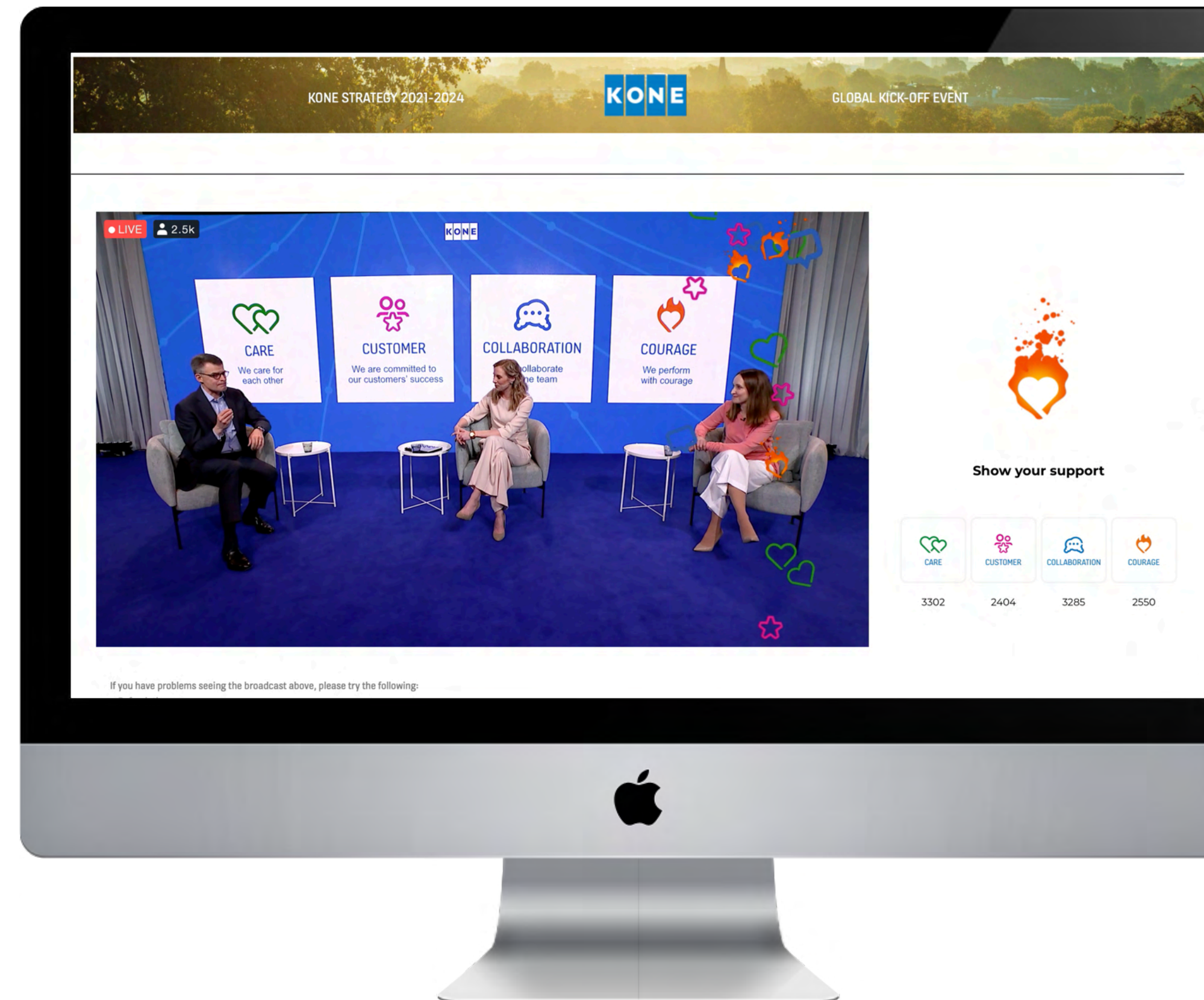


# How to increase Brand Engagement and ROI during Culture and Audiovisual Industry Events

- Brand Value Growth during hybrid events
- How agency can help increase ROI for online events
- The Case Studies: Cannes Lions; e-Estonia; Simple Session

Maarit Mäeveer  
Co-Founder & CEO of Votemo



# About me

- **Maarit Mäeveer**, CEO has corporate background from leading Telco in Nordics, Telia
- I have launched HBO and FOXPlay in Estonia,
- Previous CEO of Estonian Marketing Association, representing CMO's and Agencies in Estonia
- Organiser of Kuldmuna, biggest creative industry awards conference in Estonia
- Founded Votemo in 2018, originally meant for Live TV. Pivoted product in 2020 and has now done Event Engagement projects for Cannes Lions, Kone, Marimekko, Simple Session, X-Factor etc.



**Maarit Mäeveer**  
Co Founder/CEO



**Business Development and  
Strategy**

[LinkedIn profile](#)

# Engage and share your thoughts



[latvia.votemo.eu](https://latvia.votemo.eu)

# Before

- ▶ Attendees from one industry got together during industry events
- ▶ Festivals/Events sold space for sponsors to showcase
- ▶ Events were important to Sponsors, to attend physically
- ▶ Platforms offered great solution to get by at the event
- ▶ After Hours events brought in extra revenue from Partners
- ▶ Sponsor and Partner offers were calculated based on attendees physically

# Now

- ▶ Industry meets offline / online. Hybrid events are here to stay
- ▶ Festivals need to think of new Sponsor packages
- ▶ Events will be partly online - Hybrid
- ▶ Platforms need to offer online event solutions
- ▶ After Hours events leave out attendees from online, should offer something exciting also for people joining online
- ▶ Sponsor and Partner offers need to be part of Virtual event



“Keeping attendees engaged is the biggest challenge for Virtual Events”

# Engagement Is About Maximising Value

Being clear about what engagement really does

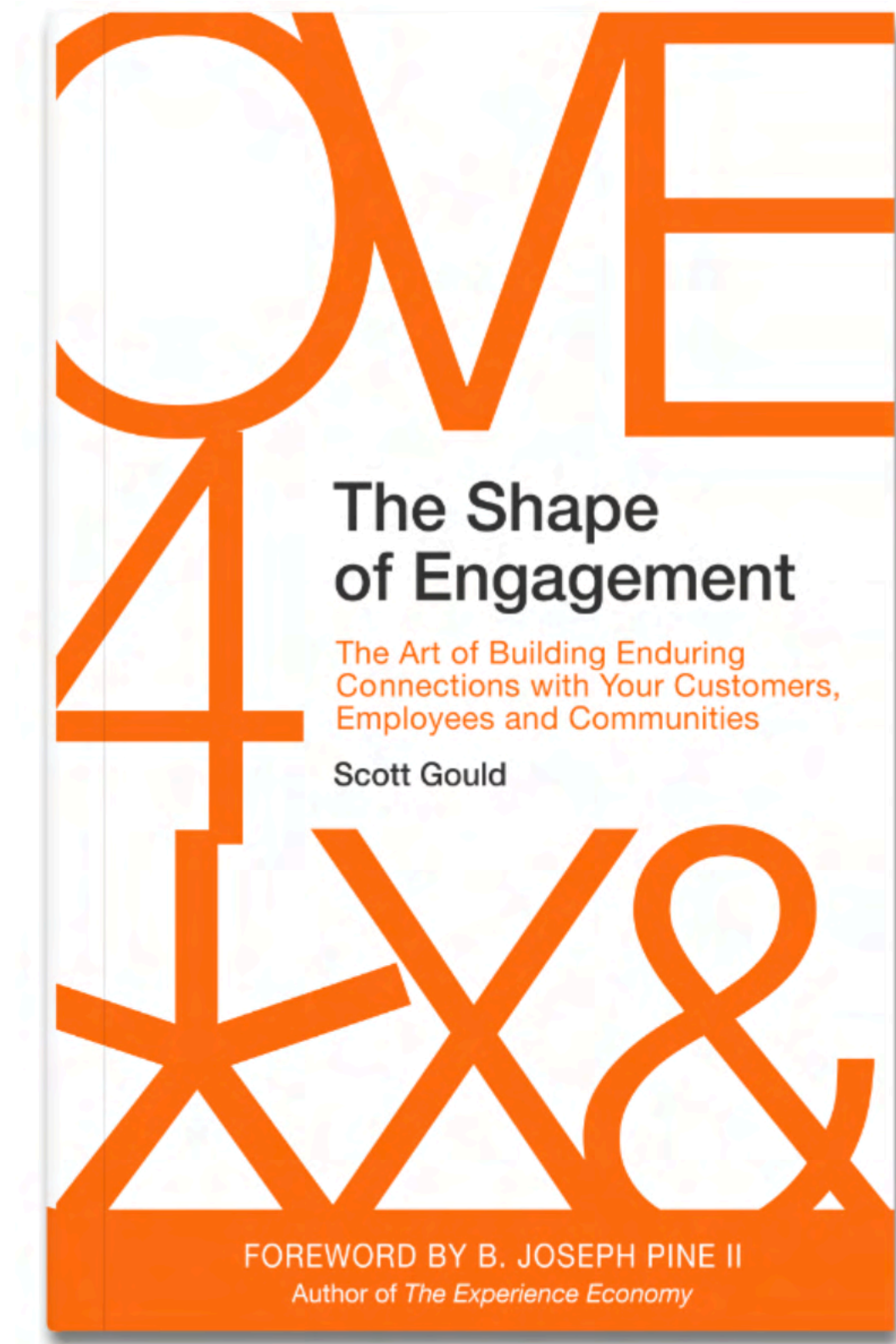
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Marketing or hiring is about getting new relationships, but engagement is about doing more with the relationships you already have.

That's engagement: it's about maximising existing relationship, to get more value out of them. It wholeheartedly seeks value over volume.

A few implications, then:

- A brand knows that engaged customers are worth 300% more, for instance.
- An engaging public speaker isn't engaging because they draw big crowds. They are engaging because they maximise the relationship they have with the audience when they are speaking, which as a result, draws the crowds.



# Brand Value Growth during Hybrid events

How Brand Owners will get maximum out of Event Partnership when half of the audience has joined online and won't visit your booth or interact during physical events?

- ▶ If Organiser: Find a Strong Sponsor. If Brand Owner: Find a Strong Event with audience match
- ▶ Host Multi-week Sessions: You can start to host event communities after each week so that excited participants can stay connected and reach out to fellow participants, businesses, and sponsors.
- ▶ Use the Event to Market a Positive Contribution to Your Industry
- ▶ Provide Incentives to Presenters and Potential Audiences. People feel good that they were motivated by you to do good
- ▶ Don't White-label. Brand with your colours
- ▶ Take Advantage of an Event Platform
- ▶ Engage your audience through your brand: Votemo, Slido, Mentimeter, Kahoot, Facebook

# Let's see what you have thought



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The top right corner of the slide features a series of parallel diagonal stripes in shades of yellow, orange, and brown, creating a modern, abstract design element.

How to plan Engagement for the event

# Develop engagement strategy for your Hybrid event

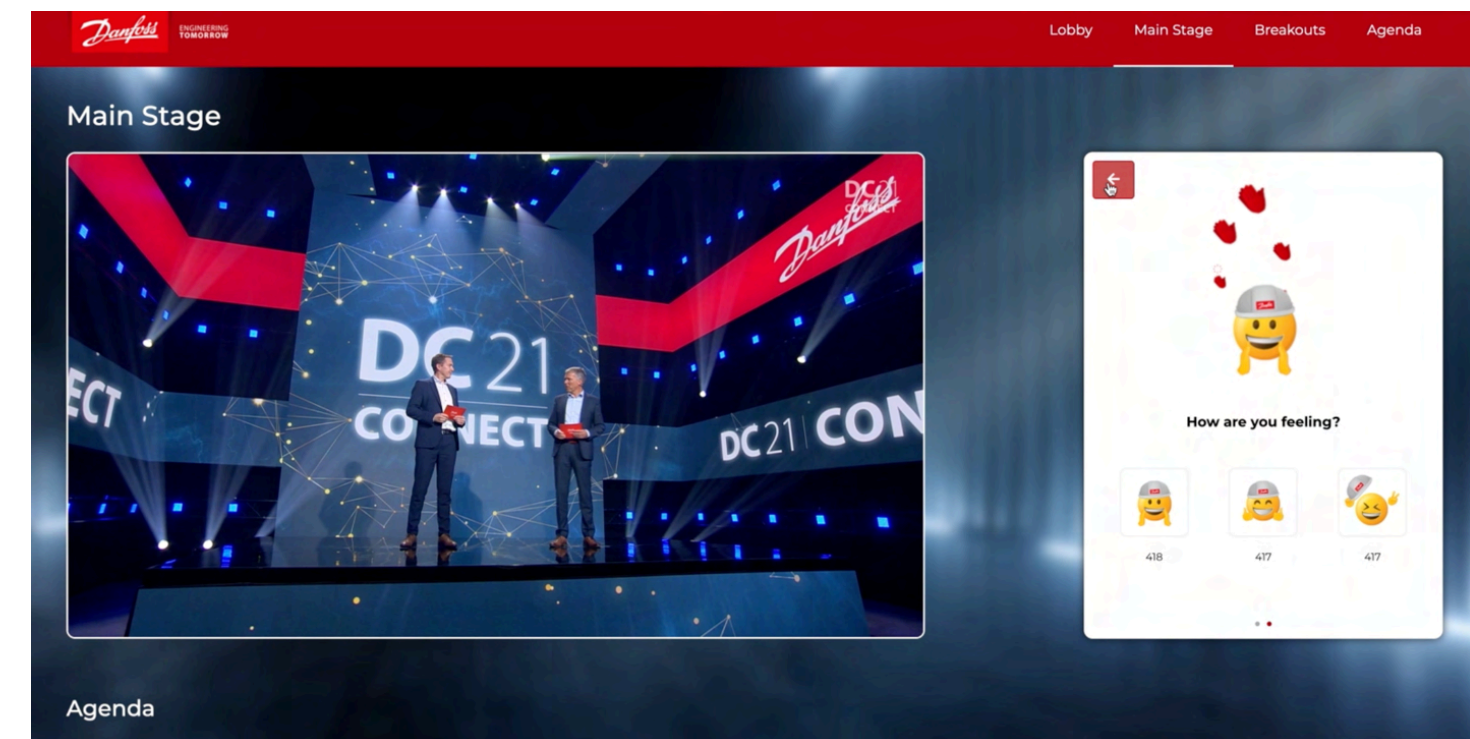
Remember, you have two different audiences to manage, one on site and the other one online, possibly distributed around the world. Both audiences must feel equally important and involved. Both audiences want to have a say in important moments and feel that their opinion matters. All the more so as the audience via the web may be many times larger. In the audience engagement strategy, draw up a tactical plan and set when and how the people are expected to participate in the program. This means that interactive elements must be written in the event scenario. Engaging the audience is the only real way to ensure that the people will participate and stay focused until the end of the event. Make sure the whole team is up to date with the plan.



# Impress sponsors with interactive solutions

Make your sponsors happy and include them in the audience engagement strategy. Whether the sponsors of the event you organise are big or small, they all want to be the essential part of the event and program. Sell audience engagement solutions to sponsors and monetise interactive extensions of your event. This is the way to develop and expand sponsor relations, and increase ROI.

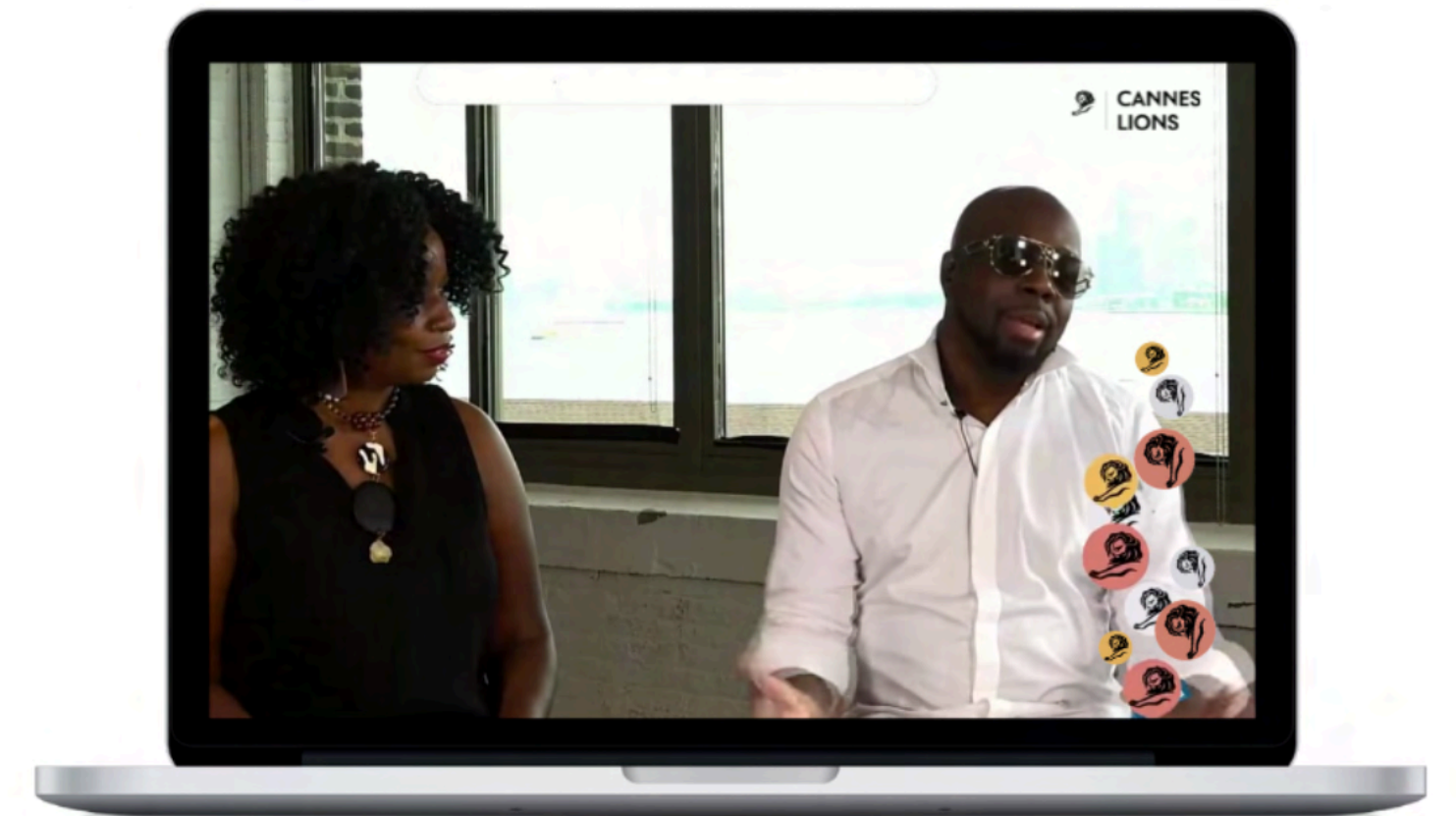
Finance your event's interactive audience engagement elements by offering sponsors opportunities to brand discussion panels, Q&A sessions, opinion polls, and feedback questionnaires. Develop original [branded content](#) and audience interaction formats based on the sponsor's brand universe and create even greater value for sponsors. For example, allow people to express themselves with branded emojis or a mood-meter. The Votemo platform enables full branding and a wide range of special solutions.





# Unite audiences through entertainment

Make your audience laugh and set up a chat room or commenting section. If the topic is complex or difficult or the day is long, give the audience the opportunity to comment on presentations. Research shows that this is the best way to keep the audience's attention and interest until the end. Display real-time comments to your audience on the live stream or on screens at the venue. One clever or funny comment is enough to encourage others to think along and share ideas. This way, you will have a united audience interacting with each other and discussing a topic that's being addressed.



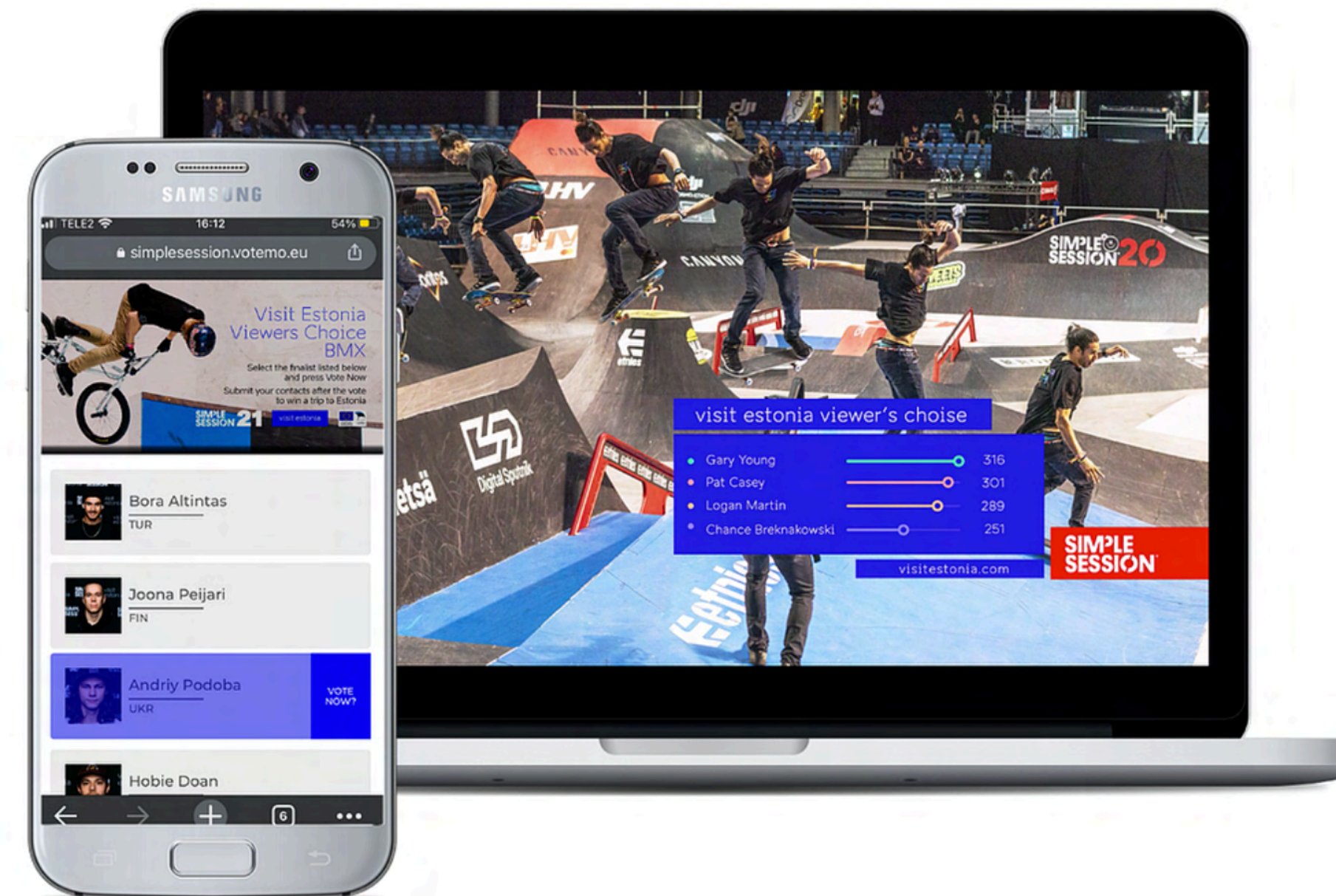
Cannes Lions 2021, Branded Animated Emojis for Discussion Panels (Source: Cannes Lions, LinkedIn)



# Collect valuable data and feedback

[Polls](#) and questionnaires help you gather information and find out what the audience thinks about the event or speakers. Ask for feedback immediately after a session, keynote presentation or performance to get fresh emotions and ideas. Share relevant feedback with speakers as well, this is the best they can learn from the experience.

Audience feedback also helps you improve as an event organiser, and bring about even better events in the future. Audience engagement solutions allow you to analyse the behaviour of the audience as a whole through the event and see at what point in time the audience was most active and interested in the programme. If necessary, you can zoom in to the individual visitor level in the data and increase the quality of decision making for future events.

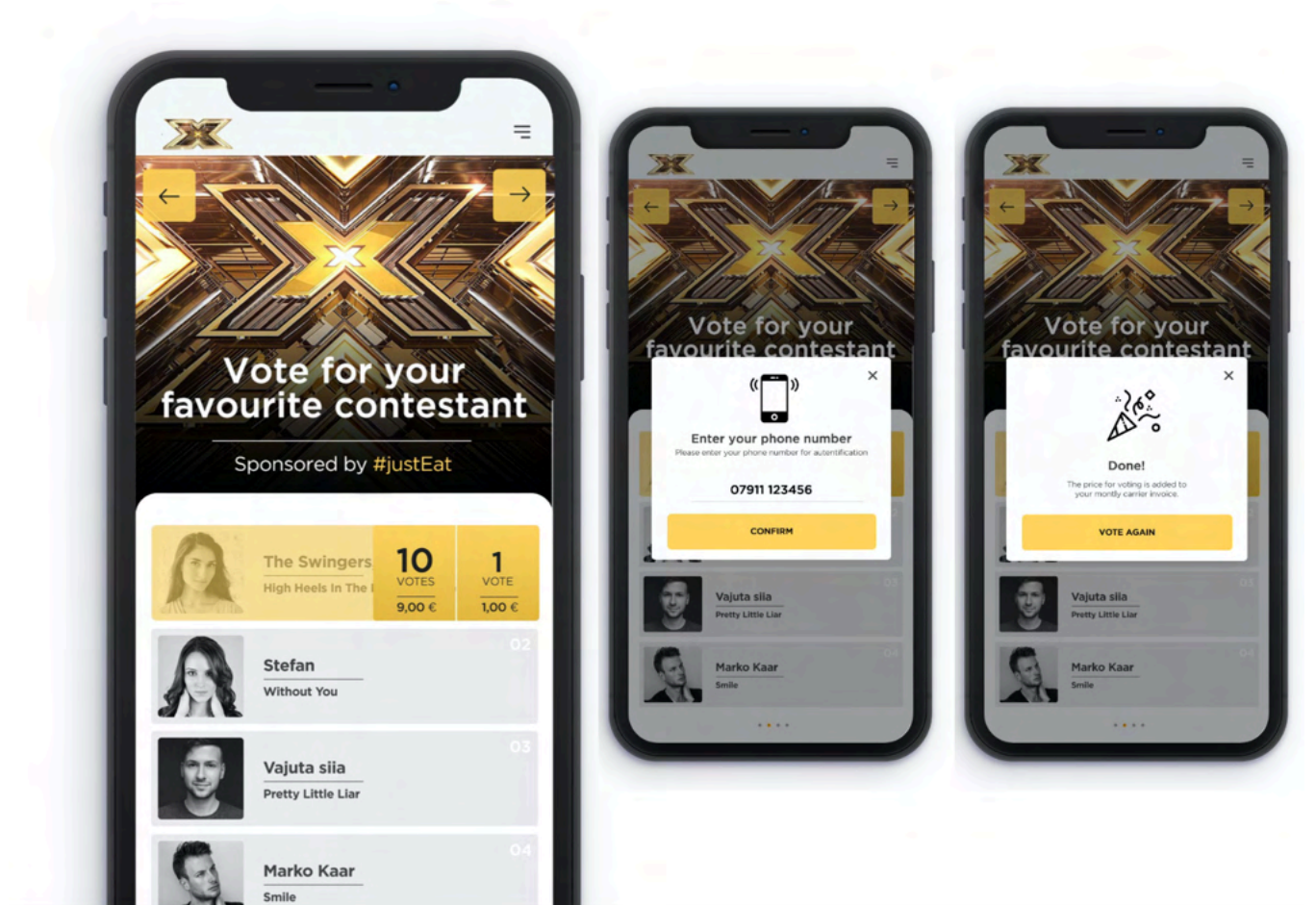


# Monetise events with e-commerce options

In case you want to sell merchandise or tickets for the next event, or give out vouchers to redeem services and products from sponsors, do not redirect your audience elsewhere but integrate the purchasing functionalities with audience engagement elements. By including e-commerce in the engagement strategy, you can increase the event's profit margin.

You can use Ticketing solutions, Your e-shop plug in, Votemo etc

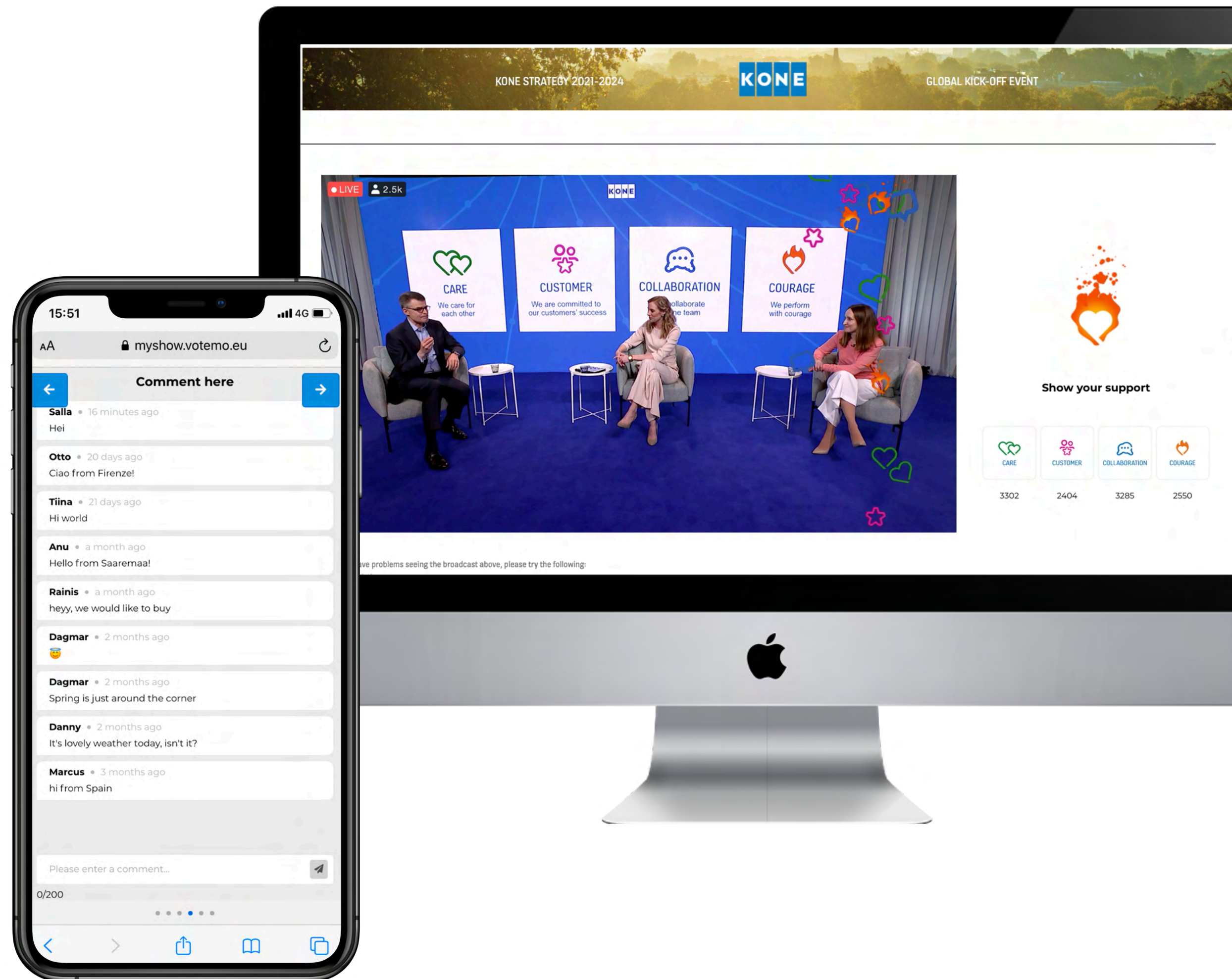
- ▶ Sell products directly from video and on site (books, branded merchandising etc)
- ▶ Collect donations directly from stage and through video broadcast
- ▶ Tip and support artist
- ▶ Paid Voting





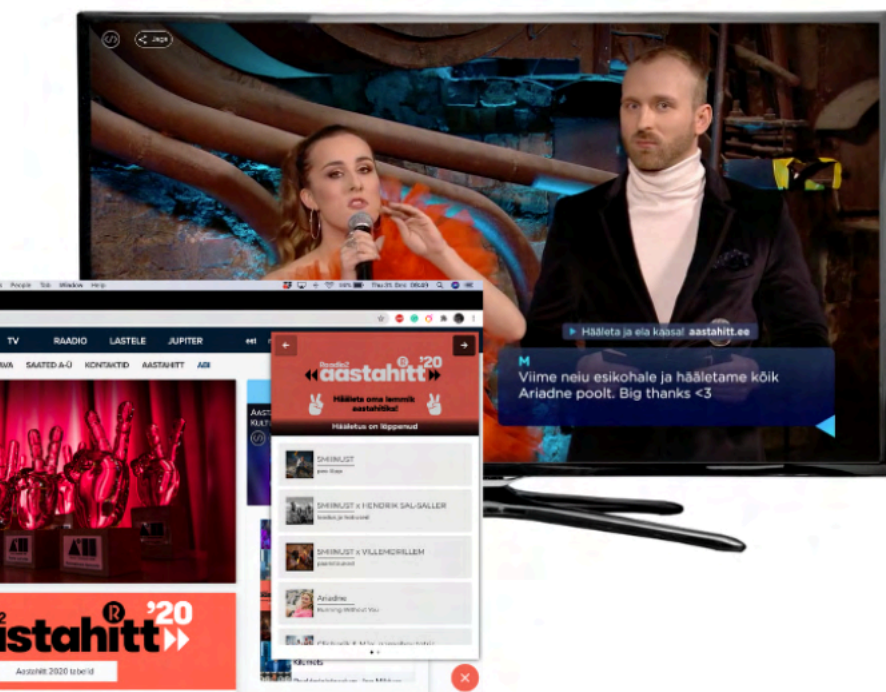
# How agency can help increase ROI for online events

- Create strategy for your client
- Set KPI's (engagement points)
- Create tactical plan
- Help generate Sponsor packages
- Find platform that supports different engagement tools



# Video engagement tools for monetisation

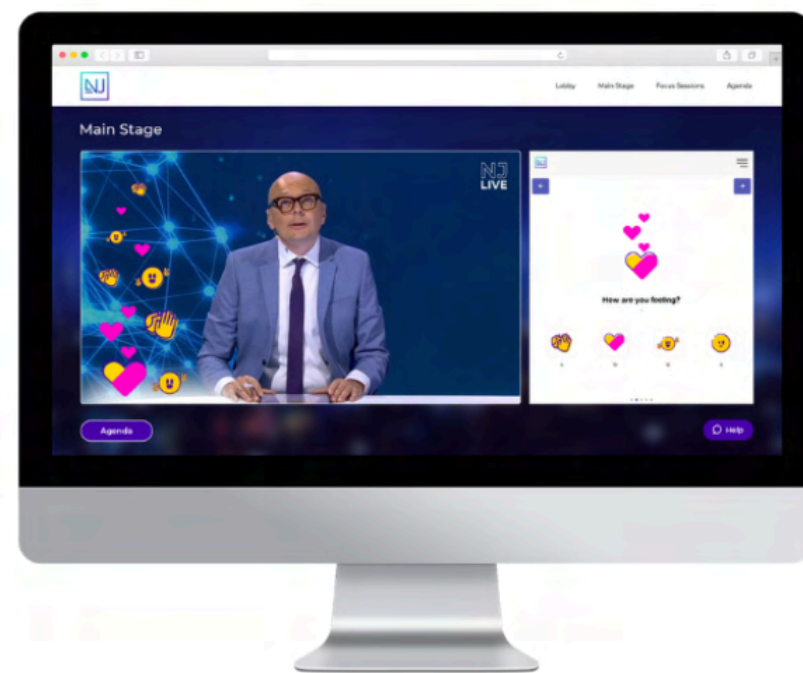
## Commenting/ Word cloud



Encourage viewers to participate by letting them ask questions or comment in real-time.

**show comments on video**

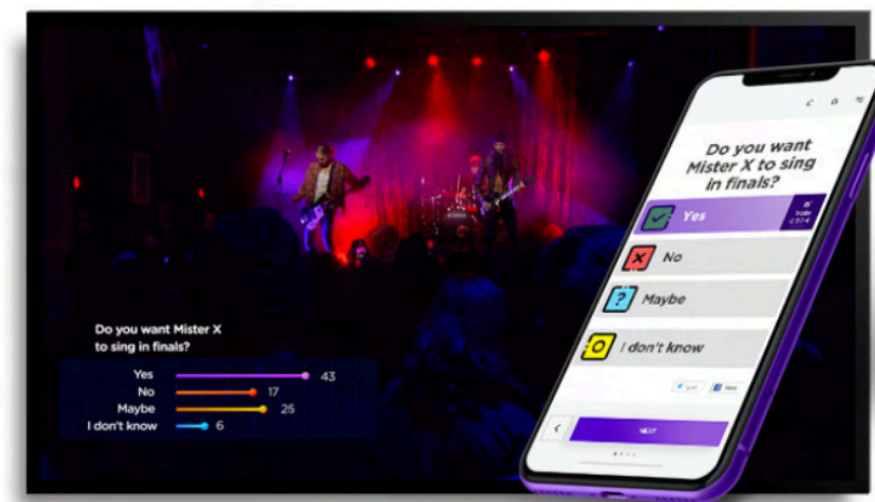
## Reactions



Allow your audience to express feelings and emotions using animated emojis

**show dynamic reaction layer on video**

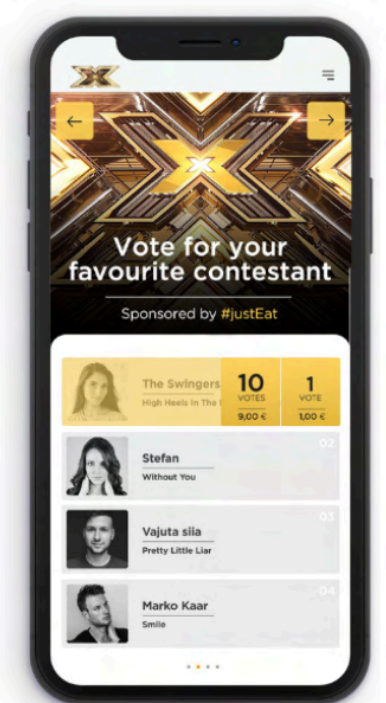
## Polling



Engage audiences with polls

**show result on video**

## E-Commerce



Generate new revenue:

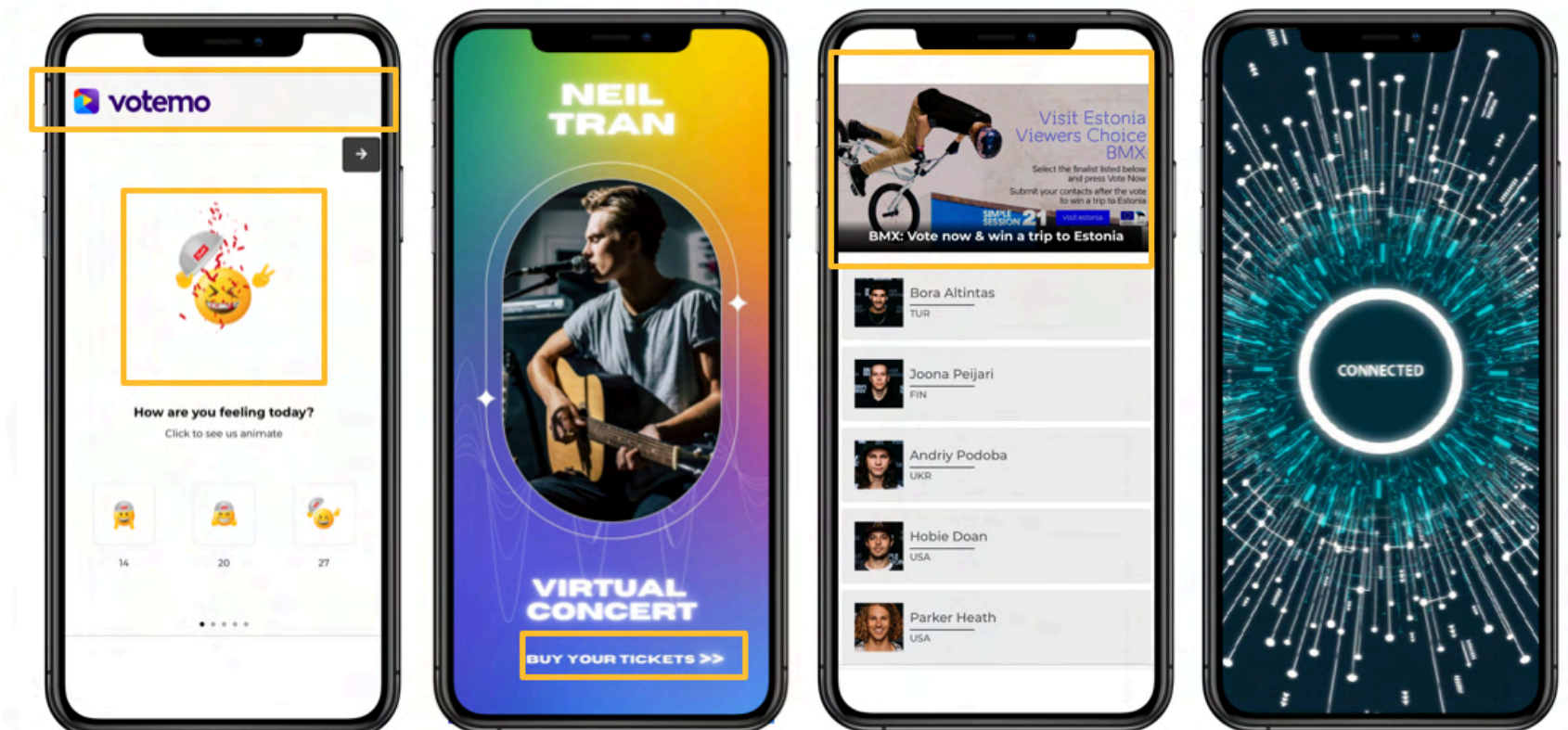
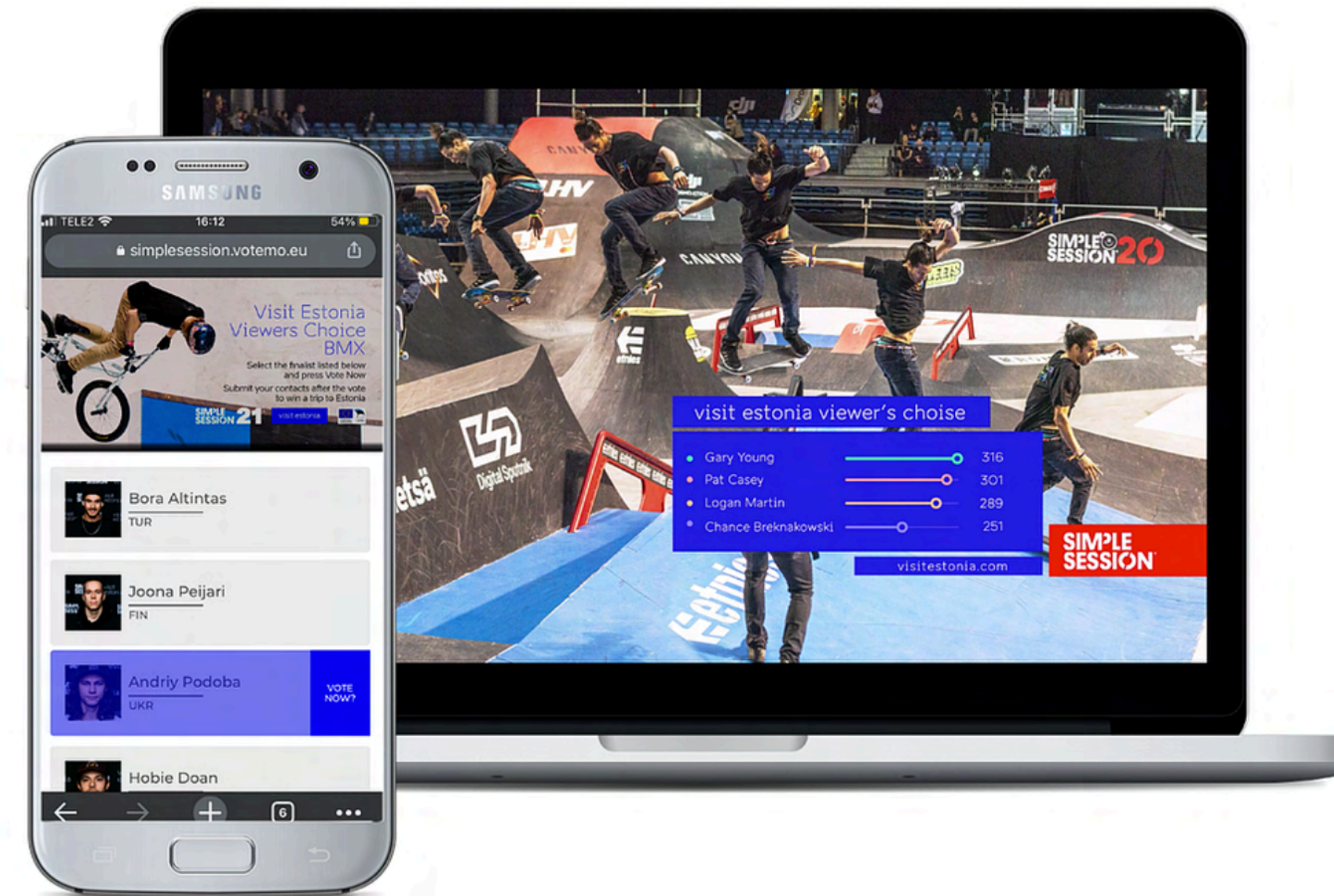
- Sell products
- Collect donations
- Tip and support artist
- Paid Messages
- Paid Voting (Eurovision)



# How to generate new revenue for Hybrid Event #2

**Sponsor should be a partner and is of engagement layer**

- Branded animated layers
- Logo on video
- Branded end-user landing
- Collect emails for post-communication and prizes
- Add different sponsors to different rooms
- Link Referrals
- Fully custom modules based on client needs





# What platform to use for your next online or hybrid event when. How to choose?

## Take these into account when writing brief:

- **Scalability:** How many attendees can the platform accommodate? For example, will the platform itself be able to handle the scale of a large event with more than 10,000 attendees? Multiple virtual spaces: Does the platform support various stages, concurrent sessions, scheduled meetings, and breakout rooms? Can I build out unique experiences for my attendees or empower them to do the same, if desired?
- **Pricing:** do I choose a price or extra cost will be added based on attendees joining? Is it cheaper to take yearly subscription?
- **Ease-of-use:** Will I, as an organizer, be able to easily use the platform to set up and run my hybrid event without needing to rely on coding or engineering support? Is the platform easy-to-use and intuitive for attendees to navigate in order to avoid premature drop-off and unnecessary confusion among event participants?
- **Interactive features:** Does the event platform provide multiple ways for attendees to interact with one another, sponsors, and speakers, using capabilities, such as socially driven chat, emoji, gifs, polls, Q&A, upvoting, photo booths, collaboration tools, and the like? Can engagement solutions be integrated (Votemo, Slido, Mentimeter?)
- **Networking features:** Will the platform be able to facilitate meaningful networking opportunities for attendees? Does it provide multiple options for attendees to connect and engage, like via 1:1 video networking, breakout rooms, private messaging, scheduled meetings, attendee profiles, and mutual exchanges of contact info?
- **Advanced registration:** Does the event platform allow for multiple ticket types, bulk ticketing, VIP registration, referral codes, custom form fields, and the like, to support the hybrid event you're hosting?
- **Support:** Will I have access to the support I need to set up and run my live event using a platform? Are there options where I can opt for additional support, if or as needed? Does the vendor provide a comprehensive knowledge base for customers, as well as [event platform tutorials and workshops](#) to support my ongoing success?
- **Branding options:** Can I customize the look and feel of the event platform to reflect my company or event's unique brand?
- **Sponsor experience:** Will the event platform provide ways for sponsors to drive interest in their offerings? **Event analytics:** Will the event platform provide me with detailed reports and attendee-level data for me to use to optimize the event experience, provide measurable value to sponsors, and inform my marketing and sales efforts?
- **Live streaming:** Does the event platform provide built-in streaming and RTMP support for live video casting my hybrid event sessions? Will it provide advanced [video streaming functionality](#), like practice rooms for speakers, green screen backgrounds, and support for pre-recorded and on-demand video content? Or do you need to order streaming and streaming server from somewhere else?
- **Integrated apps:** Does the technology vendor offer [pre-built integrations](#)
- Does the platform offerer **recording**, how much does it cost for your on demand time frame



# Case: Cannes Lions Live

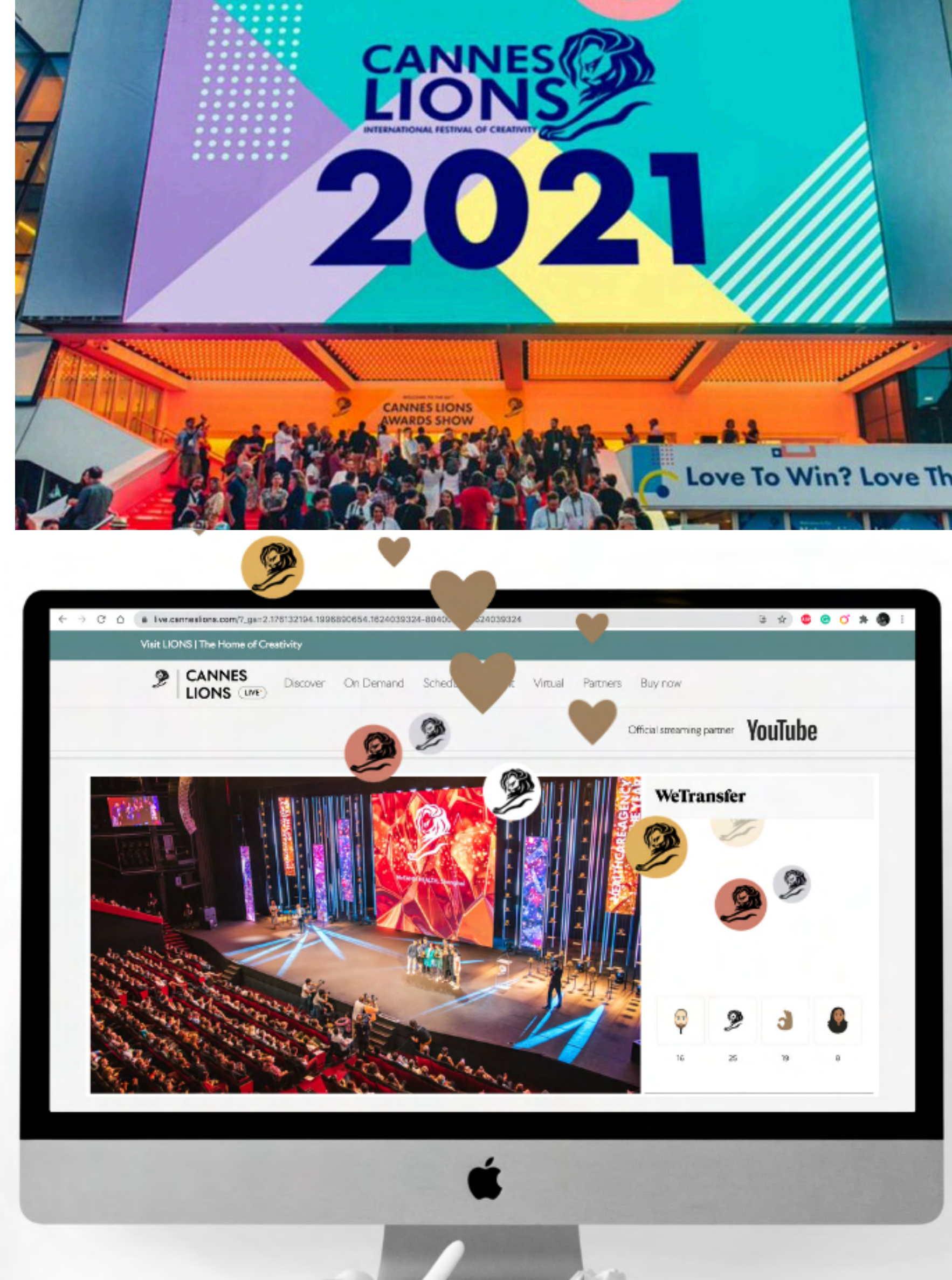
"The interactive elements and custom emojis really gave a new dimension to show and helped us interact with our audience in a different way. It was truly great to work with the Votemo team and we look forward to working with Votemo again on future broadcasts."

Jose Estevez,  
**Live Streaming & Innovation  
Manager of Ascential, UK**

## Tools:

Customized Emojis,  
Commenting, Q&A

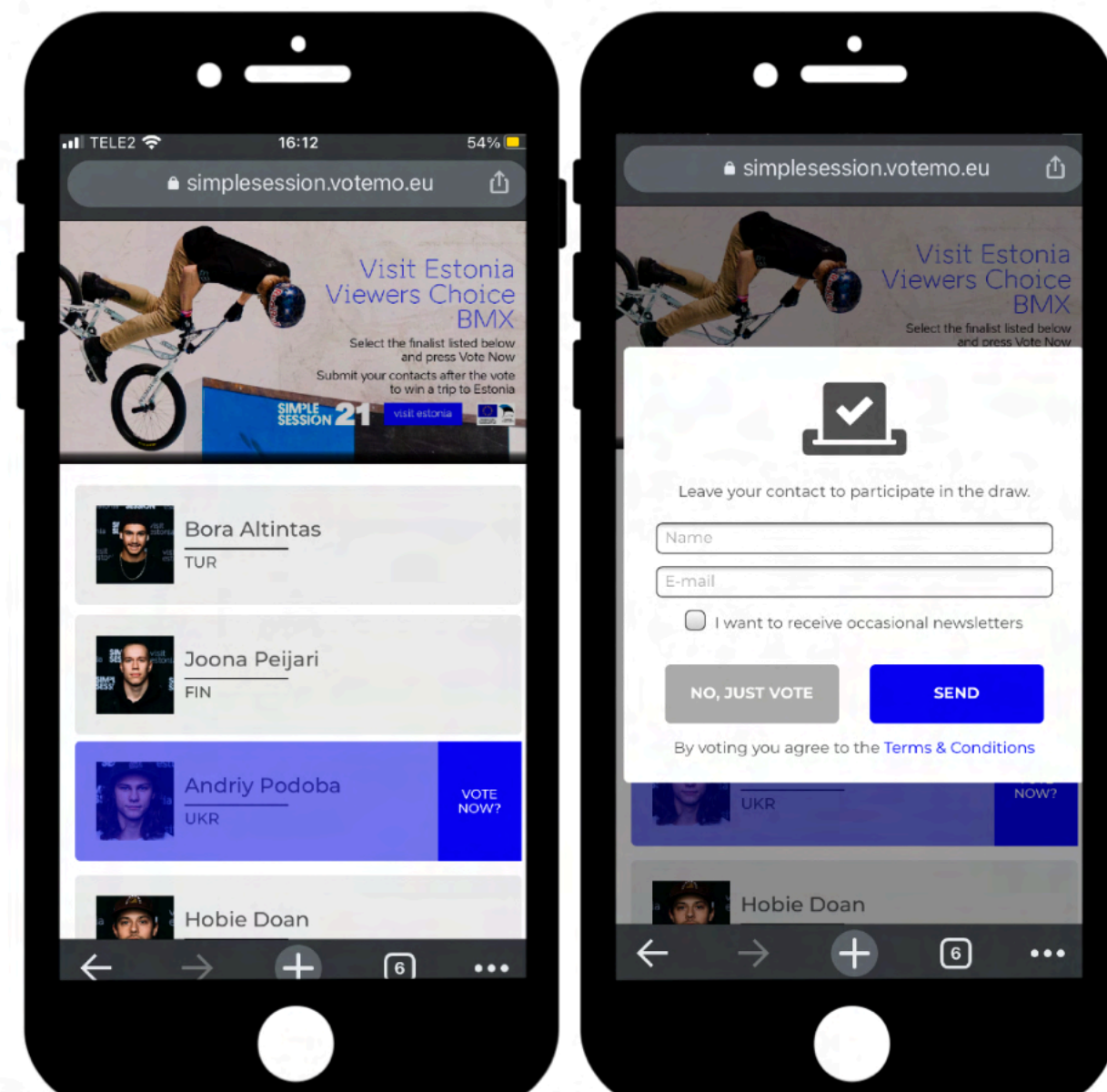
**Sponsor:** WeTransfer





# Case: Simple Session

Simple Session used engagement layer for sponsor solutions. Visit Estonia Viewers Choice was layer for voting for your favourite, when answering you could enter your email to win prizes connected to Estonia



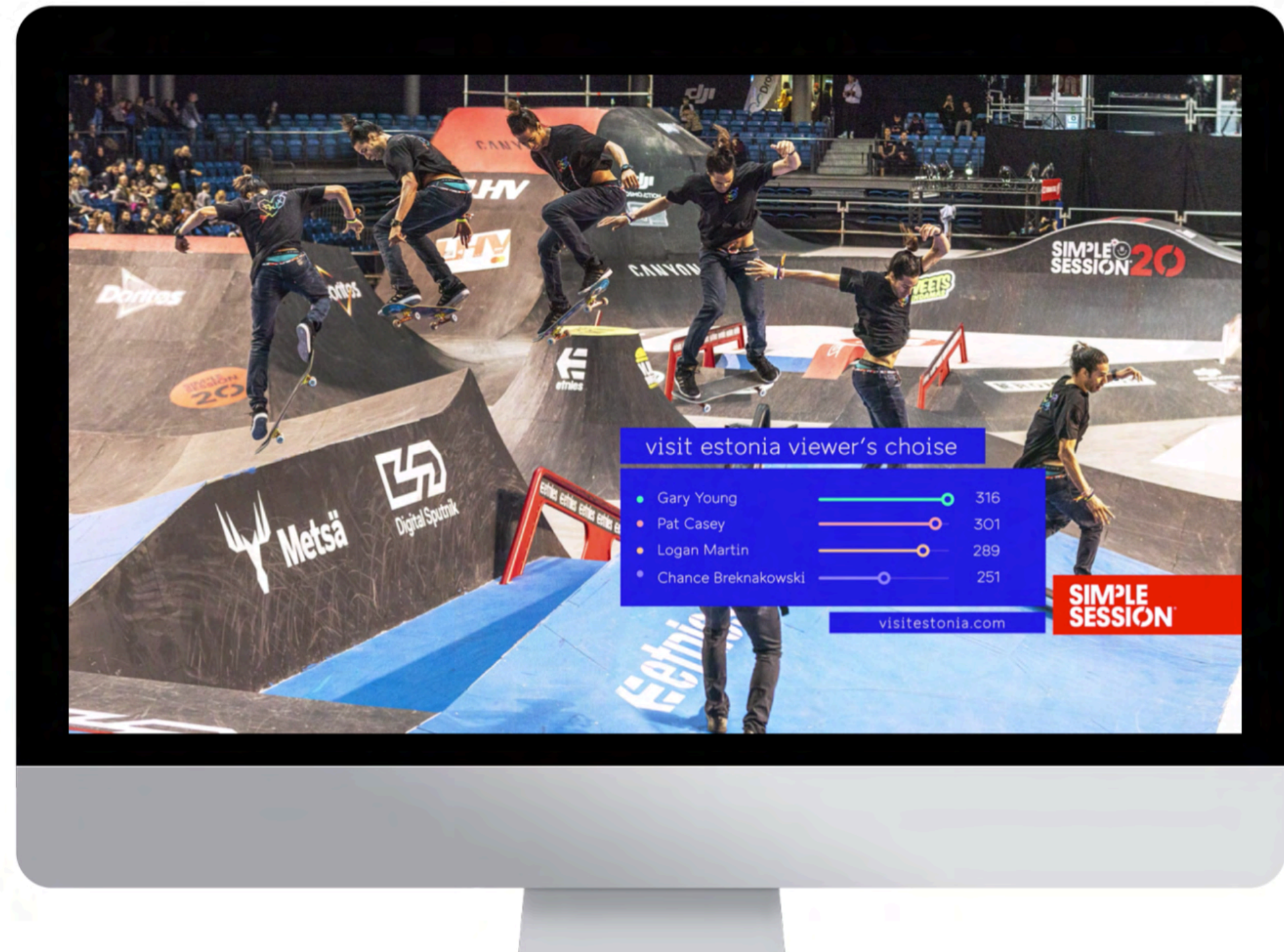
**Production:** Elamussport

**Stream:** YouTube

**Viewers:** 10 mil viewers globally , 100 countries

**Tools:** Customised Voting with Contacts Form

**Sponsor:** Visit Estonia





# Case: World Cleanup Day

Virtual Production with 191 countries

**Tools:** interactive schedule and chat

**Stream:** Youtube  
**Platform:** MulticityTV



## Program

23 October  
2021  
2 PM UTC

## REWATCH WORLD CLEANUP DAY AND BEYOND BROADCAST!

How to create waste-free world? During Live Broadcast on 23rd October the Let's Do It World network came together to highlight best practices from previous worldwide cleanups. They shed insight on theories and practices on how to influence people, organizations and governments to be more environmentally friendly while creating waste-free World. The broadcast can be watched on our website, Facebook and YouTube channels.

ADD TO YOUR CALENDAR



[Countries](#) [Program](#) [Organizations](#) [Global Partners](#) [Get involved](#) [About](#) [Donate](#) [Projects](#) [Blog](#) [Live](#)

Join

A screenshot of the World Cleanup Day Broadcast page on the MulticityTV.com website. The page features a large video player showing a virtual production scene with a woman in a red jacket standing in a forest. To the left of the video is a blue sidebar with a profile for Aijan Adamkalieвна Chynybaeva, Leader of Let's Do It Kyrgyzstan, and a pink button that says "Changes in environmental behaviour". To the right of the video is a chat area with a header "World CleanUp Day Broadcast" and a list of chat messages from users like Arno, Musa Mondeh, Vasco Long Puan, and Anneli Ohvriil. At the bottom of the chat area is a text input field for comments and a "0/200" character count.



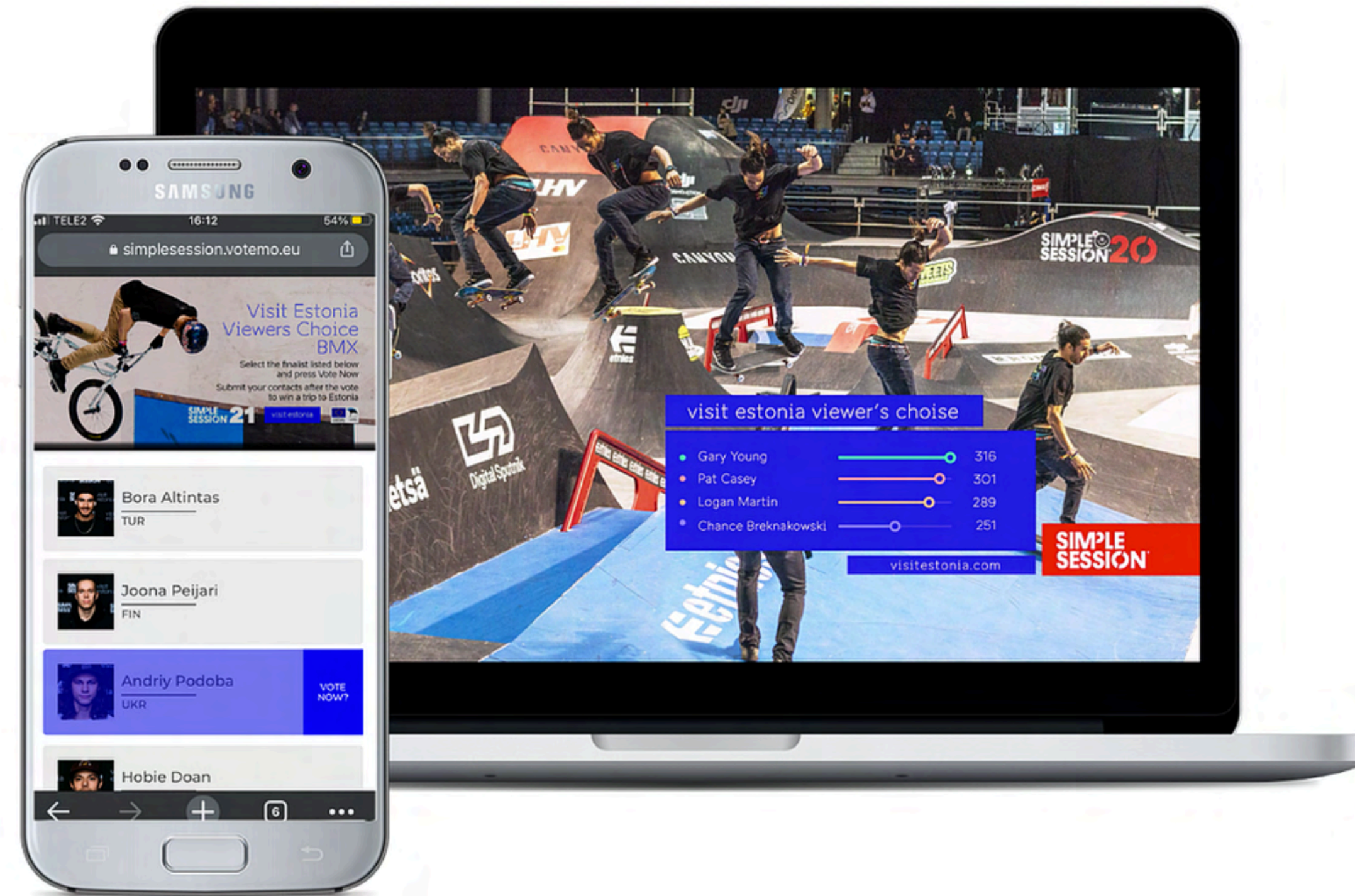
# Sponsored Poll

Create different polls for audience to take part in.  
Brand them with Sponsors.

It is much more interesting to watch from online if you can be part of conference and feel your opinion matters. Additional to that we generate **new Sponsor package**.

Speakers can see the results from phone/tablet and use it to drive conversation

Collect emails for prizes and offers





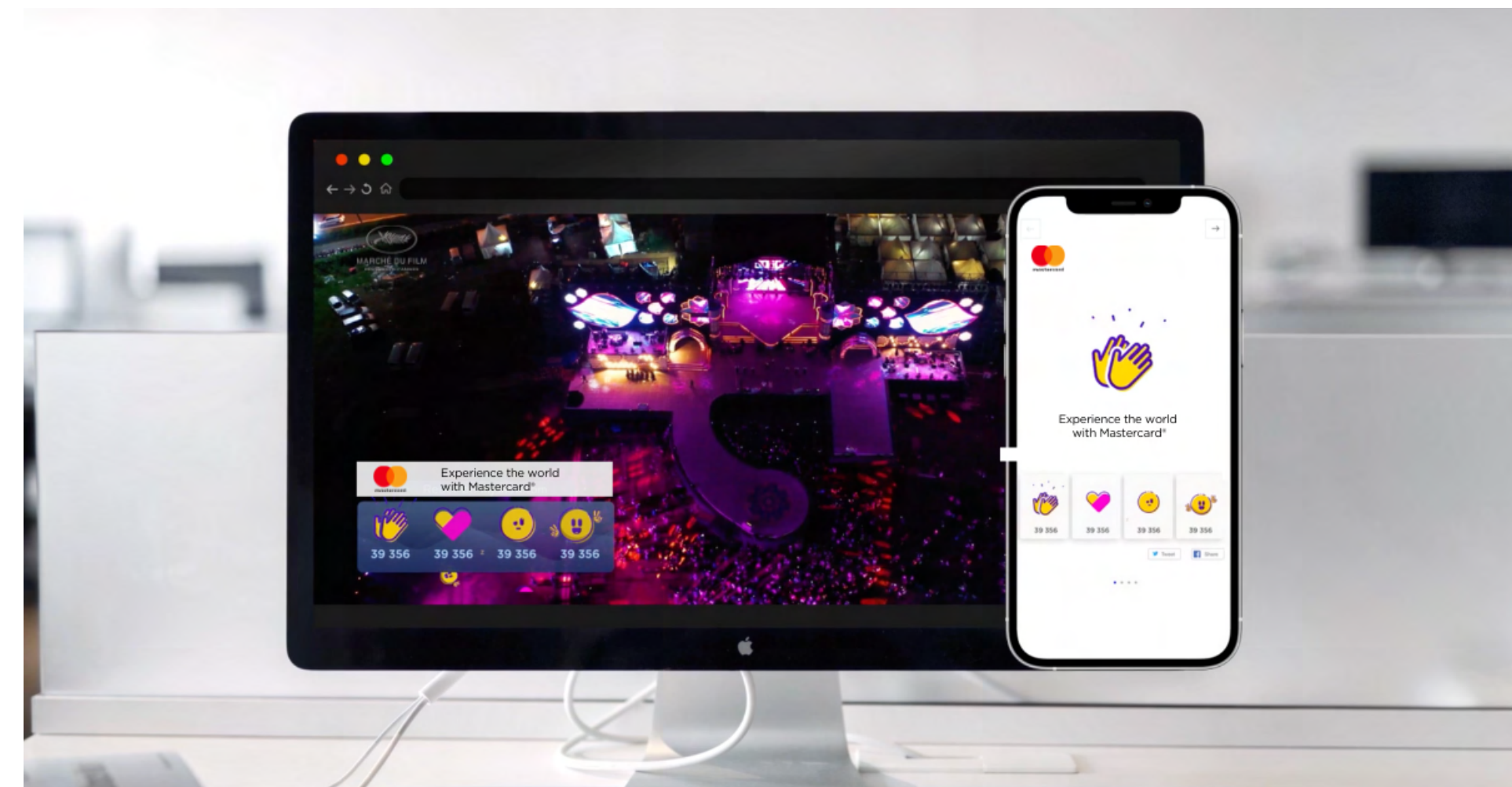
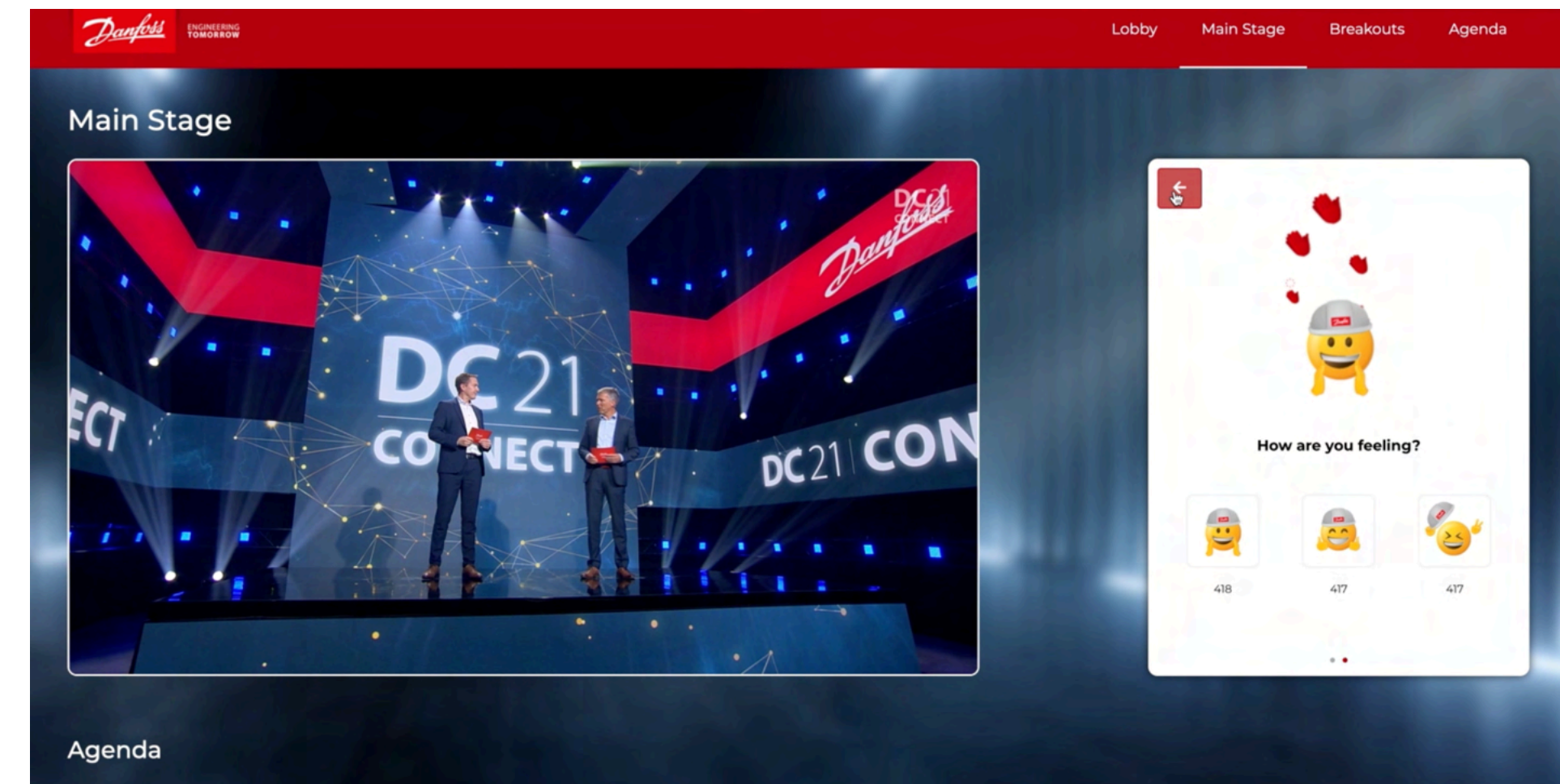
# Branded Reactions

**During the panels people can show their emotions.**

Cannes Lions branded those with their own colour and did not sell to sponsor. It created cool extra layer on video and made everything interactive. (sponsor was WeTransfer and their logo was shown as banner on top of iFrame you React)

## Possible solutions:

- Branding in Event's CVI colours
- Reactions in sponsor colour





# Questions and Q&A

**Chosen questions and answers will be shown on video. Then everyone who are watching recording can still see what comments were written and what questions asked.**

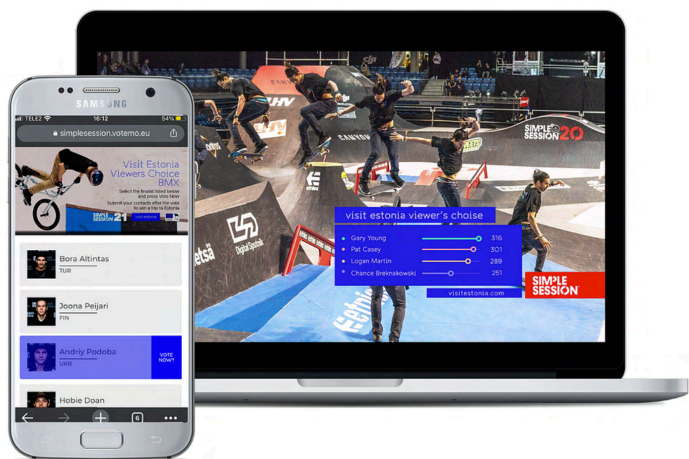
We will brand these with Sponsors and create new sponsor package.

Speakers can see comments and questions and can answer them.





# Earn from Sponsor Packages with Engagement



## Branded Engagement Layer

NEW Unique way to interact with our viewers through your brand. Interactive Layer on top of video on Live and Recordings

- 12 700 participants on site
- 12 700+ viewers online and recordings
- Poll / Q&A / Reactions
- Gamification
- Collect emails and generate leads
- View all year long



Marché du Film Entrance (Palais side)

COST: € 11000



In The Light Dome Bar

COST: € 5800



in front of the palais des festivals

COST: € 35000



Central Pillar

COST: € 12 000

## DIGITAL ADVERTISING

use cutting-edge digital tools

## PACKAGES

Optimize your media visibility



**Cinando**  
The most efficient industry database, accessible on laptops or via the mobile App.  
Showcase your business to a worldwide audience all year long.

FROM: € 800 /WEEK

### Starter Package

FROM: € 4900

- 1 page in one of the publications (according to your target)
- 1 side of a 4-sided pillar
- 1 slot on our digital signposting screens network

### Silver Package

FROM: € 9900

- 1 page in one of the publications (according to your target)
- 1 inside wall panel
- 1 side of a 4-sided pillar
- 1 banner on Cinando during 1 week
- 1 slot on our digital signposting screens network

### Premium Package

FROM: € 16 400

- 1 double page in one of the publications (according to your target)
- 1 wall panel at the entrance of the Riviera or Lérins screening rooms
- Customization of one of the staircase in the heart of the Marché
- 1 banner on Cinando during 2 weeks
- 1 slot on our digital signposting screens network



**NEW Digital Signposting**  
Broadcast your animated visuals on the official information screens of the Marché du Film.

€ 2000



Let's Have A Chat!

Co-Founder & CEO • Maarit Mäeveer • +372 53315711 • [maarit@votemo.eu](mailto:maarit@votemo.eu)