



GOOD VIBES KEEPS GOING

VIBE Hosts Second “Future of the Industry” Virtual Event



At the beginning of the pandemic, VIBE responded to its European partners' many requests for insight into U.S. and North America conditions. They wanted to know if even marketing would still be possible with new restrictions and challenges ahead, and they were eager to find alternatives that would allow them to remain engaged with important business contacts, clients, and consumers. VIBE assembled a team of industry experts to arrange a virtual presentation, which became Good Vibes #1. It helped calm fears and show a way forward for many foreign-based brands.

THE ASK

Following the success of Good Vibes #1, it became clear that North American business audiences were struggling with many similar issues. By fall of 2020, most companies were learning to pivot towards remote and digital technologies, but they had not found a way to recreate an event experience with the same level of finish and quality as their audiences expected. Concerns about technology challenges, keeping attendees engaged, and properly budgeting and planning for this new breed of events became spotlight topics for the follow-up presentation – Good Vibes #2.

THE ANSWER

In September of 2020 VIBE hosted a virtual event – Good Vibes #2 – with 200 attendees. The presentation not only detailed the strategic, financial, and technology considerations for the future of virtual, hybrid, and in-person events... it also demonstrated new and innovative ways to keep guests excited and engaged throughout.

THE VIBE



Attendees were given goodie boxes to help recreate the experience of being together in person. Boxes were delivered to attendees ahead of the event and included some snacks, a re-usable water bottle, emoji signs for communicating during the event, a notepad, and more. During the event, break-out rooms with activities like stand-up comedy, magic, and team-building allowed for more interactive experiences, and VIBE also leveraged its license with SparkUp for live polls and quizzes during the discussion. Attendees walked away knowing more about how event marketing may continue in the future, but even more importantly they were able to experience it first hand for themselves. Requests for virtual and hybrid gatherings is up, showing that the future of events is still moving forward.

CLIENT TESTIMONIAL:

Love these ideas. Zoom doesn't have to be boring and this is a great way to show that.

*Congratulations to your entire team and the guest speakers / performers you have had today,
merci beacoup*

This was amazing - Thank you Valerie and everyone on the the team to make this happen - love it