



Momentum's Virtual Event Platform

momentumevents.com | [@momentumeventco](https://twitter.com/momentumeventco)



About Momentum

We're Momentum, *The What's Next Event Company* that relentlessly pursues the future trends that will impact your industry, company and profession.

Key Stats:

- Launched in 2012
- 150+ B2B events produced
- Sector Expertise: Enterprise Technology, Legal & Regulatory & Partner Events
- Industry Expertise: Financial Services, Technology, Retail & CPG, Food & Beverage, Energy, Healthcare
- Active Event Partners: The Wharton School, NEMOA, INCBA, Entrepreneur Magazine, Columbia University, Nasdaq, Loyola University, Data & Marketing Association, Association of National Advertisers, Node Health, Social Starts, Plug and Play, Nasdaq



What is a Momentum Virtual Event Platform?

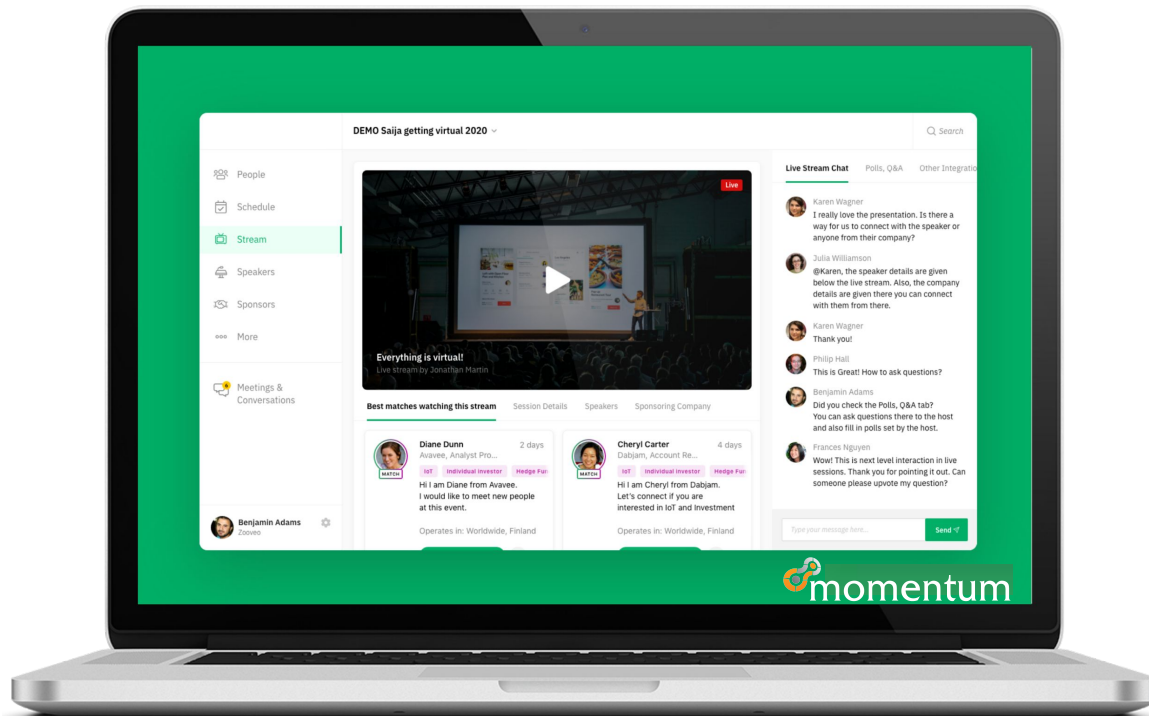
In 2008, Momentum's COO Bryon Main became one of the first conference executives to pilot and subsequently roll-out a virtual event platform. That experience and knowledge has never been in greater demand than today.

When travel to a conference is simply not possible, agile companies must find a way to maintain the learning, networking, lead generation and thought leadership required to drive their business.

Momentum's Virtual Events Platform (VEP) has been designed to achieve every single conference objective - minus the impossible, the handshake. Designed on the latest technological platforms, and seamlessly integrated with Momentum's best in class infrastructure, attending a Momentum Virtual Event will be the next best thing to sitting in the conference session.

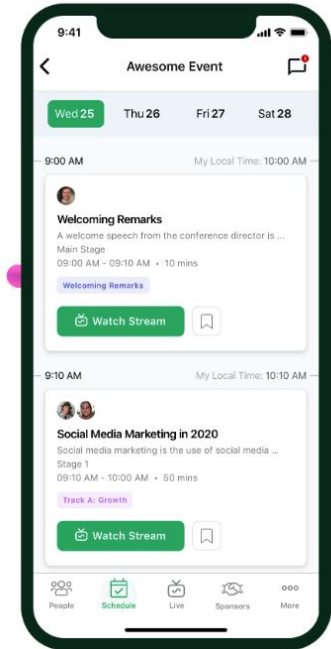
Momentum's Virtual Conferences: Everything But The Handshake!

The Virtual Event Platform Overview



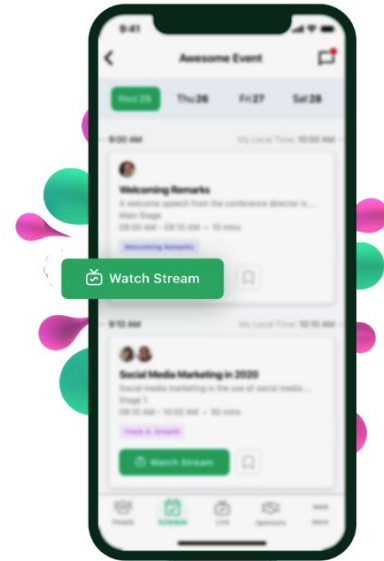
Conference Essentials

- Exclusive event hub page accessible via desktop, tablet or mobile device
- Virtual lobby with topic streams that:
 - Creates a “community” atmosphere
 - Enables “pop up” conversations
 - Gamification to increase engagement and visits
- Dedicated live stream session content that includes:
 - Live Q&A
 - Live polling
 - Real-time session engagement analytics
 - Enhanced audience profiles allowing efficient matchmaking
- Dedicated sponsor section for branding and digital engagement including:
 - Product downloads
 - Live chat with your BD team
 - Real-time virtual booth engagement analytics



The Virtual Event Platform Overview

- Embedded match-making with 1:1 meeting coordination including:
 - Embedded facetime video and/or audio chat
 - Direct messaging
- Access to the complete list of registered attendees and actual “participating” attendees. All opt-in contact details will be provided
- Advanced attendee demographics: You will receive a deep audience analysis post-event that can categorize attendees by a number of criteria including company size, number of employees, industry





Sponsorship Benefits

- Dominant branding in all marketing communications
- Dominant branding throughout virtual event platform
- Sponsored push notifications
- Presentation opportunities including:
 - Live Q&A
 - Live Polling
 - Session Analytics
- Unlimited internal attendee passes
- Virtual exhibit that includes:
 - Welcome video
 - Product and white paper downloads
 - Embedded, private facetime video and/or audio chat
- Gamification to increase engagement and visits
- Enhanced audience profiles allowing efficient matchmaking
- Attendee list and advanced audience demographics
- A copy of the link to your presentation(s) to repurpose for up to 6 months



The Power of Momentum's Database

- 3,217,000+ names
- 97%, “human verified” accurate
- 100+ types of segmentation
 - Industry
 - NAISC or SIC code
 - Company Size
 - Employee Count
 - Funding Type, Amount
 - Business Model (B2B, B2C, B2G)
 - Department
 - Job Function
 - Seniority
 - Location
 - Keywords

Platform Screenshots

Welcome | Availability | **Interests** | Profile

Select the items you're interested in

Search

A virtual event technology

- Embedded meeting link
- Live Stream
- Networking Tech**
- Social Feed inside the app
- Sponsorships
- Video calls
- Virtual Polling

Customer experience

- Brand community
- Customer delight
- Customer dynamics
- Customer engagement
- Customer feedback management services
- Customer satisfaction
- Customer success
- Customer value proposition
- Lead scoring
- Quality of experience

Sales and Commercial

- CRM
- Geography
- Processed
- Sales and Commercial - Other
- Sales force effectiveness

Welcome | Availability | **Interests** | Profile

What are your goals for **Networking Tech?**

NETWORKING

- Network about this

TRADING

- Explore gifting or buying

RECRUITMENT

- Offer or sell this
- Get a job in this
- Offer a job in this

Save

CRM | Geography | **Processed**

Sales and Commercial - Other | Sales force effectiveness

Attendees

- Total Attendees: 1104
- Avg. engagement / user: 27.4
- Users with meetings: 668
- Users without meetings: 436
- Active this week: 39

Engagement

- Meeting communications: 20458
- Chat messages: 11885
- Meeting requests: 8593
- Accepted: 2605
- Pending: 1136
- Pending reschedule: 118
- Cancelled / rejected (chat left open): 8549
- Cancelled / rejected (chat left closed): 25

Pre-engagement

- 75% Pre-engagement
- 25% No Pre-engagement

Interests | Categories

All | Networking | **Trading** | Investment | Recruitment

Interest	Buy/Explore	Sell/Other
Engagement / Retention Solutions	122	149
Growth Hacking	246	141
Customer Lifecycle Management	198	136
Meeting Solutions	63	64
Customer Engagement	214	226

Meetings summary Export (.csv)

	Total	Inbound	Outbound
Total engagement	97	66	31
Accepted	33	23	10
Pending	34	23	11
Declined	22	12	10
Cancelled	8	8	0
Messages	74	41	33



Testimonials

“Momentum brings tremendous efficiency and decades of experience to their execution of events. They have a deep network of industry experts, a strong reputation for exceeding expectations and always deliver a truly best in class event experience.”

Vice President CRM, 1-800-Flowers

“It was the best conference ever!”

Chief People Officer, Greenspoon Marder

“I met an amazing community of people from law firms and other organizations that are embracing mental health programs in the workplace.”

Global Practice Leader, Managed Legal Solutions, Major, Lindsey & Africa

“Momentum put on an amazing event- I was honored to be part of it. Look forward to putting our heads together again in the future.”

Editor at Large, Thrive Global