Virtual Edge 2010

the summit on virtual events, marketing & communities

Santa Clara Convention Center - February 22 & 23

Diamond Sponsors

Monday, February 22nd Schedule

Sessions 8:00-8:45 PT

1. Make Sure Your Virtual Team Is Capturing "REAL" Business Results, Room 209

Six years ago, 45 million employees worked remotely at least once a week. In 2010, the it will hit 100 million. More important than the numbers are the impact virtual teams are having, saving costs, boosting productivity, enhancing job satisfaction and improving bottom line finances. Attendees will bring their virtual team management skills up to date and hear a case study example.

— *Claire Sookman, Virtual team Builders // Andrew Kun, Empowered By Awareness // Rob Masson, EMC*

2. What's Virtual Got to Do with It — Applying Virtual Solutions to Help Solve a Business Objective, Room 203

This session provides guidelines and best practices for how to introduce virtual or hybrid events into your organization. Discussion of why corporations are exploring virtual solutions to help solve business issues. Outlining what platforms are available and best applied to achieve a specific business purpose.

— *Lynn Randall, Maritz Travel*

3. Ask the Experts - Top Virtual Experience Producers Answer Your Questions, Room 204

This session brings together top virtual event, meeting and virtual environment producers with one agenda in mind — yours. This is an "open mic" session where you get to control the agenda and ask experts that have produced many different types of virtual experiences using form factors from podcasts to webcasts to sophisticated virtual events.

— *Neal Thompson, Maritz // Randy Choco, Microsoft // Michael Doyle, Virtual Edge Institute // Vance McCarthy, iDev News // Frances Manwaring, Virtual Expos New Zealand Ltd. // Tom Wieser, CGS Virtual Events*

Sessions 8:50-9:35 PT

1. Fast-Track Your Skills to Capture Virtual Event/Meeting Opportunities, Room 209

Many event, meeting and marketing professionals have core skills and insights that will serve their careers well in the virtual world. All that's needed is some fine-tuning and refurbishing. This session will reveal key lessons, insights and Do's and Don'ts to help these professionals adapt and align their skills for virtual opportunities.

— *Alex Sapiz, GPJ // Michael Vargo, Disney // Erin Handel, Bankerstuff // Mark Prine, USMotivation // Kenny Lauer, George P. Johnson*

2. Case Study: Your Annual User Conference Just Went Virtual - Now What?, Room 203

Design an engaging and professional 100% online customer event, produce all the content, make it easy for customers and exhibitor / partners to participate, get rave reviews from your online participants — and make it as good as or better than your annual physical event. You don't have to be a billion dollar company, it can be done!

— *Kimberly Stone, Planview, Inc.*

3. Using 3D Immersive: Demonstrating Products, Places and Processes (Business 3Di Track), Room 204

Companies and government are embracing virtual environments to reach customers, prospects and citizen groups with rich, interactive demos of products, building plans and processes. This panel focuses on using virtual worlds for rich, interactive product and process demonstration supporting buyer-education and sales functions. Live mixed-reality demos will include Sun's and IBM's Green Datacenters in Second Life (technology products), on data-visualization tools, and import of geo-data for construction of accurate large-scale models of an urban center.

— *Brian B. Quinn, County of Marin, CA // John Jainschigg, Ziff Davis Enterprise // Ben Lindquist, Green Phosphor // Ken Hudson, Virtual World Design Centre, Loyalist College*

Break (9:35-10:25 PT)

Keynote (10:25-11:10 PT): Total Engagement, Room 209

Transferring the excitement and focus found in great games to your events and meetings and the rest of your business is inevitable. Game design elements can address a host of business problems and can be allied to virtual events and environments. Hear this vision of how we will work in the future and apply it to your events today.

— *Bryon Reeves, Media X Partners Program, Stanford University*

Keynote (11:15-12:00 PT): Secrets of Virtual Event & Meeting Success Revealed!, Room 209

In this exclusive Virtual Edge keynote, top business and event managers from Cisco, Disney, Intel, UBM, Microsoft and SAP gather in a thought-provoking and revealing roundtable discussion to share their plans, strategies, activities and tips for how to be successful with virtual events and meetings.

— *Kathy Sulgit, Cisco // Mike Vargo, Disney // Stephanie Wilson, Intel // Pamela McGlinchey, United Business Media // Kathy Visser-May, Microsoft // Annie Yuzzi, SAP*

Solution Provider Program & Lunch Break (12:00-1:15 PT) Sponsored by InXpo | Demo Presentation

Sessions (1:15-2:00 PT):

1. Proven Social Media Strategies for Virtual Events & Communities, Room 209

Social networking sites are becoming an important component to any successful virtual event strategy. FaceBook, MySpace, Twitter, YouTube and LinkedIn all have their advantages, but they also have their rules of engagement. This session looks at successful social networking strategies prior, during and after your event. This session will also look at the next wave of social networking technologies for virtual event producers, exhibitors and attendees.

— *Jeff Hurt, Velvet Chainsaw // Kymberlee Weil, introNetworks // John Gibb, JSG Consulting*

2. If You Build It -- Make Sure They Come Audience Acquisition Strategies for Virtual Events & Online Communities, Room 203

In today's economy, it is increasingly difficult to attract audiences to events of any kind. See what event planners are doing to sell out events and the technologies that are making it possible. This session explores audience generation by taking a look at the newest marketing techniques. Topics include online communities, social media, email marketing, web analytics, return on investment (ROI) analysis and more.

— *John Barber, Immersa Marketing // Eric Olsen, Active Events // John Grosshandler, Maritz*

3. Are We (Really) There Yet? 3D for Immersion, Engagement, Retention and Learning (Business 3Di Track), Room 204

Research suggests eye-popping 3D or immersive environments are more than eye-candy. This panel of researchers and producers looks at how the proper use of 3D immersive approaches can command more attention, incentivize attendees to action, promote deeper participation, and help producers create long-lasting communities of repeat visitors. Learn how to effectively use 3D/immersive technologies to give your attendees a feeling of "really being there."

— *John Jainschigg, Ziff Davis Enterprise // Byron Reeves, Stanford // John Carter McKnight, Sandra Day O'Connor School of Law-Arizona State University // Dr. LeRoy Heinrichs, InnovationInLearning, Stanford // Glenn Fisher, Linden Lab*

Sessions 2:05-2:50 PT

1. Apps, Analytics & Widgets for Event Marketing, Room 209

Will viral tools generate more exposure, more engagement, more activity and more registrations? Without analytics you just don't know what you don't know. This session looks at a real business case for using these marketing techniques and delves into the technology and costs to bring your event marketing to the next level.

— *Staci Clark, Cisco // Dan Savage, Resolute Digital // Jarod Caporino, Resolute Digital*

2. Virtual Engagement: Gizmos, Games, Gadgets and Surveys Aid Learning and Interaction, Room 203

Virtual event producers and platform firms now offer a candy store of engagement options. This engaging session shows attendees which networking and communication gizmos, games and gadgets really work, and which ones are distractions. You'll also discover how to create really interesting surveys, and learn when to pop them out.

— *Dan Yaman, Live Spark, Learningware // Ben Chodor, Stream 57 // Paul Dodd, 6Connex*

3. Accessible Immersion (Business 3Di Track), Room 204

Platform providers are evolving their offerings with business in mind. This panel will discuss a broad range of products, contrast their architectures and examine features that bring these platforms more in-line with needs such as browser-embedded clients, integrated communications, web-like architectures and novel tools for media and video integration.

— *John Jainschigg, Ziff Davis Enterprise // Jim Sink, Avatar Reality (Blue Mars) // Bruce Joy, Vast Park // Greg Nuyens, Teleplace*

Keynote, 3:00-3:45 PT: Learn How Oracle, Intel and SAP Extend Reach, Build Community with 'Hybrid" Events, Room 209

The need to interact online while keeping a sense of community has become paramount. Learn how some of the top event managers and community managers are combining the best of live and virtual outreach with online community techniques to deliver success for their attendees, community members and their companies.

— *Paul Salinger, Oracle // Chip Rodgers, SAP // Michael Ray, Intel // Michael Doyle, Virtual Edge Institute*

Solution Provider Program 2 & Break (3:45-4:15 PT)

Sessions (4:15-5:00 PT)

1. Case Study: The Global Hybrid Event Experience, Room 209

This session will feature a case study covering the strategy and planning for globalizing a central platform, www.ciscolivevirtual.com, to enable hybrid event extensions for the traditional corporate user conference. Learn more about the hybrid event strategic planning process, how to enable a rich hybrid user experience, measuring and reporting on the hybrid event, and extending the hybrid experience to a global audience. You'll get insight on current (and get a glimpse into future) hybrid event trends.

— *Dannette Veale, Cisco // Kathy Doyle, Cisco*

2. Virtual Event Launch Plan -- a 45-Minute Boot Camp, Room 203

OK, you're sold on trying a virtual event for a meeting with internal staff, customers or prospects. Now what? Come to our Virtual Event Boot Camp, and in 45 minutes we'll give you a compass, a direction, a roadmap, survival skills, and the confidence you'll need for holding a successful virtual event. Even those with one or two events under their belts will find this session of value.

— *Michael Kushner, President, Virtual Media Strategies*

3. Perspectives on Future of 3D Immersive Environments: Implications for Users and Developers of Virtual Events (Business 3Di Track), Room 204

This presentation will draw on research from the Virtual Worlds @ Work initiative at Strategic Business Insights (SBI), a spinoff from SRI International (formerly Stanford Research Institute). The presentation will also discuss international developments and research projects that may have implications for what we will see on the virtual-worlds front in the next few years.

— *Eilif Trondsen, Research & Program Director, Virtual Worlds at Work Consortium Strategic Business Insights*

Attendee, Sponsor & Speaker Reception (5:00-6:30 PT) Sponsored by Unisfair | New Product Announcement!

Sessions (8:00-8:45 PT):

1. Prevent Virtual Event Nightmares How Producers Prepare Speakers, Exhibitors and Attendees, Room 209
Aside from a great venue, you need compelling content, talented speakers, expectant attendees, and enthusiastic exhibitors and sponsors. Successful F1000 firms don't leave their events to chance. In this session, attendees will learn the powerful strategies that top virtual event producers use to engineer for success for all participants.
— *Susan Friedman, the Tradeshow Coach // Dennis Shiao, InXpo*

2. Virtual Events – Choosing the Right Virtual Event Technologies — A Digital Media Company's Perspective, Room 203
Today's event producers face an array of virtual event technologies purchases: platform, webcasting and feature-specific components. Evaluating fast-changing technologies, shifting pricing models, and company skill-sets can be a risky exercise. This session shares how a digital media company thinks about selecting and using technologies.
— *Robert Rosenbloom, Platform Q*

3. SPECIAL WORKSHOP: How to Strategize, Plan, and Execute a Virtual Event (part one), Room 204
VPlanning checklists must address today's online virtual engagement options, and given the number of choices available, you need a well developed plan. In just 2 hours, attendees will build their own blueprint, essentially creating a step-by-step plan to strategize and execute a successful virtual experience. Be prepared to be an active participant.
— *Kelly Graham, Cisco // Helaine de Tomasi, Cisco*

Break (8:45-9:00 PT)

Sessions (9:00-9:45 PT):

1. It Takes More Than a Spreadsheet to Measure Virtual Meeting Effectiveness & ROI, Room 209
One of the most difficult aspects of a virtual event or meeting can be measuring its value. Was the event or meeting valuable to attendees, exhibitors, and event producers? If not, why not? If so, how valuable? This session examines effective ways companies use to measure the value, including accurate ROI information of their virtual and hybrid events.
— *Todd Hanson, Catalyst Performance Group // Ira Kerns, Guidestar Research/Meeting Metrics // Michael Westcott, Red7Media*

2. Attendees Don't Want Just Video. They Want GREAT Video, Room 203
Great experiences start with great audio, then visuals and content. Are you producing a livecast, embedded or streamed video? What are the hidden costs or considerations? What are the overlooked stages of production — lighting, audio, speaker preparation? What is the attendee expectation? This session focuses on best practices from industry gurus.
— *Ed Kaim, SharpLogic, Inc. // Joerg Rathenberg, Unisfair // Michael Doyle, Virtual Edge Institute*

3. SPECIAL WORKSHOP: How to Strategize, Plan, and Execute a Virtual Event (part two), Room 204
VPlanning checklists must address today's online virtual engagement options, and given the number of choices available, you need a well developed plan. In just 2 hours, attendees will build their own blueprint, essentially creating a step-by-step plan to strategize and execute a successful virtual experience. Be prepared to be an active participant.
— *Kelly Graham, Cisco // Helaine de Tomasi, Cisco*

Break (9:45-10:45 PT)

Keynote (10:45-11:45 PT): The State (and Future) of Virtual Events, Room 209
Hear from and interact with industry executives about where the virtual events / virtual meetings industry is, and where it is heading. What new offerings improve experience, reduce complexity, drive lead-gen, add interactivity, and create even more compelling communications? Find out how customers are using virtual events, and what users are asking for.
— *Michael Doyle, VEI // Kevin Carbone, 6Connex // Malcolm Lotzof, InXpo // Chris Meyer, GPJ // Jim Parker, Digitell, Inc. // Tom Wieser, CGS Virtual Events // Paul Way, ON24 // Stu Schmidt, Unisfair // Ben Chodor, Stream57*

Solution Provider Program & Lunch Break Sponsored by InXpo | Survey Presentation Sponsored by GPJ

Sessions (1:15-2:00 PT):

1. Add 'Live Event Sizzle' to Your Virtual Event, Room 209
Many marketing and meeting managers say virtual events need more ways to 'add sizzle' to compel sponsors and keep attendees engaged. For hybrid events, they're looking for ways to give the virtual and live experiences more parity. This session is an industry tour of the latest and most popular tools and techniques for spicing up online events to drive attendance, boost speaker effectiveness, increase sponsorship and deliver engaging experiences to virtual audiences.
— *Spencer Jarrett, Director of Creative Services, InVision // Darren Ross, CramerOnline // Paul Dodd, 6Connex*

2. Virtual Learning: Using the Virtual Space for Training, Certification and Education, Room 203
Companies and organizations are taking advantage of cutting edge tools to certify, train and educate their audience. Through the integration of interactive online communications and webcasting into the education space, companies can reach a wider audience at a lower cost, without compromising content or testing scores.
— *Phil Tierney, Intel // Ben Chodor, Stream57 // Ken Hudson, Virtual World Design Centre, Loyalist College //*
    Pascal Kaplan, Ph.D., iCohere

3. Cheap Seats? - The Economics of Immersive Virtual Events (Business 3Di Track), Room 204
What does it cost to put on immersive virtual events? What are the variables — from platform requirements to duration-of-show, design and coding costs, multimedia production, web integration, audience and speaker and materials preparation — that help you control cost, maximize impact, and guarantee success?
— *Glenn Fisher, Linden Lab // Craig Becker, IBM // Dannette Veale, Cisco // John Jainschigg, Ziff Davis Enterprise*

Sessions (2:05-2:50 PT)

1. Secrets Revealed from Cisco System's Virtual Global Sales Meeting - GSX, Room 209
Learn how Cisco planned and produced one of the largest, most complex virtual meetings ever, in about 6 months. The Cisco Global Sales Meeting recreated as GSX took on huge integration challenges and steep learning curves to produce one of the most sophisticated internal meetings ever. See how they did it and what they'll do differently next time.
— *Angie Smith, Cisco // Kenny Lauer, George P. Johnson*

2. Not Just A Trade Show — Virtual Experiences That Help Organizations Lead Social Change, Room 203
In this TED-like session, join a dissimilar thinker, Pascal Kaplan, of iCohere, as he takes virtual down a new path where it converges with social change-management and thought-leadership initiatives in your organization. From corporate responsibility initiatives, to sustainability initiatives, to creating more aging-friendly communities, in this session Dr. Kaplan shares examples that go beyond mainstream lead-generation, training, online education applications of virtual to a strategy for catalyzing volunteer involvement in collaborative projects that achieve a higher purpose. This outside-the-box session opens new windows on possibilities for integrated virtual and social technologies in our society.
— *Pascal Kaplan, Ph.D., iCohere // John Barber, Immersa Marketing*

3. They Became What They Beheld: Immersive Role-Play in Virtual Environments (Business 3Di Track), Room 204
Virtual environments can replace in-class role-play with virtually mediated ones. Students identify with their avatar and the setting. This is mirrored in behaviors as students "become what they behold." This presentation examines responses to virtual role-plays, comparing behavior to in-class role-play and with intended real world outcome behaviors.
— *Ken Hudson, Virtual World Design Centre, Loyalist College*

Sessions (3:00-3:45 PT)

Capabilities Quick Pitches

See and hear nine major platform vendors give you the inside view on their systems and services. Each platform provider will get 15 minutes to share their current capabilities and future road map as well as show off their look and feel and demo functionality.

Room 203
Moderator Tim Clark,
The FactPoint Group
3:00pm Stream57
3:15pm Expos2
3:30pm ON24

Room 204
Moderator Dean Takahashi,
VentureBeat

3:00pm SharpLogic
3:15pm InXpo
3:30pm CGS VirtualEvent365

Room 209
Moderator Rob Masson, EMC

3:00pm 6Connex
3:15pm Altus
3:30pm Unisfair

Solution Provider Program 2 & Break (3:45-4:15 PT)

Sessions (4:15-5:00 PT)

1. Demand Creation for Online Events- Getting the Right Eyeballs and More of Them, , Room 209

Whether your event is a webcast, webinar or full virtual conference, getting the right people to register and attend is critical. This session will help you map out a strategy that identifies a value proposition matched to the group you want to attract, and then look at sourcing contact data and creating compelling, multi-touchpoint messaging.
— *Mike Agron, Webattract // Bret Smith, Webattract*

2. Virtual Event Platforms are not Virtual Events, Room 203

Its critically important to embrace the nuances of event communication when developing your event's program and plan. Don't rely on the features provided by a particular platform to drive the entire experience. This session walks you through the process of planning the attendee experience and mapping content, features and creative in a package that communicates your message.
— *Steve Gogolak, Cramer*

3. 3D In a Browser (Business 3Di Track), Room 204

In the future (it's already happening) 'flat' and 3D internets will live in the browser, giving access and integration between virtual world and web facilities. This session explores aligning 3D with browser accessibility, ease-of-use and standards, and shows how close we are to realizing the important goal of a multidimensional net.
— *Darius Lahoutifard, Altadyn // Jim Parker, Digitell // Arn Hyndman, WebAlive Avaya // Michael Gialis, Project Wonderland*

Order downloads of
Virtual Edge Summit sessions at
www.prolibraries.com/virtualedge

3DXplorer is the first and only web 3D platform which is immersive, and interactive, does not require any download or installation and works with any browser on any computer.
www.3dxplorer.com, Room 202

6Connex is dedicated to emerging virtual experience marketing channels that combine viral content distribution with true social engagement technology.
www.6connex.com, Room 205

Altus Learning Systems is a leading provider of video search and management solutions for sales enablement, learning and knowledge transfer.
www.altuscorp.com, Room 206

Boost Virtual Events provides an end-to-end platform for delivering virtual events online, in addition to offering a compelling attendee experience.
www.boostvirtualevents.com, Room 206

Expos2 provides virtual event consulting, creative branding, data integration and customization.
www.expos2.com, Room 202

GPJ is the world's premier experience marketing agency, providing innovative solutions that motivate audiences and activate brands.
www.gpjco.com

InXpo is a leading provider of privately branded virtual events, including virtual trade shows, career fairs and corporate events, and audio and video webcasts.
www.inxpo.com, Room 201

Learning Ware produces AllPlay Web an innovative solution that allows you to create a fully-automated and entertaining game show experience within your webinar or virtual event.
www.Learningware.com, Room 202

ON24 provides the most reliable and trusted solutions that enable organizations to plan, produce and deliver cost-effective virtual events.
www.on24.com, Room 212

ROI of Engagement helps companies build the business case for engagement in meetings and events, and grow their businesses more profitably.
www.roiofengagement.com, Room 208

Social27 is a virtual events platform that enables all types of virtual trade shows, online recruiting events, product launches, training and workshops.
www.social27.com, Room 208

Stream57 offers software and services for attracting and interacting with audiences in the most effective ways possible.
www.stream57.com

Unisfair powers the world's virtual events and business environments. Client solutions are designed with the outcome, not just the event, in mind.
www.unisfair.com, Room 207

Virtual by Digitell is a leading full service multimedia company working with professional associations worldwide to bring added value to meetings.
www.virtualbeginnings.com, Room 206

VirtualEvents365 by CGS enables companies to interact with partners through live and on-demand web sessions in a 3D-like online environment.
www.virtualevents365.com, Room 211

World2Worlds™ is focused on conceptualization, creation, marketing and management of 3D virtual events, web assets, systems and processes.
www.world2worlds.com, Room 208