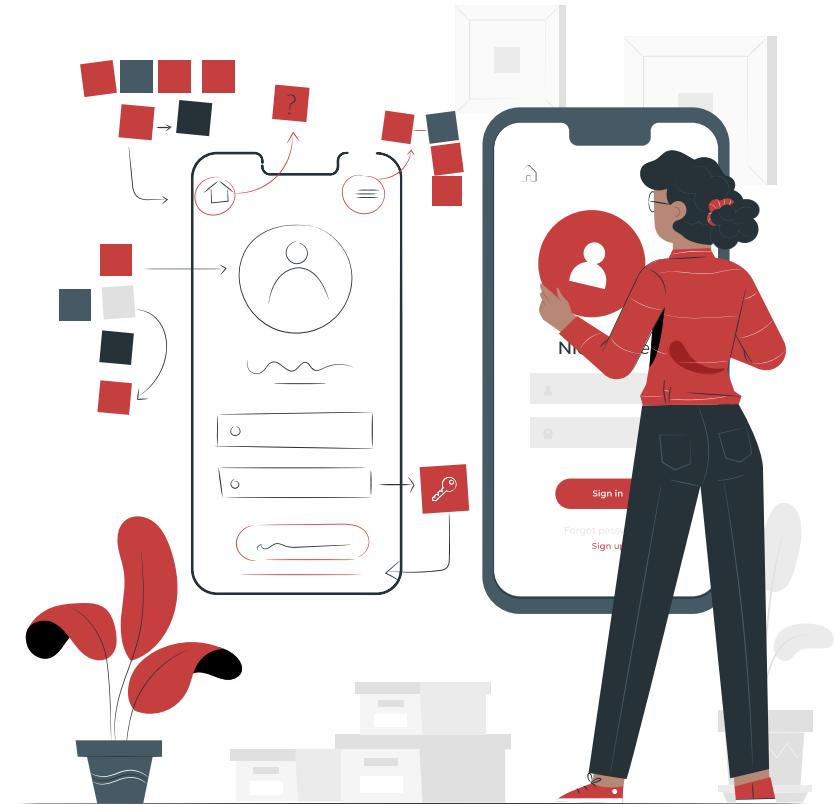


# ETIQUETTES IN DIGITAL EVENT

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# What is a Digital Event?

A digital event is an occurrence of people gathering together where some or all of the attendees are not physically in the same location but are connected in a common environment. The common environment might be one of many types but is usually enabled through the use of computers and the Internet.

Popular uses of virtual events include virtual tradeshow, virtual job fairs, virtual conferences such as virtual translation conference, virtual sales-meetings, virtual college open days, virtual company-wide gatherings. Virtual events are used by companies to deliver presentations, training, job fairs, expos, internal meetings and sessions. They are led by a range of key stakeholders, including company executives, marketing managers, product management, human resources and more



# Types of Digital Events

01

Webinar

02

Online Tradeshows  
and Exhibitions

03

Online Music  
concerts

04

Virtual Fairs



# 01 Webinar

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A webinar is an online event that is hosted by an organization/company and broadcast to a select group of individuals through their computers via the Internet.

- It allows a speaker from the hosting organization/company to share PowerPoint presentations, videos, web pages or other multimedia content with audiences that can be located anywhere.
- They typically have audio and visual components. It is shared through a web conferencing tool or Internet browser.
- It allows the hosting organization to interact with an audience.
- The audience can ask the speaker or moderator questions in real-time through an instant messaging tool or e-mail.



# Uses

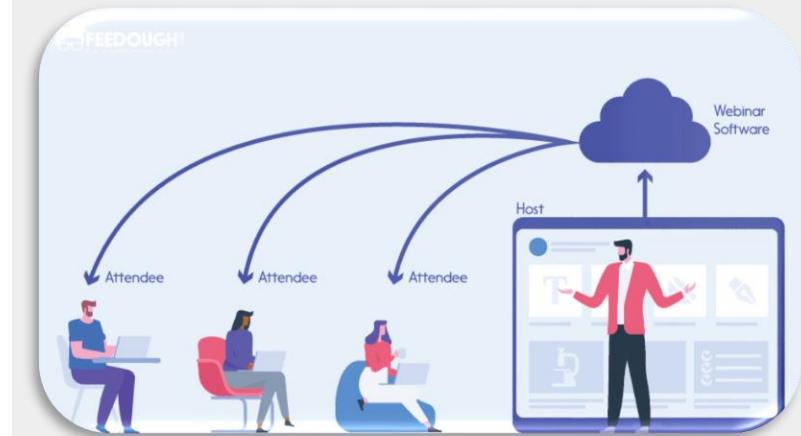
Online seminars play an important role in e-learning. Universities and language schools offer webinars in a wide variety of subject areas, making it a lot easier for teachers and students alike. The online presentation format also demonstrates its strengths in the following areas:

- Presentation of products
- Press conferences
- Meetings
- Online interviews with multiple people
- Software training courses



# Benefits

- ✓ You can make sales without selling hard.
- ✓ You can communicate with hundreds of people from anywhere in the world.
- ✓ Keeps your audience engaged.
- ✓ You can qualify new leads and build relationships.
- ✓ You can invite guests and leverage their audience.



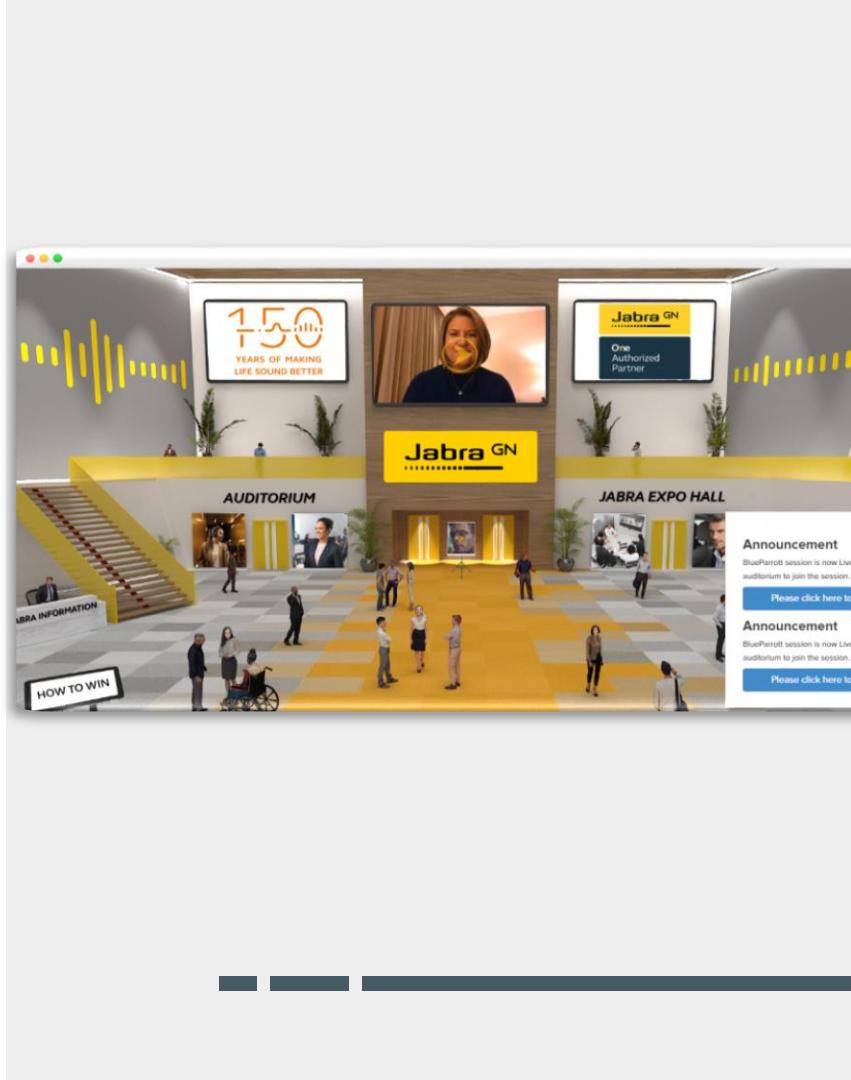


# 02

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## Online Tradeshows and Exhibitions

A Virtual Trade Show is powered by a dynamic 3D environment, resembling that of a physical show, coupled with tools that engage a global audience and are accessible from the comfort of your home. Virtual Trade Show are becoming highly popular with every passing day as they eliminate issues such as difficult event planning, poor audience turn out, limited reach and costs that are sky-high.



# Features of Virtual Tradeshows and Expo

- Impress your audience with stunning 3D designs.
- Brand your booth with custom design.
- Engage attendees using live chat tools.
- Keep attendees informed with on-event announcements.
- Educate your audience using live webinars.
- Make on-the-spot sales with e-commerce platform.
- Measure the success of the event with detailed reports.



# Virtual Food Show

Food shows have been an exciting means of bringing people together since the beginning of time. In which case, gathering food producers, manufacturers, consumers and enthusiasts from “all over the world”, at your virtual food show.

Jake's Finer Foods(JFF), in particular, strengthened its position as a progressive broadline distributor by hosting the first of its kind virtual food show that successfully targeted a hard to reach audience to achieve higher registration volume, extraordinary branding and insightful communications. This helped create a unique win-win situation for both the exhibitors and customers as captured by the reporting dashboard.





# 03

## Online Music Concerts

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A virtual concert, or V-concert, refers to a performance in which the virtual avatars of performers are projected onto a stage in the form of three-dimensional images. You can listen to them performing their most loved hits, or maybe a new song that they're working on. Attending an online concert has now become super easy - Just put on your jammies, find a comfortable spot in your house, and tune in! Oh and don't forget to call in your friends. Because music is best enjoyed when it is shared!



# Example

- Sunburn

India's first Virtual Mega Music Festival – 'Sunburn Home Festival' a 2-day weekend event offering a 360-degree virtual feel of an on-ground Sunburn Festival inclusive of a massive Stage, SFX, vibrant Visuals, LED effects and state-of-the-art AV streamed into the safety and comfort of your home. The 2 day Festival included over 12 hours of foot-tapping music, 'After Hours' Parties, interactive dialogues between Artists and fans, and loads of on-the-spot surprises for guests. Headliners for the premiere 'Sunburn Home Festival' include global music icons Vini Vici, MATTN, Bassjackers and Ummit Ozcan.





# 04

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## Virtual Fairs

Universities often set up a number of programs and fairs in order to help their students get a head-start on information and opportunities to reach their education as well as professional goals.

- **Virtual Open Day**– allows prospective students to absorb the rich culture at your university, interact with faculty and fill lead-capture forms through a virtual event. Virtual open days help you attract & engage 3 to 5 times more students as compared to a physical event.
- **Virtual Education Fair**– helps universities showcase their infrastructure, culture and programs to a diverse prospective student base from across the globe. In addition, a virtual education fair helps educate student masses about higher study options through one comprehensive event.



- **Virtual Job Fair**– helps students/alumni network with leading employers and find sustainable careers via an accessible, online platform, rich in interactive tools.

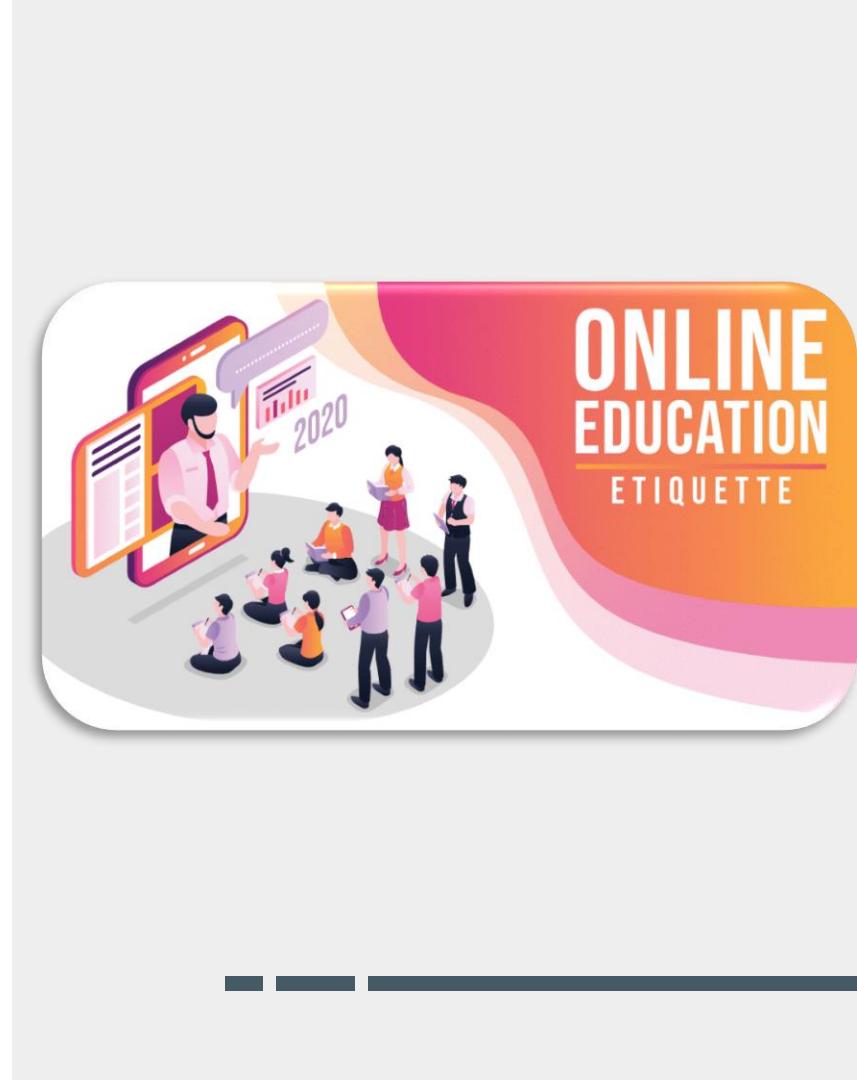


# Etiquettes

Digital Etiquette is integrity, or sense of self management, and general responsibility for your actions as well as yourself on the internet and treating people like you would in real life.

# Good Etiquettes

- 1. Test your tech** - Prepare your connection, sound and video settings, and any other technical details in advance. Troubleshooting is much easier before the event begins.
- 2. Find a quiet place** - Make a plan prior to the start of your event for a quiet space , so that there will be no disruption.
- 3. Be aware of your surroundings**-Your coworkers won't be able to hear your ideas or take you seriously when there is a pile of dirty clothes in the corner behind you. Adjust your work setup so that you face a window or are exposed to plenty of light. No messy rooms or open closets where everyone can see your clutter.



**4. Show up on time** - If you wouldn't waltz into an event or meeting 10+ minutes late in person, you shouldn't do it with virtual events, either.

**5. Dress appropriately**-Take a few minutes to throw on a clean shirt and brush your hair. The best part of actually getting ready while working remotely is that you'll put yourself in the right headspace to be productive.

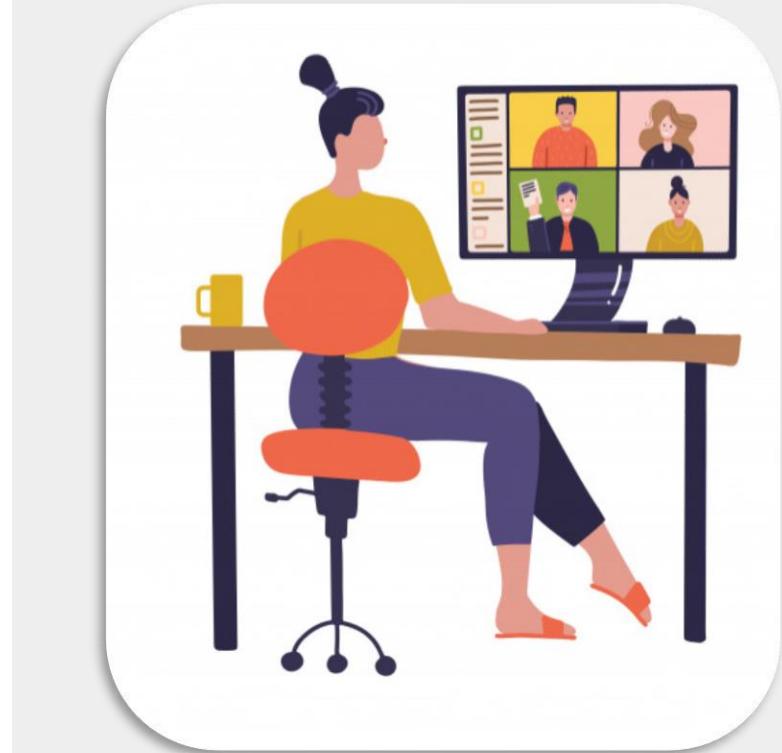
**6. Mute your microphone when you're not talking-**  
There's nothing more frustrating than hearing that alien echo noise from conflicting microphones. Muting your microphone when you're not speaking gives other participants the ability to chime in and share their thoughts without distraction or frustration.



**7. Speak up**-When you enter a small meeting announce yourself when you join.. When you hop on the meeting, introduce yourself and say hi – just make sure not to interrupt someone mid-sentence.

**8. Stay seated and stay present**-If you're using your webcam, use attentive body language: sit up straight, don't make big extraneous movements, and don't let your eyes wander too much.

**9. Need a break? Turn off your webcam and leave yourself on mute** - If you need to take a break, making sure you're on mute and turning off the camera before you take your leave is the polite thing to do.



# Bad Etiquettes

- Texting or answering the phone during a conversation or while in a classroom.
- To avoid eating and drinking in middle of meeting.
- Don't cut off people when they speak.
- Avoid one opinion for all approach.



- To avoid asking for repeating their points rather write down all in short points.
- Prevent contrast backgrounds.
- To be dutiful to host and the fellow members.
- Optimize your lighting in your room.
- Unstable internet network connection.
- If someone has a different opinion on something, saying that they are wrong.



# THANK YOU

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