



The Future of Events

BIZBASH

<https://www.bizbash.com/>

Skift.

<https://www.skift.com>

+ www.eventmanagerblog.com

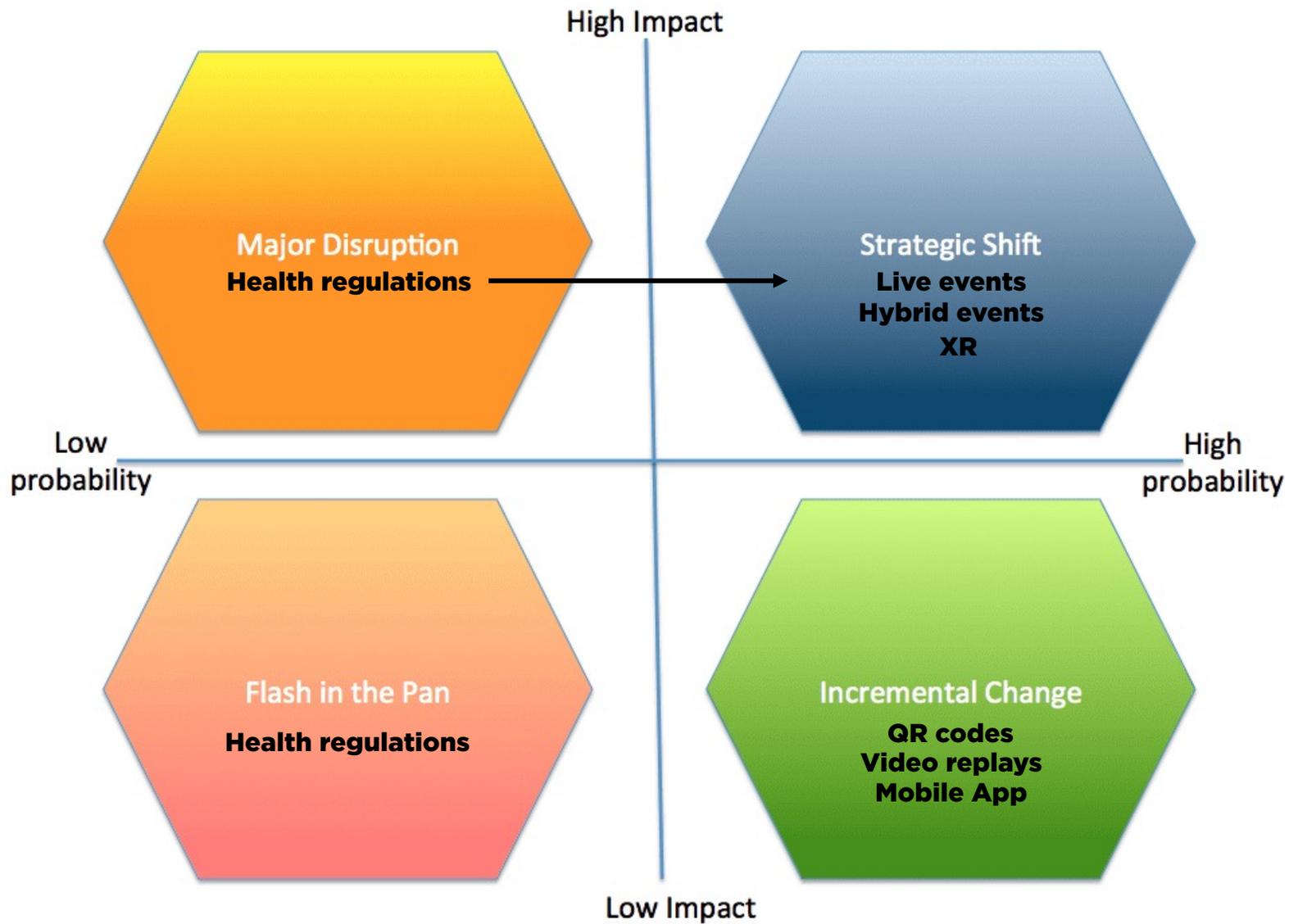
L'innovatoire

source d'inspiration de l'événement

<https://www.linovatoire.fr/>

A group of people, including children and adults, are shown smiling and laughing. The image is overlaid with a vibrant, wavy pattern in shades of red and blue. The text "Where does Future comes from ?" is centered in white.

Where does Future
comes from ?



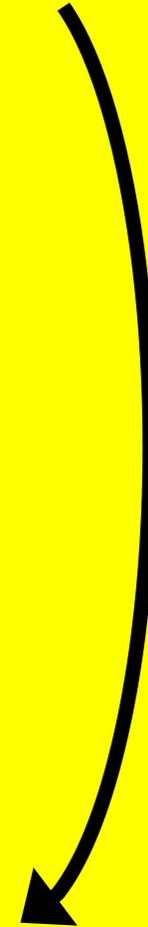
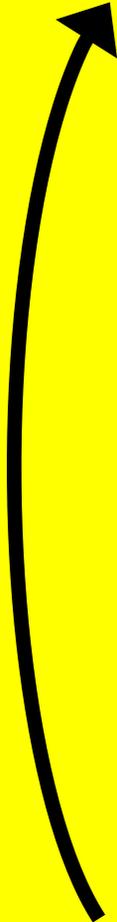
customer experience

The way the audience is living the event

data privacy
health and sanitary stakes
social media promotion
society + values are changing
revenue management
logistics of the future
new type of venues
Exhibitions becoming real MEDIAS (all year content)
Networking opportunities
offering new services as events
Mobile : the king of devices
Environmental responsibility
Technologies : drones, VR, mapping...

event production

The way event are created, managed, delivered





True

Words.



Dan-Antoine Blanc-Shapira
Fondateur

sensation!
créateurs d'événements



[Link in the press review ressources](#)

Après des décennies (des siècles) de structuration verticale de la société et des organisations, avec son corolaire de discours "top-down" (discours descendant et unilatéral de la direction vers les salariés, du politique vers les citoyens, du media vers le lecteur-auditeur-téléspectateur, ...),

nous sommes entrés dans le règne de l'interaction, du collaboratif, de la co-création.

*Cette prise de pouvoir de l'individu, concomitante à l'évolution des technologies et des réseaux, influe sur la conception des événements : **terminé le spectateur passif et vive le spect'acteur***

After decades (centuries) of vertical structuration of society and organisations, illustrated by "top down" messages (one way speech from the Management to the Collaborators, from the Politics to the citizens, from the medias to the reader...)

We are entering the *interaction* era, based on *collaboration* and *co-creation*.

This power taken *by the individual over the organisation*, strongly linked to the raise of new technologies and social media, has an influence on events.

The passive audience has come to an end.

Habitué à zapper en permanence, à suivre plusieurs écrans simultanément, à être bombardé d'informations provenant de canaux multiples, à "multi-tasker" en bon français, notre spect'acteur n'est plus capable de fixer son attention sur un flux plus de quelques minutes pour les plus concentrés.

Les pitches ont remplacé les discours.

Les événements devront rythmer les séquences, multiplier les sources et diversifier les formats pour être en phase avec les cerveaux sur-dopés de notre spect'acteur car il faudra gagner la guerre de l'attention.

From mobile to desktop, from TV to iPad, it's always more difficult to catch our audience attention, in a permanent "digital switch".

Short pitches have replaced long and structured speeches.

Events will have to gain rhythm, multiply sources, contents, and types of events. They will have to adapt to our multitask brain.

L'évolution historique de la transmission des contenus nous a progressivement amené de l'image des cavernes à la parole, de la parole au texte imprimé, du texte au son enregistré et diffusé, et enfin, retour ... à l'image, mais cette fois-ci animée, par la télévision. A chaque étape, un impact et une portée accrus. Le web et les réseaux sociaux du XXIe siècle ont réalisé une synthèse de ces techniques avec un rôle prépondérant de l'image. Cette dernière est devenue la nouvelle forme d'écriture universelle et l'événement ne pourra plus s'en passer (photos, vidéo, infographies, gif, emojis,...) pour illustrer les propos et accentuer les émotions. Parmi toutes les images, restera dans les esprits la reine d'entre toutes : la "Key Visual". Cette image "iconique" qui résumera à elle-seule l'événement. L'image est l'écriture du XXIe siècle

The historical evolution of content is leading to a higher level of impact and priority for pictures and images.

PICTURES have become our century's writing.

Si l'événement est le partage d'une expérience en commun, celle-ci se vivra de plus en plus au travers d'une personnalisation, facilitée par les nouvelles technologies : un message sur-mesure via les applis mobiles, un contenu spécifique en fonction de son profil, un parcours individualisé d'ateliers, une expérience en réalité virtuelle éventuellement au travers de son avatar, une programmation musicale personnalisée, une mise en ligne de SA propre vision de l'événement (en "vision subjective")... le tout au sein d'un public multiple et divers.

L'événement multipliera ses personnalisations.

If events remain defined as an experience sharing by a group of people, they will be turned into a higher level of personalisation.

This customisation will be possible through new technologies (mobile app, customised workshop, avatars ...)

Events will multiply its customisation abilities.

**L'ÉVÉNEMENTIEL
REPENSAÉ DE
DEMAIN**

<https://www.linnovatoire.fr/levenement-repense-de-demain/>



10 EVENT TRENDS

FOR 2021

EVENTSM
A Skift BRAND

1. MICRO EXPERIENCES

Exemple : MAPPING IMMERSIVE DINNER

As the industry is redefined for 2021, the concept of planning large events in exotic locations will change dramatically in the scale of how these experiences will be planned.

Large events will come with a lot of complications. They will be possible, but not how the industry is used to planning them.

Therefore, a new breed of destinations that help event professionals create more contained experiences will have an advantage. These will furnish planners with opportunities for surprising and enticing experiences that cater to a smaller number of people than what event professionals were used to. Despite being smaller, they will be more palatable and less risky than larger events in large cities and large venues. How destinations work within a network to create these experiences will define 2021.

Smaller experiences will offer an unprecedented opportunity to offer more exclusive events that are more intimate, with smaller groups that can foster more meaningful connections. Very large events traditionally suffered from a lack of personalization. It seems the industry has a strong opportunity to redefine in-person connection.

Industry experts foresee that hybrid experiences will have a smaller percentage of attendees in person compared to those online, and obviously the incentive to attend in person before a vaccine becomes available needs to be something unique. How event professionals coordinate that with a virtual counterpart is going to be very interesting.



JELMER VAN AST

CEO, *Conference Compass*

Jelmer van Ast is the CEO and founder of Conference Compass, a pioneer of event apps since 2009. Their apps have been used at 250 conferences last year, including 10 of the 25 world's largest association conferences. With the Society App, Conference Compass enables associations and meeting planners to unite their communities around conferences, whether they join the event virtually or in-person.

Jelmer holds a PhD in Artificial Intelligence and knows first-hand what it takes to publish scientific research and deliver engaging presentations. With his roots in academia together with over 10 years of experience building an event tech company, he and his team stand by their customers to manage the virtual experience.

PIONEERING HYBRID EVENTS IN 2021

Where the industry was forced to experiment with online events in 2020 due to the pandemic, I believe that 2021 will be the year where the industry begins to experiment with hybrid. There are a number of ways in which online and on-site event components will be able to fuse into amazing hybrid event experiences.

STREAMLINED WORKFLOWS.

Event planners have had to take an enormous financial hit due to the pandemic, though many salvaged some revenue by pivoting to virtual. In 2021, they will have to continue to invest and factor in the economics of catering to both online and onsite attendees. More than ever before, this will require event platforms that save a lot of valuable time so event planners can focus on delivering on the experience without worrying about the technology.

INTEGRATED EXPERIENCES.

All-in-one event platforms will play a crucial role in making this happen. Not just the traditional event registration and website, but the entire experience for all stakeholders — attendees, speakers and sponsors — with video streaming natively built in, mobile and browser apps working in unison, and high production value right out of the box. Speakers on-site will be streamed through the platform to attendees joining online, and speakers presenting online will be projected to the stage.

MORE INCLUSIVE EVENTS.

With virtual and hybrid platforms powering event experiences, attendees are able to discover people to meet and break into private video meetings with people all over the globe.

I'm personally very excited about this trend, as it provides a golden opportunity for the industry to become much more inclusive. At last, it will allow people at all stages in their careers and from any country to attend professional events. Even if attendees opt out of travel due to, for example, sustainability concerns, they can still join the event experience.

YEAR-ROUND EVENT COMMUNITIES.

With an online platform, the content and networking not only takes place during the couple of days of the event, but has all the potential to last much longer. Sessions are automatically recorded and can be made available for year-round access, making learning possibly much more effective. Conversations can be deeper and extended over a much longer time through online correspondence. I predict that associations and event planners will (re)discover what perhaps their strongest asset is: the communities they bring together at their events. And now they have all the tools to keep engaging these communities year-round.

2. SAFETY FIRST

No question that in 2021, the way attendees evaluate whether or not to attend events will be dictated by safety. A lot of that will be counterbalanced by when and to what extent effective vaccines become available, but until then, event professionals will need to strongly consider the safety measures in place for live events.

The industry witnessed this in July and during the summer of 2020, when

there was a break from the virus in many countries of the Western world. Events started to pick back up, and safety was paramount in terms of how attendees evaluated whether to attend or not.

Events cannot afford to become super spreaders. Therefore, the reputation of event brands will be built on health and safety:

- ✓ Social distancing at all times and especially indoors
- ✓ Mask wearing at all times
- ✓ Seated, socially distanced, and potentially staggered meal times
- ✓ Ventilation that is up to date
- ✓ Sanitation and separation by plexiglass and other types of dividing materials
- ✓ The use of counselors or stewards to direct attendees and force compliance with the rules at all times
- ✓ Onsite testing and event bubbles

Events that have these in place will have an advantage compared to those that do not. Another key component is a system for tracking whoever attends the event and informing by spotless communication in the event of an outbreak during the event.

Testing is important not just onsite, but for multiple days before and after. At the time of writing, some airlines are announcing ways to enforce vaccine passports or antibody passports for attendees to be cleared. Event technology providers are beginning to establish the infrastructure for replicating that for events.

To attend specific events, the feeling of safety and confidence will be number one, so the industry must necessarily engage in and prioritize safety above everything else.

3. MAKING MONEY WITH VIRTUAL

If event planners want to host a secure version of their event without having to consider social distancing, testing, tracing, sanitizing, crazy traveling, and the possibility of being sued, **virtual events are the only option.**

The issue is that very few people are making money from virtual events.

EventMB research says that less than 40 percent of event professionals have

been able to pivot profitably, and about 60 percent of planners will recoup less than 25 percent of lost revenue for 2020. Only 8 percent expect to recoup more than 75 percent. These numbers will not support a comeback; **virtual events need a better business model, and better support from virtual event platforms.**

Here are some of the key considerations for the future of virtual revenue generation:

- ✓ **USE A SUBSCRIPTION MODEL FOR TICKETED EVENTS.** As Netflix does with shows, planners should deal with events. Bundling creates more value than selling tickets for individual events.
- ✓ **BUILD A COMMUNITY.** Content-heavy events in particular have an opportunity to get people online talking to each other on an ongoing basis, and it's just a waste to register attendees every time and reset the content for a repeat event.
- ✓ **REWARD LIVE ATTENDANCE.** The promise of the kind of engagement that only events can offer materializes only when attendees are participating live. Catching up on demand cannot be the default option. Live attendance should be rewarded with a free ticket (if the event is free); on-demand content should be paid for.
- ✓ **OFFER BETTER CONTENT ON DEMAND.** Those planning to upsell on-demand need to up their content game. The content has to be packaged in a better way. It cannot be a four-hour video to watch without cues. Break down the video per session, add notes, offer different media formats, and include audio-only access.
- ✓ **OFFER ONE-TO-ONE MEETINGS AND NETWORKING.** Networking is an ongoing struggle for virtual, and it does not deliver on business objectives. For trade shows, emphasize delivering better lead generation opportunities.

4. HYBRID IS THE FUTURE

According to EventMB's latest research, 67 percent of respondents agree that hybrid is the future of events, and 71 percent said that they would continue to employ a digital strategy even after live events return.

It's unrealistic to think that the incredibly absurd collective experience of the past 11 months won't change the way attendees consume events going forward. Event professionals had to become fluent in virtual event technology.

Here are some reasons why hybrid events will become the norm:

- ✓ **THE CAT IS OUT OF THE BAG.** Event planners now know the benefits of attending online events, as much as they are very clear about the limitations, and for many content-dependent events, virtual formats may increasingly replace in-person ones.

- ✓ **THE COST-BENEFIT ANALYSIS DOESN'T FAVOR TRAVEL.** Traveling thousands of miles for a two-hour meeting is a waste of resources and money few will be able to afford, not to mention the environmental impact.
- ✓ **CORPORATE TRAVEL IS FAR FROM RESUMING.** A pillar of the event industry is corporate travel; corporate events bring money in and local economies thrive. As the pandemic drags on, many companies will need to cut luxuries such as corporate travel to attend an event and many more will be dissuaded by the liability.
- ✓ **THERE IS STILL SUBSTANTIAL RISK.** With vaccines on the horizon, now is not the time to let guards down. The percentage of those at high risk in the industry is quite substantial, and one can expect this substantial portion of attendees to prefer virtual over live in order to minimize the risk of contracting Covid-19.

What will these hybrid events look like?

- ✓ **MORE TV SHOW, LESS CONFERENCE.** Event planners can expect events to morph into the TV show format: live speakers or performers, a limited live audience, and a strong tech infrastructure, and increasingly competitive production quality.
- ✓ **NEW HIGH TECH 'VENUES'.** AV support, technology, and incredibly fast internet speed will replace former priorities like square footage.
- ✓ **BIGGER BUDGETS FOR AV THAN F&B.** Nimble AV teams able to deliver both live and online events will re-shape the current AV market, whereas food at live events may be skipped altogether to avoid unnecessary risk.
- ✓ **TWO EXPERIENCES.** The hybrid event experience will need to be co-created in a two-dimensional environment with event design that supports each audience's goals.
- ✓ **EVENT CONTENT RESET.** The industry loathed the 'keynote, breakout and repeat' format of most events — planners know for a fact these will need to go. Shorter sessions will prevail.

5. NEW PRIORITIES

THE NEW HIERARCHY OF ATTENDEE NEEDS



The industry should focus on bringing FOMO back to virtual and hybrid events.

When planning an event, planners have a budget and a revenue objective; this logic also applies for virtual event components, but the competition is steep. The industry is in need of barriers to entry. Why should someone choose a paid for event over a free one with essentially the same offering? Invest in a more sophisticated platform, in digital event production, in professional speakers, in good moderators. If event planners are thinking zero budget, they will get zero revenue.

This trend profoundly redefines the priorities attendees will have when attending live events.

Creativity and strategy need to prevail. Content and speakers won't be the draws they used to be. Attendees will crave networking – or better yet, connection. How events connect attendees with physical distancing, plexiglass, and face masks will be the main decider for success.

The glitzy part of experience design – the big shows, the incredible decor – will equally be important. After months of sensory deprivation, attendees will need more entertainment.

6. AUDIO TO COMBAT ZOOM FATIGUE

Zoom fatigue and platforms like Clubhouse are spurring a new way of hosting events: audio-only.

This may seem at odds with engagement, but the point is to offer attendee-centric options. Convenience is central to the success of the format. On Clubhouse, everybody participates via their phone. Some speakers are walking their dog, some others are multitasking at work. Portability is a key concept.

Offering audio attendance could help to create new ticket opportunities for paid-for virtual events as well as giving more relaxed attendance options to those who feel overwhelmed by Zoom meetings and virtual event invites.

Moreover, listening as opposed to watching stimulates a part of the brain that makes us visualize concepts. This is a completely different experience from having the event on a desktop window while attendees are multitasking.

- ✓ **PLAN CONTENT IN A WAY THAT ACCOMMODATES ALL AUDIENCES.** Having substantial visual references may alienate the audience listening in.
- ✓ **DON'T ASK ATTENDEES TO CONNECT ON A MOBILE BROWSER.** Offering an audio-only stream is key to optimizing background playback.
- ✓ **OFFER EVENT PODCASTS.** Event podcasts should be optimized for major consumption platforms.

The background features a group of people, including a woman in the foreground with her hand near her face, and others behind her. The image is overlaid with a vibrant red and blue color scheme, creating a dynamic and energetic atmosphere. The text 'Game changers' is centered in a clean, white, sans-serif font.

Game changers

Mobile App

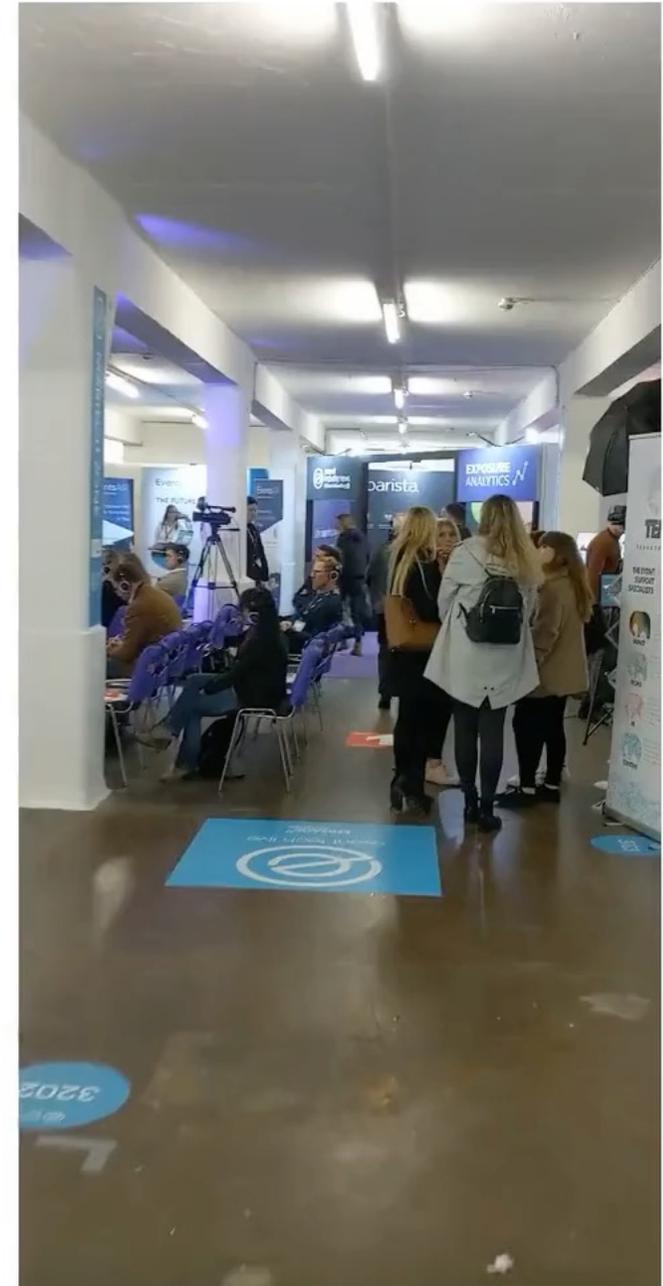
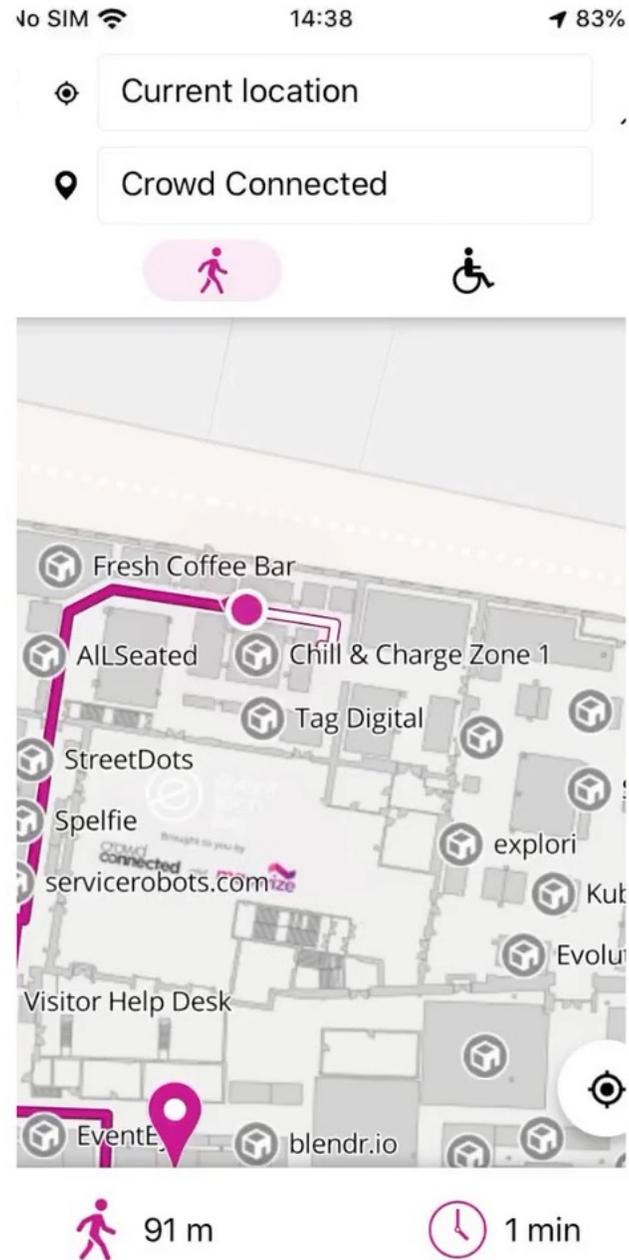
20 years ago, the phrase “There’s an app for that” did not have meaning.

Cut to 2021, and the number of apps and their ability to help the planning, designing and implementation of events is well ... too many to count.

crowdconnected

Announcing a latest integration: Mapwize indoor mapping

[link](#)



Drones

Drones are here to stay.

For outdoor events, they are a perfect way to capture all aspects. If used correctly and **within safety guidelines**, they can also be used to transport items such as drinks as well.

Unbelievable shows, such as the synchronized lighted drones shows at the Olympics and Super Bowl, are taking entertainment to a whole new level.

DRONISOS French drone company !

+ Volkswagen Drone Light Show in China : <https://youtu.be/BmE5Sps-sjl>

HOLOGRAMS !

Hypervsn Holographic Visuals

<https://www.youtube.com/watch?v=B2rmKwvJRkA>

HOLOGRAMS ... for exhibitions

VIRTUAL ON STANDARD HOLOGRAM PYRAMIDS

<https://virtualongroup.com/3d-holographic-displays/>



Virtual Reality *+ virtual visits*

Transporting guests to alternative realities is an exciting application to enhance events. The wave of the future is the ability to market events, venues and locations without ever having to leave the office.

<https://www.vip-studio360.fr/galerie360/visites/vv-domaine-de-la-corbe/vv-domaine-de-la-corbe-c.html>

Virtual visit

Citroen 360 VR Booth Tour, Paris Motor Show

<https://www.youtube.com/watch?v=kIfqE0pu4m4>

3D printing

3-D printing has become a cool addition to events. The ability to print many items--from sugar desserts to giveaways--on-site is fun and imaginative, and with the advent of more products, is becoming cheaper to do.

Will 3D object made with sustainable material is the new personalized gift ?



<https://www.bernardmarr.com/default.asp?contentID=1554>

Bluetooth / wireless

From speakers to LED lights, Bluetooth products have become a staple in the industry.

Their use has allowed for sound and lights in places where this might not have been possible before. These products are activated by remote control, and many of them are accessible from apps on smartphones.

A group of people, including a woman in a white shirt and a man in a blue shirt, are smiling and laughing. The image is overlaid with a vibrant, wavy pattern in shades of red and blue. The text "Live Events" is centered in white.

Live Events

2020/2021.

**What have we learned
about virtual events ?**



8 Takeaways From the Democratic National Convention Virtual Event



Source : <https://www.eventmanagerblog.com/8-takeaways-dnc-virtual-event>

« the four-night event worked because it was forced to deviate from political theater as usual. Its organizers turned a critical function of our democracy into a made-for-TV spectacle »

Los Angeles Times

<https://www.latimes.com/world-nation/story/2020-08-22/dnc-rnc-virtual-conventions-covid-19>

1

Quality Production Matters

One thing for sure is that, despite some hiccups from time to time, the production value was there. Having hosts that could actually be hosts was important to the event. Having actors, which was criticized by some, was actually a good move because they could keep the audience entertained in a live environment.

They knew how to react despite the lack of an audience and the feedback they normally provide. The absence of any sort of audience was the missing piece. Creating something more like the NBA games with a virtual audience would have allowed for a little bit of audience component.

But the production element with pre-recorded videos and live messages was very well thought out, and the content was key to the delivery of the event.

Quality production is an important element we cannot do without. Nobody wants a Zoom call. Nobody expects that for an event with such a huge budget.

Considering what's at stake, this should be a learning point for all planners. The takeaway is that we need to move away from referring to Zoom calls as virtual events. The production element was very successful. Production will become more dynamic as we move toward hybrid events and will be increasingly important going forward.

2

Short Segments Are the Way to Go

The second element that the event approached very well was the flow. They kept segments very short.

Obviously, they were able to access an incredible roster of diverse speakers with a lot of important topics to discuss. However, it is very easy to reach saturation quickly while listening to virtual speakers and, as a result, disconnect from the event. This is especially true for younger audiences with short attention spans.

Whenever the show became repetitive in terms of the content, it was very apparent, while the more dynamic aspects of the show were great. The event was successful when you could follow it as if you were watching a movie, a TV show, or a news program.

This is an indication for planners about not translating what happens offline, online. At live events, you'll see people around you, you're interacting with them. There are lights, noise, an experience around you.

While physical distancing at home, we're in a sensory deprived environment. We need to be engaged, and we cannot afford sessions that are 30 to 45 minutes, or even one hour. It's asking a lot of the audience.

3

Session Formats Should Be Varied

Alternating between a live component, an emcee, a recorded video, or a performance kept the show engaging at all times. And once again, this was key to keep you there, hooked and eager to discover what was coming next.

The alternation of speaker type and messages was effective. The event controlled the pacing by going from a dramatic message to a lighter one, then to a bit of music.

Keeping the variety of formats is very important for sessions; **we have experimented with it** at EventMB. The audience has always responded extremely well.

Moving from a keynote to a panel is not a variety. Innovate with new formats.

4

Pre-Recorded Content Is an Opportunity to Be Clever

The event's pre-produced segments were very effective. Specifically, the attention that went into staging and the clever use of props delivered extremely well.

If you are working with performers that could not be there, recording them in their usual environment at home with just a camera on their computer doesn't cut it.

A good example of this done right was the subtle nod to Black Lives Matter during Elizabeth Warren's speech — the letters 'BLM' (Black Lives Matter) made out of blocks appearing just behind her.

Strategically placed props around your pre-recorded speakers can be used as surprise elements that catch the eye without distracting from the speaker's message, almost like an easter egg for the more attentive audience.

5

Speaker Diversity Matters

Events are about representation. We cannot afford to have events without representation anymore.

An important aspect of inclusion and diversity in performer line-ups is that listening to someone with a different background and story makes it challenging, stimulating, and sometimes uncomfortable to listen to.

This is what moves the needle, elevating events from good to great. When a white American man in his 50s is listening to a young American girl with Mexican heritage speaking out about her mother being taken away from their family because of her immigration status, the event just switches on the attention lever. We are engaging a different part of our minds.

The takeaway for your event is to be as diverse as possible. Have more voices, new voices to create change in your attendees.

6

Hybrid Studio and Video Screen Works

Having a hybrid studio with an emcee and beaming in different speakers from around the world works extremely well. This is what hybrid events are going to look like — hopefully with a growing audience in the studio.

That interaction was well designed. It can be very powerful and very, very manageable on the technology front. The great thing is that it is very approachable. Therefore, if you're planning hybrid events, you can take a lot of those production elements and apply them easily.

That's the good news. The bad news is that it's not as easy as it looks to design something like that. There's a lot of design work that goes into that synchronization, making sure that every tool is working flawlessly.

7

Entertaining Moments Are Key to Decompress

The variety of formats and keeping the attention high are key, but sometimes you need to disconnect. Listening to Billy Irish perform provides you with white space for processing what has been discussed.

The diversity of your entertainers is also very important to allow different audience members to enter their white space, which may not be the same as someone else's.

Think about adding moments of entertainment during your events that cut the tension, especially when the event gets to very intense, dramatic, information-rich content.

8

It's Important to Build Anticipation and Drama

There was a lot of suspense built into the sessions and the lead up to different moments. The most significant element that created anticipation was how Obama reportedly made the choice to go before Kamala Harris.

He was originally scheduled to go on after her, but decided to go before. He decided that the big moment of passing the torch was the ticket for the first black female Vice President. It was a great way to deliver that moment, and obviously Obama knew. Being very good at communication, he understood very well that the positioning of speakers is incredibly important.

The lesson here is that designing your agenda and using a storytelling arc is probably the single most important element that will keep the engagement high.

Dua Lipa's 'Studio 2054' Concert Watched by 5 Million Fans



The virtual show garnered 5 million views (so far), including over 1.9 million unique logins from China, 95,000 from India and 263,264 tickets sold across the regular ticketing platforms. (tickets priced at \$10)

https://en.wikipedia.org/wiki/Studio_2054

<https://variety.com/2020/digital/news/dua-lipa-studio-2054-livestream-5-million-views-1234842345/>

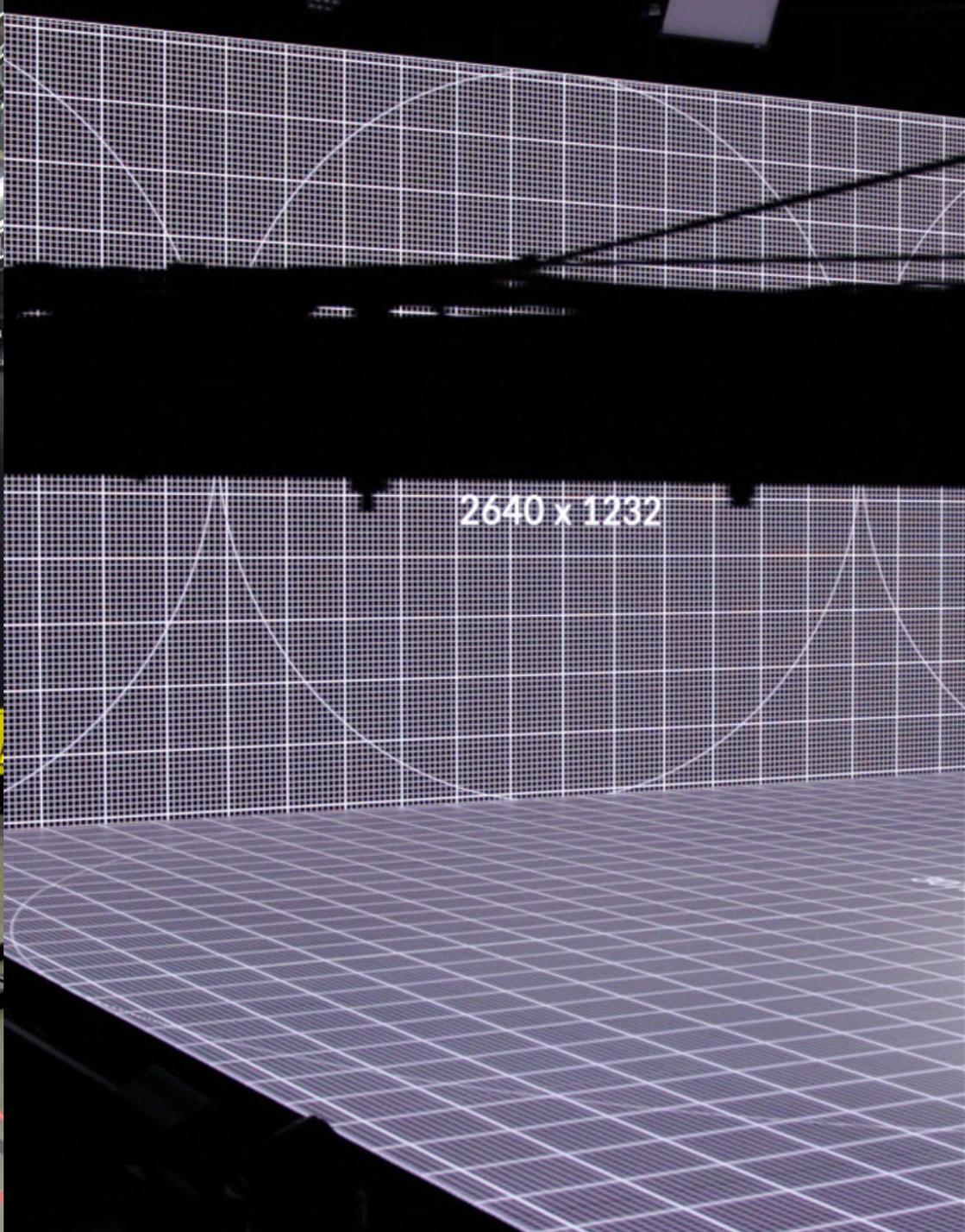
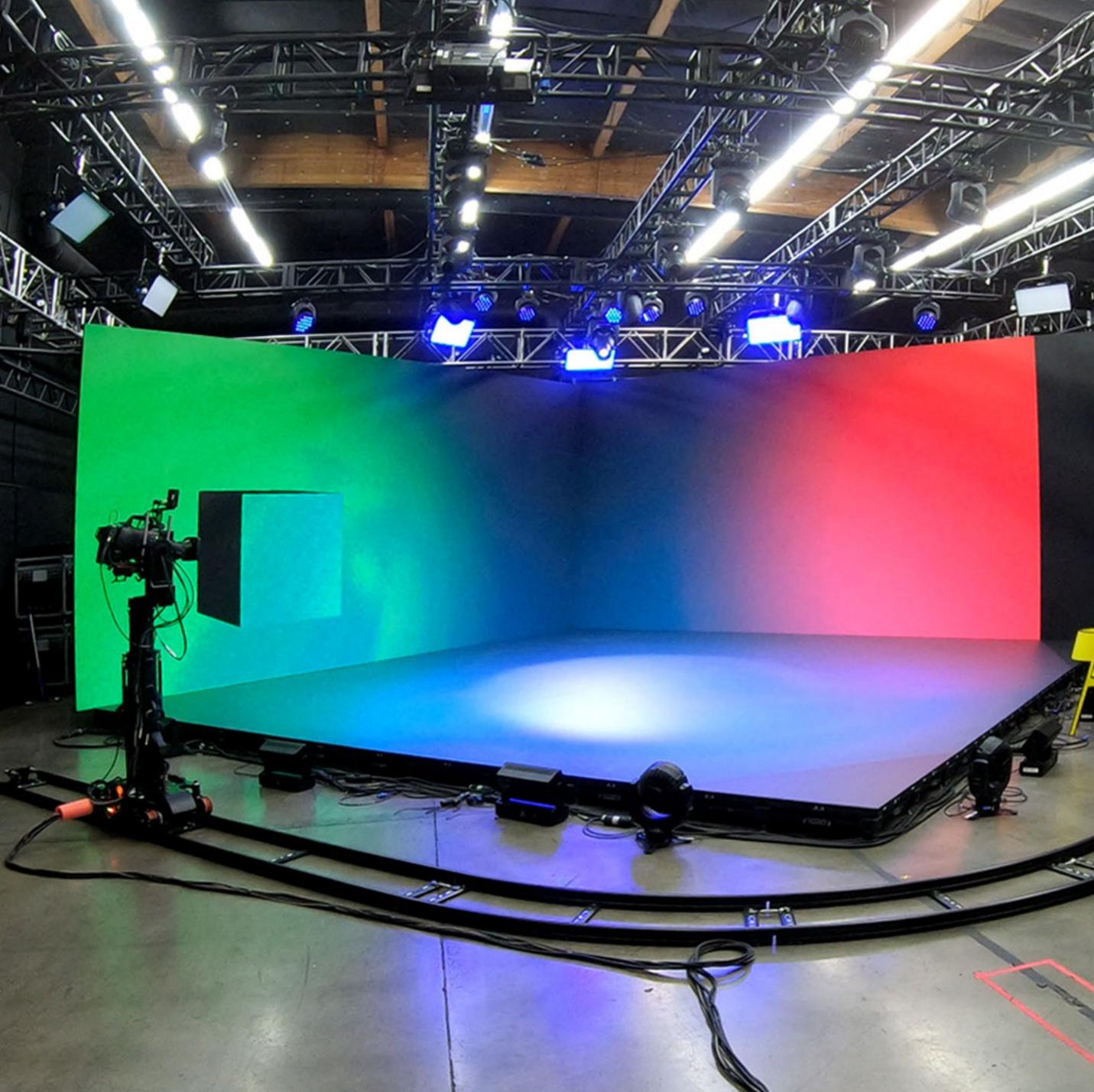
Extended Reality (XR) For Live Entertainment

Push the limits !

XR^s

Extended Reality For Live Entertainment

<https://www.xrstudios.live>







XR Studios: Behind The Scenes

<https://vimeo.com/434853933>



vevo

<https://www.youtube.com/watch?app=desktop&v=9UcHvzG1l1l>



BILLIE EILISH

WHERE DO WE GO?
THE LIVESTREAM

OCTOBER 24

LIVESTREAM.BILLIEEILISH.COM

BILLIE EILISH
WHERE DO WE GO?
THE LIVESTREAM



MovieBird















Billie Eilish's Virtual Concert Is the Rare Livestream Done Right

The singer's "Where Do We Go? The Livestream" show aired Saturday from a stage enhanced by moody, immersive visuals and XR effects that punched up the ambitions of pay-per-view music

By **AMY X. WANG** 



<https://www.rollingstone.com/music/music-live-reviews/billie-eilish-livestream-virtual-concert-1080748/>

<https://momentfactory.com/projets/tous/tous/billie-eilish-livestream>



TOMORROWLAND
AROUND THE WORLD



JULY 25 & 26 2020
TOMORROWLAND.COM

THE DIGITAL FESTIVAL
THE REFLECTION OF LOVE
CHAPTER I



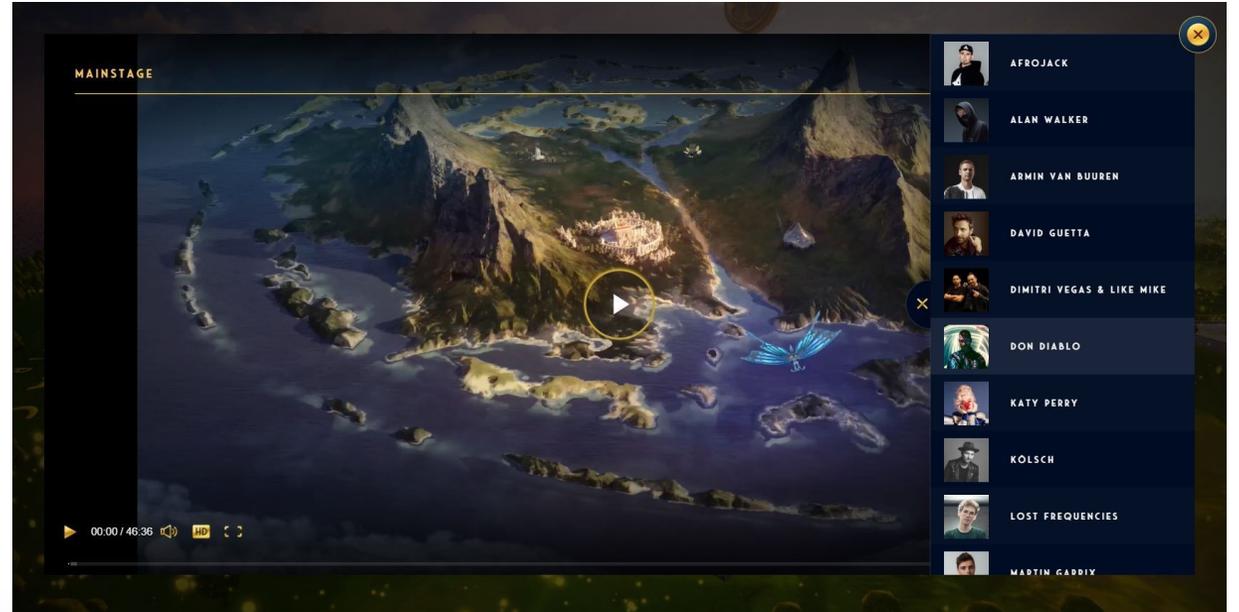
See Inside This Over-the-Top Virtual Music Festival That Drew 950,000 Attendees

Tomorrowland organizers hosted a New Year's Eve concert event with high-tech stage designs.

BY MICHELE LAUFIK — JANUARY 13, 2021



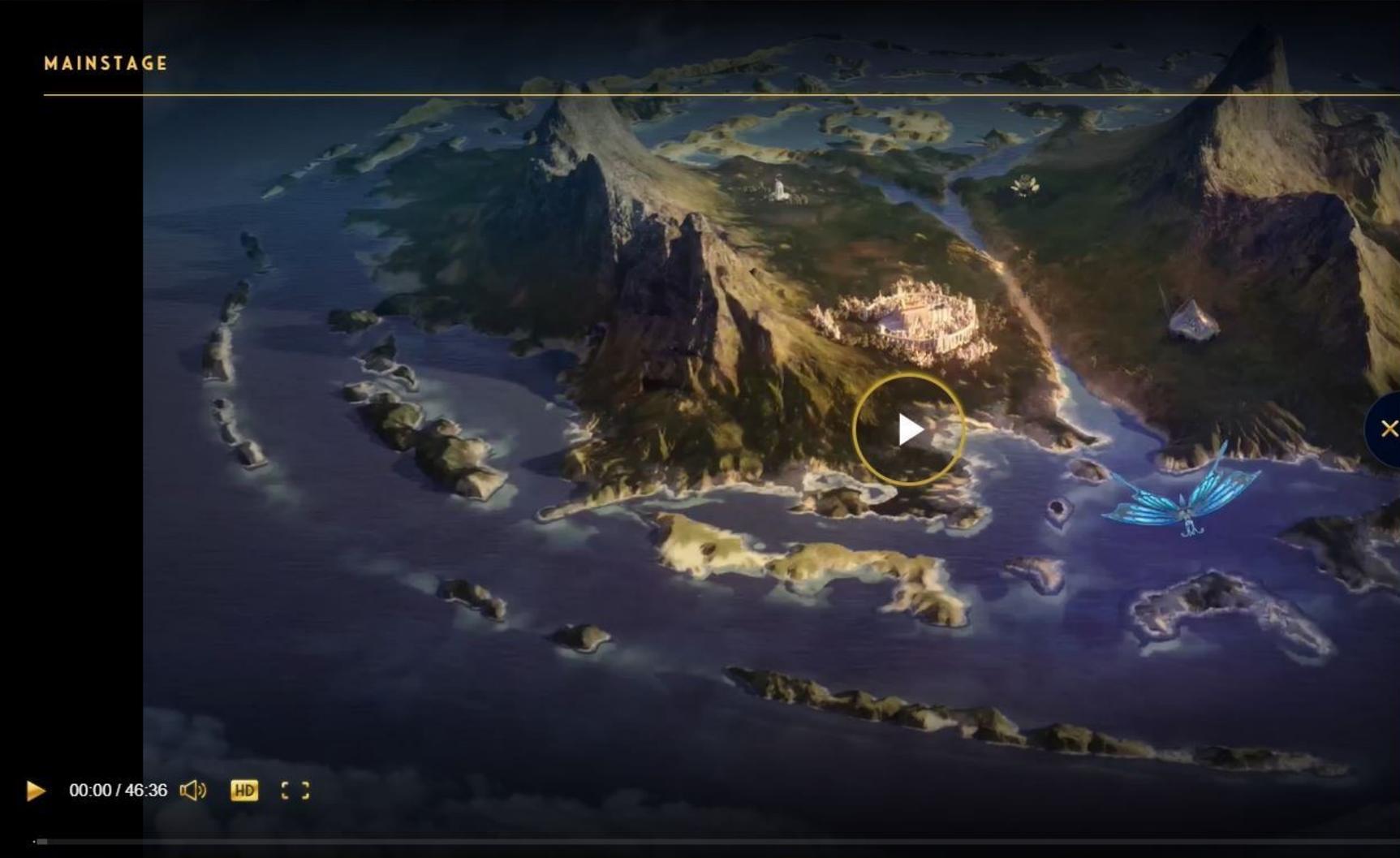
Major Lazer, David Guetta, Martin Garrix, Armin van Buuren, Tchami, Duck Sauce, Snoop Dogg's DJ Snoopadelic, Diplo, Boys Noize and CamelPhat performed during the NYE event.



<https://www.bizbash.com/production-strategy/virtual-events/article/21220863/see-inside-tomorrows-virtual-music-festival-that-drew-950000-attendees?spMailingID=44256805&spUserID=MTAyNjczMjYOMjExNgS2&spJobID=1921055056&spReportId=MTkyMTA1NTA1NgS2>

<https://www.myanmar.com/2020/08/tomorrowland-around-the-world/>

MAINSTAGE



00:00 / 46:36

AFROJACK

ALAN WALKER

ARMIN VAN BUUREN

DAVID GUETTA

DIMITRI VEGAS & LIKE MIKE

DON DIABLO

KATY PERRY

KOLSCH

LOST FREQUENCIES

MARTIN GADDIX

The image shows a video player interface for a Tomorrowland festival performance. The main video area displays an aerial night view of the festival grounds, featuring a large illuminated stage structure on a hillside and a blue dragon-like light sculpture in the water. A yellow play button is centered over the video. The top left corner of the video area is labeled 'MAINSTAGE'. The bottom left corner shows a progress bar at 00:00 / 46:36, along with volume, HD, and closed captions icons. On the right side, a dark blue sidebar lists ten artists, each with a small profile picture and their name: Afrojack, Alan Walker, Armin van Buuren, David Guetta, Dimitri Vegas & Like Mike, Don Diablo, Katy Perry, Kolsch, Lost Frequencies, and Martin Gaddix. A close button (X) is located at the top right of the sidebar.

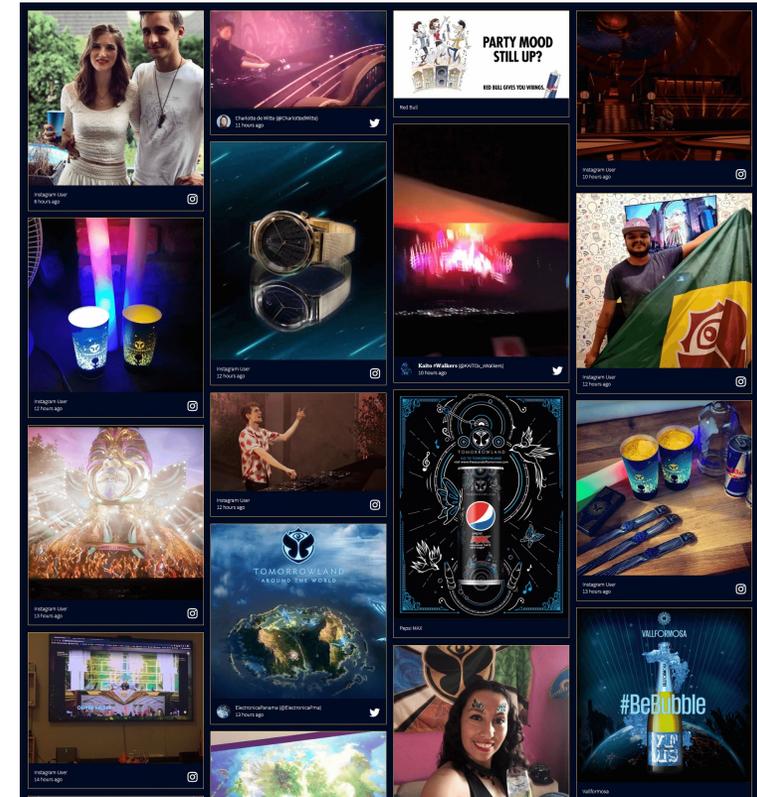
<https://theboolean.io/2020/08/13/tomorrowland-a-2d-video-streaming-festival-that-attracted-over-1-million-viewers/>

TOMORROWLAND VIRTUAL EVENT SOCIAL FEED INTEGRATION

A Spectacular Event Social Feed at Tomorrowland's Digital Music Festival



To provide attendees with an extraordinary experience, Tomorrowland created Pāpiliōnem — a magical, virtual island — for the first digital edition of the festival. Attendees could navigate through a virtual representation of the island and interactively explore the entire festival site



<https://blog.walls.io/usecase/virtual-event-social-feed-tomorrowland/>
<https://blog.walls.io/socialmedia/social-media-virtual-events>

Tomorrowland : « une édition digitale du festival » avec huit scènes virtuelles du 25 au 26/07/2020

Paris - Publié le vendredi 24 juillet 2020 à 12 h 00 - Initiative n° 189276

Élaborer un monde virtuel en 3D pour proposer « une édition digitale du festival », annulé en raison de la crise sanitaire, telle est l'initiative des organisateurs de Tomorrowland, du 25 au 26/07/2020. Intitulé Tomorrowland Around the World, l'événement rassemblera plus de 60 artistes, parmi lesquels Katy Perry, Amelie Lens, David Guetta, Martin Garrix ou Steve Aoki. Ils se produiront sur huit scènes virtuelles, conçues pour l'occasion et réparties dans l'espace du festival baptisé « Pāpiliōnem », sur le site de Tomorrowland.

Les performances des artistes ont été enregistrées sur fond vert dans quatre studios, respectivement situés sur le site du festival à Boom (Belgique), Los Angeles (États-Unis), Sao Paulo (Brésil) et Sydney (Australie). Chaque studio était équipé de caméras 4K, ultra HD et d'une cabine de DJ grandeur nature, entre des murs de six mètres de haut et huit de large. Les décors ont été réalisés par l'équipe créative et les artistes spécialistes de la 3D de Tomorrowland, en collaboration avec des partenaires extérieurs. Les derniers éléments ont été assemblés par Depence et Unreal Engine.

L'expérience a été adaptée pour les ordinateurs, smartphones et tablettes. Le montant des billets est de 12,50 € pour un soir et de 20 € pour le week-end. Des formules comprenant des produits dérivés et des accès à la plateforme Relive, permettant de revoir les performances du 27/07 au 02/08/2020, coûtent jusqu'à 290 €.



TOMORROWLAND

PRESS ROOM



1.200 fireworks, 65.000 flags, 184 lasers,
2.750 lights, 1.000 rendering hours, 152
virtual cameras, 32.000 hours of work,
21,5 hours of music, over 450 records
and over 65 unreleased tracks

Tomorrowland offers a glimpse into the technology behind its digital New Year's Eve festival

OFFICIAL PRESS RELEASE

https://nye.press.tomorrowland.com/1200-fireworks-65000-flags-184-lasers-2750-lights-1000-rendering-hours-152-virtual-cameras-32000-hours-of-work-215-hours-of-music-over-450-records-and-over-65-unreleased-tracks?asset_type=image&asset_id=c4d19f14-81af-43cd-8724-61fd86650c3a#image-c4d19f14-81af-43cd-8724-61fd86650c3a

TikTok Unleashes Cultural Venues During France's Lockdown

By Elsa Keslassy ▾



<https://variety.com/2020/streaming/news/tiktok-france-versailles-palace-culture-1234866395/>

With France's theaters and museums shut down since Oct. 30, TikTok's local office has launched its first live program of cultural events in partnership with prestigious institutions such as the Versailles Palace, the Chaillot Theater, the Army Museum and the Cinematheque Française.

The roster of events, all of which are reimagined for and viewable on TikTok, kicked off Dec. 14 under the hashtag #CultureTikTok. They showcased an exhibit about legendary French comedian Louis de Funès at the Cinematheque; a tour of the Picasso Museum; an original show at the Chaillot Theater of National Dance; the Cité Internationale de la BD et de l'Image (Comic Book Museum); a tour of Versailles Palace, including the famous Glass Gallery; the Quai Branly Museum; and the Army Museum, which hosts the tomb of Napoleon.

The initiative has been spearheaded by Eric Garandeau, former president of the National Film Board (CNC), who joined TikTok as manager of public affairs in France earlier this year.



A Quai Branly Museum exhibit on TikTok
TikTok

“We encourage our cultural partners to be purist and go for quality first: each event lasts about an hour and is presented by an expert on the subject to give people exclusive access to these high-profile places,” said Garandeau.

“Inside Versailles Palace, for instance, we’re being guided by its scientific director, Mathieu da Vinha, who shows us the mythical Glass Gallery, the apartments of King Louis XIV and the Queen, and debunks every big myth,” said the executive, who had his first novel, “Tapis Rouge,” published in 2019 and whose upcoming second book will focus on the history of Versailles and Venice in the 17th and 21st centuries.

“Culture in France, like in many countries, has been on lockdown, and our mandate at TikTok is to unleash it,” said Garandeau.

TikTok isn’t paying these cultural venues for the events; both TikTok and the venues are instead leveraging the significant exposure afforded at a crucial time. Versailles Palace gained 10,000 followers in 30 minutes, and the Chaillot was amazed by the volume of visitors, as well as their engagement, said Garandeau.

“These live initiatives have given these venues the opportunity to fast-track their digitization, widen their audiences by attracting those who wouldn’t necessarily book tickets and visit these places, and on a basic level, help them stay in touch with people,” said Garandeau, who added that the live events were inserted on TikTok users’ news feeds.

The app previously piloted the cultural live events in France with the Grand Palais for a Pompeii exhibition in March, during the first lockdown. “One video did 10 million views, it was a huge success and everyone took note of the experiment,” said Garandeau.

TikTok in France has seen its subscription base skyrocket within a few months. In the last year, the social media app has grown from 1.3 million users per day to 5.5 million, according to Mediametrie.

In its early days, TikTok appealed mostly to teenagers and young adults, but it has increasingly lured other demographics. “According to a recent study by Kantar, about 70% of users on TikTok in Europe are more than 25 years old,” Rich Waterworth, head of TikTok Europe, told Le Figaro.

TikTok : lancement d'une « saison culturelle » virtuelle du 14 au 20/12/2020

Paris - Publié le vendredi 11 décembre 2020 à 15 h 40 - Initiative n° 202440

L'application mobile de partage de vidéos TikTok propose une « saison culturelle » virtuelle, baptisée #CultureTikTok, du 14 au 20/12/2020. Les utilisateurs pourront assister « en exclusivité à des visites de musées et spectacles en direct », au sein d'institutions françaises. La plateforme entend ainsi réaffirmer « son engagement aux côtés des acteurs de la culture ».

Parmi les événements proposés, figurent des parcours d'expositions en compagnie de leurs commissaires, une visite de l'**Établissement public du château, du musée et du domaine national de Versailles** commentée par un historien, des performances chorégraphiques, ou une présentation interactive à la Cité internationale de la bande-dessinée et de l'image d'Angoulême. La plateforme fait également appel à deux influenceurs spécialisés dans les armures anciennes et l'histoire contemporaine, pour « une joute verbale » au Musée de l'Armée.

« Pour les 100 ans du T.N.P. en 2020, se lancer sur l'application la plus téléchargée cette année, est une autre manière de toucher les plus jeunes et de renouer avec l'esprit incarné par le Théâtre National Populaire : un art élitaire pour tous », indique Didier Deschamps, directeur général de **Chaillot - Théâtre national de la Danse**, qui participe à l'opération.

TikTok propose par ailleurs à ses utilisateurs de réaliser des vidéos de 15 à 60 secondes pour « partager les œuvres qui les émeuvent » sur les réseaux sociaux, avec le hashtag #CultureTikTok. Une sélection des meilleures propositions sera effectuée par la plateforme pour être diffusée sur #TikTokAcademy.

Les institutions participantes

- La Cinémathèque française
- Musée Picasso Paris
- Chaillot - Théâtre national de la Danse
- Cité internationale de la bande-dessinée et de l'image d'Angoulême
- Château de Versailles
- Établissement public du musée du Quai Branly - Jacques Chirac
- Musée de l'Armée (Hôtel des Invalides)

How CES Traded In Vegas for Virtual This Year

CTA partnered with Microsoft to host an all-digital iteration of the tech industry's biggest trade show.

BY MICHELE LAUFIK — JANUARY 18, 2021



Central to the event's microsite design was the "Live Anchor Desk," which offered the look and feel of a news broadcast, presenting the latest news and highlights from the trade show.

<https://www.bizbash.com/production-strategy/virtual-events/article/21232202/how-ces-traded-in-vegas-for-virtual-this-year?spMailingID=44271754&spUserID=MTAyNjczMjc2ODk4NQs2&spJobID=1921256144&spReportId=MTkyMTI1NjE0NAS2>



Virtual Events



Virtual event platforms.

Be present, from a distance



VIRTUAL TRADE SHOWS

Bring your products and services to life in our virtual 3D environments with real-time networking at career fairs or trade shows.



EMPLOYEE TRAINING AND ON-BOARDING

Train your employees in the safest and most realistic way with our 100% personalized scenarios.



VIRTUAL CONFERENCES

Keep your audience connected with communication that brings people from all over the world together.



ONLINE CORPORATE MEETINGS

You no longer need to travel long distances to get your entire team together. All you need is an internet connection, and our virtual platform.



WEBINAR STREAMING

Don't settle for the traditional way of broadcasting your conferences online. Allow your audience to participate and interact within them.



COLLABORATIVE ACTIVITIES

Reinforce your team's soft skills in a fun way with Bricks, puzzles and escape rooms activities.

Cruz Roja Española

I FERIA VIRTUAL DE EMPLEO

PLAN DE EMPLEO CRUZ ROJA





A group of people, including a woman in a red top and a man in a blue shirt, are smiling and laughing. The image is overlaid with a vibrant, wavy pattern in shades of red and blue. The text "Venues. Reinvented." is centered in white.

Venues.
Reinvented.

**MOMENT
FACTORY**



AREA15

IS AN EXPERIENTIAL RETAIL AND ENTERTAINMENT COMPLEX OFFERING LIVE EVENTS, IMMERSIVE ACTIVATIONS, ART INSTALLATIONS AND MUCH MORE.

<https://area15.com/>

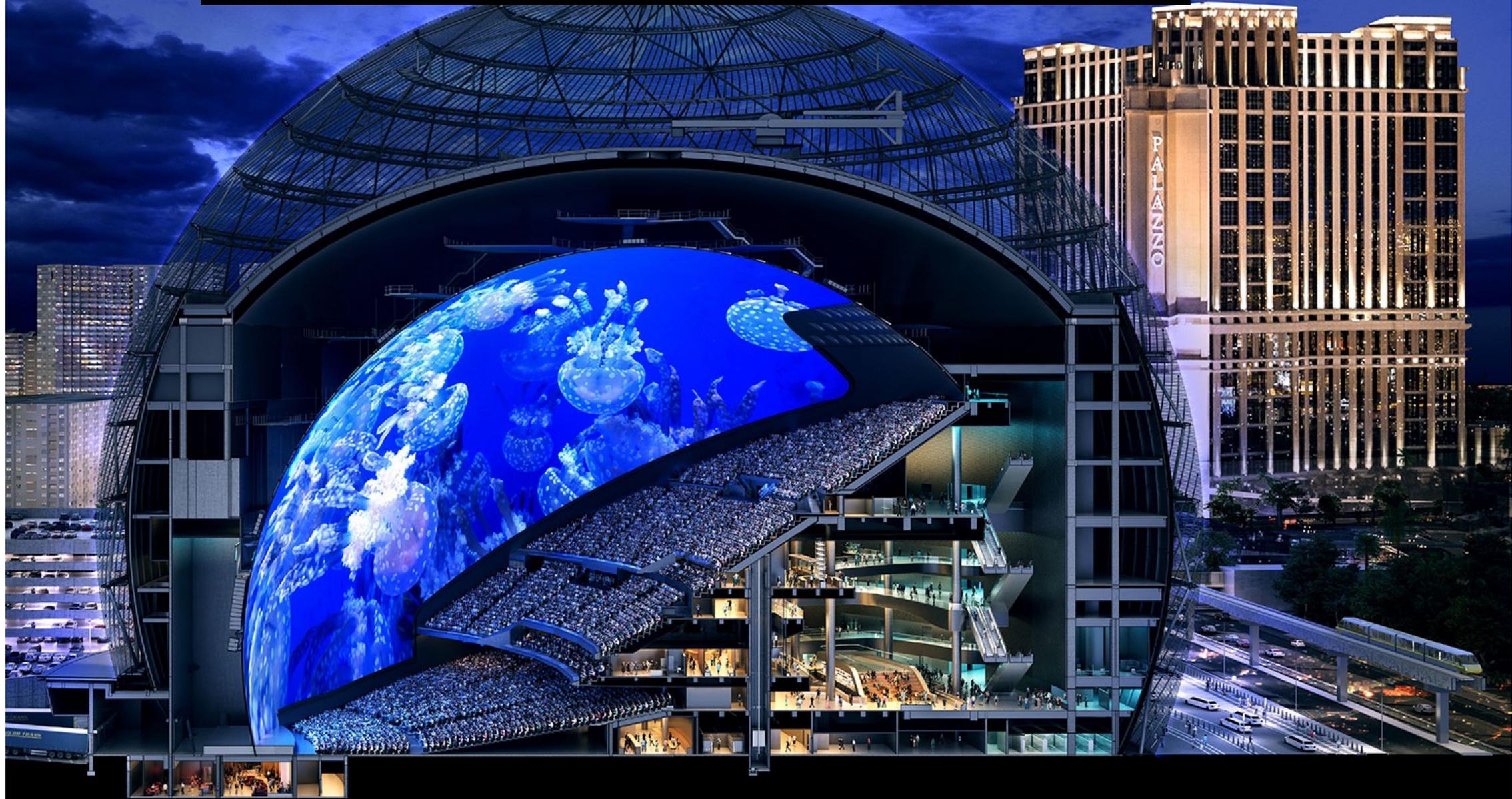
*ENTER CURIOUS.
LEAVE DIFFERENT.*

AREA15

<https://eu.rgj.com/story/news/2020/09/17/area-15-las-vegas-mysterious-bunker-style-experience-virtual-reality/5819081002/>



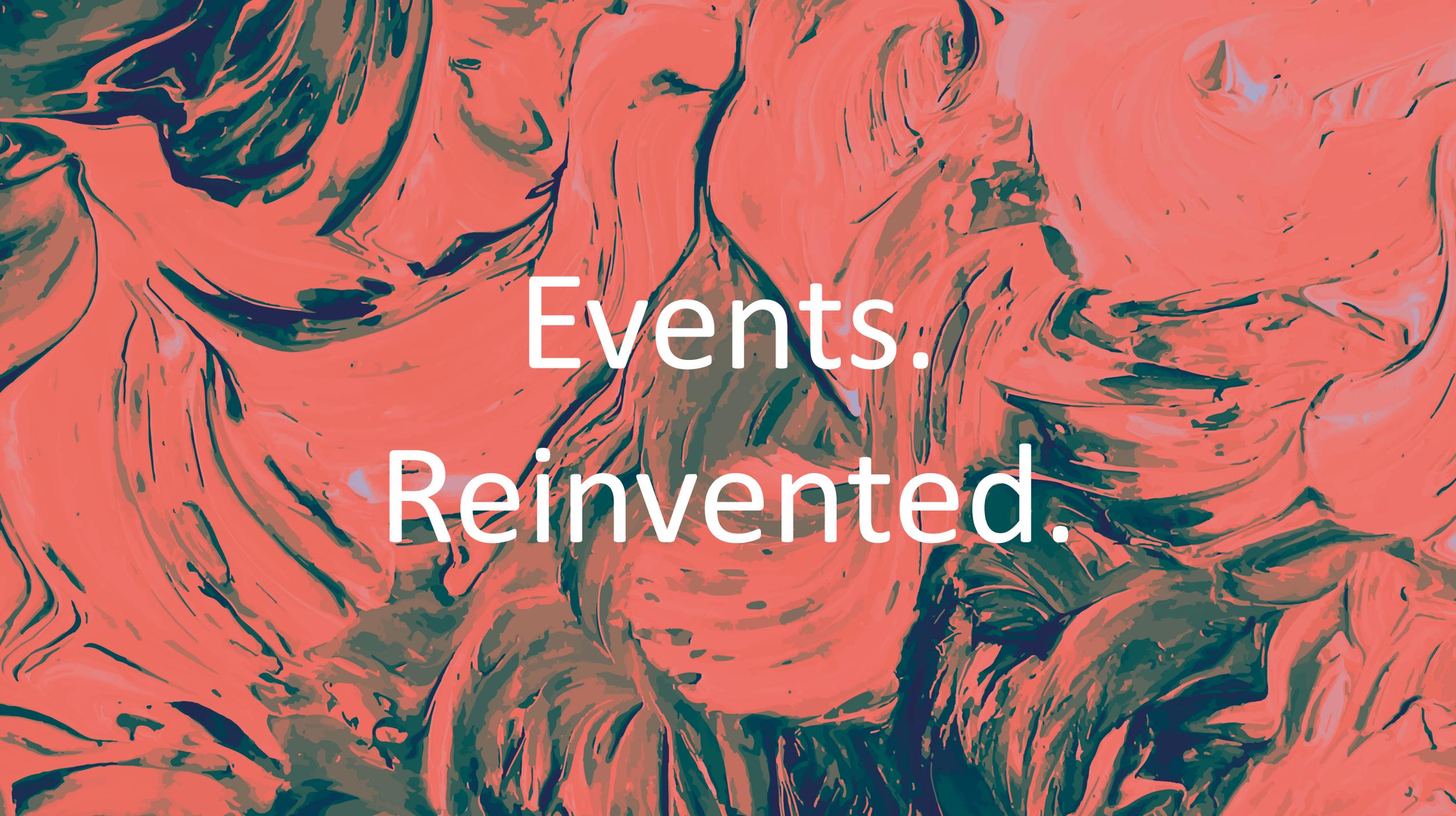
Las Vegas' MSG Sphere at The Venetian Will Be An 'Architectural Marvel'





MALLS AND PROFESSIONALS EVENTS IN 2030 BE LIKE...



A group of people, including a woman in a red top and a man in a blue shirt, are smiling and laughing. The image is overlaid with a vibrant, wavy pattern in shades of red and blue. The text "Events. Reinvented." is centered in white.

Events.
Reinvented.

The logo for Dream Factory, with 'Dream' in a bold, white, sans-serif font and 'Factory' in a white, serif font below it. The text is centered within a circular frame that has a dashed white border. The background of the entire slide is a dark, blue-toned image of a crowd of people walking through a modern, brightly lit space, possibly a museum or a large hall, with their silhouettes visible against the light.

Dream
Factory

Du Cinéma Immersif ?

À la frontière
du **cinéma**, du **théâtre immersif**,
des **jeux vidéos** et des **nouvelles technologies** :

Pendant une soirée,
entouré de vos amis,
dans un espace vacant,
plongez physiquement* dans l'univers d'un film !

Stop Watching
Start Living



**Histoires simultanées
dans un univers vivant**

Expérience non fléchée,
Exploration libre**



**Lieu tenu secret
à Paris**

**Décors grandeur nature
sur +1000m²**



**+ 100 participants
par soir**

**Soirée complète de
19:00 à 00:00**



**+ 20 acteurs
professionnels**

**Interagissez librement
avec les personnages**



**Plusieurs bars-restaurants
thématisés**



**Are events
Measurable ?**

Presentation of the EVENT IMPACT SCORE®

THE EVENT IMPACT SCORE ®, THE FIRST GLOBAL VALUATION TOOL TO MEASURE EVENT EFFECTIVENESS

- The Event Impact Score ® is a ready-to-use and standardized tool that measures and quantifies the impact of an event for the event itself or for a partner brand
- It has been developed in collaboration between Nielsen and the French association « LÉVÉNEMENT »
- Our first objective is to spread the tool so that the event industry grows more and more professional and in order for them to measure R.O.I. and R.O.O.



REPORT here : <https://www.levenement.org/wp-content/uploads/2018/07/180622-Conference-extract-VEng-1.pdf>

THIS TOOL HAS BEEN BUILT AROUND 3 MEASUREMENT BLOCKS IN ORDER TO SEIZE SPECIFICITIES OF COMMUNICATION THROUGH EVENTS

1 AUDIENCE PERCEPTION

Performance items on participants or gap vs non-participants	
Event awareness	%, Points or mark/10
Event perception / satisfaction	%, Points or mark/10
Event memorizing	%, Points or mark/10
Event-brand association	%, Points or mark/10
Image items for the brand	%, Points or mark/10
Purchase consideration	%, Points or mark/10
« Word of mouth »	%, Points or mark/10

2 DIGITAL RESONANCE

Item	For the event itself	For the brand
Number of mentions	#	#
Share of voice for the brand	n/a	%
Number of interactions	#	#
Tone of discussions	%	%
Estimated reach	#	#

3 EXPOSURE VALUATION

Item	For the event itself	For the brand
Multimedia valuation	#, €	#, €
Digital valuation	#, €	#, €
On site valuation	#, €	#, €
Others (collateral, ticketing, hospit. etc)	#, €	#, €

THE EVENT IMPACT SCORE © CAN ADAPT TO ANY KIND OF EVENT (SIZE X TYPE OF AUDIENCE)

3 measurement blocks



Activated or not depending on kind of event

1 AUDIENCE PERCEPTION

And/or

2 DIGITAL RESONANCE

And/or

3 EXPOSURE VALUATION

	B2C	B2B	Internal corporate event
From 0 to 2k participants	1	1 2	1 2
From 2k to 20k participants	1 2	1 2	1 2
From 20k to 100k participants	1 2 3	1 2 3	1 2
From 100k to 500k participants	1 2 3	1 2 3	1 2 3
More than 500k participants	1 2 3	1 2 3	1 2 3

Note: table above shows our recommendations in terms of measurement block to be activated depending on kind of event. Upon discussion, we can adapt according to your event and needs.



Go Green.



EVENT • UPCYCLING

Empreinte Carbone



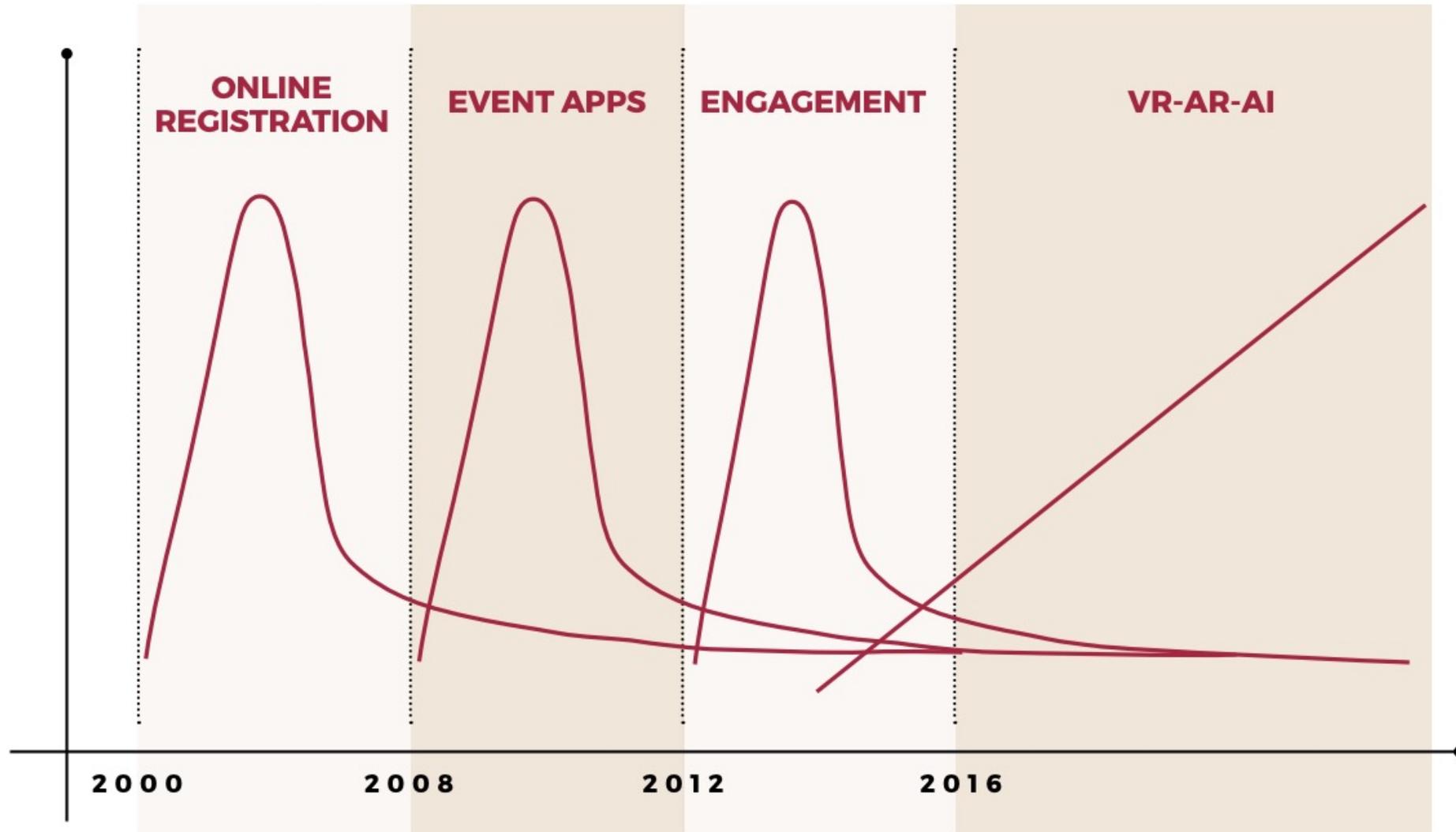
<https://www.greenbeeupcycling.com/accueil>



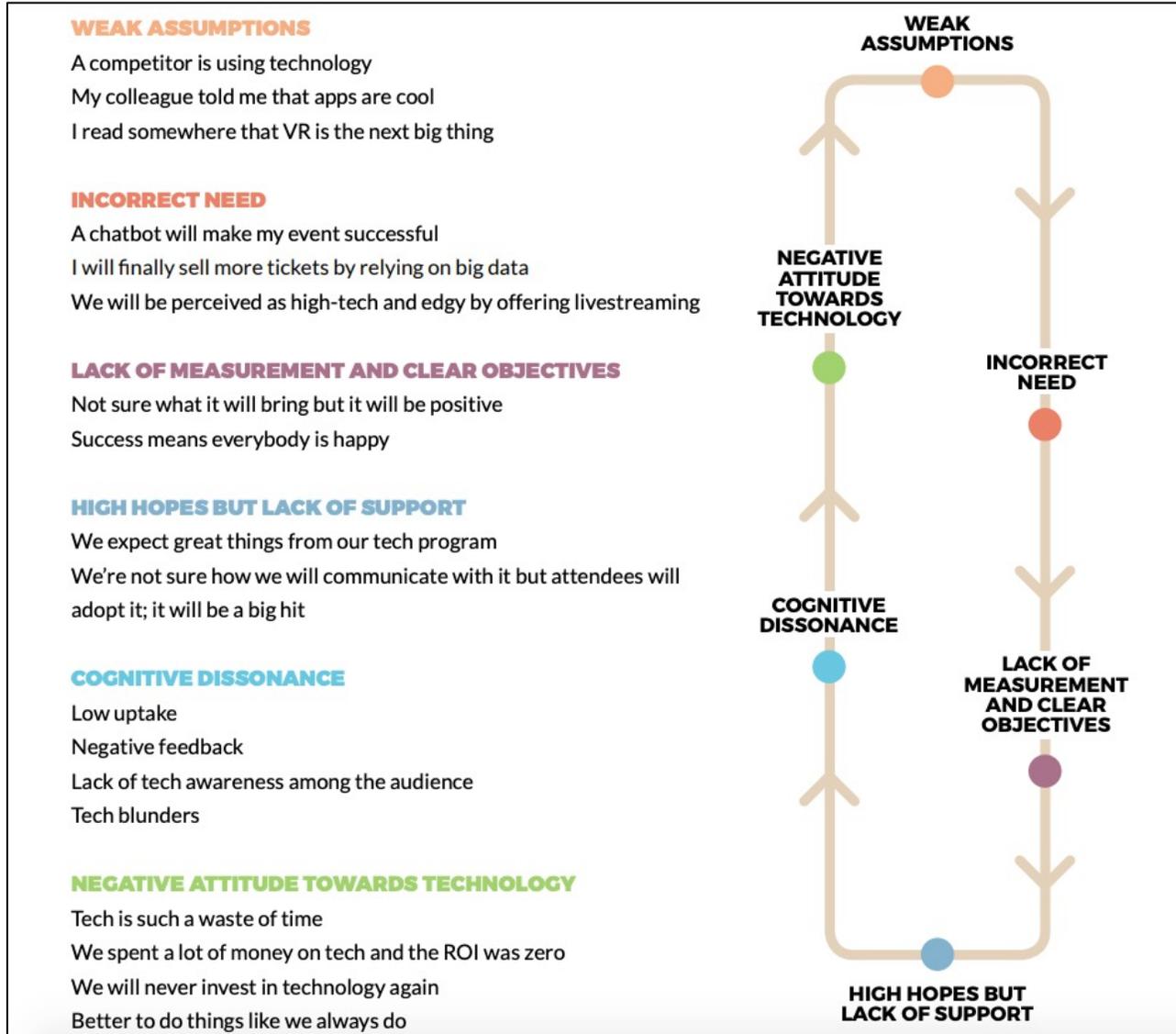


Digital tools for events

What do we call « digital » innovation ?



THE VICIOUS CYCLE OF EVENT TECHNOLOGY



Do you need to use event technology?

One of the most recurring issues with technology adoption is that choices are sometimes influenced by fashion and peer pressure rather than being the result of a thoughtful analysis. The results of such an approach are usually disappointing.

Disappointing results and low ROI usually spark a vicious cycle of distrust in the real value of technology. The end result of this vicious cycle poses substantial threats to the future of your events.

Attendees are, in fact, becoming quite demanding of technology at events. As we spend more time on social networks, and with our smartphones, we expect events to cater to our need for technology.

VALUE-BASED DECISIONMAKING IN EVENTTECH

Process	How Can Tech Deliver Value?	What Technology Should Be Used?
ATTENDEES OBTAIN BADGE AT REGISTRATION	Speeding up lines	Facial recognition, beacons, self-serve kiosks
SESSION ENDS - BREAK	Informing attendees what's coming next	Mobile app or concierge app suggesting what's next
SELLING EARLY BIRD TICKETS	Offering special discounts to friends and colleagues	Use a registration software that has built-in social selling and referral
MAIN KEYNOTE	Create excitement about the keynote and fill up the room	Use push notifications or SMS to alert attendees about the speaker and location
Q&A SESSIONS	Some attendees don't want to speak into a mic but still want to have their say	Use engagement apps or touchable technology to anonymously collect their opinion and questions
TRACK TRAFFIC TO TRADE SHOW BOOTHS	Offer more coherent and reliable analytics to exhibitors	Use tracking mats, beacon-powered tracking or cameras to measure footfall

What does a value-oriented tech decision-making process look like? Very simple. It's really a matter of asking yourself the same question, am I adding value?

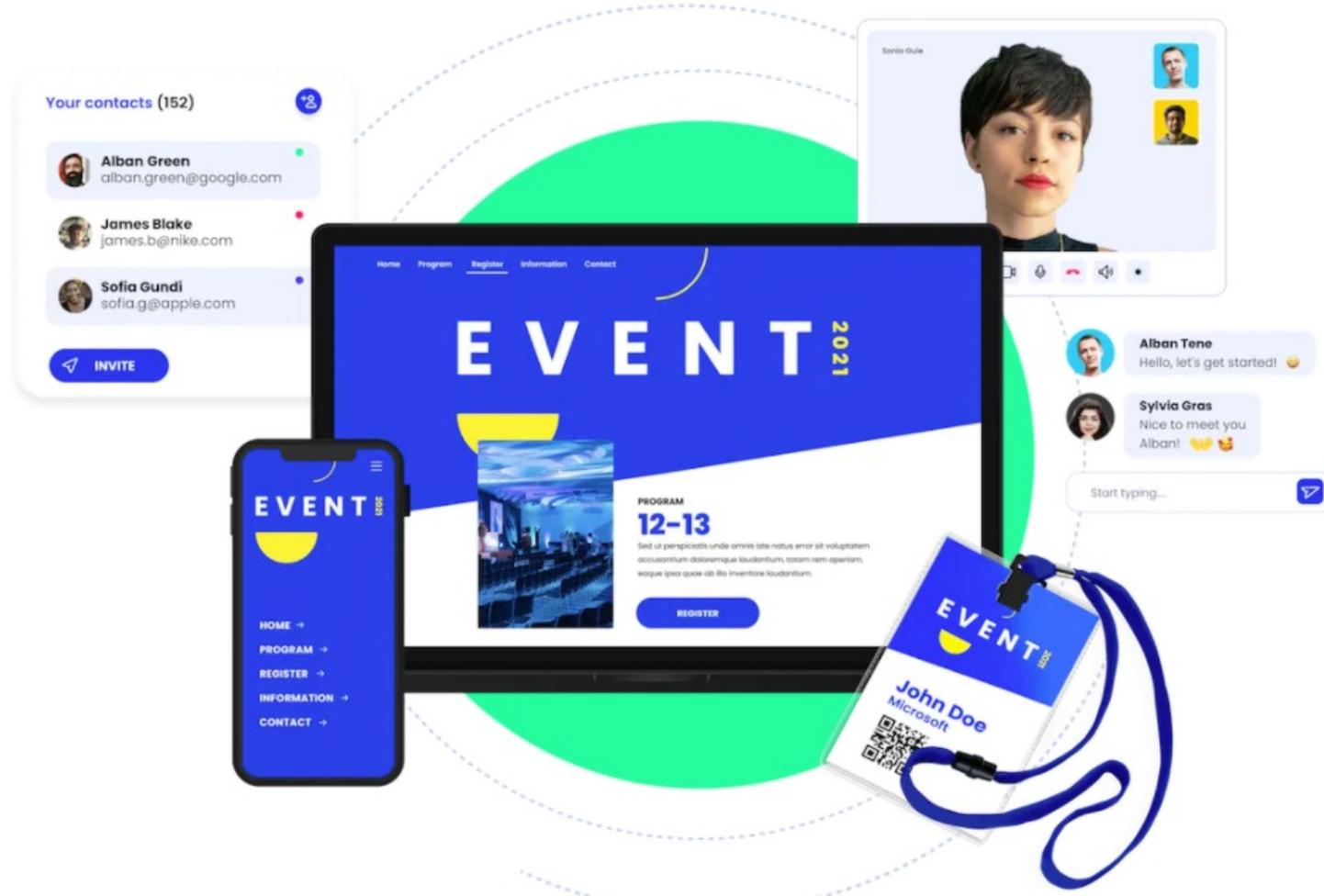
Whether it is attendees, sponsors, boss, colleagues, partners, speakers, performers, suppliers - are you adding value by using event technology?



<https://www.digitevent.com/en>

Simple and powerful event management software.

Digitevent is a complete tool to manage invitations, registrations, and attendees at your on-site and virtual events.





INVITATIONS AND REGISTRATIONS

Create a good looking registration website (RSVP or through ticketing) and send out perfect emails to maximize your event's participation.

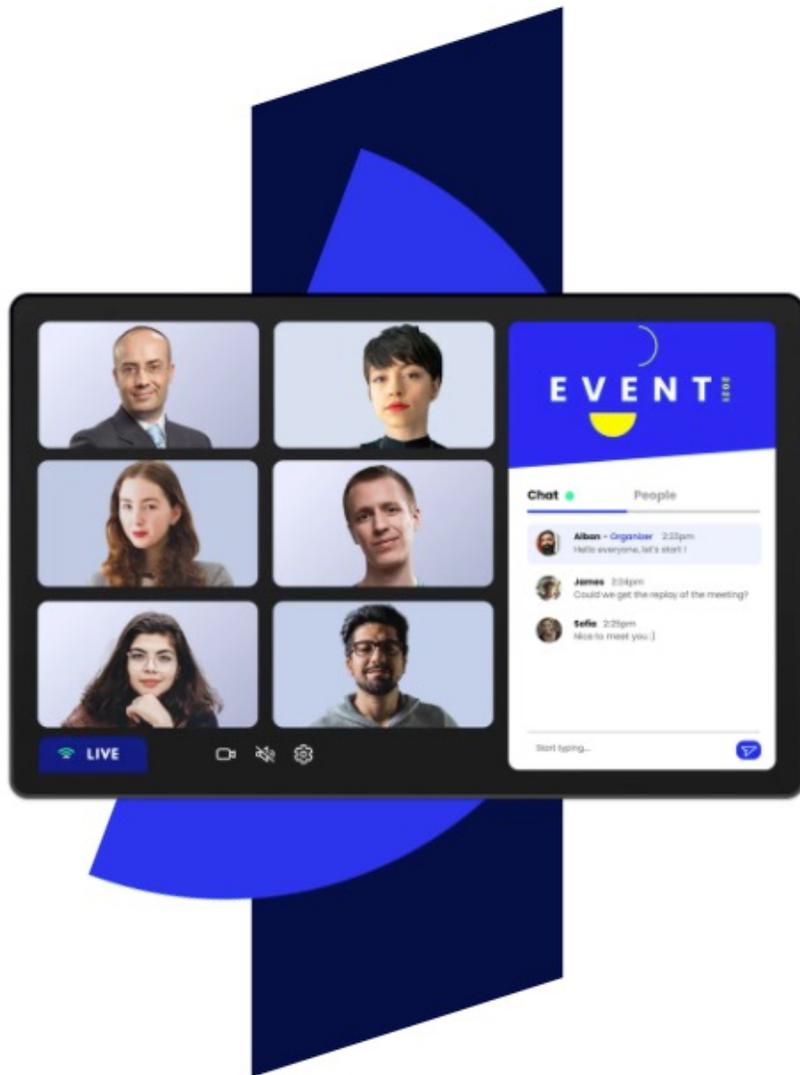
- **Showcase website of your event**
- **Invitations and reminders**
- **Registration management**
- **Ticket sales**



ON-SITE DIGITAL ACCESS CONTROL

Thanks to our access control app, control and track arrivals in real-time. Works without internet.

- **On-site arrival control**
- **Live badge printing**



ENGAGE YOUR PARTICIPANTS

Engage your audience and create a strong experience thanks to our networking, interaction, and B2B meeting management solutions.

- **Virtual events**
- **B2B meetings and matchmaking**
- **Q&A and live polls**
- **Contact exchange**

Cet événement est archivé

Mes contacts



Tous les contacts (162)



Rechercher par Nom / Prénom



Colonnes

<input type="checkbox"/>	PRÉNOM	NOM	EMAIL	TÉLÉPHONE MOBILE	STATUT D'INVITATION	INVITATION DELEGUE	RELANCE DELEGUE
<input type="checkbox"/>	Jean-Marie	MEULLE	jean-marie.meulle@orange.fr	-	● Invité	Envoyer	Envoyer
<input type="checkbox"/>	ANITA	LEBEURRIER	a.leburrier@agrial.com	-	● Confirmé	Envoyer	Envoyer
<input type="checkbox"/>	VIRGINIE	ISEPY	v.isepy@agrial.com	-	● Confirmé	Envoyer	Envoyer
<input type="checkbox"/>	LYDIE	SBROLLINI	l.sbrollini@agrial.com	-	● Confirmé	Envoyer	Envoyer
<input type="checkbox"/>	ELISE	FEILLET	e.feillet@agrial.com	-	● Confirmé	Envoyer	Envoyer
<input type="checkbox"/>	EVA	ALHERITIERE	e.alheritiere@agrial.com	-	● Confirmé	Envoyer	Envoyer
<input type="checkbox"/>	ELODIE	GERARD	e.gerard@agrial.com	-	● Confirmé	Envoyer	Envoyer

🗨️ Echanger avec un spécialiste

Obtenez gratuitement, sous 3 jours, une session de consultation avec un spécialiste pour vous faire conseiller dans l'utilisation de Digitevent

[Demander conseil](#)
[Accéder à l'aide en ligne](#)

📈 Progression des inscriptions



📡 Flux d'activité

● Confirmé	BRUNO PINEL	il y a 5 mois
● Confirmé	NICOLAS GALLIER	il y a 5 mois
● Confirmé	BENOIT DURAND	il y a 5 mois
● Confirmé	JOEL ADAM	il y a 5 mois
● Confirmé	JEROME GARNIER	il y a 5 mois
● Confirmé	YANNICK ROLLAND	il y a 5 mois
● Confirmé	ERIC LEMOINE	il y a 5 mois

👤 Statuts d'invitation



📄 Segments

Tous vos contacts	162	👤
Participants confirmés	124	👤
AUDITEUR	88	👤
DELEGUE	74	👤
Formulaire soumis - délégué	65	👤

[Accéder aux segments](#)


Cet événement est archivé

Campagnes email / sms

Envoyer des invitations, relances et rappels, via SMS / email.

Ajouter un message

5 EMAILS	ENVOIS ?	OUVERTS ?	CLIQUÉS ?	NON REÇUS ?	SEGMENTS	
Mot de passe Brouillon	-	-	-	-	Tous les contacts	 
Invitation delegue	 74	 78.38%	 24.32%	 5.41%	DELEGUE	 
Invitation auditeur	 88	 68.18%	 23.86%	 4.55%	AUDITEUR	 
Relance DELEGUE	 60	 90.00%	 58.33%	 0.00%	DELEGUE	 
Relance AUDITEUR	 104	 77.88%	 55.77%	 0.96%	AUDITEUR	 

Cet événement est archivé

+	Formulaire soumis - auditeur	est soumis et STATUT est AUDITEUR	Personnalisé	60 Contacts	 
+	Formulaire soumis - délégué	est soumis et STATUT est DELEGUE	Personnalisé	65 Contacts	 
+	AUDITEUR	STATUT est AUDITEUR	Personnalisé	88 Contacts	 
+	DELEGUE	STATUT est DELEGUE	Personnalisé	74 Contacts	 
+	Participants confirmés	Statut d'invitation est Confirmé	Par défaut	124 Contacts	
+	Participants ayant décliné	Statut d'invitation est Décliné	Par défaut	Pas de contact	
+	Contacts à traiter	Statut d'invitation est À traiter	Par défaut	Pas de contact	
+	Contacts invités	Statut d'invitation est Invité	Par défaut	38 Contacts	
+	Participants arrivés	Check-in est arrivé	Par défaut	Pas de contact	
+	Participants extras	Source est Extra	Par défaut	Pas de contact	



EVENIUM

<https://corp.evenium.com/en/>

The best event apps fundamentals



Spark conversations



Polls



Quizzes &
Scores



Live Comments



Private
Messages



Participant List

Inform



Personalized
Agenda



Speaker List



Session
Registration



Notifications



Documents



Interactive Map



Sponsors &
Exhibitors



Business Card
Scan



EVENIUM

[https://www.youtube.com/watch?v=aezIBvuS6BI&feature=youtu.](https://www.youtube.com/watch?v=aezIBvuS6BI&feature=youtu)

<https://www.youtube.com/watch?v=3rO8K6GrTHg&feature=youtu.bebe>

<https://youtu.be/3rO8K6GrTHg?list=PLXSAAnMwGmYNNJHsXxADjpzQTBCP94Fn4C>

<https://youtu.be/w6IOME-KLlo?list=PLXSAAnMwGmYNNJHsXxADjpzQTBCP94Fn4C>

<https://www.youtube.com/watch?v=x0tXrCmjbb8>

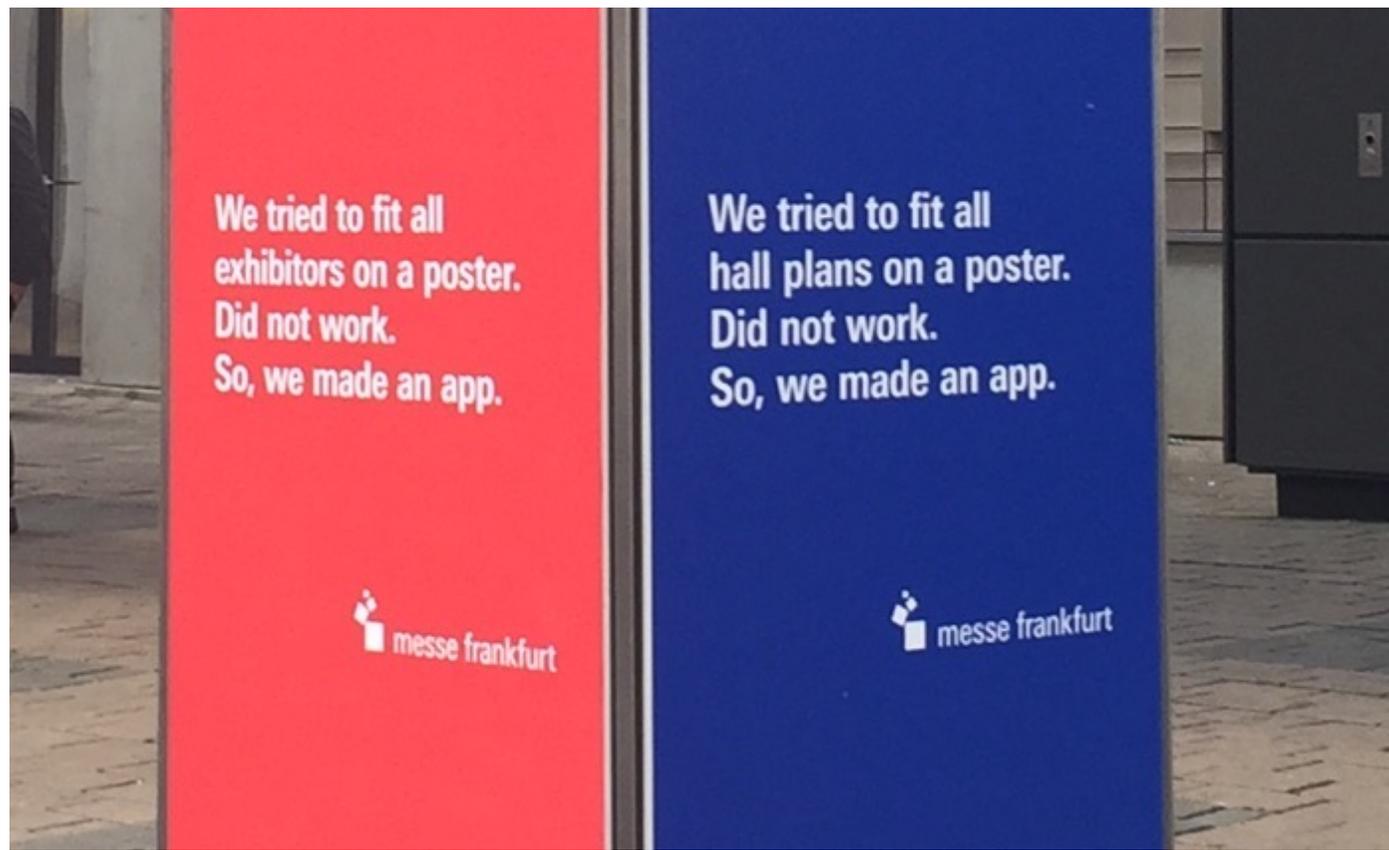


EXPOPLATFORM

www.expoplatform.com



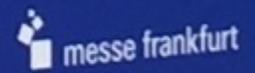
Think
MOBILE
first



We tried to fit all
exhibitors on a poster.
Did not work.
So, we made an app.



We tried to fit all
hall plans on a poster.
Did not work.
So, we made an app.



m2-event.fr/future-of-events