Insights from Virtual Event Experts Bringing Human Centered Design into the Virtual World
Agenda

1. Meet Convene
2. Human-Centered Design in Physical Events
3. Human-Centered Design in Virtual Events
4. The Future is Hybrid
5. Closing
Meet Convene
Convene is a premium work experience platform that includes a network of 25+ meeting, event, and office locations and a suite of digital meeting technology solutions.

Founded in 2009, the company is headquartered in New York City.

Convene has been named one of America’s 100 Most Promising Companies by Forbes and a Best Workplace by both Inc. and Fortune Magazine.

Convene’s products and solutions are designed to create your best day of work, wherever it happens.
What is Human-Centered Design? A Quick Overview
Human-Centered Design Process

Research our End Users
Seek to Understand User Experiences
Identify Users’ Needs

Learn from Research
Identify Potential Solutions
Design and Prototype Solutions

Gather Feedback
Iterate on Solutions
Launch Product
INSPIRATION

Seek to Understand
Delivering a safe and premium workplace or meetings experience is complex & costly...
...and employees needs & expectations were already changing pre-pandemic

75% of the global workforce will be millennial by 2025

69% of employees want better workspaces

87% of employees want amenities

51% wish their company offered more flexible work options
WORK ENVIRONMENTS HAVE NOT KEPT PACE

MEETING SPACES ARE
- Dark
- Uninspiring
- Stale

92% of planners believe events are more likely to be booked outside of a hotel than five years ago. 7

OFFICE SPACES ARE
- Cramped
- Monotonous
- Loud

85% of employees are unhappy with office environments and struggle to concentrate. 8
IDEATION

Design & Prototype

INSPRIATION

IMPLEMENTATION

IDEATION
We are responding to the needs of today’s workforce.

WHAT TALENT WANTS IS WHAT CUSTOMERS NEED AND WHAT CONVENE PROVIDES
IMPLEMENTATION

Launch and Evolve
We create your best day at work wherever it happens.
HCD AND THE SHIFT TO VIRTUAL EVENTS

Creating the Digital Twin of Convene Meetings & Events
Human-Centered Design Process

- **Research our End Users**
  - Seek to Understand User Experiences
  - Identify Users’ Needs

- **Gather Feedback**
  - Iterate on Solutions
  - Launch Product

- **Learn from Research**
  - Identify Potential Solutions
  - Design and Prototype Solutions

**INSPIRATION**

**IMPLEMENTATION**

**IDEATION**
THE NEXT INSPIRATION: CREATING CONVENE’S DIGITAL TWIN
<table>
<thead>
<tr>
<th>FEATURE OR DELIVERABLE</th>
<th>CONVENE MEETINGS</th>
<th>CONVENE VIRTUAL &amp; HYBRID</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Space Customization</strong></td>
<td>Your Space Not Ours: Spaces are blank canvases for clients to create branded events.</td>
<td>Highly customizable platform that incorporates clients’ unique brand elements in logos, imagery, colors, and content.</td>
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<tr>
<td><strong>Space Flexibility</strong></td>
<td>Convene offers a variety of spaces within our locations: Galleries, Forums, Hubs, Studios and Boardrooms.</td>
<td>The Convene platform enables different meeting types based on client objective: highly produced main stage solutions for keynotes and collaborative sessions for breakouts, workshops and education tracks.</td>
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<tr>
<td><strong>The Arrival Experience</strong></td>
<td>Warm, hospitable welcomes within steps of the door.</td>
<td>Easy to navigate, secure registration and authentication process.</td>
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<tr>
<td><strong>Pre-Event Planning Support</strong></td>
<td>Team Convene, led by the Production Manager, handles all of the pre-event details like menus, room sets, A/V needs.</td>
<td>Team Convene, led by the Virtual Event Manager, handles all of the pre-event details like timelines, registration, agenda, marketing assets, speaker and sponsor profiles, and more.</td>
</tr>
<tr>
<td><strong>Live-Event Support</strong></td>
<td>Team Convene, led by the on-site team, manages all of the details of flawless day-of event execution.</td>
<td>The Convene Control Room Team, led by the Technical Producer, manages a TV-like production.</td>
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<tr>
<td><strong>Event Technology</strong></td>
<td>Convene offers thoughtful, inclusive packages that include all of the required in-room event technology for clients’ use case and objectives.</td>
<td>Convene provides packages that are specific to the client’s meeting purpose and can operate events that are completely virtual or hybrid originating from a Convene or some third space.</td>
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MISSION
THE FUTURE IS HYBRID

The Implementation of Convene Hybrid Meetings
The fundamental challenges of planning events in the pandemic era

For in-person meetings and events in the near- and mid-term, it is difficult to know how many of a meeting’s participants will be both willing and able to attend in-person and who will elect to connect with meetings virtually.

The inherent uncertainty of planning events in the pandemic adds to already challenging budget and resource - technology and people - constraints faced by most organizations with respect to operating hybrid events.
A HYBRID EVENT is one where there is some physical, in-person meeting component with an integrated virtual event to reach and engage with remote participants.

**STUDIO HYBRID**
A largely virtual event where there is a physical space that acts as a live studio for the speaker(s).

**ATTENDED HYBRID**
An event where some percentage of the participants will be together physically and others remote.

**NETWORK HYBRID**
Also known as hub and spoke, are events where multiple meeting sites link together for some or all of the content.
Creating one seamless experience

PEOPLE & TECHNOLOGY coming together to enhance & streamline:

PRE-EVENT ➔ DAY-OF EVENT ➔ POST-EVENT

REMOTE AND ON-SITE EXPERIENCES

PLANNERS ✪ ATTENDEES ✪ SPONSORS ✪ SPEAKERS ✪ PRODUCERS

Virtual Meetings
**FOCUS ON SIMPLICITY**
- Less Might be More
- Not Everything is Worth Streaming

**EMBRACE THE DUAL EXPERIENCE**
- Diverging and Converging content
- When possible, keep virtual groups together

**Best Practices for Hybrid Meetings:**

- **Hybrid Event Design**
  - **In-Person Only**
    - Breakfast
    - Breakouts
    - Break
    - Closing
  - **Virtual Only**
    - Keynote
    - Break
    - Lunch
    - Breakouts
    - Sponsor Break
    - Closing
    - Virtual Networking Event
  - **Hybrid**
    - Breakfast
    - Keynote
    - Break
    - Lunch
    - Breakouts
    - Sponsor Break
    - Closing
    - Virtual Networking Event
    - Reception
    - Dinner
**Best practices for hybrid meetings: platform selection**

**ENGAGE STAKEHOLDERS EARLY IN PROCESS**
- In addition to the tech, you are likely going to need more human support,
- Set expectations around the complexity and cost inherent in hybrid events,

**MATCH EVENT DELIVERABLES WITH PLATFORM FEATURES AND SERVICES**
- No Platform Does Everything
- Create short list, then demo
- Tech Support ≠ Production Support
Effective Hybrid Meetings: Platform Selection

Meeting Stakeholders
Meeting Deliverables
Venue Considerations
Meeting Design
Event & Data Security
Planning Resources
Production Resources

The right hybrid meetings solution
VENUE + PLATFORM
Human Centered Design in Digital Events: Planner Questions for Evaluating Solutions

- What is the pre-event experience like for attendees?
- What does arrival feel like?
- What do they see when waiting for the event to begin?
- Do you have live customer support if they have difficulty getting onto the platform?
- How can they navigate around the platform? Does it require explanation by the speakers?
- How can they ask questions? Reach out to one another?
- Can they pause the player (live stream) and come back to it?
- Do users need multiple log-ins or apps in order to participate?
Thank You

GET IN TOUCH

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