



WHITE PAPER

VIRTUAL EVENTS

In this white paper, you will learn how virtual events and the corporate metaverse create interactive, digital experiences. Formats such as virtual exhibitions, showrooms and exhibition stands are presented. You will also receive best practices and technological insights. Companies benefit from global reach and new business opportunities.

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VIRTUAL EVENTS

YOUR WAY INTO THE CORPORATE METAVERSE

Introduction

Visiting a physical event is a multi-sensory experience characterized by visual, acoustic, haptic and often olfactory stimuli. Visitors to trade fairs, conferences and product presentations experience content through live demonstrations, interactive exhibits and direct discussions with experts. This combination of personal interaction and sensory stimulation not only promotes brand loyalty, but also a lasting memory of the event.

With the increasing digitalization of business processes, events are increasingly moving into the virtual space. Virtual events and digital exhibitions offer companies the opportunity to expand their global reach, reduce logistics and infrastructure costs and ensure greater flexibility in planning and implementation. Modern event technologies enable personalized experiences, interactive networking opportunities and data-driven insights into attendee behaviour.

However, the digital transformation requires an adapted event strategy. A simple 1:1 transfer of physical events to the digital world is usually not enough. Virtual participants have different expectations in terms of interactivity, user guidance and content presentation. The success of a virtual event depends crucially on how well it succeeds in using digital platforms in a targeted manner, integrating immersive elements and promoting interactive exchange.

Mark Zuckerberg describes the future of virtual interactions with the words:

“The next platform & medium will be even more immersive and embodied on the Internet where you’re in the experience, not just looking at it. We call this the metaverse.”

The corporate metaverse opens up new possibilities for digital events. From virtual exhibition stands to interactive event platforms, digital transformation requires innovative concepts to create a sustainable and impactful event experience.

Content of this white paper

- Formats of virtual events: from webinars to interactive 3D trade fairs
- Best practices for successful online events
- Technological requirements and interactive possibilities
- Opportunities and challenges of the corporate metaverse

With strategic planning and the right technology, virtual events can not only be an alternative to physical events, but can outperform them in many areas.

Read on to find out how you can make your next online event a success.

VIRTUAL EXHIBITION STAND

A virtual exhibition stand is the digital twin of a physical exhibition stand, which is presented as an interactive 3D representation in a digital environment. In contrast to traditional exhibition presentations, the virtual exhibition stand exists exclusively in an immersive, digital simulation and enables interaction with customers and interested parties regardless of time and place.

Once the digital twin has been created, the virtual exhibition stand can be used in various ways:

- **Live Presentations & Webinars:** Companies can present products and services in interactive live sessions.
- **Interactive elements:** Visitors have access to info points, chatbots, forms, video tours and other digital touchpoints.
- **On-demand use:** The trade fair stand can be integrated as an on-demand video on the company website, on social media or in the newsletter to increase reach.
- **Lead generation & analysis:** Integrated analysis tools record visitor interactions and enable data-based optimisation of the trade fair presence.

Virtual exhibition stands are a scalable, cost-efficient alternative to physical exhibitions and offer companies the opportunity to strengthen their digital visibility and make targeted contact with their target group.





VIRTUAL SHOWROOM

Virtual showroom - an innovative sales tool for digital customer experiences

The virtual showroom is an advanced digital sales tool that offers companies a completely new way to present their products and services in a virtual environment. Compared to traditional websites, the virtual showroom offers a dynamic and interactive experience that gives visitors the feeling of actually being there.

1. The difference to the traditional online store

Interactive product presentation: In the virtual showroom, products are not only displayed statically, but can be experienced interactively. Customers can use 3D models, animations and virtual tours to see the product from different perspectives.

- Experience instead of just information: Customers experience the products in a realistic environment and can explore them in a kind of “virtual reality”.

2. Interactive customer advice

A key feature of the virtual showroom is the interactivity between customers and advisors:

- Live chat functions: Customers can get in touch directly with a customer advisor to get quick answers.
- Video calls and digital consultations: Personal advice in real time for a customized buying experience.
- Personalized customer approach: Advice and support tailored to the needs of each individual visitor.

3. Multimedia content and interaction points

The software behind a virtual showroom should offer comprehensive functions to optimally integrate multimedia content:

- Explanatory videos: Visual presentations that explain the features and benefits of a product.
- 360-degree views: All-round presentation of products for a more comprehensive view.
- Virtual product experiences: Customers can experience products interactively and perform simulated experiences such as test drives or product tests.

4. Emotional engagement through immersive experiences

A strong example of the use of a virtual showroom is the presentation of a sports car:

- Virtual test drives: customers can climb directly into the cockpit of their dream car and take a virtual drive around the Nürburgring - an emotional and unforgettable experience that promotes brand loyalty and buying interest.
- Arouse emotions: Immersive experiences build a stronger connection to the product, which increases the conversion rate.

Advantages of the virtual showroom

Improved customer loyalty through interactive and emotional experiences.

- Global reach: The showroom is accessible around the clock and can reach customers worldwide.
- Real-time interaction: Customers can get in touch with consultants immediately and clarify questions.
- Increased conversion rate: immersive and customized experiences increase interest in buying and accelerate the decision to purchase.

VIRTUAL EXHIBITION

Virtual exhibition: The future of exhibition presentation in the digital age

The virtual exhibition is a modern, digital alternative to the traditional exhibition and is revolutionizing the way companies present their products, services and brands. Compared to the virtual exhibition stand, which is only a replica of a physical stand, the virtual exhibition offers a complete exhibition experience in virtual space. Exhibitors and visitors can meet, exchange ideas and do business in an interactive online environment - without having to be physically present.

- Structure of the virtual exhibition: The virtual exhibition begins with a digital entrance hall that welcomes the online visitor. From here, visitors can navigate to various exhibition halls, lecture stages and exhibition stands. Each company has its own virtual stand where it presents its products and services.
- Interactive design of the exhibition: The virtual trade fair offers numerous interactive options for designing exhibitor stands. Companies can use images, videos and other multimedia content to vividly present their products and services. Special features such as live broadcasts make it possible to hold presentations or panel discussions.

- Communication and networking: A central feature of the virtual trade fair is communication. Visitors can get in touch with exhibitors through individual or group chats. This feature provides an efficient way for exhibitors and attendees to interact with each other and ensures an interactive exhibition experience.
- Flexibility and cost benefits: The virtual exhibition is flexible in terms of time and location. Visitors can participate without the need for travel or fixed appointments. This not only saves time, but also considerable costs for travel and accommodation. In addition, companies can significantly expand their reach through the global participation of visitors and exhibitors.



CORPORATE METAVERSE

Corporate Metaverse: The future of digital interaction

The Corporate Metaverse platform opens up completely new possibilities for digital interactions and corporate processes. In an immersive virtual reality (VR) environment, users can navigate through the metaverse with individually created avatars, exchange information with other participants, collaborate and even make purchases.

Immersive digital experiences for companies:

As soon as users immerse themselves in the digital universe, their attention remains constantly captivated by the extraordinary, realistic design. Navigation in the corporate metaverse is intuitive and user-friendly via mouse and keyboard, allowing for easy interaction.

Virtual worlds without limits:

There are no limits to creativity in the Corporate Metaverse. The digital environment can be continuously expanded and adapted to the specific needs of the company. Static physical laws are irrelevant - the virtual world is flexible and dynamic, allowing companies to create new and innovative spaces.

Advantages for companies in the corporate metaverse:

- Increased interactivity and communication: Companies can collaborate with their customers and employees in a completely new dimension of digital communication.
- Scalability and adaptability: The platform is flexible and can react quickly to the company's changing requirements.
- Innovative business opportunities: The ability to make purchases and transactions within the metaverse creates entirely new business models and monetization opportunities.



STEP 1: DEFINE GOALS AND TARGET GROUP

The success of a virtual event begins with a clear definition of objectives and a precise target group analysis. To determine the focus of your event, ask yourself: What do you want to achieve with your online event? Do you want to convey information, generate leads, present products or maintain customer relationships? The answers to these questions influence the entire event strategy.

CREATE OBJECTIVES AND EVENT PROFILE:

You should work out the event profile depending on your objectives. Typical events include career fairs, dealer network meetings or internal events such as Christmas parties. The objectives and type of event determine which virtual environment and interactive elements make sense.

TARGET GROUP ANALYSIS AND USABILITY:

The target group plays a decisive role in the selection of the event platform and the integration of interactive functions. Your event must also offer a high level of usability so that participants can experience the event without technical difficulties. Intuitive navigation and fast loading times are crucial.

CONTENT ELEMENTS AND ENGAGEMENT:

Integrate various content elements, such as PDFs, videos and webinars, to offer visitors added value. Use interactive formats such as live surveys, Q&A sessions or virtual exhibition stands to actively involve participants. The WOW effect - whether through innovative features or creative presentations - ensures that participants stay longer and experience the event more intensively.

Summary: Successful event planning

The basis for the success of a virtual event is the precise definition of objectives and a detailed target group analysis. A user-friendly platform, interactive content elements and a clear WOW effect are crucial to captivate participants and achieve your goals. Optimise the event with well thought-out usability and relevant content that actively appeals to your target group.

STEP 2

EVENT CONTENT MULTIMEDIA DESIGN

The length of time visitors spend on a page is a key indicator of the success of a virtual event. The longer participants engage with the content, the more added value it offers. To increase dwell time and boost engagement, event content must be designed in a targeted and effective way.

Storytelling is the key to success:

Storytelling is one of the most powerful ways to build emotional and informational connections with your target audience. A captivating story attracts participants, holds their interest and turns the event into an unforgettable experience. Together with your team, define the story you want to tell and plan how this story will unfold during the event. Open communication and a strong team are key to conveying this enthusiasm and remaining authentic.

Incorporate multimedia content:

Reinforce your messages through the targeted use of multimedia content such as images, videos and infographics to capture the attention of your attendees. These formats are not only informative, but also visually appealing. It is particularly helpful to illustrate product benefits or complex topics with explanatory videos or demos.

Interactive elements and networking:

A virtual event thrives on interactivity. Offer participants a wide range of opportunities for interaction and networking. This can be done through the use of Microsoft Teams interfaces, live Q&A sessions, polls and chat functions. This gives visitors the opportunity to exchange ideas directly with your employees, ask questions and delve deeper into the topics. Live presentations and competitions are also excellent tools to activate participants and increase dwell time.

Usability and user experience:

While you are designing your content with multimedia in mind, usability should not be neglected. Make sure that navigation in the event remains intuitive and simple so as not to overwhelm your participants. Too much content or too complex structures can overwhelm visitors. Only offer the most relevant information and ensure clear user guidance through your virtual event platform.

STEP 3

ENHANCE EVENTS THROUGH INTERACTION

A successful virtual event is characterized not only by the movements and transitions within the event, but above all by the interaction with the visitors. Interactive elements promote participant engagement and increase the length of stay as well as the overall experience.

Interaction points and live chat:

Set targeted interaction points to actively involve your visitors in the event experience. This can be done by using live chats that allow visitors to communicate directly with speakers or event teams and ask questions. Such an exchange promotes engagement and ensures a deeper examination of the content.

Live polls and visitor integration:

Involve your attendees in the course of a talk by integrating live polls where visitors can give their opinions on specific topics. This not only increases interest, but also gives participants the feeling of being an active part of the event.

Gamification of the event:

To further increase interactivity and make the event a unique experience, you can incorporate elements of gamification:

- **Quizze:** Playful elements such as quizzes promote attention span and increase interest in the content.
- **Tombola:** A tombola, in which small giveaways from your company can be won, offers participants an additional incentive to interact..
- **Avatare:** Let your visitors walk through your virtual trade fair as avatars. This creates a unique.

Increase attention and dwell time

Through these interactions and gamified elements, you can increase the attention of participants and intensify the connection to your event. Participants spend more time in your virtual environment, which leads to a longer dwell time and improves the overall impact of the event.



STEP 4

STRENGTHEN USER-EXPERIENCE

A smooth and user-friendly experience is one of the most important prerequisites for making your virtual event a success. Particular attention should be paid to usability so that visitors can navigate through the event without any problems and experience no technical difficulties. The user experience has a decisive influence on participant satisfaction and therefore on the success of the event.

Intuitive navigation and user-friendliness:

Make sure that your event is designed in such a way that visitors can find their way around without any effort. Intuitive navigation ensures that participants can quickly find the content they are looking for. An integrated menu bar or a clear dashboard can help to display all important information points and topics visibly. This gives visitors a clear overview of the entire event and allows them to navigate the virtual environment in a targeted manner.

Optimisation of the technical requirements:

The technical requirements are of central importance for the success of your virtual event. Avoid technical problems such as loading times or delays that can have a negative impact on the user experience. Test all eventualities in advance and optimise the platform accordingly. The loading speed should be as fast as possible so as not to frustrate your visitors and keep them from the event due to continuous waiting.

Availability on mobile devices:

A significant advantage of virtual events over physical events is that they are independent of time and location. Make sure your event is mobile-friendly and works smoothly on smartphones and tablets. This allows your target group to access your event anytime, anywhere and enjoy the full experience.

Proactive troubleshooting:

If technical difficulties arise during the test phase, this is not a problem as long as the event is not yet live. It is important that you test all technical functions extensively and ensure that errors are rectified quickly before the event starts. An error-free and technically stable platform is the key to a positive user experience.

REPORTING & FOLLOW-UP

Monitoring the success of an online event is essential to evaluate how effective and targeted your event was. After the event, you should carry out detailed analyses and record key figures to find out what worked well and what improvements are necessary for future events.

Important key figures for measuring success

The most important key figures include:

- Number of visitors: how many participants attended your event in total?
- Average time spent: How long did participants spend on your event platform on average?
- Data provision: How many participants provided their contact details for further communication?

These key figures provide valuable insights into attendee interest and interaction. You can also track info points and content elements to determine which topics or products attracted the most attention. Download figures for provided whitepapers, brochures or presentations also offer important conclusions about the attractiveness of your content.

Use feedback for optimisation:

In addition to quantitative analysis, it is equally important to obtain qualitative feedback from your participants. This allows you to gain detailed and personal insights into their experiences and expectations. Through direct participant feedback, you can determine which aspects of the event were particularly well received and which need to be improved.

Goals for future events:

Use the data and feedback collected to make targeted optimisations for your future events. You may need to adjust the user interface, interactivity or content to create even more value for your target audience. This follow-up is crucial to continuously improve and ensure the long-term success of your virtual events.

STEP 5

DO'S & DON'TS FOR THE SUCCESS OF VIRTUAL EVENTS

Do's:

1. Offer high-quality content: Provide valuable content such as whitepapers and webinars and exchange them for contact information to generate leads.
2. Choose the right tools: Choose user-friendly tools that your target audience uses and make sure they are easy to access.
3. Integrate interactive elements: Use live chats, Q&A sessions and surveys to encourage engagement.
4. Make interaction available: Ensure that people are always available for all interactions or offer the option to avoid disappointment.
5. Observe GDPR: Be sure to comply with data protection regulations under the GDPR when collecting personal data.
6. Use hybrid formats: Create the digital twin of physical exhibition stands to ensure continuous interaction.

Don'ts:

1. Avoid technical problems: Choose reliable tools that don't require complicated installations to prevent technical glitches.
2. Avoid too many interactions: Offer targeted interactions to avoid overwhelming your participants.
3. Avoid unclear communication: Ensure that interaction options are always available to prevent disappointment.
4. Avoid show stoppers: Use tools that do not require additional installation or login to ensure a seamless user experience.

CHECKLIST FOR THE SUCCESS OF YOUR ONLINE EVENT

1. Event formats & objectives

- **Objectives:** What do you want to achieve with your event? Which target group do you want to address?
- **Event environment:** Which virtual event environment best meets the objectives of your event and the desired target group?
- **WOW effect:** Does the event offer visitors a real WOW effect to increase interest and promote long-term loyalty?

2. Multimedia content

- **Supporting the objectives:** Does the included multimedia content (videos, PDFs, webinars) effectively support the objectives of the online event?
- **Structure and clarity:** Is the event content clearly structured so that visitors can find it quickly?
- **Varied design:** Is the content of the virtual event varied and diverse to keep participants' attention?

3. Interaction options

- **Available interactions:** What interaction options (e.g. live chat, surveys, Q&A) does your online event offer to encourage engagement?
- **Target group orientation:** Do the interaction options offered meet the expectations and wishes of your target group?
- **Positive experience:** Does the interaction promote a positive and appealing experience for participants that increases their satisfaction?

4. High user experience

- **Intuitive operation:** Is the user interface of the online event intuitive and easy to use in order to provide visitors with a pleasant experience?
- **Optimisation for mobile devices:** Is the online event optimised for mobile devices (smartphones and tablets) to ensure flexible participation?
- **Testing and optimisation:** Was the event process tested in advance to avoid technical difficulties?

5. Follow-up & reporting

- **Measurable key figures:** What KPIs (Key Performance Indicators) do you need to measure the success of your online event?
- **Accessibility of the key figures:** Do you have access to all relevant key figures after the event (number of participants, dwell time, engagement)?
- **Survey results:** Do you need survey results from attendees to gather further feedback and optimise your future events?



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