

# Event cancelled?



# Go virtual

**Picture the scene; you have an event planned, the venue is on hold, the delegate list is drawn up and content development is well underway. Then, it happens. You hear the two most-heard words in recent times: social distancing. Your plans are in tatters. What do you do now?**

As one of the UK's leading events companies, **DRPG** has been delivering engaging corporate broadcasting and transforming live events into the virtual world. We were one of the first to combine video and 'down the line' communication and move away from the use of expensive satellites to connect thousands of delegates across the globe in a cost-effective way.

Using our four decades of creative agency experience and well over two decades of events expertise, we're able to keep your dates in the diary with the help of a virtual event. Using the latest technologies and our virtual event skills, equipment and state-of-the-art studios (or your own location if easier), we can create an engaging, all-encompassing event that can still be attended from the sofa or dining room table!

## How does a virtual event work?

Whether you have a leadership event, reward and recognition event or a highly interactive conference with exhibitions, breakouts and team building, a virtual event can still provide the interactions you'd expect at a 'real world' event. Our virtual events move away from the commonly used and limited two-dimensional video streams to create an exciting and engaging

multi-dimensional communication tool which has all the functionality and features of a real live event.

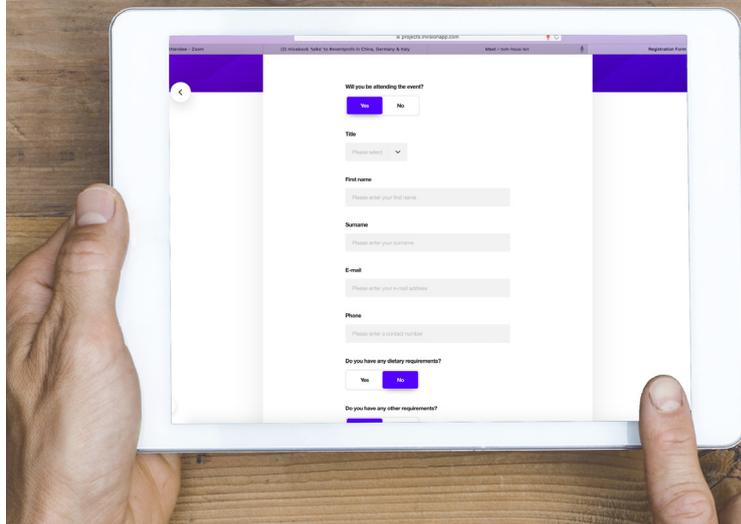
**It's about creating a virtual space that allows your audience to interact, even if they're not physically there!**

**Start the virtual journey**

**drp<sup>c</sup> | 40**  
YEARS

## Pre-event

As with a real-world event, delegates register their details via a dedicated website and get all of the information they need. This is also the opportunity for them to engage with the event before it has begun, with gamification, teasers and other supporting interactions.



## Getting virtual-ready



Your delegates' virtual experience can be expanded beyond the screen, with a pack that can be posted to them in time for the event. Giving delegates a pack makes the event feel more familiar and real. This may include the kit needed to make any virtual experience work, like VR (virtual reality) headsets, or triggers for AR (Augmented Reality), supporting materials and of course the fun stuff, like snacks, pens and pads, tea or coffee and of course a mug!

Once it's time for the event itself, delegates enter a secure portal that transports them to our digital world full of immersive and exciting experiences. This can be as simple as a digital 'auditorium' that provides a platform for presentations, or an entire virtual world that can be as in-depth and creative as you need it to be, playing host to exhibitions, breakout rooms and interactive content.

Whether it's a small conference or an entire exhibition that caters for a global audience, we can build worlds that have the capacity and capabilities to share the same level of detail as you'd see it in the real world. It can be as big or as small as you need.

By creating an entire world, delegates can go beyond a webinar or video feed, diving deep into the content and sharing their experiences with other delegates using our events technology.



## The big event





## Exhibitions

Exhibitions are a great way of getting hands-on. Our virtual exhibitions can provide the same experience, allowing delegates to interact with the stand through gamification, video, content, and live streamed content.

Virtual exhibitions also provide a great opportunity to include sponsors and partners in your event.



## Breakouts

Breakouts, syndicate sessions or campfires are opportunities to bring smaller groups of people together. It's the same in a virtual world; we create spaces for smaller groups to meet up, interact with each other, take part in activities and experiences. From team building through to discussion groups, it's all possible in our world.



And yes! We can even incorporate team building and engagement. Whether an ice breaker or fully immersive team exercise, we have tried and tested solutions to just have fun or drive feedback and creative thinking just like in the real world.

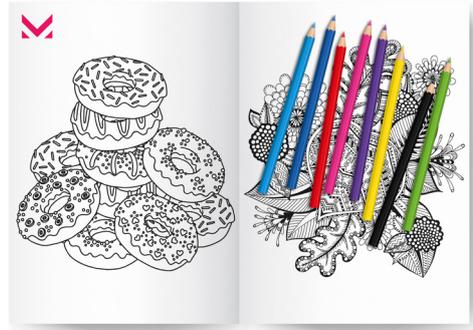
## Team building



# Taking a break



Unlike real-world events, attention spans can be shortened when attending remotely (especially at home when the kids interrupt!). It's important to change the agenda to incorporate shorter, punchier sessions and incorporate more regular breaks. Our virtual networking spaces provide opportunities for networking, discussion groups, live chat, interactivity and competitions.



Delegates can of course enjoy the tea or coffee provided to them, and why not include some origami, colouring bookings or mindfulness tools in their event pack!



## After the event

Just because the event is over doesn't mean that the experience can't continue. From post-event packs to news stories and updates, audiences can continue the journey in the weeks, months and even years that follow.

## Why DRPG?

### We're events experts

As one of the UK's leading event agencies we create award-winning awesome and audacious interactive events of all types and sizes. We know how to engage audiences in both live environments and virtual worlds.

### We're (recognised) creative geniuses

Whether it's winning digital agency of the year or collecting kudos from our clients, more than a few people have remarked on our out-of-this-world ideas.

### We've got the teams

Creating entire virtual worlds goes way beyond what many events companies can offer. Our in-house creative, communications, events, design, digital and video teams can cover anything and everything, meaning you only have to deal with one supplier for all your virtual event needs.



Get in touch to start your audience's next virtual journey...

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