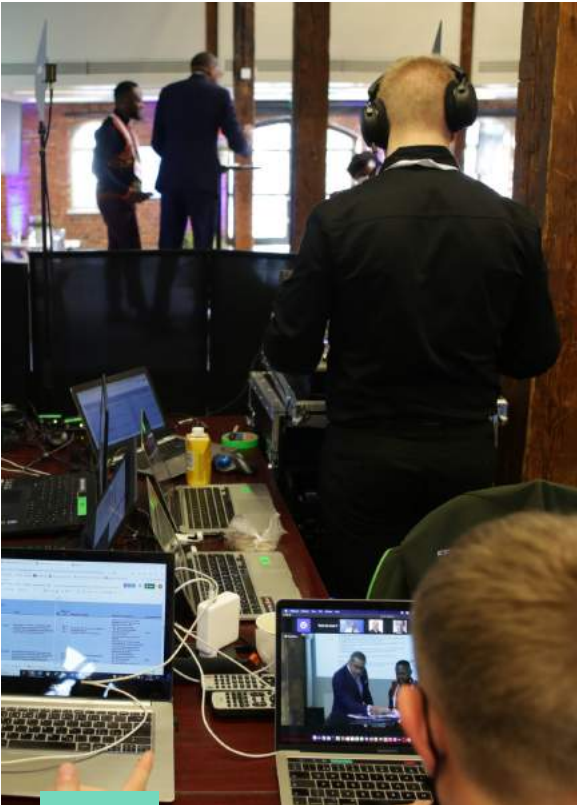


# THE ULTIMATE EVENT MANAGEMENT GUIDE FOR 2022



HOW TO ORGANIZE  
ENGAGING EVENTS



## CONTENT

- 00 Deal Room Team
- 01 What is Event Management?
- 02 How does Deal Room Manage Events?
- 03 The Importance of Event Management?
- 04 What is Virtual Event Management?
- 05 Ensuring Success At Virtual Events
- 06 What is Hybrid Event Management?
- 07 Drive Leads For Sponsors in Hybrid Events
- 08 Mistakes to avoid in 2022 Hybrid Events
- 09 Finding the Right Fit for You
- 10 Return on Event Management
- 11 Audience Engagement
- 12 Increase Networking at Your Events
- 13 Engagement Through Event Marketing
- 14 What Does The Future Hold?
- 15 Metaverse and Event Industry
- 16 The Importance of Sustainability in Events Industry
- 17 Sources

# Deal Room Events

---

Deal Room Events is an event management company with an all-in-one platform specialized in **making complex events simple**. Deal Room does the work so you can focus on your attendees and event content.

On that note, we have worked on an Event Management Guide for 2022 where the aim is to bring curated content that can help readers navigate this new year.

Enjoy it!

Best,

Deal Room Team

# WHAT IS EVENT MANAGEMENT?



## Event Management

In summary, it is the process of applying Project Management skills and methods to the creation of events and their experience. The former involves coordinating the logistics of pre, during, and post-event management. These logistics include a range of activities from identifying the target audience of the brand, creating event concepts while managing budgets up to launching the event. Thus, event managers are responsible for working with multifunctional teams, handling the logistics of the relationship and implementation of the project, and many more.

In today's environment, event management involves the management of in-person, virtual, and hybrid events as well.

# HOW DOES DEAL ROOM MANAGE EVENTS?



As an Event Management Platform, we would like to introduce some of the tools and features we utilize in Deal Room.

Whenever you are managing an event, it is crucial to have features that support and power your event, no matter what format. Here is a sneak peek of our most popular features.

## 1. Pre-scheduled 1-1 Meetings

The attendees have access to the platform well before the event, allowing them to see the list of other participants, interact with them, and book meetings.

## 2. One-on-Many Meetings

Once the 1-1 meeting is booked between 2 people, either the attendees or the organizers can add up to 8 guests to the meeting.

## 3. Customer Support

At Dealroom, our experienced Customer Support team will set up your event, show you around, and teach you the best practices. Moreover, each event is managed by your dedicated Success Manager to help you provide the best event experience.

## 4. Unlimited Number of Sessions

Virtual events on Deal Room don't have the "maximum venue capacity," so you are able to use the potential to the fullest.

## 5. VIP Sessions

Event organizers can create interactive VIP sessions and have "invite-only" attendees.

## 6. Auto or Manual Approval of Attendees

Participants attending the sessions can be auto-approved or manually approved. This allows event organizers to manually approve or decline attendees when they apply for a certain session.

## 7. Pre-booked by Organizer

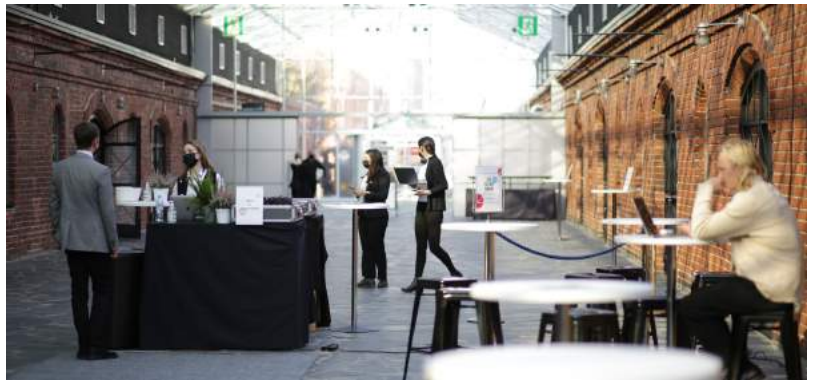
Event organizers can go through the list of attendees together with sponsors, identify the participants with the most relevant background, and connect them before the event.

## 8. Full Control

As an event organizer, you have full ownership and control over the event and its data. You can access the event platform at any time to personalize the attendee experience according to your unique plan.

With these features, Deal Room powers and manages all types of events from virtual, hybrid, in-person, conferences, summits, webinars, etc.

# THE IMPORTANCE OF EVENT MANAGEMENT?



In general, Event Management is all about trusting, delegating, and getting the job done. This service is essential for any type of event as proper event management is vital for success.

For instance, in the case of in-person events, no matter how wonderful your speakers or venues are, if you fail to adequately plan and secure the basic details such as mic checks and budget allocations, you are setting yourself up for a potential failure.

Each event format has its particular intricacies; In-person, virtual and hybrid. The most widely recognized in the past years has been the in-person event format. However, due to technological advancements and environmental disruptions we have observed how the virtual component is being widely adopted and merged into the events industry.

# WHAT IS VIRTUAL EVENT MANAGEMENT?



A sharp rise in virtual events has made Event Managers expand their know-how of only in-person events to knowing how to manage events with a virtual component.

For purely virtual events, Event Management shifts from ensuring proper safety protocols at venues to securing proper technology that creates value for your guests.

Where to start?

## 1. Define Goals

Why are you organizing this event? What goals do you want to achieve? Then form an action plan. Next, Why will attendees want to come to your event? Lastly, how will you measure the success of your event? The purpose of this exercise is to name specific metrics you want to have and the actions you plan to implement.

## 2. Specify Target Persona

Try to think broader than the traditional demographic data of your audience. What kind of people are they? It is crucial to find out more personalized characteristics than just age and job title.

## 3. Decide on the Event Type

Depending on what you defined as the main focus for the attendees in point 1. pick an

event type that suits their needs or wants that you highlighted in point 2.

## 4. Choose Appropriate Software

If you're aiming for a webinar with a classic set-up of speaker-audience, Zoom can be a great option. However, if you want to build a more interactive environment that may involve a more complicated setup, you should consider a virtual event platform.

## 5. Create Relevant Content

Create event-specific visuals – such as event logos and banners. They should be in line with your company's brand for participants to recognize the event as part of your brand.

## 6. Monetize your Event

- Sponsorship opportunities: On Deal Room, sponsors can generate new leads by using virtual booths, interacting with the attendees, and having multiple options for brand visibility.
- Ticketing: You can sell an enhanced event experience for an extra cost.

## 7. Promote your Event

Use newsletters, blog posts, and social media to give a voice and promote your event. You need to remind people about the event to increase attendance.

To sum up, virtual events may seem easier to organize as you do not need to worry about the physical aspect. However, they do require a lot of preparation in terms of technical setup and marketing efforts.

# ENSURING SUCCESS AT VIRTUAL EVENTS



Organizing virtual events can convey significant challenges, yet, if done correctly it reaps substantial benefits. To begin, you can grab the following 10 tips to help guide you through spawning a successful virtual event experience.

## 1. Remain Calm

Online events become easier to do as you get your planning started.

## 2. Stay User-Centric

Whether an event is online or onsite, engagement is an important consideration. Keep the importance of networking in mind and select channels for your attendees to interact.

## 3. Design Parallel Sessions

Not everyone likes the same things! Sometimes your main stage session may not appeal to some attendees. To capture their attention, try to organize parallel sessions.

## 4. Guaranteed Tech Support

You must have great online tech support available in case you run into glitches or technical problems. For instance, Deal Room provides rapid online assistance to ensure

issues are resolved without disrupting the attendee's experience.

## 5. Think about Aesthetics

Plan out how everything will look from a user/attendee's perspective. This includes background lighting, video and audio quality, and more.

## 6. Communicate with Sponsors

Inform your sponsors on what branding space they can have during the event.

## 7. Promote your Event

Part of an event's success is attendance. Make sure you promote your event enough to build rapport. For instance, you can invite guests to visit the virtual venue beforehand.

## 8. Do Practice Runs

For instance, for keynote speakers, make sure to go over details such as speech and mic settings.

## 9. Consider a Host

If your event is longer or requires more interaction and/or explanation, consider hiring a master of ceremonies (MC) or host. They will keep your audience entertained and engaged throughout the night.

## 10. Evaluate if Live or Pre-Recorded

If you live broadcast your event, you provide a real-time engagement for your guests. Yet, pre-recorded events can also help ensure zero mistakes while delivering the content to your attendees.



# WHAT IS HYBRID EVENT MANAGEMENT?



Hybrid events are a mix of live and virtual events. According to Global DMC Partners, 72% of event planners moved into either a virtual or hybrid format for events in 2021.

Therefore, as an Event Manager, you need to ensure the in-person and Virtual part of the event is properly assembled.

Where do you start?

Here are some quick simple tips to help build a hybrid event experience.

## 1. Guarantee Hybrid Technical Support

Due to the virtual component that requires technology, technical difficulties may arise hence a support team should always be available.

## 2. Be Consistent

Align your online and onsite event materials to deliver a consistent experience for both online and onsite attendees.

## 3. Choose the Right Platform

As a starting point, research and hire a platform with an adequate in-person and virtual experience.

## 4. Acknowledge Online & Onsite Attendees

For instance, online attendees may face screen fatigue and lack exposure from on-site attendees. Thus, you can include "networking" breaks and private messaging as part of the experience to promote engagement.

## 5. Ensure Value for Sponsors

Prepare for virtual and onsite exposure at events.

## 6. Maintain Engagement and Interaction

Hosting a hybrid event entails providing two distinct experiences. For instance, you can include some Q&A sessions with adequate time for both audiences to answer.

## 7. Proper communication channels.

Make sure you have proper communication channels to keep both audiences informed of everything that is happening before, during, and after the event.

# DRIVE LEADS FOR SPONSOR IN HYBRID EVENTS



One important aspect of this format is learning how to drive leads for your sponsors. To start, you need to make sure you know what your sponsor's goals are and what attendees hope to gain from your event.

After that's done, you can follow these quick 8 simple tips.

## 1. Define Audience Engagement

By understanding the sponsor's target audience and the event goals you can define how participants can interact more effectively. By crafting the experience according to your goals you can obtain qualified leads.

## 2. Leverage on Emerging Technologies

Sponsors can leverage emerging technologies to craft engaging experiences such as using virtual booths paired up with VR or AR.

## 3. Set up Virtual Briefings on your Products

Virtual briefings are sessions where organizations invite attendees to find out more about their products and services and how to properly use them. Serves as an educational and promotional strategy.

## 4. Ensure Networking Opportunities

Networking allows attendees to build meaningful connections that bring value to them and their organization. Set up networking sessions where you can offer product demos to your attendees.

## 5. Include a Physical Component

At your event, connecting a physical component, for example, networking kits, is a unique and creative method to generate leads for your sponsors.

## 6. Coherent Experience Online and Offline

The in-person experience with the brand has to be coherent with the virtual experiences.

## 7. Engage Beyond Booth

The strength of face-to-face marketing is being able to engage at a more personal level with your audience. Make sure sponsors have access to features such as 1:1 meetings to connect at a more personal level.

## 8. Deliver Detailed Analytics

As events utilize a digital platform, organizations may use this to their advantage and collect useful data to better serve their audience and improve customer experiences. The data generated can drive business value by following up with participants, aiding in driving leads.

# MISTAKES YOU WANT TO AVOID IN HYBRID EVENTS



Since we are on the subject of hybrid events, to help guide you in the creation of your next hybrid events, let us go over the top common mistakes made in 2021.

## 1. Promote Event Too Late

A common mistake while planning hybrid events is underestimating the timeline. As a result, the promotion of the event gets delayed.

## 2. Only Invite

The attendees have access to the platform well before the event allowing them to see the list of other participants, interact with them, and book meetings.

## 3. Presume all Attendees are Tech-Savvy

Every event will include a group of people that have a different level of technical skill. Thus, it is essential to be prepared to support attendees at all levels.

## 4. Event Management Platform & Event Goals Misalignment

The platform you choose must have adequate features to power your event and adequately connect both audiences (online and on-site).

## 5. Disregard Physical Connections

To leverage on physical memorabilia you can send your participants something to wear or use during the day of the event for example shirts or a lanyard etc.

## 6. Extend Times

Never go over the promised time. Your attendees may have other commitments and responsibilities, and thus, it is important to deliver what you promised.

## 7. Limited Networking Opportunities For The Virtual audience

While networking among in-person participants is natural, opportunities for virtual attendees must be facilitated. Event organizers can also assign hosts to assist in these interactions.

## 8. Lack Post-Event Content

Offering on-demand content allows multiple benefits. It can also help increase loyalty and create an online community. Furthermore, it can also be useful to generate leads, increase website traffic and extend the life of your event.

# FINDING THE RIGHT FIT FOR YOU



Now that we've gone over the importance of event management and how it is done under several formats (in-person, virtual, and hybrid), let's look into how to choose the best platform for your needs.

Before making any decision, it is important to identify your event's aims and objectives. Thus, it is easier to pinpoint the features required to achieve success.

We recommend evaluating how relevant the following features are to your goals and aims:

## 1. Audience Engagement

With the challenges of distractions and screen fatigue, it is vital to consider the tools offered to promote engagement with participants, especially for virtual attendees.

## 2. Sponsors and Exhibitors Engagement

Seek event management platforms that offer visibility opportunities for sponsors and exhibitors to meet. For instance, at Deal Room, we offer personalized virtual booths that allow sponsors to build their own private and unique sessions with attendees.

## 3. Networking Features

For instance, if your event aims to get people starting conversations and action, you may

want to include networking opportunities. Networking can benefit other areas such as keeping attendees engaged.

## 4. Live, Pre-recorded or On-Demand

You may want your event to have spontaneity so live seems like a better option. However, what if you want to edit some parts to keep all the programmed sessions full of impacts and no mistakes? Then Pre-recorded sounds like a better idea. There is also On-Demand content: people can view it at their convenience. These are all questions you should ask yourself and find a platform that supports those decisions.

## 5. Technical Support

Events with a virtual component involve the possibility of technical issues. As such, a good support team that is available and easily accessible is essential.

## 6. User-Friendly

The virtual event platform chosen will be the main touchpoint for virtual participants. To make their event experience pleasant, the system must be simple and easy to use with a user-friendly interface.

## 7. Customizable

The image of your company will be presented through the events you hold so your event must be customized in a way that with one look, participants can recognize your brand.

## 8. Data Analytics

Having a key, insightful data analytics is essential as it aids to determine the performance of your event and supports future decision-making.

# RETURN ON EVENT MANAGE MENT



With virtual events on the rise and the challenges it poses to generate meaningful connections, How do you ensure return on investment for an Event Management Platform?

Here are some simple tips:

## 1. Ensure attendees are familiar with the event beforehand

At Deal Room, we encourage participants to check out the list of attendees, identify potential targets for networking, and book 1-1 meetings beforehand. It is important to connect and schedule meetings with people in advance as calendars may be packed by the time the event starts.

## 2. Encourage Networking Goals

Encourage your attendees to write down specific goals so that they can gain the most out of their time.

## 3. Attendee Profile Completion

If you want to be found, you have to put down the information. For instance, at Deal Room attendees provide their photo, job title, and company info. It is then easy to connect relevant attendees as you know what they seek and offer.

## 4. Elevator Pitches

When attendees schedule a one-on-one meeting with somebody, it is important to help them introduce themselves concisely and quickly.

## 5. Increase Interaction Opportunities

Encourage attendees to use this event as a chance to engage in discussions, participate in quizzes, and share their comments and thoughts. For instance, offer live Q&A sessions, polls, etc.

## 6. Have Attendees Share Their Experience

For instance, virtual events can have hashtags and visuals that attendees can use on their social media posts. Plus, this is a way of knowing about their expectations, thoughts, or topics they liked or disliked at the event.

## 7. Follow-up on your Attendees

By writing a polite follow-up such as thanking them for the insightful conversation and proposing the next move, attendees can establish a stronger bond with you and their newly made connections.

# AUDIENCE ENGAGEMENT



One of the biggest Returns on Investments you want for your event is audience engagement.

Why?

It has been proven that if the audience is engaged, return on investment follows. When your audience is positively engaged they are more likely to continue interacting with your brand and promoting your services or products.

So what are the best ways to promote interactive engagement among attendees?

## 1. Networking Opportunities

Most of the time, participants come to network. As an event organizer, it is critical to pave a smooth path for them to meet other people they are interested in. For instance, at Deal Room, we utilize a relevance algorithm to suggest attendees to meet people based on their profiles.

## 2. Quality Content

Participants would like to interact with the content just as much as with people. Make the content accessible and downloadable. Encourage people to dialogue and interact.

## 3. Inject Enjoyment

People also want to have fun while consuming exciting content. Interactive Q&A sessions, polls, and quizzes can spike up your audience's attention and support proactive learning.

### How does Deal Room provide interactive engagement for your attendees?

- **Simple User Interface**

Deal Room is a virtual event platform that does not require a separate navigation tutorial for new users.

- **Simple User Interface**

People will feel much more comfortable and engaged seeing familiar visuals.

- **Scalability**

Invite as many participants as you need to build a community that encourages engagement.

- **Measurability**

The right virtual event software will track your audience's attention, provide you with valuable data and quantify your efforts.

Engaging the audience should always be part of your event strategy. The right virtual event software is what creates clear opportunities for the attendees to engage.

# INCREASE NETWORKING AT YOUR EVENTS



Since audience engagement is a big part of an event's success we would like to extend this topic by reinforcing one strong powerful way to engage attendees: networking.

With Hybrid being the Future, we want to make sure we provide effective hybrid networking tactics.

Here are some simple suggestions that, based on our professional experience, help ensure effective networking.

## 1. Choose the right event platform

Selecting the right event platform is critical to ensure good networking. Evaluate the networking tools and features of the platforms. Ensure they have comprehensive functionalities that connect both online and offline audiences. You do not want your offline audience to feel second-hand.

## 2. Have a Central Meeting Location

An integrated platform where all attendees have access is crucial. In-person participants can log into the platform to have face-to-face calls with the virtual participants: onsite-online networking!

## 3. Increase Networking Opportunities

It may be more challenging for virtual attendees to network with other participants. Hence, design an event with opportunities for both audiences to interact such as scheduling transition timings. Meaning, having established networking breaks in your program.

## 4. Extend Networking Beyond Event Date

With networking being kept available after the end of an event, attendees can network at their own time and place while enjoying the content given during the event. At Deal Room, we encourage attendees to network on the platform by keeping features open such as attendee filtering to schedule meetings even before and after the event has occurred.

## 5. Add Gamification

Another way to encourage connections between both types of audiences (online & offline) is to incorporate games, activities, and performances where audiences can interact. Games, activities, and performances ignite conversations, creating a distinctive experience.

# ENGAGE THROUGH EVENT MARKETING



Another way to engage your attendees with your brand is through Experiential Marketing.

Experiential marketing is a channel of marketing that involves any face-to-face or offline effort to raise brand awareness, create and nurture business opportunities and develop long-term customer loyalty.

How do you then apply experiential marketing to your event?

## 1. Engage all 5 Senses

To produce immersive and unforgettable experiences, it is important to engage all 5 senses. Engaging all 5 human senses during events is critical as it entices and attracts the audiences' attention, making the event experience significantly more memorable.

## 2. Be Authentic & Personal

Personalize and authenticate events by engaging human emotions and interacting with audiences. This will create a unique experience for your attendees that will be remembered and shared.

## 3. Examine Entire Customer Journey

It is important to note that if your customer is

satisfied with the whole experience they are more likely to become loyal to your brand. You need to make sure their needs and expectations are being met at every step of the customer journey.

## 4. Leverage on Technology Advancements

New technologies like augmented reality and virtual reality can engagingly connect with customers to captivate them throughout your event.

## 5. Nurture Relationships

Building relationships can boost long-term customer loyalty. It is critical, especially for a B2B company to build relationships with customers as business deals are mostly made based on the connection.



# WHAT DOES THE FUTURE HOLD?



As the events industry continuously changes, we look at some of the upcoming trends in the environment for 2022.

## 1. A Return Of Live Events

The event industry expects a return to in-person business and leisure events with vaccinations in place. In a survey conducted by The Dallas Morning News, 78% of respondents are confident to return to in-person events.

## 2. A Priority: Health & Safety

After a period of various restrictions and constant suggestions to avoid crowds and increased health concerns, every event organizer must prioritize making people feel safe when they gather in large groups.

Some examples of this are:

- Contactless Registration
- Mask Usage
- Outdoor Events

## 3. A Rise In Micro Events

Micro events are live activities that take place online and last for about an hour. As huge gatherings and events are not back to "normal", event organizers can build experiences in a micro-events setting. This creates a richer and more intimate experience for attendees.

## 4. A Boom in Wedding-Related Events

After some time of restrictions and canceled events, wedding-related events have surged resulting in sold-out venues. The Wedding Report predicts that in 2022 wedding-related events will reach the highest level since the 1980s.

## 5. A momentum for Virtual Events

According to an article by Bloomberg, 94% of event organizers are planning a virtual event in 2022. This is because event organizers are noticing a greater ROI and engagement from virtual events.

## 6. A Growth on Personalized Events

By writing a polite follow-up such as thanking them for the insightful conversation and proposing the next move, attendees can establish a stronger bond with you and their newly made connections.

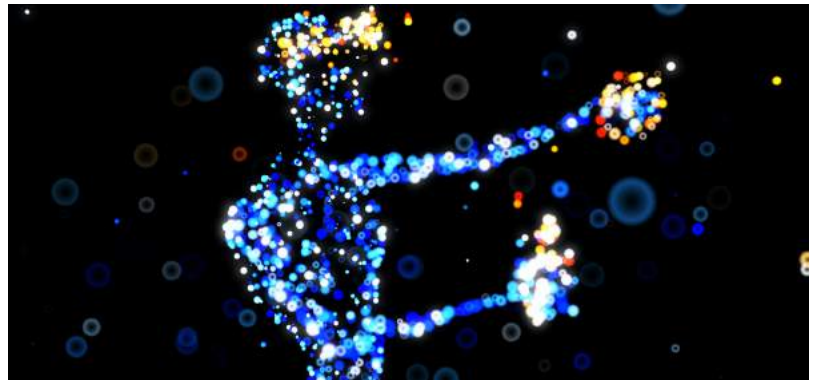
## 7. A Pressure on Attendance Rate

While live events start to return, some guests may prefer attending an event virtually. Hence, if you are planning an in-person event, think of strategies to encourage participants to attend.

## 8. A Rise of Technology-Enhanced Interaction

In a world where technology is continuously and rapidly advancing, it is important to learn about this progress and think of ways to leverage it.

# METAV SE AND EVENT INDUSTR Y



As new technologies continue to arise in multiple forms, we have today a trending topic known as the metaverse. The metaverse is a virtual universe that combines different parts of digital technologies such as video conferencing, virtual reality, networking, and live streaming. Experts view this as the future of human communication and engagement. The metaverse will become an attractive way to connect people from different parts of the world.

In the future of metaverse, both attendees and speakers can be given tools that enhance their interaction such as virtual reality glasses. Presenters can then see the questions, videos, and images on their glasses and vice versa.

How will engagement and interaction change in the events industry?

## 1. Networking

Networking is an aspect that might experience the biggest transformations due to metaverse. In the past, virtual participants have not had the opportunity to interact and build relationships as smoothly as in-person participants. Moreover, once the event has ended, the connection between the two audiences is lost. With the metaverse, AR glasses can be provided and in-person participants may be able to see holograms of virtual participants. Plus, virtual participants could watch in-person participants projected onto a virtual reality version of the exhibition.

## 2. Virtual Conferences

With metaverse, participants will be able to debate in 3D or holographic form. This offers a brand new experience of feeling connected whilst being separated by geographical boundaries.

## 3. Speaker Presentation

Attendees could interact and relate to the speaker during onsite events. With the introduction of the metaverse, 3D models of attendees and speakers can be configured so they engage with each other.

## 4. Sponsors and Exhibitors Booth

Sponsors and exhibitors could interact with attendees through holograms. It provides the possibility for sponsors and exhibitors to expand their visibility and increase their lead and engagement opportunities.

## 5. Virtual Tours

With the initiation of Metaverse, event organizers can engage in virtual tours. By viewing the spaces and venue through holograms or virtual reality, they can feel more confident when settling on details such as the venue.

# THE IMPORTANCE OF SUSTAINABILITY IN EVENTS INDUSTRY



Referring to the United Nation's sustainability definition, the concept comprises three pillars: (1) social, (2) governance, and (3) environment. We at Deal Room Events have envisioned the importance of addressing the above in broad general terms and have tried to understand our impact on our ecosystem in terms of carbon emissions.

## **Being aware of our impact as an industry**

Events that give an offline experience such as in-person or hybrid, include the production of many single-use materials. Although the rise of virtual events led to the depletion of previous barriers, the nature of the events industry is human connection. Regardless of people's preferences and predictions, part of the event's industry impact on sustainability is tied to the format of the events. Thus, a good way to start addressing our impact is by identifying the factors that produce CO2 emissions in each of the formats.

## **CO2 emissions: In-person & virtual**

According to research by MeetGreen, an in-person event that holds an average of 1000 attendees produces approximately 530 metric tons one CO2.

Whereas for Virtual events, as reasonably stated by Sarah DeWeerd, the carbon footprint of an online conference is vastly smaller than its in-person counterpart—but it is not zero. Factors such as type of devices used, length of use, desk lights (if any), and so on can be included in the carbon footprint.

## **A journey towards accountability: Move from awareness to action.**

By growing more aware of our impacts and where the impacts come from, only then can we take adequate action and be accountable. We can choose to partner up with greener venues and green energy service providers etc. However, being accountable requires continuously seeking the adoption of greener technologies as they become more accessible without compromising the quality of service.

Collaboration is key - working as a community (internally and externally with partners) to shift towards further sustainable practices without disregarding our core competencies - building and managing events.

# Sources

---

Allie Magyar, H. (2021). How to drive business value at hybrid events. Demand Gen Report. Retrieved November 30, 2021, from <https://www.demandgenreport.com/features/demanding-views/how-to-drive-business-value-at-hybrid-events/>.

Allied Market Research. (2021). Events industry size, share & trends: Analysis forecast, 2021-2028. Allied Market Research. Retrieved November 17, 2021, from <https://www.alliedmarketresearch.com/events-industry-market>.

Anisin, A. A. (2019, November 25). Council post: How to get more out of event sponsorship. Forbes. Retrieved November 30, 2021, from <https://www.forbes.com/sites/theyec/2019/11/25/how-to-get-more-out-of-event-sponsorship/?sh=750d7fe4bc51>.

AnyBook. (2021). (rep.). State of Virtual Events 2021. Retrieved November 3, 2021, from <https://s3.amazonaws.com/media.mediapost.com/uploads/StateOfVirtualEvents2021.pdf>.

Best, J. (2021, September 14). Council post: How to prepare your team for sponsoring a virtual event. Forbes. Retrieved November 30, 2021, from <https://www.forbes.com/sites/forbescommunicationscouncil/2021/09/10/how-to-prepare-your-team-for-sponsoring-a-virtual-event/?sh=3860b85e402e>.

Bloomberg. (2021). The State of Virtual Events 2022. Bloomberg.com. Retrieved November 17, 2021, from <https://www.bloomberg.com/press-releases/2021-11-04/the-state-of-virtual-events-2022-kultura-publishes-virtual-events-report-for-marketers-and-event-organizers-in-2022-beyond>.

Calhoun, M. (2020, August 19). Council post: Seven ways to host a knockout digital event and avoid yawn-inducing mistakes. Forbes. Retrieved December 7, 2021, from <https://www.forbes.com/sites/forbesbusinesscouncil/2020/08/20/seven-ways-to-host-a-knockout-digital-event-and-avoid-yawn-inducing-mistakes/?sh=6e9856823dbe>.

Chaudhury, D. (2021, August 6). Council post: How hybrid events capture the benefits of virtual and in-person events. Forbes. Retrieved November 30, 2021, from <https://www.forbes.com/sites/forbestechcouncil/2021/08/06/how-hybrid-events-capture-the-benefits-of-virtual-and-in-person-events/?sh=3ce0c8b3e877>.

Collins, O. (2021). Are micro events what we need in the events industry? . Gather Capture. Retrieved November 17, 2021, from <https://gathercapture.com/latest/the-rise-of-micro-events-in-a-post-covid-world>.

Cross, B. (2018, October 17). 10 things to think about when preparing for a HYBRID EVENT. EventMB. Retrieved September 22, 2021, from <https://www.eventmanagerblog.com/tips-preparing-hybrid-event>.

Council, F. A. (2020, May 15). Council post: How will experiential marketing evolve? 13 experts share their views. Forbes. Retrieved October 21, 2021, from <https://www.forbes.com/sites/forbesagencycouncil/2020/05/15/how-will-experiential-marketing-evolve-13-experts-share-their-views/?sh=34ed656ca562>.

Deal Room Events. (2021). Events Industry - Research & Analysis of Events. Helsinki, Finland; Deal Room Events.

DeWeerd, S. (2022, January). Sarah DeWeerd. Anthropocene. Retrieved January 28, 2022, from <https://www.anthropocenemagazine.org/author/sarah-deweerd/>.

DiFurio, D. (2021, March 22). Will in-person events and gatherings be back before 2022? the events industry thinks so. Dallas News. Retrieved November 17, 2021, from <https://www.dallasnews.com/business/economy/2021/03/22/will-in-person-events-and-gatherings-be-back-before-2022-the-events-industry-thinks-so/>.

Duchene, P. (2021, March 16). The future of events through the eyes of industry professionals. Forbes. Retrieved November 17, 2021, from <https://www.forbes.com/sites/patriciaduchene/2021/03/16/the-future-of-events-through-the-eyes-of-industry-professionals/?sh=f3d6c8f14ca9>.

# Sources

---

Events, D. R. (2021, May 5). What matters at the end of the day is audience engagement. Deal Room. Retrieved January 28, 2022, from <https://www.dealroomevents.com/post/what-matters-at-the-end-of-the-day-is-audience-engagement>.

Events, D. R. (2021, June 8). How to create an online event? from idea to execution. Deal Room. Retrieved January 28, 2022, from <https://www.dealroomevents.com/post/how-to-create-an-online-event-from-idea-to-execution>.

Events, D. R. (2021, July 19). 8 hidden gems of deal room - a powerful event management platform. Deal Room. Retrieved January 28, 2022, from <https://www.dealroomevents.com/post/8-hidden-gems-of-deal-room-a-powerful-event-management-platform>.

Expert Panel\* (2020, September 24). Council post: 16 creative ways to generate business leads virtually. Forbes. Retrieved November 30, 2021, from <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2020/09/28/16-creative-ways-to-generate-business-leads-virtually/?sh=4b40e7154bfc>.

Ewing, T. (2020, December 20). Here's why you absolutely, positively must buy your boss a holiday gift. Forbes. Retrieved January 4, 2022, from <https://www.forbes.com/sites/tonyewing/2020/12/20/heres-why-you-absolutely-positively-must-buy-your-boss-a-holiday-gift/?sh=6a6ca249373f>.

Graham, S. (2021). The future of virtual and Hybrid events in A Post-Pandemic LANDSCAPE. G2 Research Hub. Retrieved September 22, 2021, from <https://research.g2.com/insights/virtual-events-in-a-post-pandemic-landscape>.

Guttman, A. (2021, June 9). Number of visitors at conventions and exhibitions in the U.S. 2019. Statista. Retrieved November 17, 2021, from <https://www.statista.com/statistics/257227/number-of-visitors-at-conventions-and-exhibitions-in-the-us/>.

Hackl, C. (2021, July 20). The future of live events begins in the metaverse. Forbes. Retrieved November 23, 2021, from <https://www.forbes.com/sites/cathyhackl/2021/07/20/the-future-of-live-events-begins-in-the-metaverse/?sh=569a416e7ac9>.

Hackl, C. (2021, September 17). The metaverse is coming and it's a very big deal. Forbes. Retrieved November 23, 2021, from <https://www.forbes.com/sites/cathyhackl/2020/07/05/the-metaverse-is-coming--its-a-very-big-deal/?sh=298fac70440f>.

Hardy, E. (2020, October 23). How to host a successful virtual event for your business if you've never done it before, according to online event planners. Business Insider. Retrieved November 10, 2021, from <https://www.businessinsider.com/how-to-plan-host-successful-virtual-event-for-business-2020-10>.

Juetten, M. (2019, August 26). Leadership tips: Effective communication. Forbes. Retrieved January 4, 2022, from <https://www.forbes.com/sites/maryjuetten/2019/08/27/leadership-tips-effective-communication/?sh=19c1faf31601>.

Kavukcu, A. A. (2021, March 12). 10 top tips for organizing successful virtual (online) events. Deal Room. Retrieved January 28, 2022, from <https://www.dealroomevents.com/post/10-top-tips-for-organizing-successful-virtual-online-events>.

Lanxon, N. (2021, September 29). What the Metaverse Is, Who's in It and Why It Matters. Bloomberg.com. Retrieved November 23, 2021, from <https://www.bloomberg.com/news/articles/2021-09-29/what-the-metaverse-is-who-s-in-it-and-why-it-matters-quicktake>.

Lenhart, M. (2021, September 29). Hybrid events - 15 mistakes to avoid. EventMB. Retrieved December 7, 2021, from <https://www.eventmanagerblog.com/hybrid-mistakes>.

# Sources

---

Major, L. (2021, January 8). The Future of Experiential Marketing: 11 promising statistics you need to know. ATN Event Staffing. Retrieved October 21, 2021, from [https://atneventstaffing.com/future-experiential-marketing-promising-statistics/#\\_X\\_2P48VsjuY.linkedin](https://atneventstaffing.com/future-experiential-marketing-promising-statistics/#_X_2P48VsjuY.linkedin).

Major, L. (2021, April 26). *Preparing for the resurgence of live events*. ATN Event Staffing. Retrieved October 26, 2021, from [https://atneventstaffing.com/preparing-for-the-resurgence-of-live-events/#\\_YJAOzrJA\\_BU.linkedin](https://atneventstaffing.com/preparing-for-the-resurgence-of-live-events/#_YJAOzrJA_BU.linkedin).

Marr, B. (2021, September 20). *What is the metaverse? an easy explanation for anyone*. Bernard Marr. Retrieved November 23, 2021, from <https://bernardmarr.com/what-is-the-metaverse-an-easy-explanation-for-anyone/>.

MeetGreen, & Event Manager Blog. (2017). (rep.). *The Environmental Footprint of an Event*. Retrieved January 29, 2022, from <https://meetgreen.com/wordpress/wp-content/uploads/2017/09/eventfoot.pdf>.  
Paananen, J. (2020, April 17). *Council post: How to hold a successful virtual event*. Forbes. Retrieved November 10, 2021, from <https://www.forbes.com/sites/forbesbusinesscouncil/2020/04/17/how-to-hold-a-successful-virtual-event/?sh=1ea1d1ff3c7c>.

Palmer, A. (2021, May 21). *How to host an effective hybrid event*. Successful Meetings. Retrieved November 3, 2021, from <https://www.successfulmeetings.com/Strategy/Meetings-Events/How-to-Enhance-the-Hybrid-Event-Experience>.

Panel\*, E. (2020, December 10). *Council post: 15 ways to boost participation and engagement in remote events*. Forbes. Retrieved November 3, 2021, from <https://www.forbes.com/sites/forbescommunicationscouncil/2020/12/14/15-ways-to-boost-participation-and-engagement-in-remote-events/?sh=6ecef4c87eac>.

Panel\*, E. (2021, January 11). *Council post: Setting up a virtual event? 15 common mistakes to avoid*. Forbes. Retrieved December 7, 2021, from <https://www.forbes.com/sites/forbesbusinesscouncil/2021/01/11/setting-up-a-virtual-event-15-common-mistakes-to-avoid/?sh=58176bc8239e>.

PromoLeaf. (2020, February 5). *The surprising truth about virtual vs. in-person conferences*. PromoLeaf. Retrieved January 28, 2022, from <https://promoleaf.com/blog/the-surprising-truth-about-virtual-vs-in-person-conferences>.

ProMotion. (2021). *What's the future of experiential marketing?* Pro Motion, Inc. Retrieved October 21, 2021, from <https://promotion1.com/whats-the-future-of-experiential-marketing/>.

Quinson, T. (2021). *Al Gore Warns Greenwashing May Stop the Climate Fight In Its Tracks*. Bloomberg.com. Retrieved January 28, 2022, from <https://www.bloomberg.com/news/articles/2021-07-13/al-gore-warns-greenwashing-may-stop-climate-fight-in-its-tracks-green-insight?srnd=green&sref=ul6owCu0>.

Research and Markets. (2021, May 20). *Outlook on the events industry global market to 2028 - opportunity analysis and industry forecasts*. Outlook on the Events Industry Global Market to 2028 - Opportunity Analysis and Industry Forecasts. Retrieved January 28, 2022, from <https://www.prnewswire.com/news-releases/outlook-on-the-events-industry-global-market-to-2028--opportunity-analysis-and-industry-forecasts-301295944.html>.

Salkowitz, R. (2021, February 26). *The market sure thinks live events are coming back strong*. Forbes. Retrieved January 28, 2022, from <https://www.forbes.com/sites/robsalkowitz/2021/02/26/the-market-sure-thinks-live-events-are-coming-back-strong/?sh=7e8e09e71639>.

Scales, D. (2021, February 9). *Council post: With virtual events likely here to stay, make them succeed for you*. Forbes. Retrieved November 10, 2021, from <https://www.forbes.com/sites/forbesagencycouncil/2021/02/10/with-virtual-events-likely-here-to-stay-make-them-succeed-for-you/?sh=10f0caa690d4>.

Schwartz, J. S. (2020, August 16). *How to create exhibitor & sponsor value in virtual or hybrid events*. Marketing Insider Group. Retrieved November 30, 2021, from <https://marketinginsidergroup.com/event-marketing/create-exhibitor-sponsor-value-in-virtual-or-hybrid-events/>.

# Sources

---

Shoenthal, A. (2021, May 11). *What's next for live events? Three event planners' predictions for the future of their industry*. Forbes. Retrieved November 17, 2021, from <https://www.forbes.com/sites/amyschoenberger/2021/05/11/whats-next-for-live-events-three-event-planners-predictions-for-the-future-of-their-industry/?sh=355dbc6d7d2c>.

Smialek, J. (2021, August 13). *The wedding business is booming, a short-term jolt to the economy*. The New York Times. Retrieved November 17, 2021, from <https://www.nytimes.com/2021/08/13/business/economy/coronavirus-weddings-economy-.html>.

Statista. (2021, August 13). *Virtual vs. regular meetings: Attendance and fee worldwide 2020*. Statista. Retrieved November 17, 2021, from <https://www.statista.com/statistics/1257505/regular-vs-virtual-association-meetings-attendance-fee-worldwide/>.

STB. (2021). *Safe management measures for mice events*. STB. Retrieved October 26, 2021, from <https://www.stb.gov.sg/content/stb/en/home-pages/advisory-for-MICE.html>.

Tupper, A. (2021, November 22). *What the metaverse will mean for the event industry*. EventMB. Retrieved November 23, 2021, from <https://www.eventmanagerblog.com/metaverse-event-industry-interview>.

Woodward, M. (2020, July 15). *What is event management?* The Balance Small Business. Retrieved January 18, 2022, from <https://www.thebalancesmb.com/what-is-event-management-4067066>.

World Health Organization. (2021). *Coronavirus disease (covid-19): Small public gatherings*. World Health Organization. Retrieved October 26, 2021, from <https://www.who.int/news-room/q-a-detail/coronavirus-disease-covid-19-small-public-gatherings>.

# Our Team



---

## Asli Ayhan

CHIEF MARKETING OFFICER

[asli.ayhan@dealroomevents.com](mailto:asli.ayhan@dealroomevents.com)

---

## Vittorina Solano

AMERICA'S GROWTH MANAGER

[vittorina.solano@dealroomevents.com](mailto:vittorina.solano@dealroomevents.com)





# COMPLEX EVENTS MADE SIMPLE.



Espoo, Montreal, Istanbul  
HQ: Otakaari 5, I414a, 02150, Espoo, Finland  
[www.dealroomevents.com](http://www.dealroomevents.com)  
[@dealroomevents](https://twitter.com/dealroomevents)