

Virtual Experience Promotion

Objective: Promote the virtual event options for those unable to attend in person.

Target Audience: Global audience, remote participants.

Channels:

- Social media ads
- Email marketing
- Website

Key Message: "Can't make it in person? Join us virtually for PLAY! Summit."

Details: Highlighting the convenience and accessibility of the virtual event option, this campaign will target those who cannot attend in person, showcasing live streaming, virtual networking, and interactive sessions.

We want to make sure that everyone who is interested in PLAY! Summit can participate, even if they are not able to travel or attend in person. That's why we have created a virtual event option that allows you to enjoy the same content, speakers, and networking opportunities from the comfort of your home or office.

With our virtual event platform, you can:

- Watch live streams of all the keynotes and sessions, and interact with the speakers through Q&A and polls
- Join virtual breakout rooms and roundtables to discuss topics of interest with other attendees and experts
- Network with other professionals and exhibitors through video chats, messaging, and business card exchange
- Access on-demand recordings and resources for up to 30 days after the event

To register for the virtual event, simply choose the "Virtual Attendee" option on our website and follow the instructions. You will receive an email confirmation with a link to access the platform and create your profile.

The virtual event fee is \$249, which is a fraction of the cost of attending in person. Plus, you can save \$50 if you register before October 31st using the code VIRTUAL50.

We are excited to welcome you to our virtual community and help you learn, grow, and play at PLAY! Summit.

Here are some examples and analytics of how the campaign is progressing:

- We have created a landing page on our website that explains the benefits and features of the virtual event option, along with testimonials from previous virtual attendees and a FAQ section. The page has received over 10,000 views and has a conversion rate of 12%.

- We have sent out email newsletters and social media posts to our existing and potential audience, highlighting the virtual event option and encouraging them to register. The open rate of the emails is 18% and the click-through rate is 9%. The social media posts have generated over 1,000 likes, comments, and shares, and have reached over 50,000 people.

- We have partnered with several influencers and industry leaders who have agreed to promote the virtual event option to their followers and networks. They have created blog posts, podcasts, videos, and webinars that showcase the value and experience of the virtual event. They have also offered exclusive discounts and giveaways to their audience. The influencer campaign has resulted in over 500 new registrations and increased the brand awareness and credibility of PLAY! Summit.