



Whether running a purely virtual event, or complementing a live onsite experience, Boost Virtual Events is the ideal option for trade show, training, and networking conferences.

Boost Virtual Events provides an end-to-end platform for delivering virtual events online. In addition to offering a compelling attendee experience that includes robust Web 2.0 integration, Boost Virtual Events also employs feature-rich tools that simplify the process of managing even the most demanding events.

## Boost Virtual Events Key Features

-  Deliver keynote and breakout sessions live or on-demand in a secure, visually engaging user experience.
-  Enable partners and sponsors to showcase their offerings in highly connected virtual booths.
-  Networks—the online equivalent of attendee lounges—enable attendees to find others with common interests, business opportunities, recruiting needs, etc.
-  Keep everyone connected via live chats, threaded discussions, Q&A, social bookmarking, Live Messenger, and a whole host of other collaboration features.
-  Advanced searching and filtering features makes it quick and easy for attendees to find the content they're looking for.
-  The user experience can be fully branded to match the look & feel of any event.
-  The fully managed cloud infrastructure reduces IT headaches while supporting the ability to scale to meet the needs of today's most demanding events.
-  Easily manage all aspects of your virtual event using convenient tools, customizable reporting, and thorough analytics.

## Contact

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## Reasons To Go Virtual

- 1. Reduction in Event Budgets.** Virtual Events can provide the same education, marketing or sales benefits for a fraction of the costs of a live event.
- 2. Reduction in Travel Budgets.** Virtual attendees can easily participate via home or office PCs.
- 3. Saving time for attendees.** Virtual Events remove time traveling to and from a live event.
- 4. Attendee familiarity with online platforms.** More and more people are conducting business, learning and networking socially online.
- 5. Network Infrastructure Maturity.** Abundant broadband access enables high quality video to be consumed broadly.
- 6. Enhancing the Onsite Experience.** Onsite attendees can use the virtual events to catch-up on sessions or booths they missed or would like to revisit.
- 7. Increased number of attendees through global reach.** The flexibility of virtual events with live and on-demand content fits all schedules and budgets.
- 8. Increased Scalability.** Reach many more attendees for a fraction of the costs.
- 9. Sponsorship Opportunities.** Virtual booths provide a great way for sponsors to showcase their service and interact with prospective customers. Further monetize your events.
- 10. Going Green.** Reduced travel and onsite requirements enables events to minimize their environmental impact.

# Case Study: Microsoft ISU 2009

Microsoft's Industry Solution University (ISU) is an annual series of conferences for Microsoft field sales staff focused on improving the sales of products and solutions to specific vertical industries. Each conference is held in a different geographic region and the speakers and content are tailored to the local audience. Each ISU audience is comprised of employees who are critically responsible for Microsoft's success within strategic verticals in that geographic region. Their effectiveness has a major impact on Microsoft's revenue and future opportunities.

For the 2009 series, Microsoft decided to invest in virtual event technology to achieve three key goals for two pilot regions. Their investment delivered amazing results by reducing costs, expanding reach, and providing a compelling attendee experience.

*“Out of the box, Boost Virtual Events offered everything we needed to reach our demanding attendees. When we had ideas for new features, the Boost team was able to customize the platform to meet our vision.”*

**Zaakera Stratman, lead program manager for readiness events at Microsoft**



## Goal: Expand the reach of conference content to educate every target attendee.

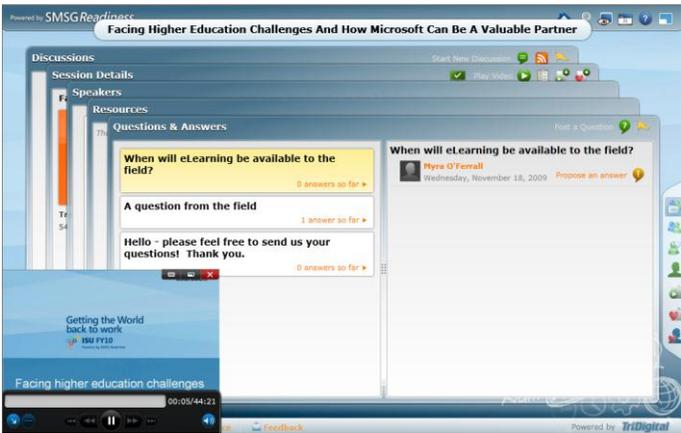
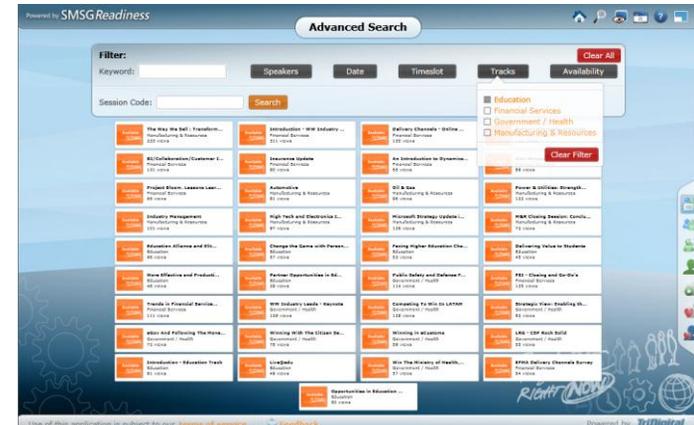
Of the 93 sessions made available to attendees, 42 were broadcast live. In most cases, multiple live broadcasts were held simultaneously, which is often a challenge for in-person attendees as they can only physically attend one session at a time. Nearly one third of the attendees were unavailable to watch any of the live broadcasts due to competing commitments. However, 55% of these attendees returned to watch the live sessions they missed on-demand within 24 hours of becoming available. Without the on-demand access, this significant portion of the audience would be unable to receive this important training.

**Result: Attendee reach increased by 18%**

## Goal: Reduce attendee travel costs to achieve the highest possible ROI.

Traditionally, each regional conference was held in a major city within the host region and attendees would travel for the week to attend in person. Although costs would vary for this in-person attendance, a 2-day conference with one extra day for travel would cost approximately \$1,200 per attendee. With 440 attendees, the cost for attendee travel & expenses can cost over \$500,000 for this multi-day event, which doesn't account for the costs for the venue, equipment, or content, but can account for a significant portion of the event budget. With a virtual event, the travel costs are removed, resulting in an immediate and drastic increase in the ROI.

**Result: Over \$500K in travel costs saved**



## Goal: Improve the event experience using Microsoft's latest technology.

Having the ability to easily search & filter all sessions, add live broadcasts to their calendar of choice, and add on-demand sessions to their playlists greatly enhanced attendees' ability to find the content they needed and consume it on their terms. Over 27% of users added at least one live session to their calendar of choice (Outlook, etc) so that they would be sure not to miss it. Over 14% of attendees logged into Live Messenger during the course of the event, which enabled them to stay connected with the outside world and each other while attending sessions and browsing content.

**Result: An innovative event experience**