

**Private
equity
events**

finevents
The financial events agency

Shifting to hybrid or virtual events

July 2020

Outlook for H2 2020

Shifting to hybrid or virtual events

Let's be honest: There's no substitute for a face-to-face conversation.

GPs have always engaged with LPs and stakeholders through a busy schedule of events throughout the year

- AGMs
- Investor Days
- LPAC meeting
- Informal networking events
- Private Equity Conferences such as (Super Return, IPEM, etc.)
- Fundraising Roadshows
- CEO retreats

Why so? Investment is based on trust and personal relationships.

These moments are important levers to create a dedicated environment where Investors understand well not only the strategy, but the people involved – allowing for trust build up and a continuous open dialogue.

What has changed? The democratisation of digital events in 2020.

For the majority of workers around the world, what has been a way of managing the crisis to date has turned into societal behaviour.

This is becoming a norm: individual remote work, online group collaboration, informal team building moments via apps, etc.

Events in H2 2020.

The big question for the second semester is how to conduct the events and how to maintain these key relationships.

While everyone's expectations are already significantly modified, 75% of this year's physical corporate events are cancelled or postponed (survey conducted by LEVENEMENT in April 2020).

The ability to move around the world is no longer a safe bet and will impact your events attendance.

Organizing a 100% physical event has become a health and financial challenge with multiplied logistics budgets.

As the world is slowly re-opening, the challenge is to stand out in the over flooded digital events world and bring the right balance of face-to-face touch points.

We hope this will help you in navigating these next few months!

Your FinEvents team

Executive summary

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Choosing the right format to maximize audience engagement

What are the different event formats?



Physical

Onsite participation and interaction between participants and speakers



Hybrid

The event is both local and online
Both physical and virtual audiences are connected and interacting



Virtual

From a simple webinar to a full digital event (from presentations to networking and workshops)

What are the key questions to answer for each event?

- How interactive does the format need to be? A presentation, a discussion, voting or networking ?
- Are all my speakers in the same location?
- Where are my participants based? Any large clusters to consider?
- How tech savvy are my presenters and my guests?
- What is my budget for this event?
- Are my participants in different time zones?
- How long is my presentation?
- What mix of presentation and networking times do I have?

Our 4 criteria to arbitrate on format

1. Interaction

2. Audience size

3. Audience location

4. Duration

| EVENT TYPE | INTERACTION | AUDIENCE SIZE | AUDIENCE LOCATION | DURATION | RECOMMENDED FORMAT FOR H2 2020 |
|----------------------|------------------|---------------|---------------------|-----------|--------------------------------|
| AGM / Investor Days | Plenary sessions | 80-100 | International | 3-6 hours | Hybrid |
| LPAC Meeting | Discussions | 20 | Local International | 1-2 hours | Virtual |
| Networking Events | Discussions | 20 | Local | 1-2 hours | Physical / hybrid |
| Industry Conferences | Plenary sessions | 1000+ | International | 2-3 days | Video meeting / virtual |
| Fundraising roadshow | 1-1 sessions | 2-4 | Local International | 1h | Physical / video meeting |
| CEO Retreat | 1-1 sessions | 20 | Local | 2 days | Hybrid |

Adapting content to have impact

Let's shape up your content to avoid a click on the screen's right-hand corner little cross.

Facing a screen, participants attention is volatile and focused on the full image, not only the speaker. We have selected key best practices that are essential to shortened and impacting sequences.

Adapt the editorial line

- Select key information and messages that bring value to the participants and break down the agenda accordingly
- Plan for synthetic and straightforward speeches
 - › key notes
 - › prerecorded interviews
 - › infographics and/videos to replace long and informative presentations
- Consider the digital life cycle of the content: it can be reused, adapted and shared with the community or a larger public post event

Create an immersive universe

- Create a strong and distinctive universe, be it visual and/or sound. The objective is to captivate the audience and highlight messages and key sequences of the agenda
- Brand your content with a coherent design throughout the participant's journey and create visual markers to help adoption
- Use technology to attract and demonstrate value: 3D, AI, VR, etc.

Speak, moderate and give the tempo

- Train the speakers and help them adapt to online presentation. Practice makes perfect and shows respect for your audience.
- Host the event with an MC with a digital event expertise who will reactively conduct panel discussion as well as monitor the chat and activate interactivity tools when need be.
- Invite participants to comment and contribute via chat alongside the live presentation and moderate.
- Plan for regular Q&As either via chat or by giving the floor to the participants, this is much appreciated
- Vary the presentation formats to give tempo and alternate between keynotes, panel discussions, workshop sessions, ...

Leverage on interactivity and networking

- Activate digital tools to engage the audience: word clouds, polls, quizzes, live Q&A chat, white boards, photobooth, virtual guest books, ...
- Connect physical and digital zones, e.g.: coffee room, workshop rooms, library, ...
- Use gamification such as "who has been the best networker?" prize to encourage the participants to interact
- Foster networking through dedicated sessions such as virtual/hybrid coffees, workshops
- Support networking with AI > « We think you should meet XXX »

How to prepare and get all the benefits of these new formats

Jumping to the obvious, it is now clear that a digital event is not a mere cut & paste of the physical events nor bringing together your teams and partners through a calendar invite. This calls for revisiting the fundamentals: the objectives and the partner's experience to be offered.

Reassessing the objectives...

Just like for live events, defining the stakes and purpose of the project is essential. What is the scope: information, investors meeting, launching a project, a strategic plan, working together, leads and connections, ...?

Making the event accessible simultaneously from around the world changes the target: you can enlarge your audience. According to the agenda, it becomes more than relevant to plan for larger publics and have employees or other counterparts participate to the full event or part of it. Not having the constraint of transportation and logistics budgets allows for new and different interactions.

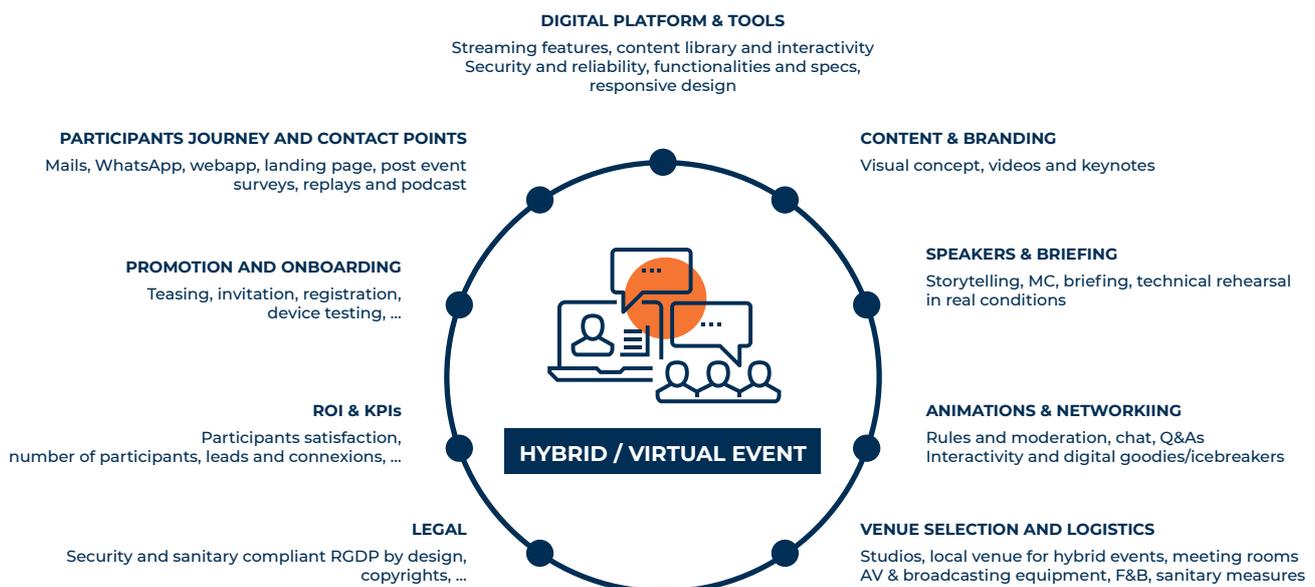
Assessing your objectives encompasses 3 criteria that will help define your strategic line and participants' journey:

- Audiences: selection and prioritization
- Call to action per audience: engagement and interactivity per audience
- KPIs per audience

... to meet your audience

Offering a fluid digital experience is key to the success of the digital event.

This means building a full project ecosystem. We have mapped the workflow which help identifying the contact points and critical issues to be addressed and create an engaging, secure and reliable digital event.



Last but not least: project team and budget allocation!

Setting up an *ad hoc* project team and making sure that all counterparts are associated from the start is key to ensure an agile and efficient collaboration process, especially if it is a first!

Both internal teams – managers, sales teams, speakers, ... – as external experts – agency, digital platforms and security providers, partners, placement agents, guest speakers, ... – must interact as a team. **Outsourcing specific expertise** becomes an asset in building inhouse backbone experience on this type of projects.

Managing the timeline is also part of the execution plan. Indeed, although preparation time for a digital event is usually shorter, key steps do not roll out necessarily in the usual order, this is particularly true for contents, storytelling and branding.

Finally, switching to hybrid or virtual events does not inevitably mean budget savings but rather **budget reallocation**. Indeed, as explained in depth above, while costs are avoided (venue rental, F&B, accommodation, transportation, logistics) other investments must be planned for:

Contents for digital publishing, design



Secured digital platform and tools

Studios and broadcasting equipment



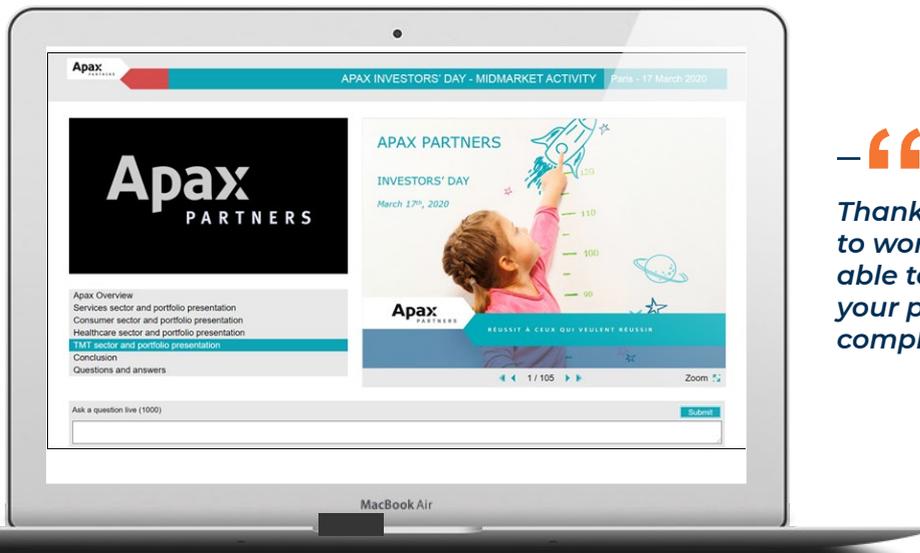
Venues for local events when necessary ...



Relevant case studies

Apax Partners had to change their AGM from physical to fully virtual in less than 2 weeks notice.

Executed in full confinement.
10 speakers - up to 70 participants - Live Q&A

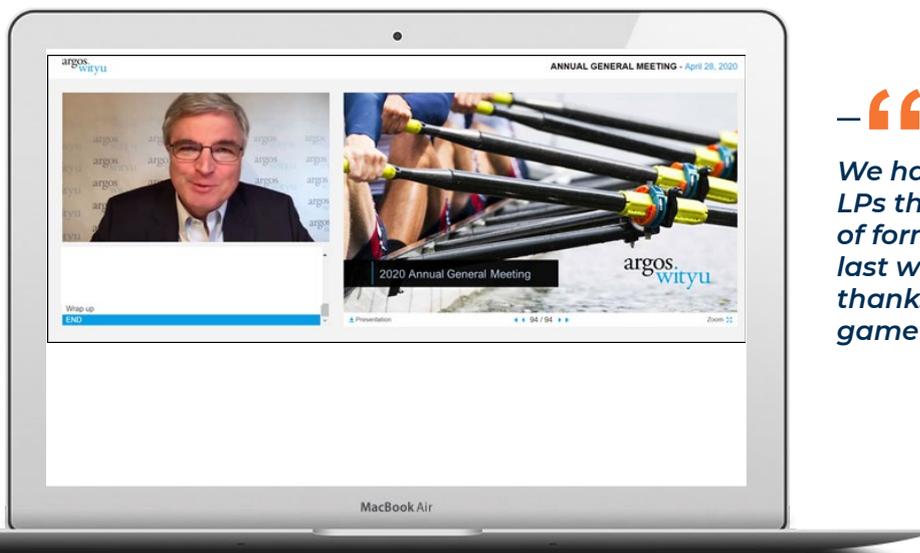


“
Thank you Max, it was a pleasure to work with you and to be able to count on your help and your professionalism in these complicated times!”

Guillaume Cousseran,
Partner,
Apax Partners

Argos Wityu wanted to ensure that the event conveyed a strong brand image, bringing together speakers in different locations for strategic messaging.

Executed in full confinement.
10 speakers - up to 100 participants - Live Q&A



“
We have heard from some of our LPs that our AGM was in terms of format by far the best in the last weeks under lockdown..... thanks to the video, that was a game changer!”

Anna Karin Portunato,
Investor Relations,
Argos Wityu

Conclusion & contact

What are the perspectives for H2 2020?

We believe that hybrid and virtual events will bring a positive and valuable answer to the complex situation we are facing. Indeed, as corporates and society adjust to security and sanitary constraints, the need and relevance for live events will return but differently.

In the meantime, democratisation of digital meetings and the opportunity of enlarging the audiences with adapted contents and channels, multi target formats and simultaneity has opened news horizons.

We are all have a role to play in writing the future of our events with our investors and partners.

**For more information or if you want to share a project,
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