DIGITAL PARTNER MANUAL

This manual contains essential information and guidelines to support and maximise opportunities for your participation at **12TH Annual World ADC San Diego 2021.**

Table of Contents

Hanson Wade Team - Points of Contact

Event Manager **Madison Saint** **Direct Line:** +44 (0) 7827 322 621 **Email:** Madison.saint@hansonwade.com	Commercial Manager **Rob Keast** **Direct Line:** +44 (0) 2038 627 314 **Email**: rob.keast@hansonwade.com
Program Director **Elayda Hearne** **Direct Line:** + 44 (0) 2038 540 116 **Email:** elayda.hearne@hansonwade.com	Speaker Manager **Millie Prow** **Direct Line:** +44 (0) 2038 541 753 **Email**: millie.prow@hansonwade.com

Conference Dates

Pre-Conference Seminar Day*: Monday, October 11th

Day 1: Tuesday, October 12th

Day 2: Wednesday, October 13th

Post-Conference Workshop Day*: Thursday, October 14th

*Please note that these days require additional registration, please liaise with your Event Manager for details.

hansonwade

Overview of Hanson Wade's Digital Platform

Be sure to make the most of your time at this event and explore, engage, and interact across Hanson Wade's integrated platform.

Please watch Hanson Wade's Demo to support your participation:
https://vimeo.com/427647026/01b15bb8cc

You can think of the digital platform as a virtual venue with different virtual event areas (listed below). Each area offers different collaboration opportunities, accessible on the left-hand side. It has been designed to replicate the in-person event experience as closely as possible in a virtual setting.

Virtual Event Areas

1. **RECEPTION**

Reception is where you find the full event schedule with presentation timings and locations.

Partner Virtual Booths can be accessed by clicking on the partner logo in the reception. This links directly to the Virtual Booth, where you can view/download resources and connect with their team members.

2. **STAGE**

Stage is where most presentations take place. A public Chat function on the right-hand tab (see networking features) is always available, and we encourage you to post comments and questions to interact with other participants during your time in Stage.

3. **SESSIONS**

Sessions is where group breakouts, virtual roundtables and interactive sessions running simultaneously will be held. Simply select the desired breakout session to view the discussion. You have the option to share your own audio and video, as well as message in the session specific chat on the right-hand tab (see networking features) – be sure to keep interacting!

4. **DEMO AREA**

The Demo Area is where partners host short, promotional demo videos or slide-decks that act as on-demand content accessible throughout the entirety of the conference. Each Demo Area links to the corresponding partner's Virtual Booth for maximum exposure and accessibility. In addition, a dedicated Booth Chat is available in the right-hand tab (see networking features) for each Demo Area, for live interaction and Q&A with the partners throughout the conference.

hansonwade

Networking Features

There are various networking features to support interaction and collaboration at the digital event (listed below).

1. **NETWORKING TAB**

This is made up of Chat, Polls, and People on the right-hand side of the platform:

- **Chat** acts as a public chat, open to all attendees throughout the event. Here, you can message freely and interact throughout the event with the conference community.
  - **Event Chat** is visible in every part of the platform
  - **Stage Chat** is visible when in Stage area
  - **Session Chat** is visible when in a Session area
  - **Booth Chat** is visible when inside a partner Demo Area

- **Polls** allow for multiple-choice questions to be posed across the duration of the event to encourage audience interaction. We encourage speakers and partners to prepare Polls during presentations and refer to this within the talk. Insights can then be shared post-conference. Only organisers can submit a "poll," please liaise with your Event Manager to arrange this.

- **People** acts as a private chat where you can directly message other attendees. You can search the attendee list using name, job title, company or function.
  Clicking on a name will take you to their profile where you are able to select from direct messaging, inviting into a video call or request to schedule a meeting. All private messages can be found by clicking on the ⊲ icon in the top left of your screen. You will be notified with a red circle when a new message is received – make sure to look out for this!

- **Q&A** is where you can post all your questions for the speakers, you can post them with your name visible or anonymously for the shyer attendees. Hanson Wade & the meeting Chair will read the questions to the speakers in the dedicated Q&A session following the presentation or panel.

2. **SPEED NETWORKING**

Head to the Speed Networking icon on the left-hand side when Speed Networking is scheduled in the conference agenda. Joining this connects attendees at random for quick-fire chats, in order to get introductions out the way and meet a wide variety of the audience.

Once in the Networking session, select **Ready**, and you will be matched with other attendees for a video call lasting approximately 3 minutes. When the time is up, you will then be randomly connected to another attendee, with this repeating until the session is finished.

Connect allows both parties to exchange contact details, just like swapping a business card at a physical event! You will get a summary of all the connections made at the end of the event under **My Account → Connections**

Preparing Your Virtual Booth and Demo Area

VIRTUAL BOOTH

Organisers are responsible for setting up your Virtual Booth on the digital event platform.

It is customisable – please refer to the **Digital Requirements** for all specifications required. We request that you adhere closely to all deadlines to allow time to construct and cross check the virtual booth.

Example of Virtual booth without video - https://mops-test.hansonwade.com/landing-page-template/

Example of Virtual booth with video - https://mops-test.hansonwade.com/hw-virtual-booth-with-video/

DEMO AREA

Each partner will have the option to host a 3-minute promotional video in the Demo Area. Alternatively, we can accept a slide-deck with a max of 10 slides. We **must** receive a video link (YouTube, Vimeo, or Wistia) **or** slide-deck (PowerPoint or Google Slides) as the area does not function without this.

Please see **Digital Requirements** for further information and connect with your Event Manager if you have questions.

How to find your Demo Area during the event

- Enter Hopin → Left-hand side → Virtual Expo Area → Click on your company banner
- You can access the Booth Chat on the right-hand side.
  - **TIP**: Pin messages at the top of the Booth Chat to show when you are available for Q&A.
  - **TIP:** Use to Conference Chat to invite people to the Demo Area

Speaking Engagement

If you have a speaking slot included in your package, we kindly ask you to send the following details to your Event Manager (if we do not already have them):

- Speaker name, job title, bio and business pic
- Session title and 2-3 bullet points on content

Please send your Event Manager a copy of the presentation and any bonus content by **Monday 4th of October.**

Sharing Content Post-Conference

Please note, we will be making all speaker presentations available to attendees after the meeting. If you are presenting sensitive information or unpublished data, please send over a second copy that you are happy to share.

Speaker Tech Test

Your **Speaker Event Manager** will arrange a demonstration of the digital platform to familiarise your speaker with the technology and answer any questions you may have. This will take place 1 week prior to the event date. You will receive a calendar invitation in due course.

Guidelines detailing the technology requirements for your selected speaker can be found here: Technology Requirements

hansonwade

Checklist / Deadlines

In preparation for your participation at this digital conference, we require all the information and files outlined below. This will allow us to register your passes, create your Virtual Booth and build your Demo Area ahead of the meeting.

Please see here a full checklist and specifications that we require from you: [Digital Requirements](#)

In summary, we will require:

Your Passes:
- ✓ Name
- ✓ Job Title
- ✓ Email Address

Your Virtual Booth:
- ✓ Company logo
- ✓ Company description
- ✓ 2 downloadable resources
- ✓ External weblinks
- ✓ Team Profiles (Name, Job Title, LinkedIn, Headshot)

Your Demo Area:
- ✓ Company branding (logo and background banner)
- ✓ Company headline
- ✓ Link to video content **or** slide deck

We look forward to welcoming you to our virtual event soon!

hansonwade