



# Stand out from the online norm

## *How to maintain and improve your attendee experience online*

Delivering an event online has become the 'new normal' and there are plenty of tools out there to make it relatively simple, but often the importance of the attendee journey as it would be in a live event environment is overlooked.

If your conference is coming up, or your company was planning an offsite event before the lockdown, the Sunflower Event Team can make your event stand out!

In consultation with you, we will deconstruct your 'in-person' event and rebuild the face to face elements into an interactive virtual experience, with genuine participation for all delegates, whether online or in person (or both – a hybrid approach).

Here are some of the touchpoints we can deliver:

### Pre-event communications

We can manage the entire attendee registration process and the materials your attendees receive.

We can offer:

- Event website and registration services
- Event app
- All email communication through a dedicated inbox
- Production and distribution of print (*delivered in advance to virtual attendees*)
- Event branding

### Live face-to-face registration

Just like at an 'in-person' event, attendees are registered and welcomed personally by one of our efficient event team, in a private online registration session.

We run through:

- A bespoke welcome
- Pre-event Q&A
- Technical checks
- Attendee validation before accessing live event
- Utilising branded backdrops / team uniform

### Chat moderation

Our team will moderate your chat streams, field queries and capture questions for speakers, allowing them to focus on their presentation.

Other elements we can help with:

- Speaker management
- Smooth interaction between speakers and host
- Chat rooms
- Break-out sessions

### Helpdesk

It's up there in our logo – we take the stress out of your events! No need to worry if people have technical difficulties, questions about materials or just need a break.

From start to finish, our virtual helpdesk is manned to support your attendees, ensuring their virtual event journey is as rewarding and interactive as the physical attendees.