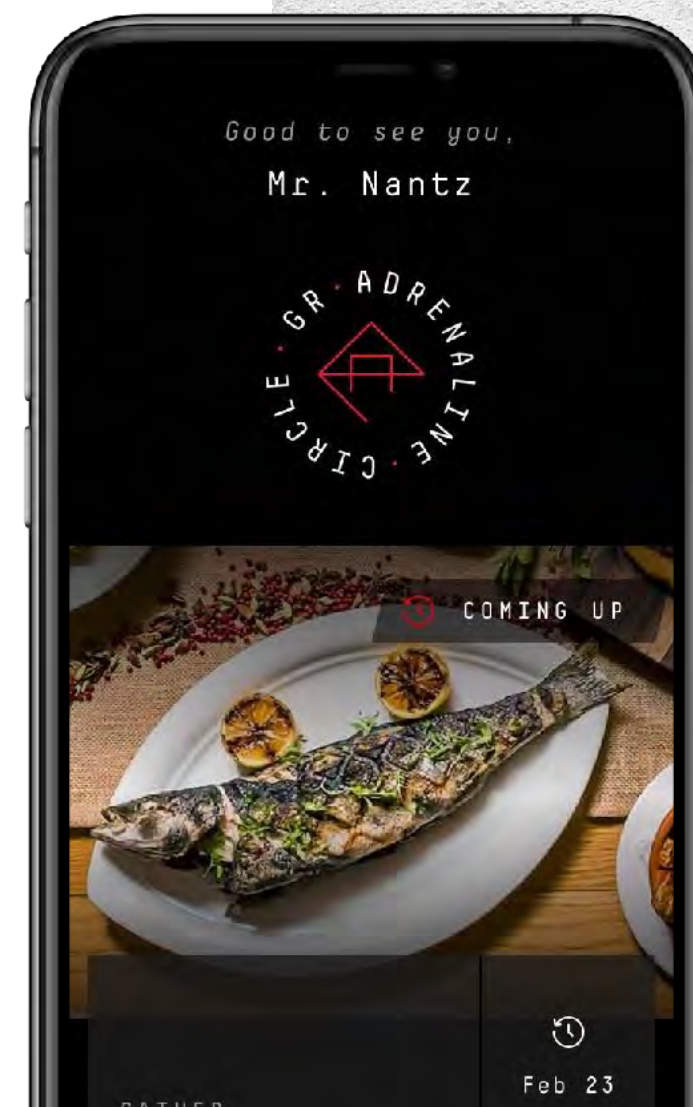
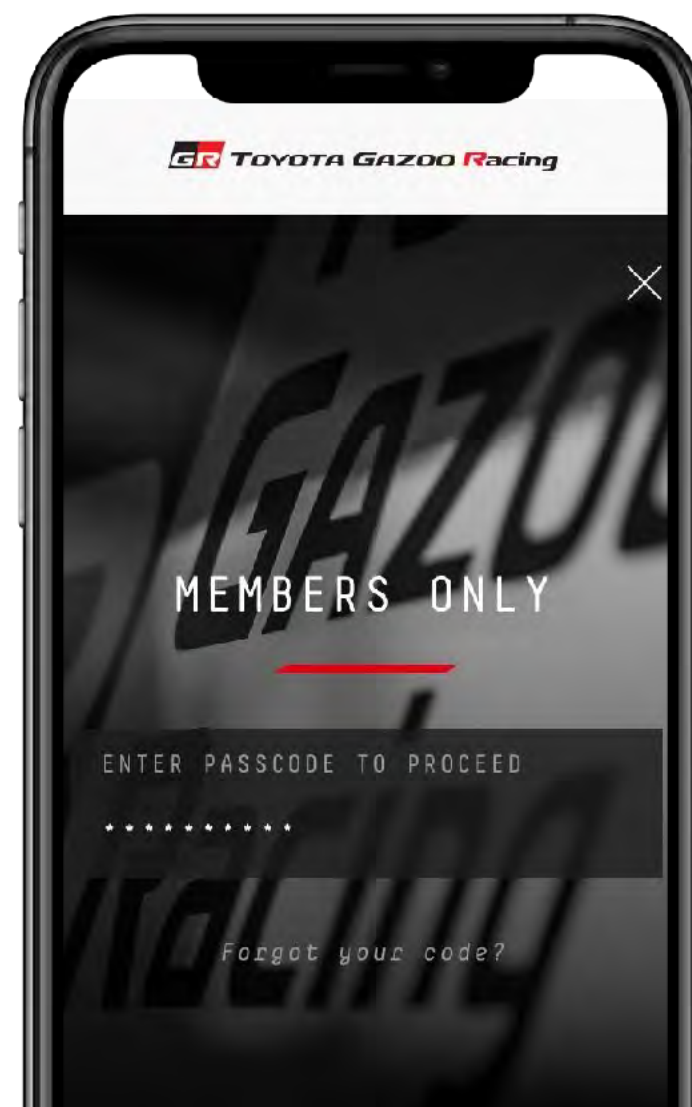
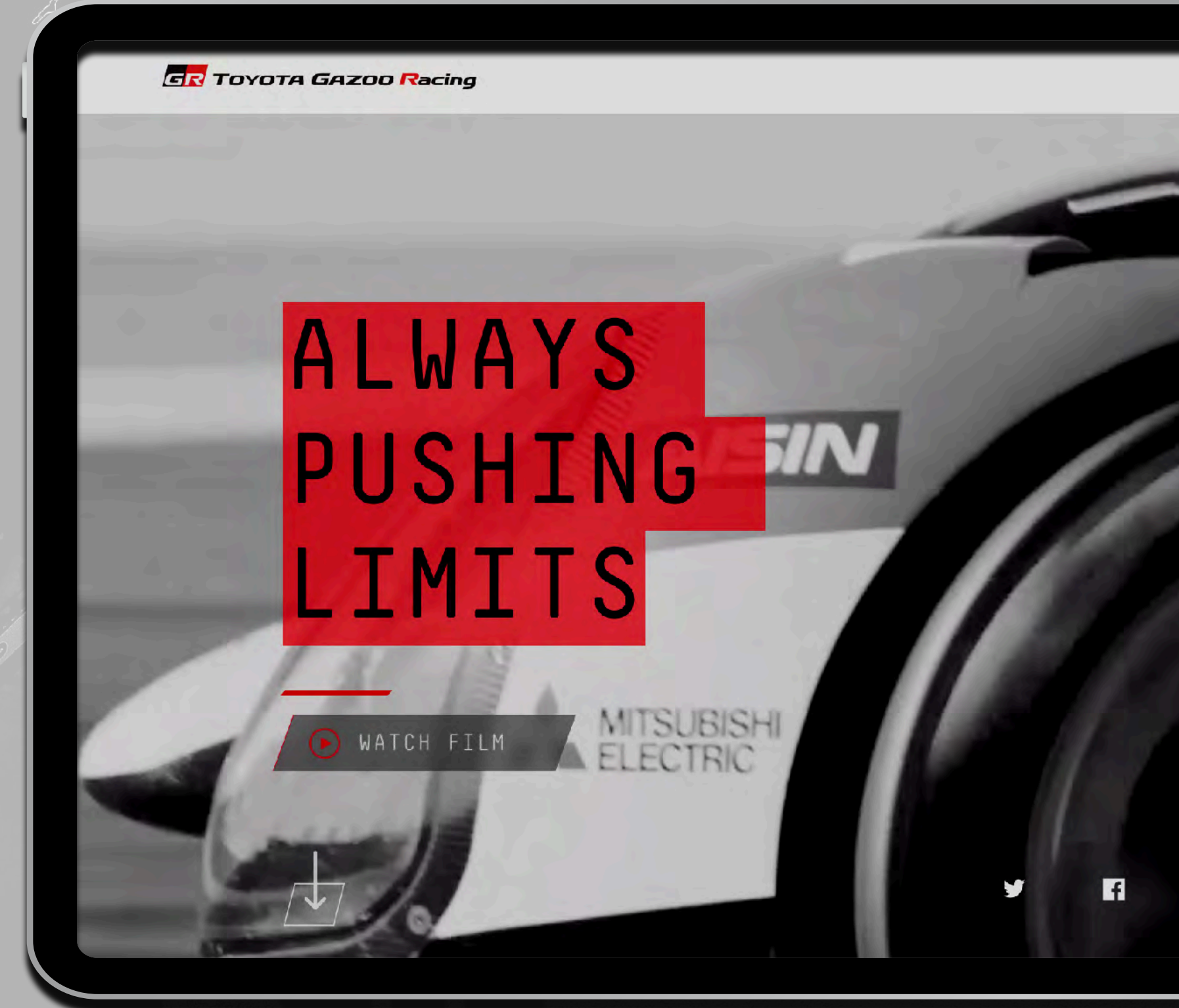
Hybrid from
the Start

Designing for
Second Screen

TOYOTA GAZOO RACING VIP MICROSITE

Toyota Gazoo Racing embodies Toyota's commitment to overcoming every limit to make "ever-better" cars. The Czarnowski Collective is creating a digital tool kit to help launch the Japanese racing brand in the US.

We designed and developed a dynamic and media-rich microsite with a private members lounge section as well as a custom back-end CRM system.



FEATURES:
DIGITAL TOOL KIT
MEMBERS-ONLY LOUNGE
CRM SYSTEM INTEGRATION

RETURNING TO LIVE EVENTS



Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

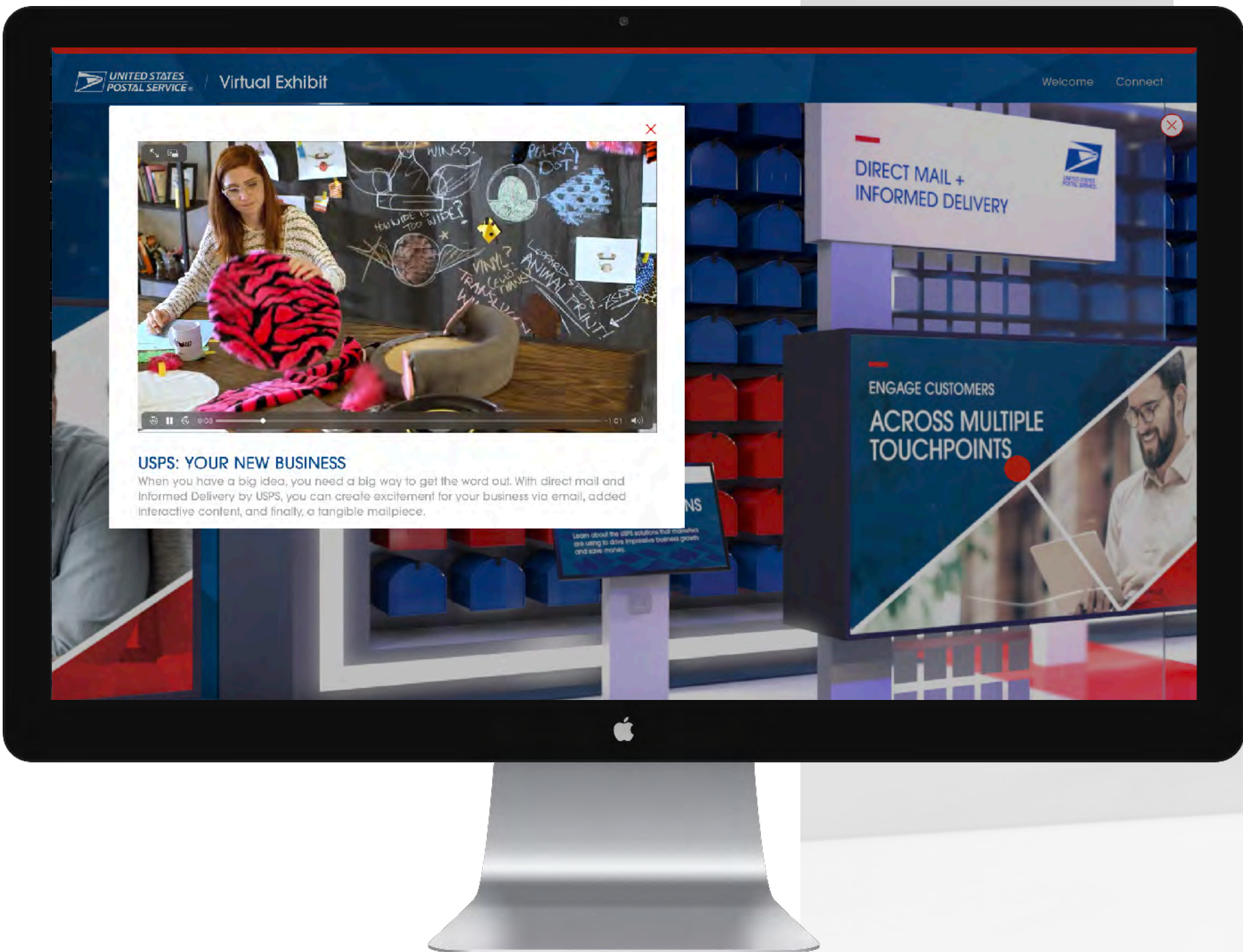
THE INSIDER

Hybrid From the Start

UNITED STATES POSTAL SERVICE VIRTUAL EXHIBIT

United States Postal Service fills the lead gen gap via an online virtual exhibit space, based on the USPS booth at CES 2020. Visitors can explore featured USPS products, services and marketing messages through a fun, interactive and highly detailed experience that pivots the in-person booth experience for digital engagement.

FEATURES:
VIRTUAL EXHIBIT
MICROSITE
INTERACTIVE CONTENT
WELCOME VIDEO
DIGITAL POSTCARDS
ARCADE GAMES



SITE MAP USPS VIRTUAL EXHIBIT

The exhibit is packed full of interactive content. To explore, simply click one of the numbered identifiers or featured area titles below. To return to this page, look for the 'site map' button to the right of your screen.

3 EXPLORE RESOURCE WORKSTATIONS

Each kiosk features a current USPS campaign, simply click the hotspots to learn more.

1 EXPLORE CONNECT

Click to connect with a sales consultant about how USPS can help progress your business with mail innovations and services.

4 EXPLORE MAIL INNOVATION WALL

Check out product and service innovations designed to help drive business growth while saving you money; and send a digital postcard to colleagues.

2 EXPLORE USPS THEATER

Find out how mail can influence purchasing behavior across the entire customer journey.

5 EXPLORE ARCADE MAILBOX

Select from four games to play in our digital arcade.

PRIVACY POLICY TERMS OF USE





Outlook

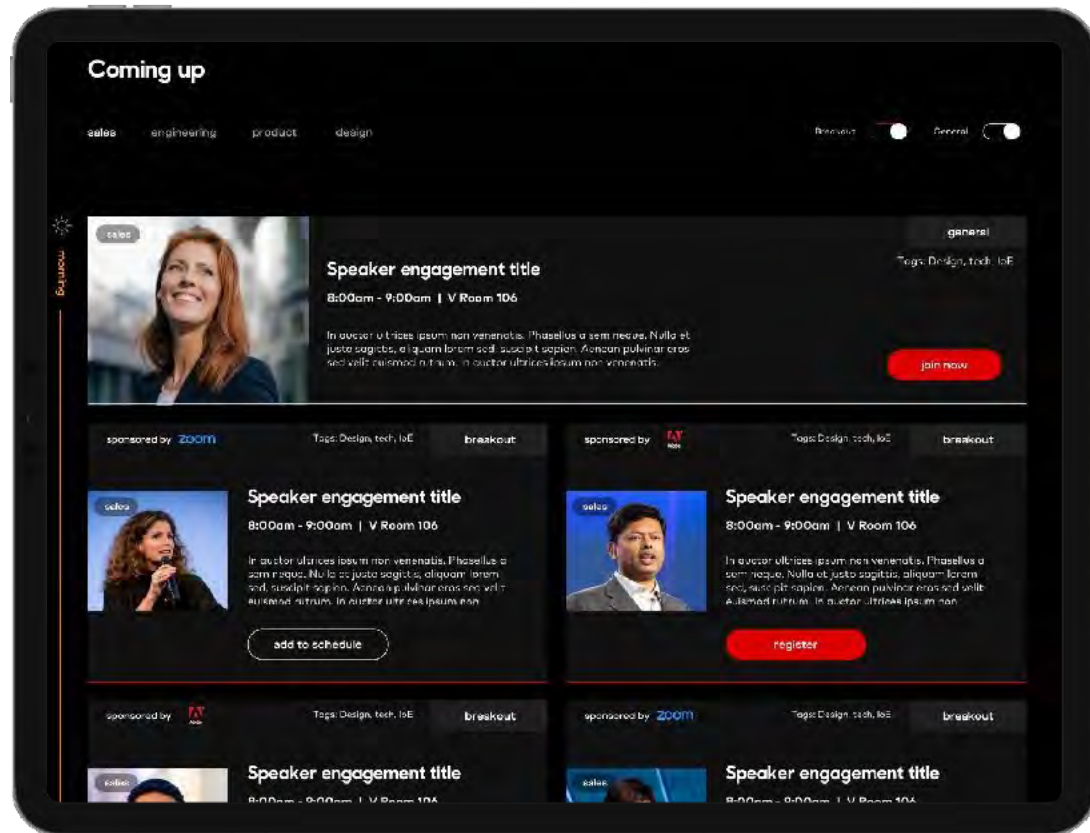
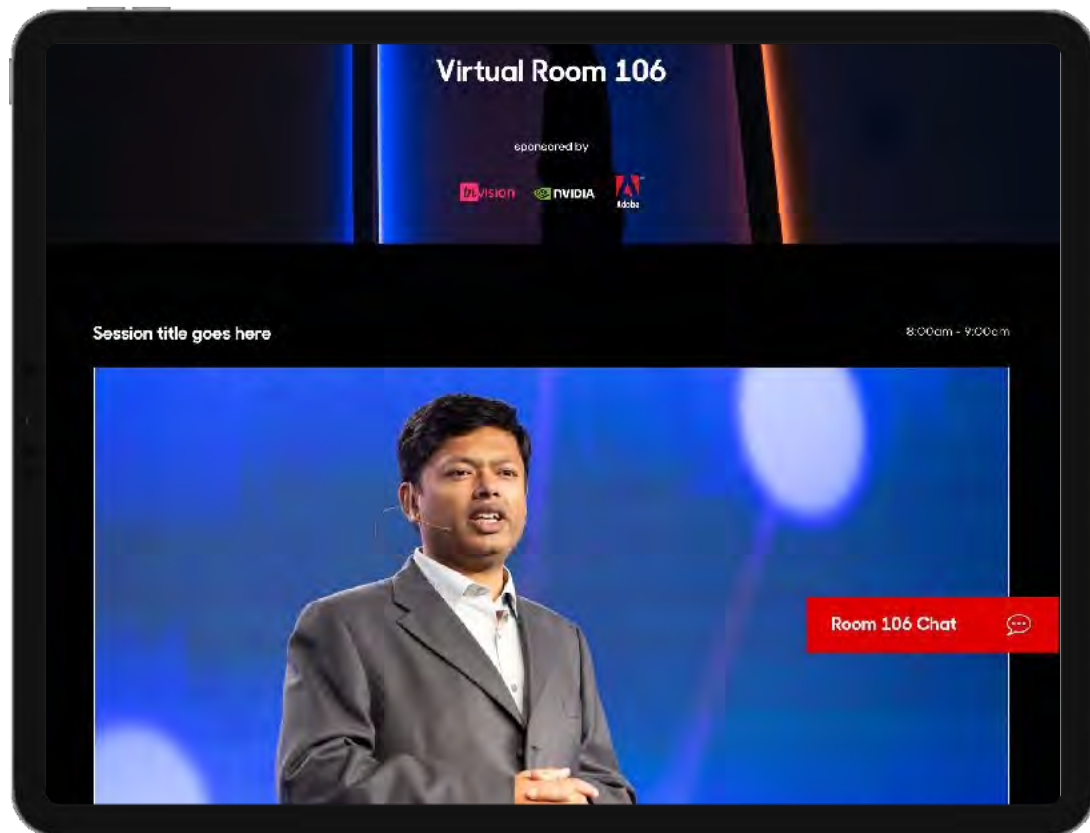
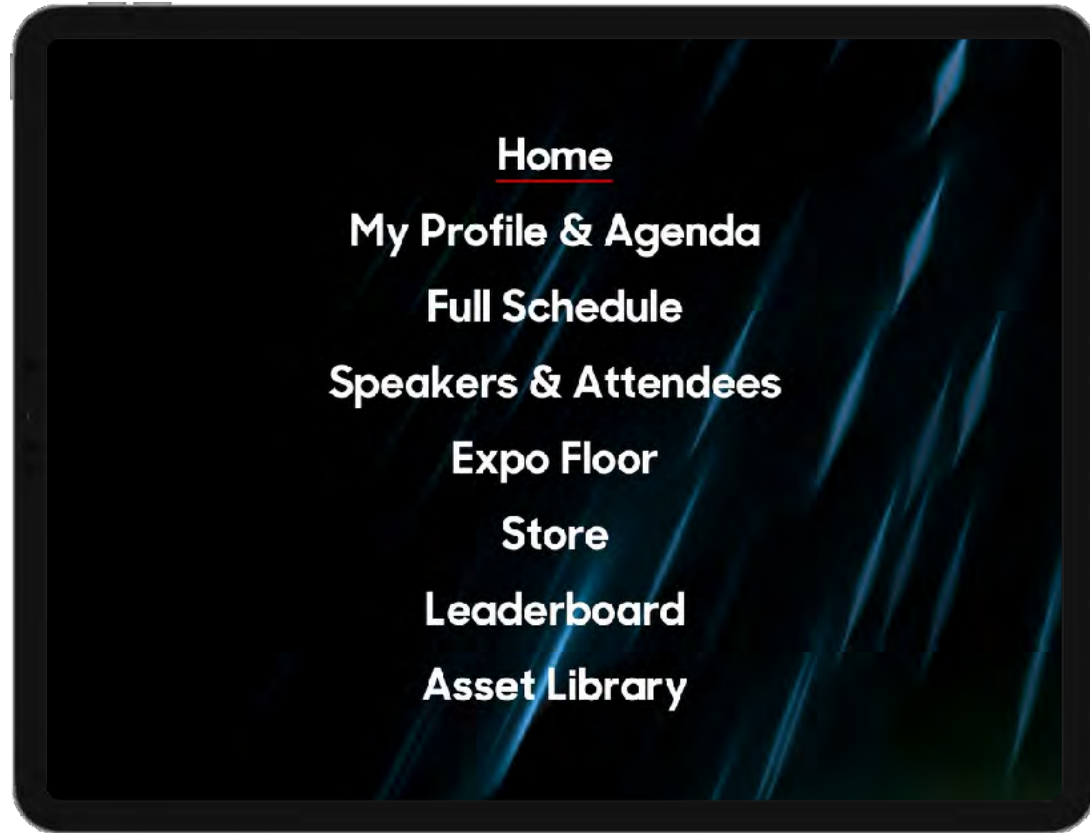
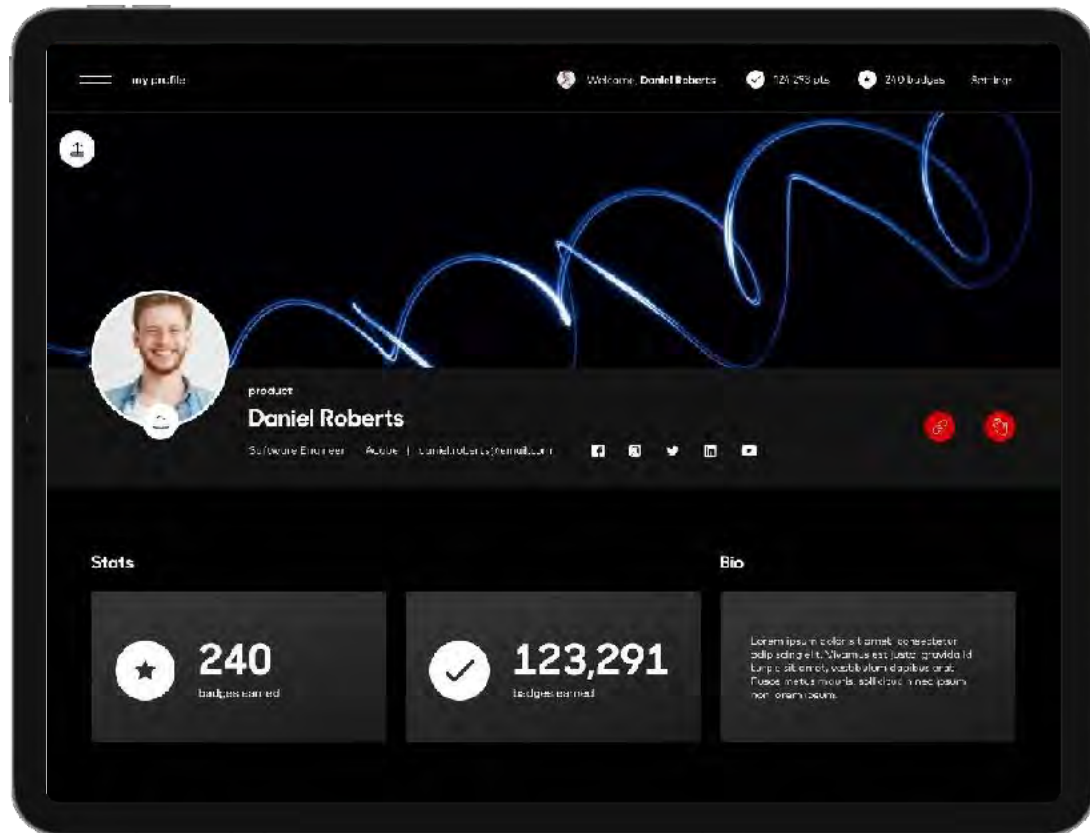
Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

Hybrid From the Start



CZARNOWSKI'S VIRTUAL EXPERIENCE PLATFORM

Czarnowski offers an intuitive, engaging and data-rich platform, called Virtual Experience Platform (VXP). VXP can be used as a stand-alone virtual event site, or as a part of a suite of digital experiences we develop in-house. When live events come back, the platform can be used to create a hybrid experience, with a fully virtual curriculum for offsite participants.

CZARNOWSKI COLLECTIVE

connect live
may 01 — 2020

sign in

register

youremail@gmail.com

password

register

83%

A RECENT SURVEY BY DIGITELL, INC.
INTERVIEWED OVER 100 PROFESSIONALS
THAT ATTENDED RECENT HYBRID EVENTS,
83% SAID THEY HAD NOT BEEN PLANNING
TO ATTEND THE EVENT THAT THEY
LIVE-STREAMED (IN PERSON).

Source:
Digital Inc.



THE INSIDER

Hybrid From the Start

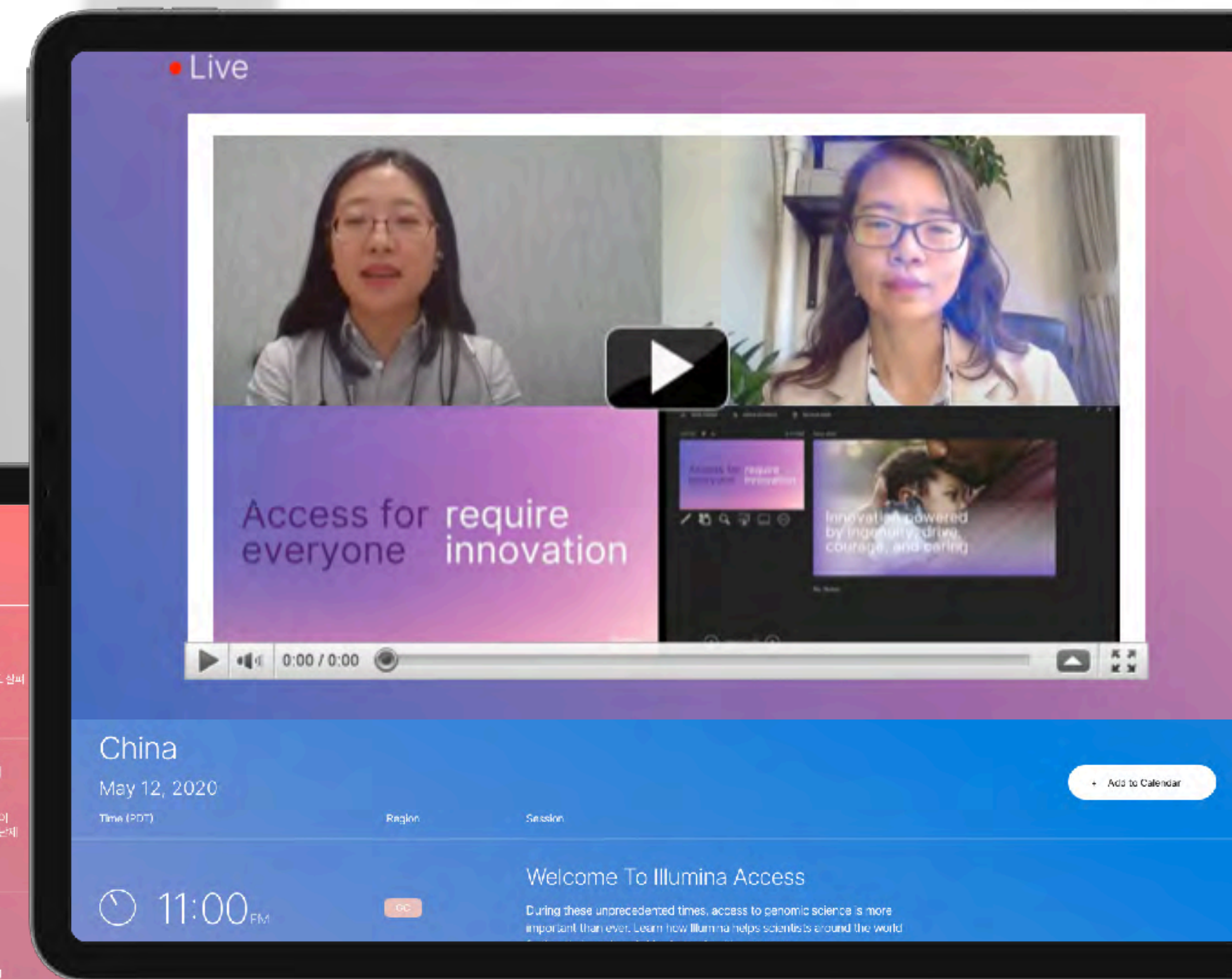
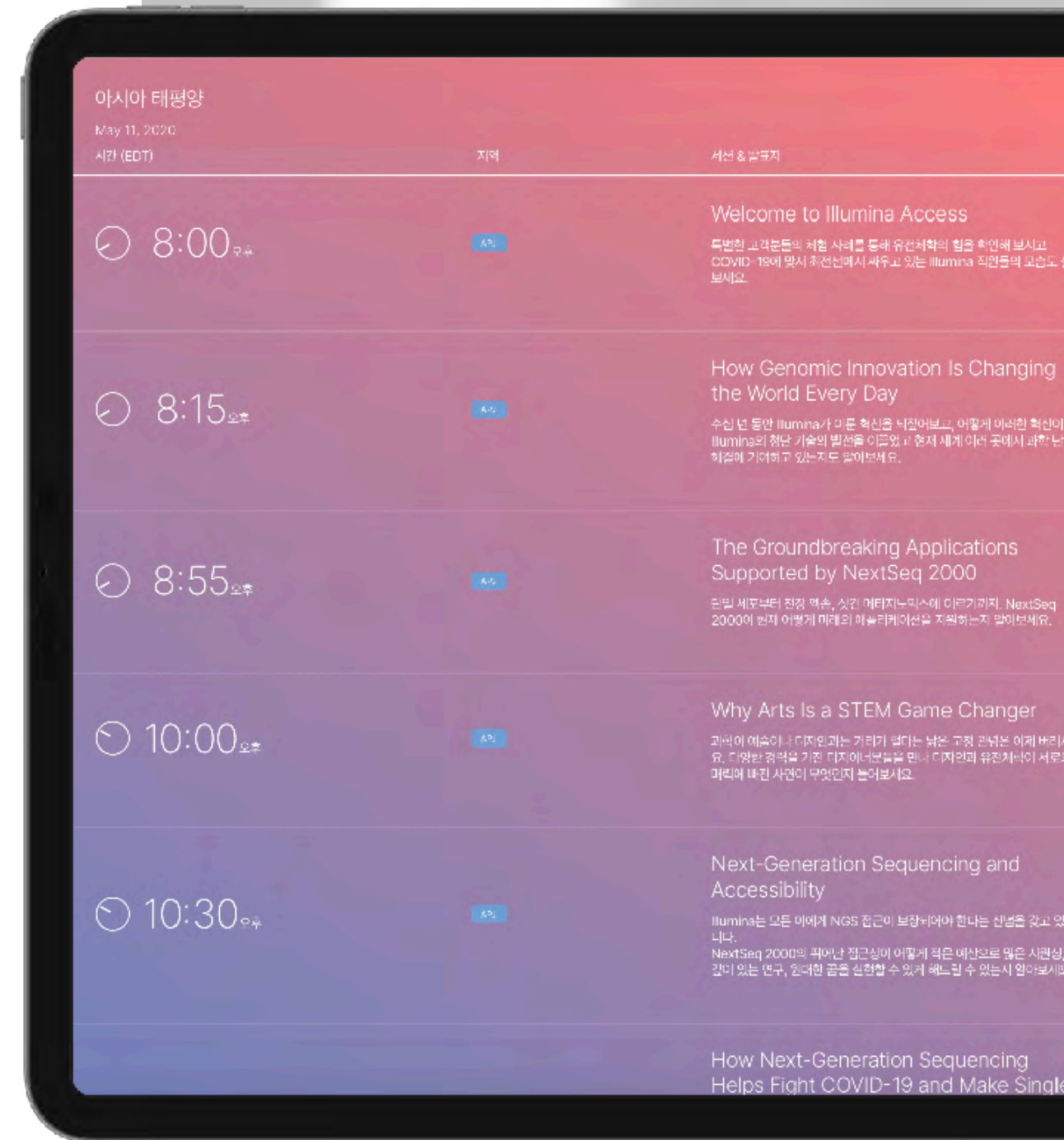
ILLUMINA GLOBAL LIVESTREAM

Illumina had planned a Global Road Show Activation to launch two highly anticipated products in May 2020. After announcing their decision to cancel the road show, they turned to the Czarnowski Collective to help launch the products through a virtual solution.

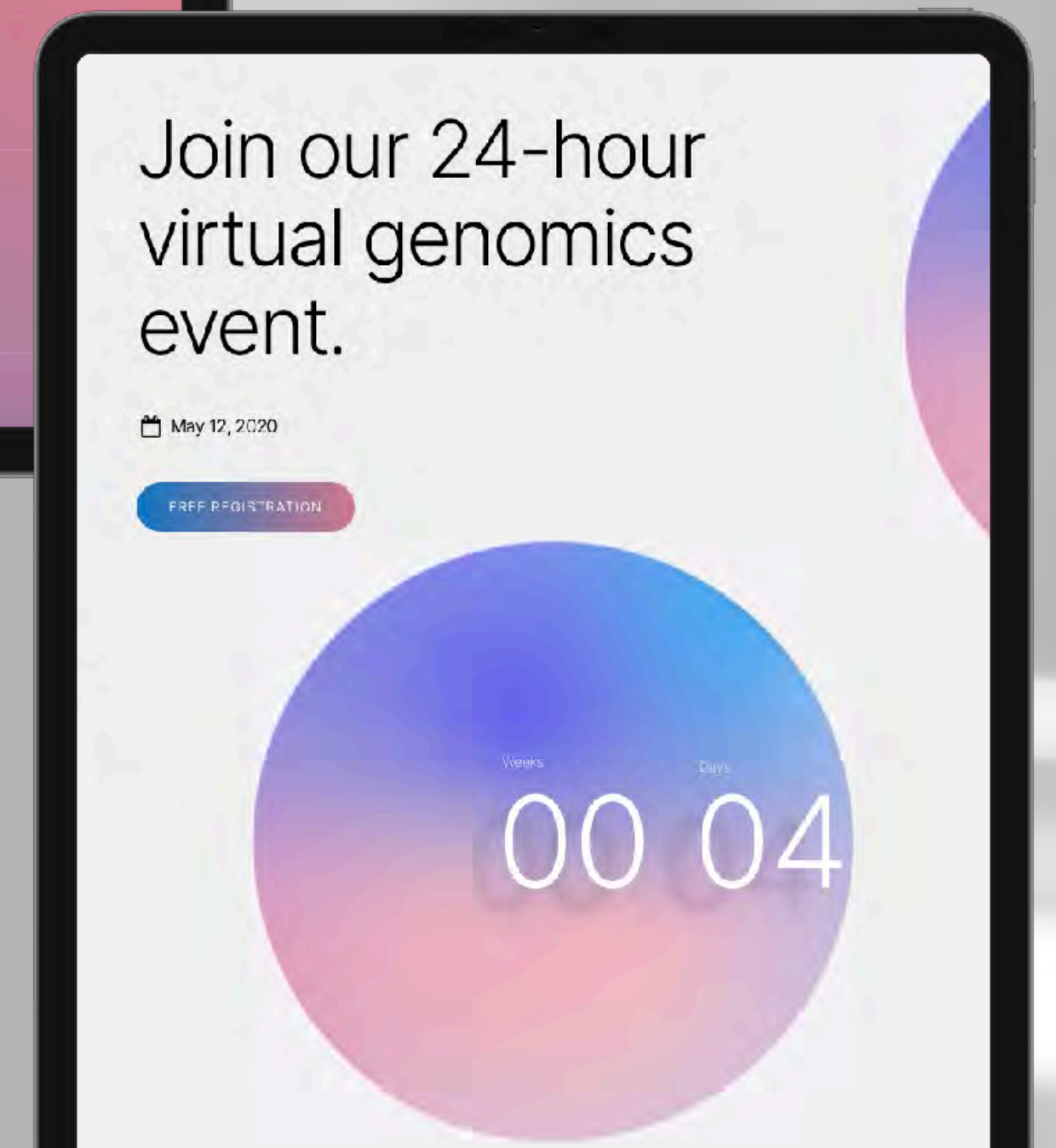
Their objective was 3-fold:

1. Create one centralized online platform
2. Deliver seamless, livestreamed product showcases
3. Reach audiences in North America, European Union, China and Asia Pacific.

Through collaborative sessions with Illumina brand and product stakeholders, we decided to leverage our VXP Platform to create a dynamic, multi-lingual online event, packed with livestreamed and pre-recorded speaker content. Strategic audience engagements drove traffic and participation. The platform also included a robust content archive and programming for scientists all around the world to continually hear about the latest breakthroughs in genetics.



Once live events come back, Illumina can leverage content from this platform to deliver a second-screen experience, chock full of enriched content, that extends the value of both their virtual event and their next face-to-face meeting.





THE INSIDER

60%

**BUSINESS AND
PROFESSIONAL ONLINE
EVENTS INCREASED
1,100% IN APRIL 2020
COMPARED TO APRIL
2019, ACCORDING TO
EVENTBRITE.**

Key considerations
when developing
Digital Hybrid
Experiences

LIVE IS STILL THE DRAW:

- MUST BE TALENT & CONTENT RICH**
- USE DIGITAL TO AUGMENT THE LIVE
STORY & EXPAND TO ONLINE AUDIENCES**
- DRIVE AUDIENCE PARTICIPATION WITH
LIVE AND AT-HOME AUDIENCES**

Source:
Eventbrite, 2020



Outlook

Hybrid from
the Start

Designing for
Second Screen

Designing for Second Screen



THE INSIDER

Designing for Second Screen

Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

ATTENDANCE WILL BE RESTRICTED IN 'LIMITED LIVE' EVENTS, MAKING IT MORE IMPORTANT TO DESIGN FOR DIGITAL PARTICIPATION AND SOCIAL AMPLIFICATION.

This means creating a second-screen experience that is a worthy companion to the live event, and creating a platform for co-viewing and live engagement.

An Accenture report showed 87% of consumers worldwide use a second screen in some form while watching TV. Using a device while engaged with a primary screen — or a speaker or performer onstage at an event — taps into a common desire in the audience.

Source:
Statista

54%

**OF SECOND SCREEN
USERS REPORT DOING SO
DURING BUSINESS
MEETINGS, ACCORDING
TO STATISTA**



THE INSIDER

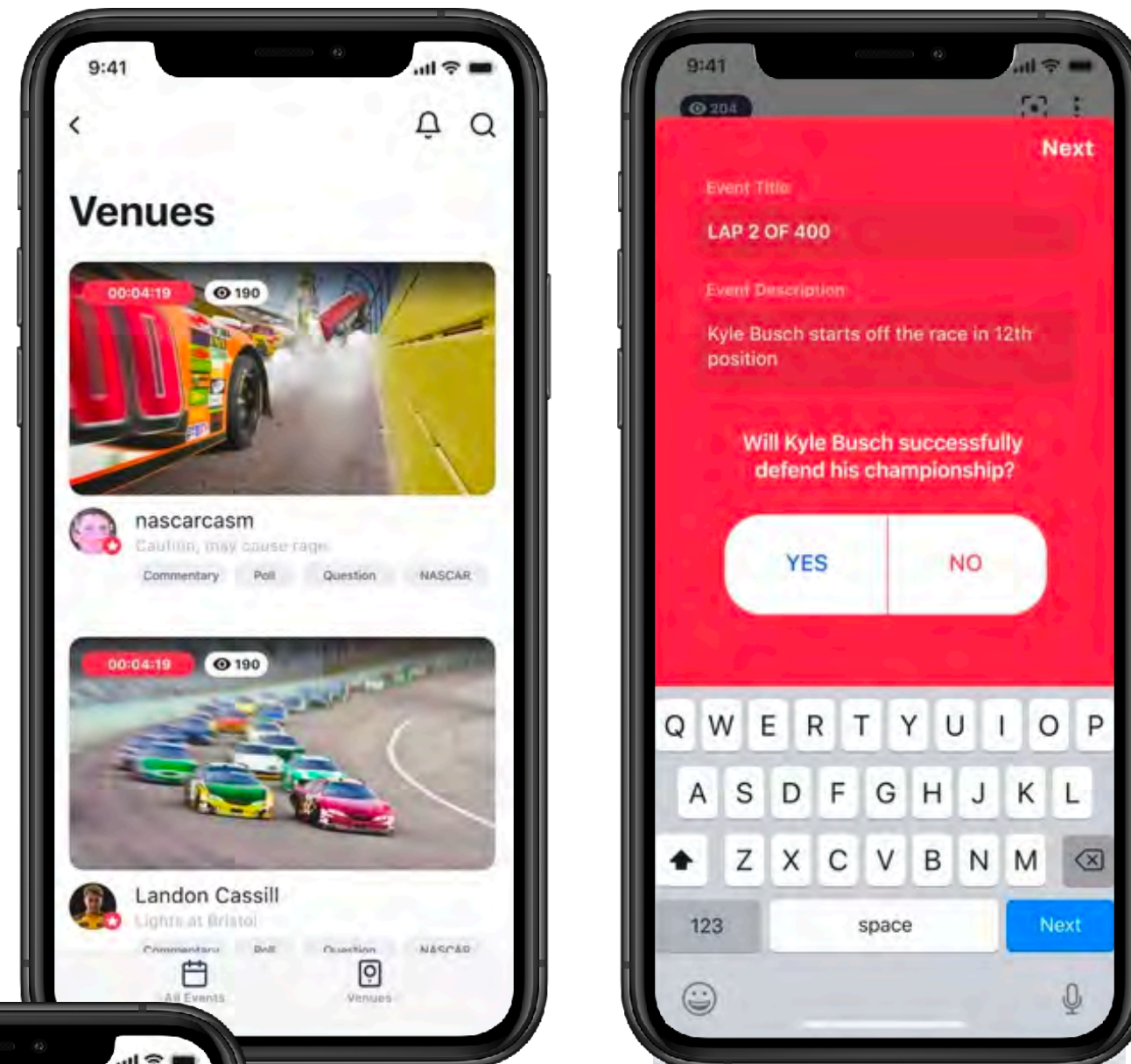
Designing for Second Screen

Outlook

Hybrid from
the Start

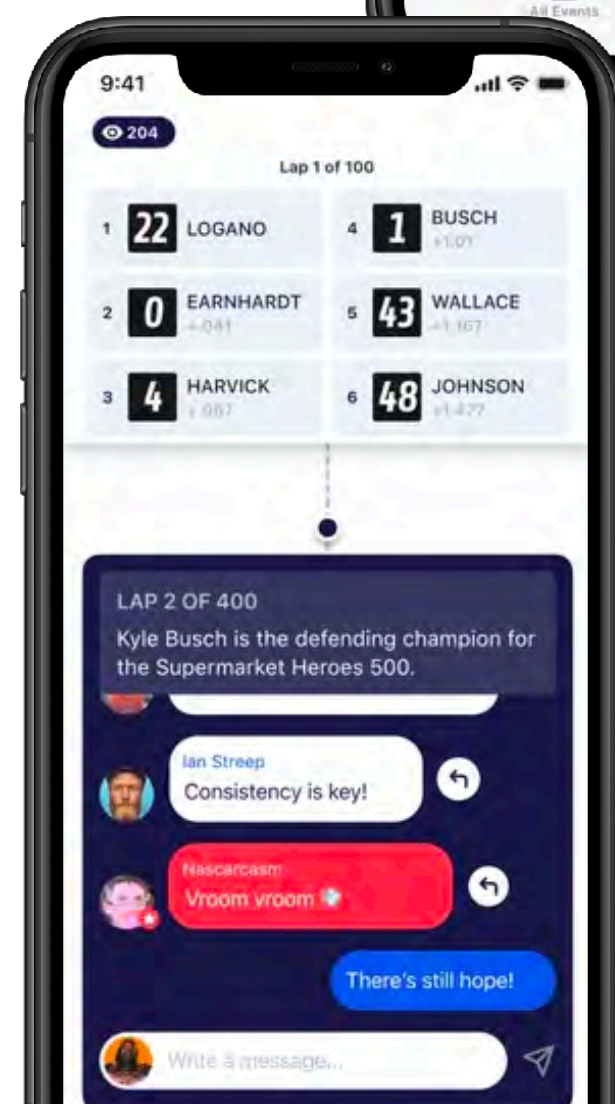
Designing for
Second Screen

RETURNING TO LIVE EVENTS



VENUE APP BY FACEBOOK

In late May 2020, Facebook's R&D team launched Venue, an app that's meant to compete with Twitter as a digital companion for live events. Instead of a broad audience of participants simultaneously chiming in with their opinions and reactions, Venue offers a curated selection of well-known personalities -- journalists, social media personalities, fan analysts, etc. -- as commentators, to streamline and drive the live conversation. The app's first sports partner is NASCAR.



FORTNITE VIRTUAL CONCERT

On April 23, more than 12 million players of the battle-royale video game *Fortnite* put down their guns to watch a digital avatar of **Travis Scott** teleport around a beach, tower against a blood-red sky, and launch audience members into outer space. It was all part of a 10-minute **virtual concert**, the game's biggest event ever, according to *Fortnite* maker Epic Games. All told, including four replays spread across three days, 27.7 million unique gamers attended the digital gig 45.8 million times.



OVERWATCH WORLD CUP

The Overwatch World Cup is an annual, global celebration of esports competition and community, hosted live in-person at BlizzCon and virtually on YouTube (and, historically, on the Twitch gaming platform). As one of the most highly anticipated esports events of the year, players from all over the world put aside rivalries to compete for the glory of their home countries and leagues. Last year's Overwatch League Grand Finals competition drew an audience of 1.2 million streamers.



Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

Designing for Second Screen

COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM

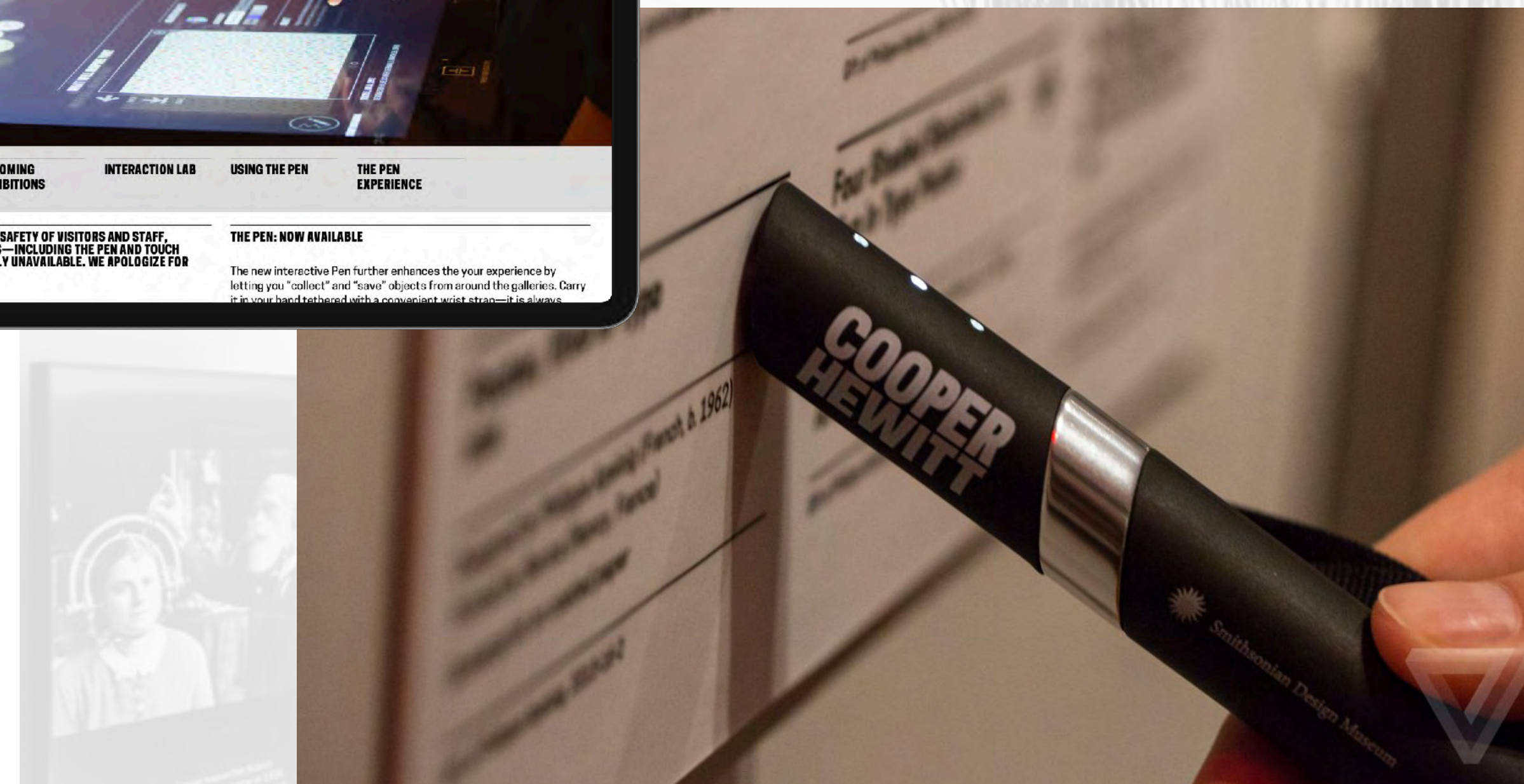
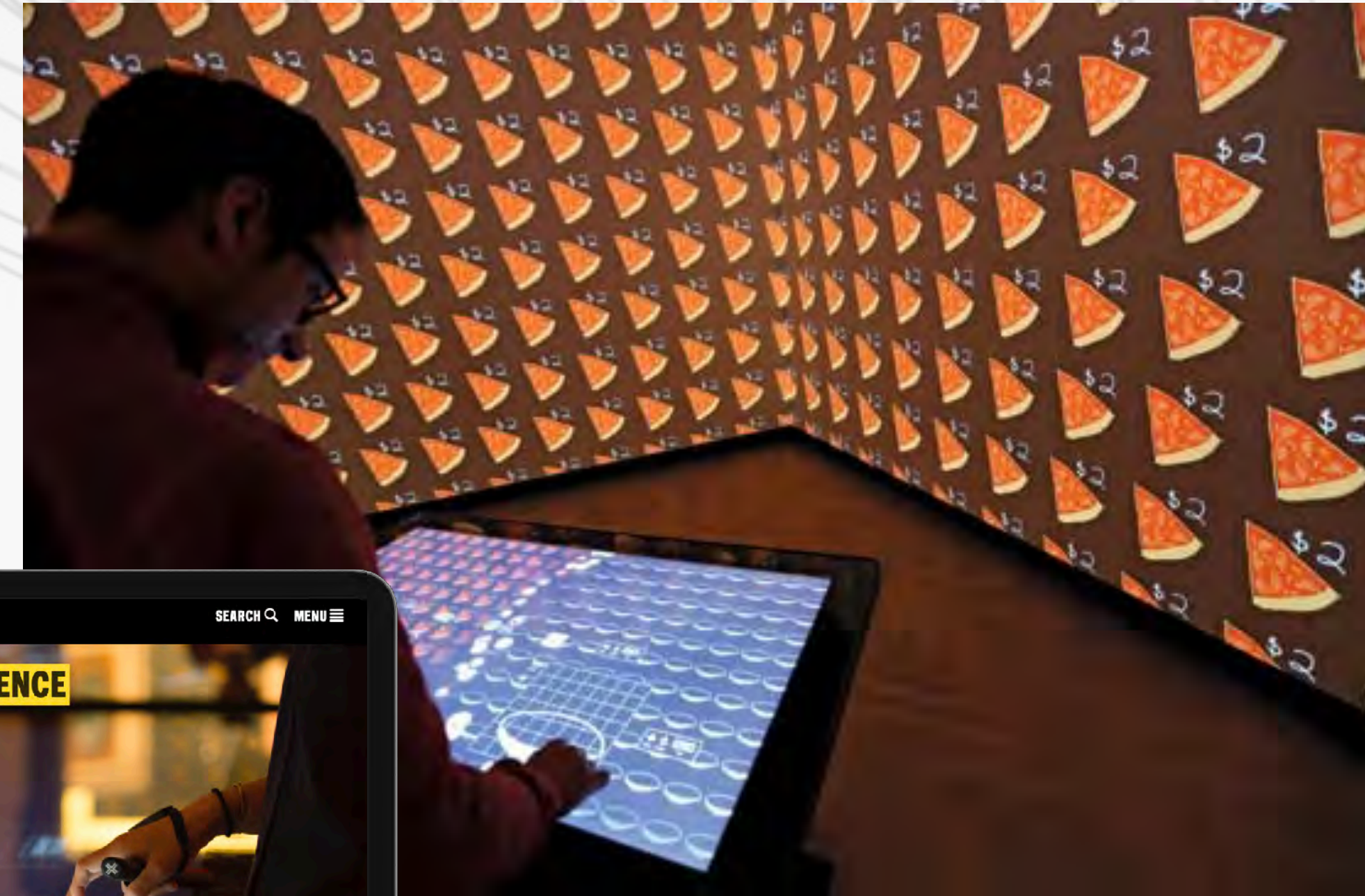
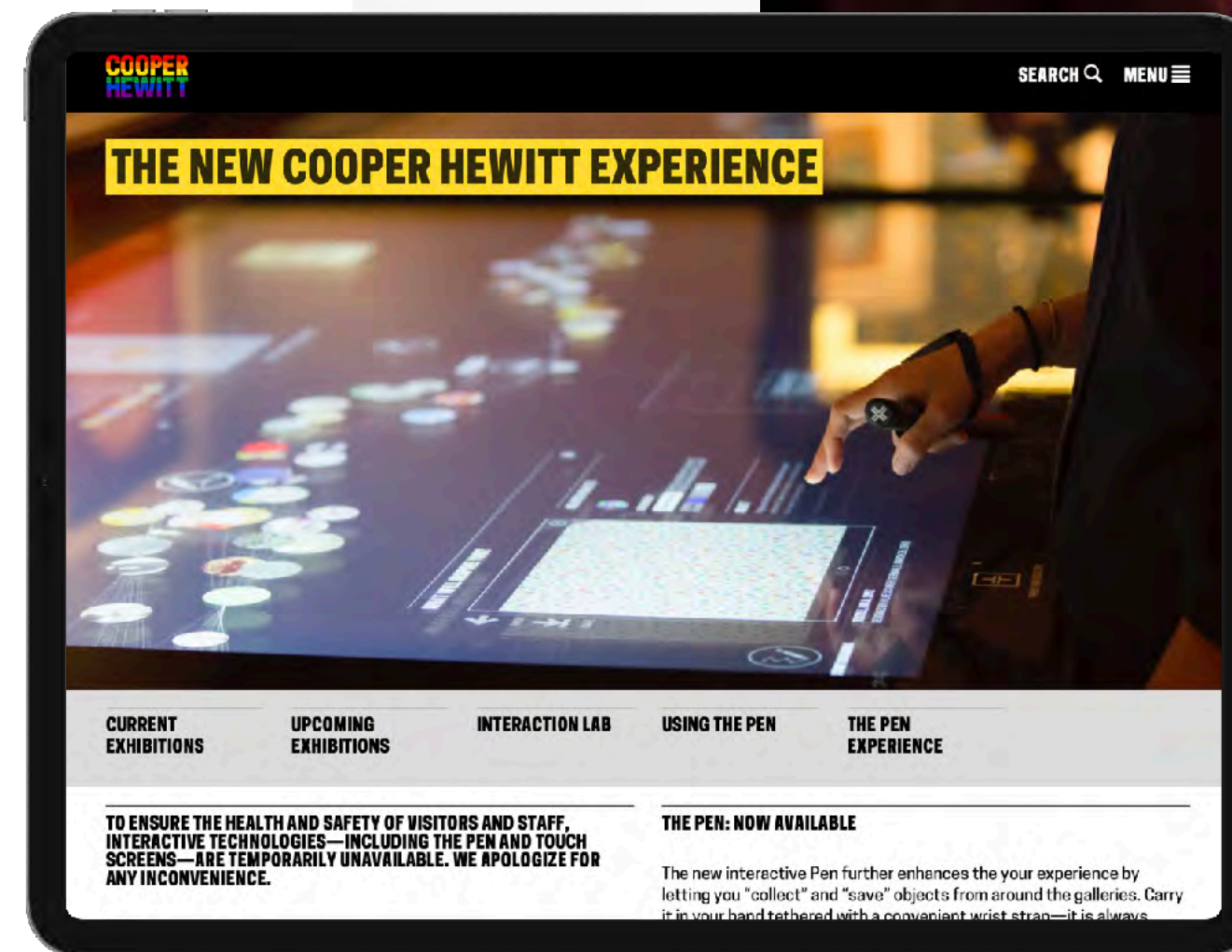
The Cooper Hewitt Museum offers visitors a highly interactive journey throughout the exhibitions, which features some low-tech, tactile opportunities as well as data-rich tools like gesture sensors and face-tracking tools. Most notably, the museum developed an RFID pen -- part touchscreen stylus, part collection tool -- that creates an innate second-screen experience for in-person museum visitors and curates an online repository of saved and collected information to reference after the museum visit.

The Pen

Upon arrival at the museum, each guest receives an RFID pen to use throughout the visit, plus a unique web address for online retrieval of their collected items after the visit. As they view the museum exhibitions, visitors can tap the pen to the RFID-enabled placards next to each item on display, which saves the item – and deep-dive information about it – to their online repository.

Multi-Touch Tables

Guests can also use the Pen to interact with large-scale, multi-user touch tables throughout the museum galleries. The tables serve as a content hub for the digitized museum collection, while also offering unique design tools -- like a pattern-maker that is projected on the walls of the Immersion Room in real time -- that make art and design playful and accessible to all. Guests can also previewed their personal collections of saved items by tapping the RFID side of the pen at any of the multi-touch tables.





Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

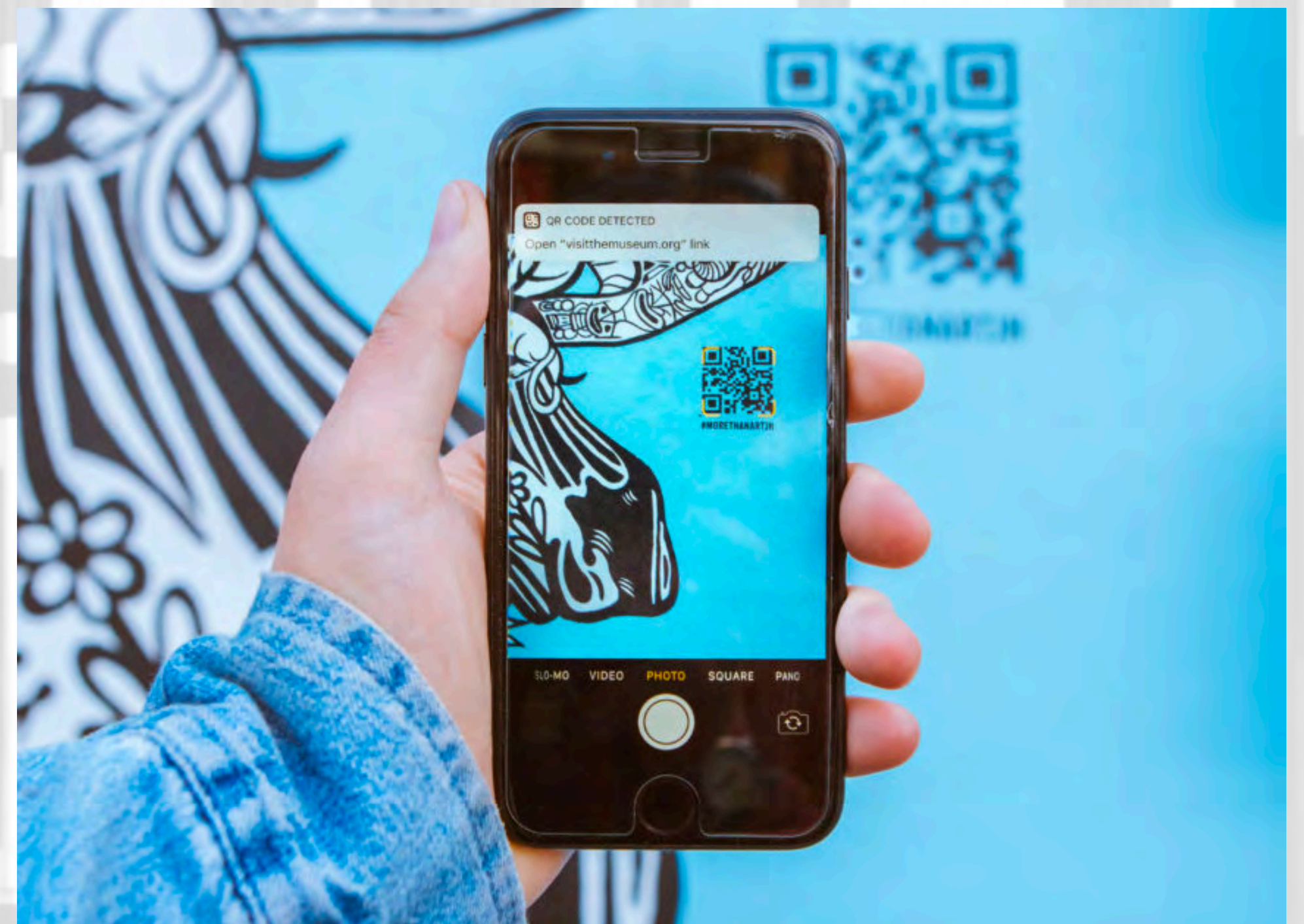
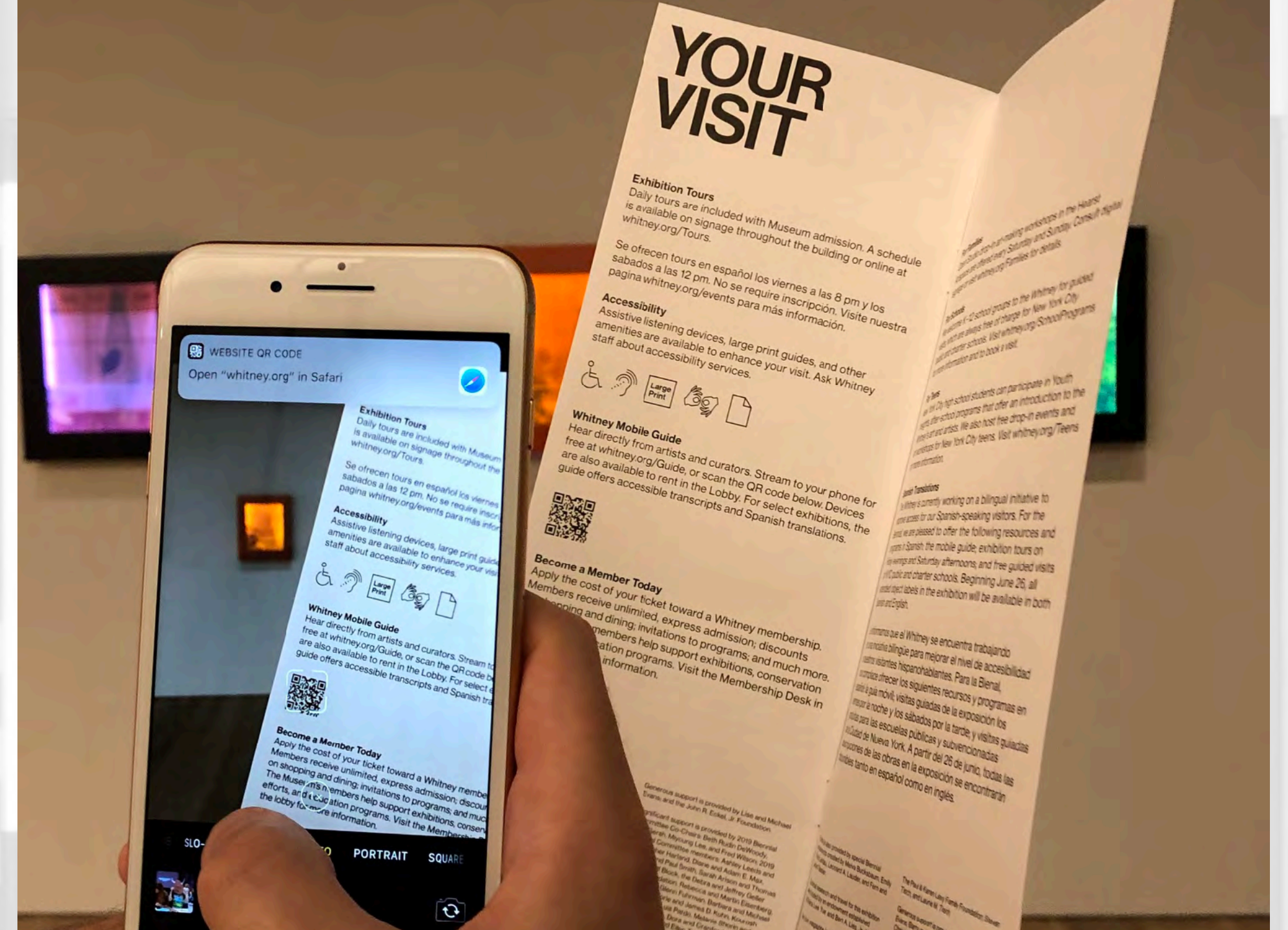
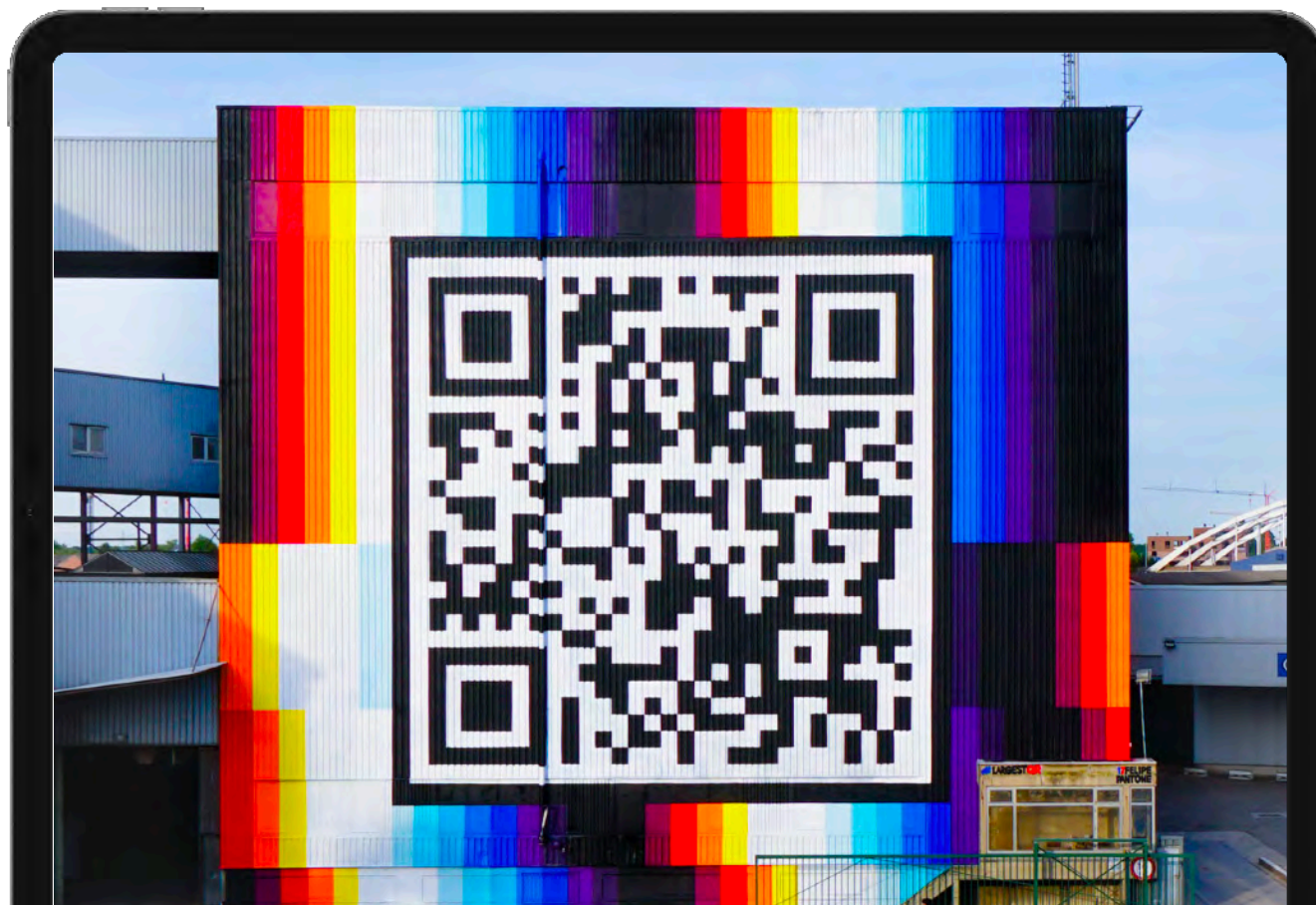
THE INSIDER

Designing for Second Screen

QR CODES: BACK AND BETTER

QR codes are not a new technology, but with native scanners now built in across newer iOS and Android devices, and amidst COVID-19 safety and distancing protocols, they are rising in popularity again and will become a prevalent tool for experiential in 2020-2021. When a user scans a QR code with their phone camera, the code's programmed information is seamlessly delivered -- this can take a number of forms, from opening a webpage to downloading an app or offering a promotion.

QR codes can also provide a cohesive attendee journey or second-screen strategy at a live events, which would help ensure personal safety by eliminating the need for shared devices. Upon entry in the booth, visitors would use their own devices to scan QR codes that deliver complementary information or opportunities to ask questions, give feedback, etc.





Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

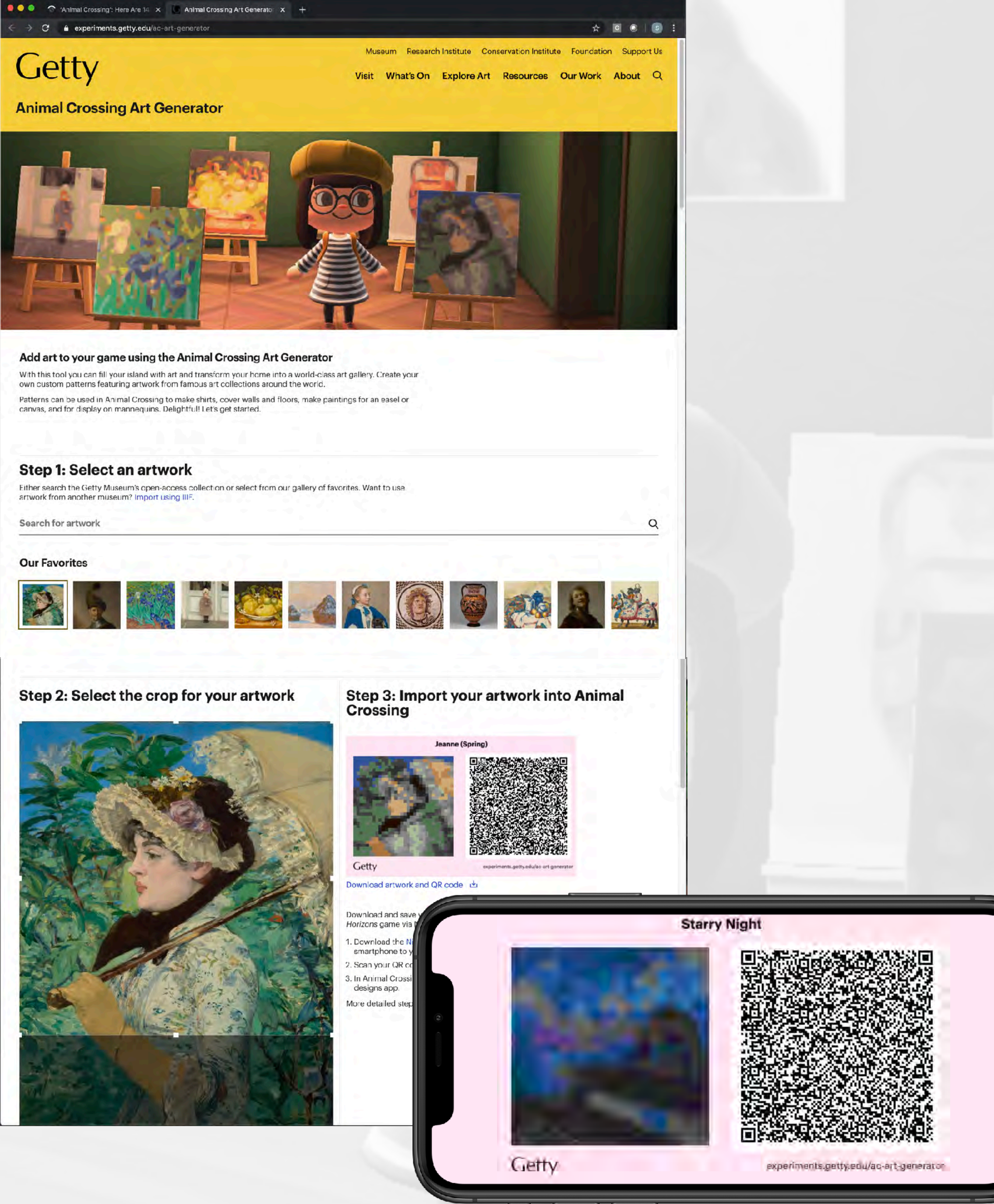
Designing for Second Screen

QR CODES: BACK AND BETTER

Animal Crossing: New Horizons

Nintendo’s 2020 release of this life-simulation video game marked a cultural phenomenon that sold more digital copies in the first month – 5 million – than any other console game in history. Users are drawn to the DIY nature of the game, which allows users to customize their in-game experience by importing digital objects that align to their interests or express their personal style.

This second-screen import system is enabled entirely by QR codes, wherein each unique code represents the outfit, item, etc. that the user wants to add to their game world. Even the Getty Museum released a tool that would allow users to import the 149,705 paintings in its digitized collection for users to import into the game.





Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS

THE INSIDER

Designing for Second Screen

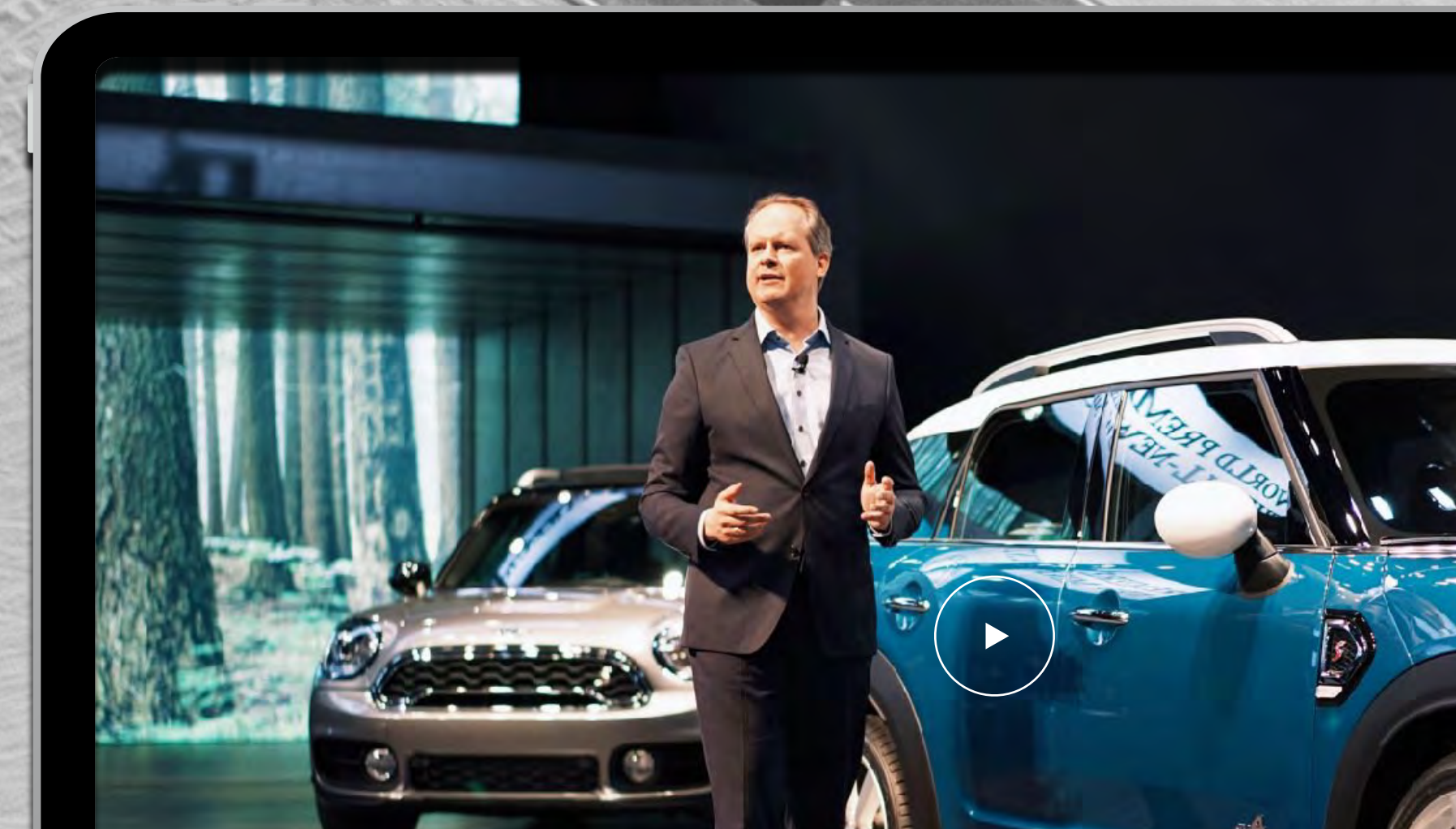
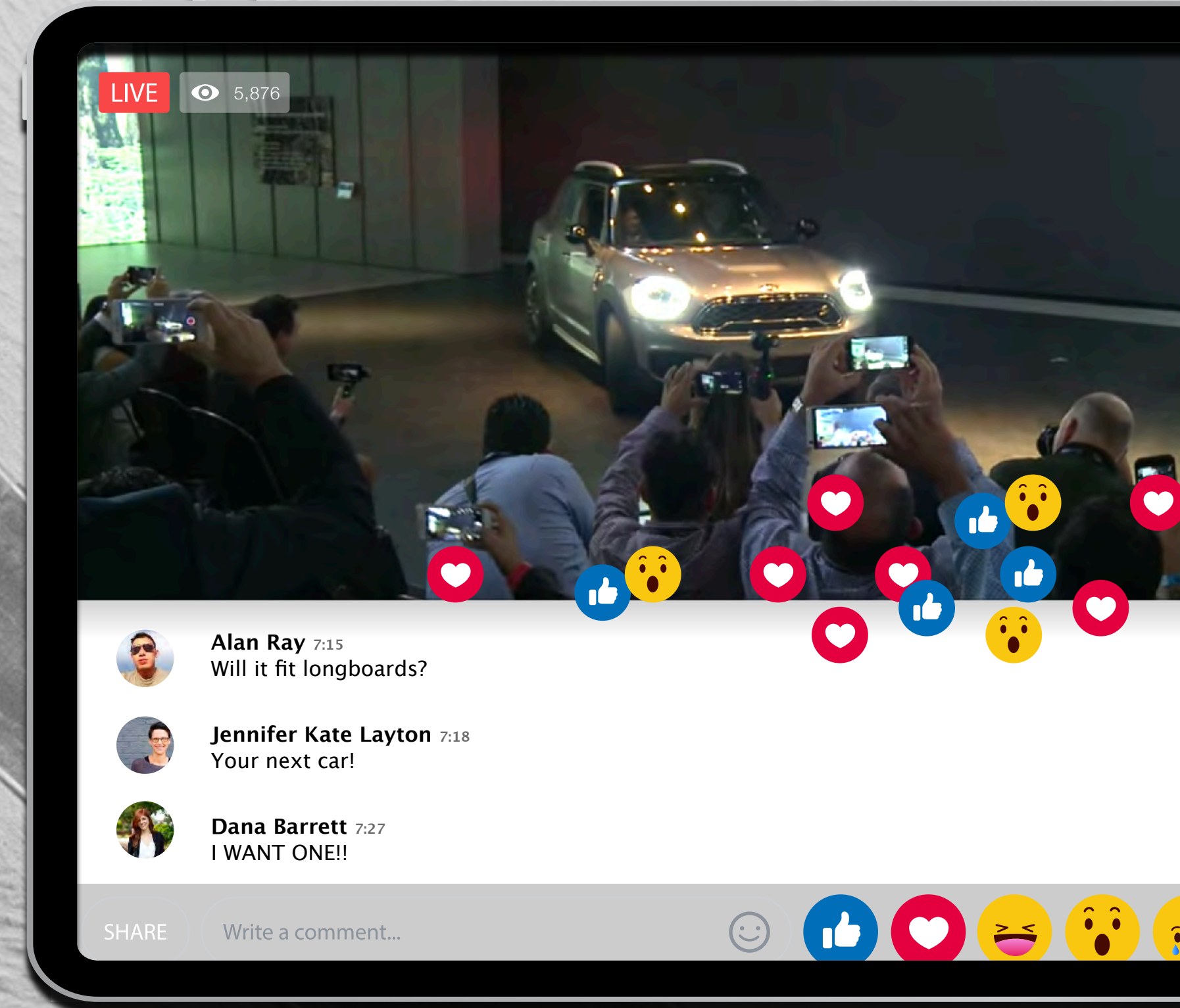
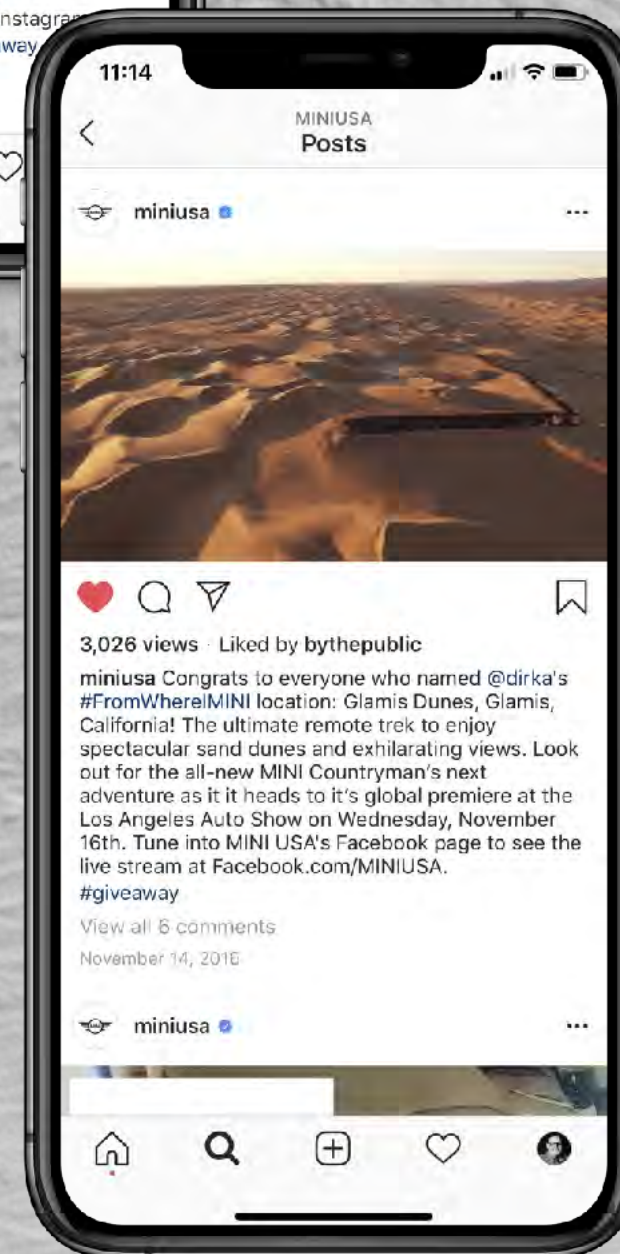
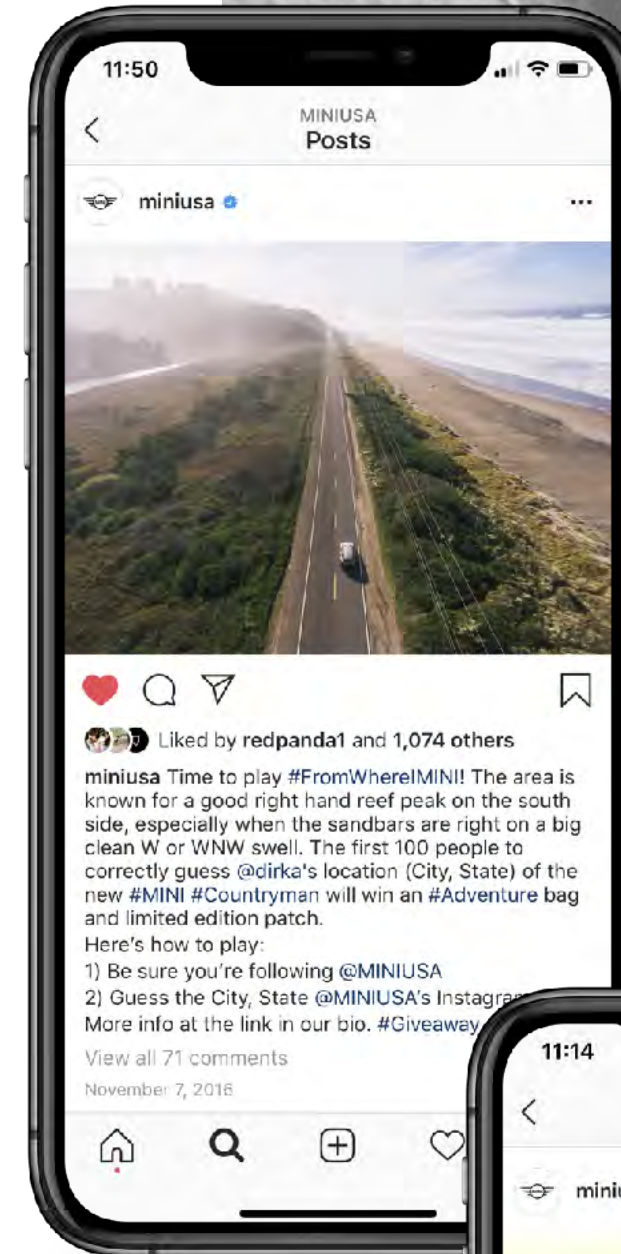
MINI GLOBAL LAUNCH

#FromWhereIMINI

The MINI Countryman global launch campaign showed macro drone shots of the MINI Countryman in locations nationwide as it drove from NY to the Global Premiere in Los Angeles.

A global audience of MINI fans tuned in to the social campaign, which appeared on Facebook Live and Instagram --attracting 2.5+ impressions across both platforms. Throughout the campaign, viewers were encouraged to guess the Countryman's location. We even partnered with influential digital photographers to post photographic clues. Locations were announced through drone video reveals.

The campaign aligned to the behavioral insight that people engage in second-screen viewing throughout their daily lives, while doing everything from watching TV to sitting in business meetings. The campaign met the audience where they were and allowed them to participate on their own terms, with comments, live taps and real-time reactions to the location clues.





THE INSIDER

Designing for Second Screen

Outlook

Hybrid from
the Start

Designing for
Second Screen

RETURNING TO LIVE EVENTS



IBM CODE & RESPONSE

Every year IBM holds a coding competition called “Code & Response,” which challenges coders from around the world to create an application to aid after natural disasters. With five finalists, IBM was looking for a unique way to show off the top applications. The Czarnowski Collective was able to assist by designing a virtual reality solution.

As attendees looked through the headsets, they were immersed in a world where a natural disaster was taking place. By looking around at the various areas needing help, they activated hot spots that informed them of one of the finalists’ work in that area. After the VR experience, they were encouraged to vote online to pick the ultimate winner.

IBM had two shows where they wanted to showcase this experience: TechCrunch in San Francisco, then, two weeks later, at the United Nations in NYC. Each show leveraged the same core experience, but they way we showed it was unique to each event. At TechCrunch, we hung the headsets from the ceiling, and for the UN event we embedded the headsets into viewfinders for a fun surprise as visitors looked through.

The call to action, encouraging attendees to participate in voting for the winning app, offered a second-screen experience that worked in conjunction with the primary VR interaction.



80%

**OF RESPONDENTS
REPORT THAT ATTENDEE
ENGAGEMENT AND
SATISFACTION WERE KPIs
USED FOR MEASURING
VIRTUAL EVENT SUCCESS**

Key considerations
when designing
Second Screen
Experiences.

- BRING THE MAGIC OF MOMENTS:**
- CREATE A PLATFORM THAT ENGAGES & DELIVERS A COMPELLING EXTENSION OF THE EXPERIENCE.**
 - BRING PEOPLE TOGETHER IN AN INHERENTLY SOCIAL GATHERING THAT AMPLIFIES KEY STORIES**
 - MAKE IT PARTICIPATORY, GIVING VIEWERS A CHANCE TO ASK QUESTIONS, VOTE, SHARE, SCORE, ETC.**



THE INSIDER

7 OUT OF 10

HAVE MOVED THEIR
FACE-TO-FACE EVENTS
PARTIALLY OR FULLY TO
A VIRTUAL PLATFORM, AND
MANY DO NOT SEE THAT AS
A SHORT-TERM FIX

Key considerations
when producing digital
experiences, that may
be different from your
live event process.

PRODUCTION OF DIGITAL REQUIRES:

- EARLIER APPROVALS ON CONTENT PRIOR TO PRODUCTION
- BROADER TEAM OF INTERNAL BRAND/PRODUCT/MARKETING STAKEHOLDERS
- FINANCIAL & RESOURCE COMMITMENT TO DELIVERING EFFECTIVE PROGRAMMING:
 - SUBJECT MATTER EXPERTS' TIME
 - MARKETING TEAM'S TIME
 - SALES SUPPORT
 - BRAND SUPPORT

Source:
Bizzabo, 2020

CZARNOWSKI COLLECTIVE

We hope the trends, best practices, insights and images outlined in The Return to Live Events Insider, inspire and spark your thinking and creativity.

Want to chat about reshaping the way you connect with your audiences in a post COVID-19 world?

Drop us a line.

insider@czarnowski.com

we love what we do.®

czarnowski.com