

emc3 | every
moment
counts

Virtual, Hybrid & In-Person
Event Solutions

Who are emc3?

We are a **collective of event planners, producers, storytellers, marketers, designers and strategists** dedicated to creating and executing unforgettable experiences.





Logistics

- Live events
- Hybrid events
- Virtual events
- Event strategy development
- Event production
- Venue sourcing
- Registration management
- Parties, awards and dinners
- Conferences & meetings



Strategy

- Marketing strategy & consultation
- Creative copywriting
- Social media management
- Sponsorship & ticketing
- Pre & post-event marketing
- Post event analytics
- Audience acquisition



Creative

- Virtual platform design
- Graphic design
- Video creation & motion design
- Website builds
- Virtual event assets
- Keynote and PPT presentations
- Print & HTML collateral

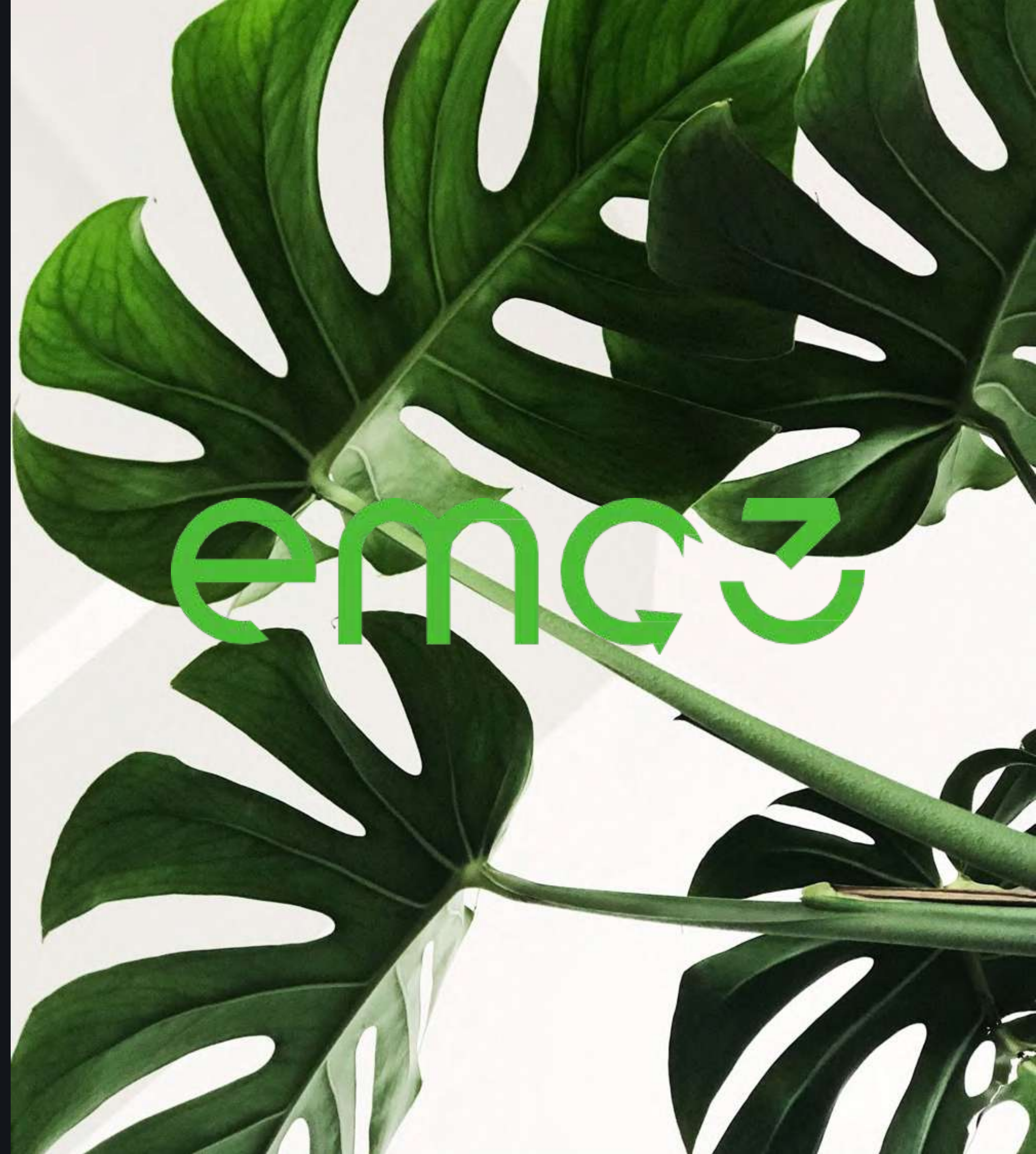


Content

- Content development & Talent identification
- Contract negotiations
- Content development
- Speaker announcement & strategy
- Budget maximization
- Virtual presenter training
- Event day management

Consciously making every moment count

- 🌿 **Food waste reduction initiatives:** We work on the menu planning, donating additional meals to staff at the venue, and using apps that reduce food waste such as Olio, Too Good To Go and Karma.
- 🌿 **Sustainable venue sourcing:** We select venues with sustainability certificates, a fairtrade menu, FOH Recycling unit, plastic reduction, and food waste reduction. We also look for green buildings.
- 🌿 **Destination sourcing:** We choose greener, more sustainable cities for destinations, with a green plan for the future, recycling program, and efficient public transportation. We also consider the carbon estimates on flights.
- 🌿 **Non-plastic alternatives:** We encourage the use of non-plastic alternatives, throughout the event.
- 🌿 **Our office policy:** We adhere to a strict recycling program and encourage a bike to work scheme.





Mission:

We bring stories to life with powerful creativity, grounded in meticulous organization and efficiency.

We do this by carefully curating 3 touch points: **people, spaces, messaging.**

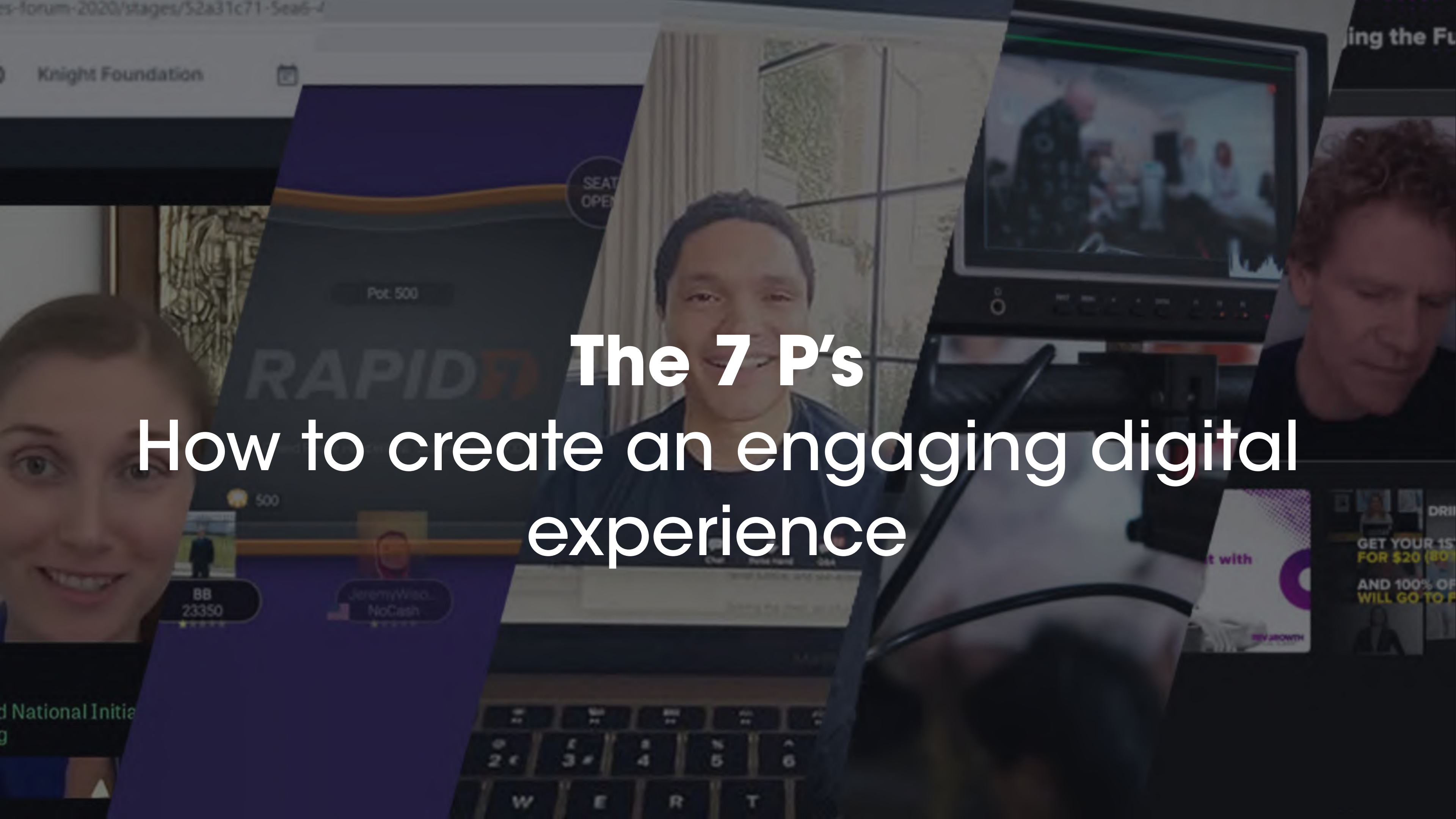
Vision:

To make every moment count.



Event Canvas: Discover

| | | | |
|----------------------------|---|---------------------|------------------------------|
| 1a. Who is the audience? | 1b. What do they need? | Human resources | Internal mission and vision |
| 2a. Why should they come? | 2b. Competitive advantage | Non-human resources | |
| 3. How do we attract them? | | Cost structure | The brief – Full brief below |
| 4a. Define success | 4b. The audience should learn and feel... | | |



The 7 P's

How to create an engaging digital experience

Purpose

Why are we running this event?
What are we trying to achieve?

Outline objectives

Create clear qualitative and quantitative objectives

Develop KPI's

We will help you create clear goals and objectives for the event which we will measure and report on throughout the engagement lifecycle

Develop an impactful event marketing strategy

We will help you create an impactful event marketing strategy which will help you drive the greatest ROI possible

Positioning

What problem are we solving for attendees?

How does our event differ from others out there?

Build event brand guidelines

Working from existing brand guidelines or creating bespoke event guidelines to work

Content development and consultancy

You will work with our experienced team of strategists, copywriters, marketers and creatives to produce compelling content for your event.

Marketing and promotional plans and support

Looking at the overall message of the event but also focusing on the detail such as attendee experience and production capability

Agenda planning

Our dedicated team will work collaboratively with you to craft an agenda which will resonate with attendees.

People

Who is going to plan and produce my virtual experience?

What does my virtual event team look like?

Production

- Account Director
- Virtual Event Manager or Producer
- Technical Director
- Production Manager
- Technical Support
- Event Technologist
- Attendee Support

Communications

- Communications/Marketing Manager
- Design Manager
- Copywriter
- Sponsorship & Ticket Sales

Key support

- Virtual Speaker Coach
- Creative Director
- Event Marketing Strategist
- Social Media Manager
- Finance Manager
- Host or Emcee
- Moderator
- Translator/Interpreter
- Entertainment

Platform

What's the right delivery mechanism for my audience and my event?

Avoid platforms we use all the time such as Zoom and Teams – we're fatigued from staring at these platforms all day. Make your event an experience!

Platform recommendation and selection

We have partnerships with all of the world's leading virtual event platforms and have also built our own virtual platforms in the past. We will digest your brief and make the perfect recommendation for your event

Registration or integration with existing registration

Setting up platform registration or ensuring seamless integration with existing registration platform

Integration with CRM

Ensuring the platform integrates seamlessly with your CRM system

Content upload

Once all assets are signed off they are uploaded to the platform in line with the run of show

Show day help desk

We will provide a team to run a live helpdesk at your virtual event on the day to answer any questions

Platform supplier briefing and management

Liaising with the technical team, to optimise and troubleshoot technology, in line with the event goals and the critical path

Gamification

We will make strategic recommendations relating to how you can incorporate gamification to make your event more immersive and engaging

Platform build management

Working on the back end build of the platform to ensure a look and feel in line with brand guidelines

Troubleshooting

Ensuring there is always someone available to assist with platform queries

Promotion

How are we going to engage attendees' pre-event and cut through static?

Atmosphere building. Pre-event engagement

Consult and assist on building the atmosphere, interest and ensuring pre event engagement excites attendees

Creating invitations

Designing invitations for attendees that build atmosphere

Pre-event registration management

Creating a ticketing strategy including recommendations for access per ticket type and promotional strategy

Pre-event social posts to be shared

Planning, designing and scheduling pre event social posts to generate interest

Creating HTML emails

Designing emails to fit event brand guidelines and generate interest

Creating branded joining instructions for attendees

Detailed instructions for all attendees in event branding to help them pre-event and on the day

Pre-event videos

Storyboarding and designing pre-event videos to promote the event

Production

How can we ensure the show runs as seamlessly as possible?

Think of your event as a production – rehearsals and practice are key!

Pre-event

Design

Post-event

Project management

We will provide full project management to ensure your event is seamless and provides the greatest ROI possible

Event budget management

Working within a specified budget, updating and making budget conscious recommendations

Virtual AV/Production supplier recommendation, selection and briefing

Based on existing supplier relationships, past event experience and ongoing virtual research

Virtual AV/Production supplier management

Working with the production team pre event and on the event day to ensure a seamless event

Copywriting

Assisting with copy for any marketing or indeed any sessions as required

Content production logistics

Planning and executing all pre recordings whether in studio or remote, following the critical path to meet all asset/design deadlines

Speakers

Event Day

Attendee management

Managing attendee enquiries and requests pre-event

Sponsor engagement and communication

Managing sponsors, collecting assets, ensuring that sponsor and client vision is met

Virtual Entertainment recommendation, selection, briefing and management

Based on existing supplier relationships, past event experience and ongoing virtual research

Gamification recommendation, selection, briefing and management

Our experienced team will outline relevant ways we can incorporate gamification into your event to make the experience more engaging

Virtual AV/Production tech rehearsals and run of show briefing

Tech rehearsals with showcaller, video and audio technicians

Post-event engagement

How can we ensure there's a continuation of the narrative after the event? How will we measure success?

On demand content management

We will edit your content and make it available on demand to drive coverage and engagement

Post-event videos

Such as highlights or recap videos

Post-event surveys

Feedback from attendees, sponsors and speakers to help shape future events

Post-event social posts to be shared

To keep the community and story going past the event and generate interest in future events

Post-event editing

Editing footage from the event for future marketing or on demand use

Post-event photos

Photos of an event in progress are just as important with virtual events

Building ongoing event community

Creating ways for attendees to continue to interact post-event

Full team debrief

To share challenges, solutions and ideas for improvement for the next event

Case studies: Live Events





HubSpot

Who: 24,000 Marketing experts from around the globe who subscribe to the inbound movement

Where: The Boston Convention & Exhibition Centre

Event: INBOUND - We have helped manage and grow this event since 2014

"You guys are a joy to work with. Thank you for everything you did to help make INBOUND 2018 an unforgettable event for both our attendees and the talent we hosted".

Studio Host & Producer
HubSpot



INBOUND



LinkedIn

Who: 3,000+ Talent Acquisition leaders from around the world

Where: ExCel Centre

Event: Talent Connect

"emc3 have worked with LinkedIn on projects ranging from intimate dinner events to parties in the park and multi-track conferences. I've been consistently impressed by their knowledge and expertise and commitment to getting the job done. Ultra-reliable, and crucially good fun, I couldn't recommend them highly enough."

Group Marketing Manager
LinkedIn





Drift

Who: 6,000 Sales and Marketing Professionals across 3 venues

Where: London, Boston and San Francisco

Event: HyperGrowth

“Organization, execution, and results are the three words Drift uses to describe our partnership with emc3. The team delivered a flawless experience and, in the process adopted our brand becoming part of our internal team. We could not have been happier with their representation. Looking forward to continuing this relationship in 2019”

Director of Events
Drift

2019

Video



Marcus Murphy • 2nd
Executive Leader | Speaker | Head of Business Development & Partnershi...
6h

Had an incredible time speaking at Drift's conference **#HYPERGROWTH**

Every time I get to speak about **LinkedIn** it's a good day :) but it's even sweeter to share how the platform changed my life and how it's propelled my career at **DigitalMarketer**.

Thanks for having me 🙏

35 • 3 Comments

Like Comment Share

Aleks Malinovic • 3rd+
Leading a Winning Team in the Wild World of Software Sales
5h

Major Shoutouts to the Drift team for their **#hypergrowth** conference in San Francisco. I was thoroughly impressed. I look forward to continuing to use your awesome platform! **#conversationalmarketing**

Angelica Dilorio • 3rd+
Masters student in International Business and Marketing | Passion for the ...
4h

Today I heard some passionate and inspiring speakers at **#hypergrowth** who highlighted the importance of both big data and creativity for effective marketing strategies. Looking forward to reading all the books they gave me about these trends!

4

Matt Bullock • 3rd+
CEO of Spinify, Salesforce Partner Trailblazer, Pledge 1% Ambassador
16h

Drift **#hypergrowth19** keynote 🙌🙌🙌

6

Like Comment Share

Be the first to comment on this

Kris K. • 3rd+
Marketer of Flexible Packaging | Plastic Packaging Technologies, LLC. | C...
13h • Edited

Absolutely in love with my experience thus far.

Here is some value for you to take away. ...see more

Intellimize
429 followers
14h

We're excited to be at **#hypergrowth19** today! Congrats to the Drift team for putting on such an inspiring and insightful event about all things marketing!

Adam Rosenberg • 3rd+
Vice President, Integrated Marketing at Revere | Digital Marketing Leader
12h

Beatboxer Grace Savage Kicking off the afternoon sessions at Drift's **#hypergrowth19**

1

Like Comment Share

Be the first to comment on this

Kushaan Shah • 3rd+
Growth Marketing at Livongo - We're Hiring!
6h • Edited

So impressed by the energy and content curation of **#HYPERGROWTH19** in San Francisco - Great talks by **Marcus Murphy** on changing stigma around LinkedIn engagement, **Gurdeep Dhillon** in understanding internal empathy and so many more. One of those days that really made me appreciate marketing. Props to **Dave Gerhardt** and team 🚀

with Marcus Murphy

7 • 1 Comment

Like Comment Share

Olivia Smith • 3rd+
Growth Marketing Manager at HopSkipDrive | Focused on Creative Grow...
9h

A very fulfilling day at **#HYPERGROWTH19**! Loved learning about using conversations and connections to fuel marketing, harnessing strong data to craft your buyer's experience, and how a strong brand impacts your overall marketing goals. Shoutout to **Dave Gerhardt**, **David Cancel** and everyone and Drift for putting on an awesome event.

4 • 1 Comment

Like Comment Share

Wingman
300 followers
3h • Edited

Our CEO **Shruti Kapoor** attended Hypergrowth by Drift. Was good to hear about the latest trends and pains of digital marketers and how technology is gearing up to address those. Also the importance of aligning your sales & marketing teams (something **Wingman** helps teams do seamlessly)!

And of course, thank you **David Cancel** for the invite.

#HYPERGROWTH19

with Shruti Kapoor

10 • 1 Comment

Like Comment Share



G2

Who: 600 Sales and Marketing Professionals

Where: Chicago USA

Event: Reach

We needed an experienced hand to guide us on both the event vision and the details. I had worked with EMC3 in the past, so I jumped at the opportunity to involve them. They helped us execute on our vision, secure the venue, catering, stage, audio/visual contracts, and more."

CMO
G2





Marketo

Who: 750+ Marketing Managers

Where: QEII Centre, London

Event: Marketo Marketing Nation London

"You ladies are like Charlie's Angels... make miracles happen within insanely tight deadlines. The venue is always perfect, all details and attendees are remembered, and everyone praises the event."

Partner Marketing EMEA
Marketo





ACI

Who: Leader in Payment Markets from London and New York

Where: Streamed between The St Martins Lane Hotel, London and Times Square, New York and to a global online audience

Event: ACI Summit

About: [ACI Worldwide](#)



"The event was seamless in design, planning and execution and has since become a highlight of ACI Worldwide events calendar. We work with emc3 on events ranging from small ones such as this up to 18,000+ multi day conferences and they always maintain the same exacting standards of execution and client focussed service."

President
CG Creative



Rapid7

Who: 1,600 internal staff, including executives, sales, marketing and developers

Where: Boston, USA

Event: AMP2020

Video: [Rapid7 - AMP2020](#)

"A massive shout out to emc3 and the entire support crew here. Without their vision and guides and execution of all of this, this would never have happened."

Chief People Officer

Rapid7



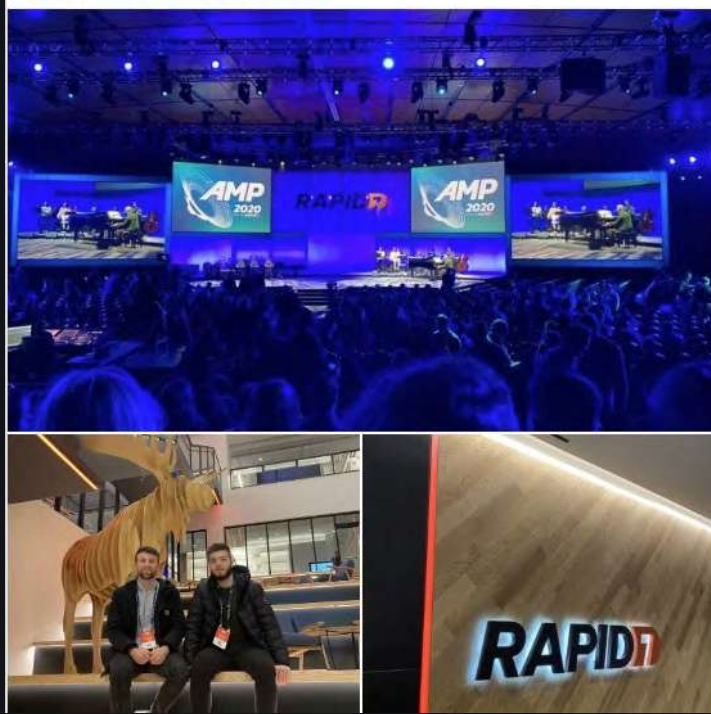
Christina Luconi • 2nd
Chief People Officer at Rapid7. I ❤️ hypergrowth.
1d • 🌐

Last week, **Rapid7** brought together 1600 people from across the globe in Boston to learn, grow and align around true customer focus. It was a massive undertaking, and never would have happened without some massively complex collaboration from some incredible partners. Huge shoutout to **emc3**, **Christina Crawford Kosmowski**, **Julie Hogan**, **Hayley Jean Farr**, @harrymoseley @markcrowther, **Big Night Entertainment Group**, **Troy Carter** #leslieodomjr #liljon, #charleneyi, an incredible house band and of course our exceptional Rapid7 team led by **Sue Fontes**, **Jay Brewer**, **Grace Arsenaull** and **Charlotte Dietz** who led the charge. It took over 150 people to pull it off...and yet, a perfect example of what impact can be made when you optimize for diversity of mindset and true collaboration. 2020 off to a big start.



Christopher Jennings • 3rd+
Product Management Intern at Rapid7
3d • 🌐

What an amazing experience to get on your placement year! Joining all of the company in Boston for a 2020 kickoff event. #AMP2020 Inspiring talks from global company leaders and hearing exciting plans that the company has in place for the future. Also, can't complain when Lil Jon turns up to perform at your party. Many thanks to all who organised the week.
#rapid7 #cybersecurity #placement



Amanda Pontbriand • 3rd+
Customer Adoption Manager at Rapid7
4d • 🌐

5 months ago I left my comfortable job to join **Rapid7** and start a new industry. This week I was joined by 1600+ employees from around the world for #AMP2020 and saw the passion and dedication that this company has not only to its customers, but the employees as well. This family might be a lot bigger than my last company, but I have never been prouder to be a #rapid7 moose!

Guests speakers like Lamar Odom Jr and Troy Carter, panels with customers and employees about the changes we've made, commitments to bettering our community and world around us, performances by live bands and an after party for the company including Lil Jon?? ... I learned so much, met so many amazing people, and look forward to a great 2020! ❤️❤️



👍❤️🌐 38 • 1 Comment • 1,338 Views
Like Comment Share

Renée Shephard • 3rd+
Director | Marketing APJ at Rapid7
3d • Edited • 🌐

What an incredible week in Boston! 1600 Moose at the **Rapid7** global company kick-off! #amp2020 #rapid7 #cyber #incidentresponse #cybersecurity #vulnerabilitymanagement #OzCyber #incidentdetectionresponse #infosec #incidentdetectionandresponse



👍❤️🌐 183 • 8 Comments • 6,986 Views
Like Comment Share

Katie Almanzan • 3rd+
Learning & Development | Program Management | Advising
4d • Edited • 🌐

I had the privilege of spending the week with 1,600 Moose. We learned new things, met new people, heard from incredible speakers from #slack #zoom #drift #amazon #gainsight (and musicians!!) and got AMPed (pun intended) for Rapid7's 20th year! #rapid7 #onemoose #amp2020



👍❤️🌐 80
Like Comment Share

Grace Arsenaull • 2nd
Brand Experience Manager at Rapid7
13h • 🌐

I'm still floating and trying to wrap my head around - and not forget a single detail of - AMP 2020, Rapid7's global kickoff. So much teamwork, sweat, and tears (of all sorts) went into the strategy, logistics, ideation, concept pitching, talent booking, design iterations, rehearsals, and, at long last, live event.

Love to the core team **Sue Fontes** **Jay Brewer** **Christina Luconi**, goddess and cheerleader **Charlotte Dietz**, event queens **Kelsey Hughes** **Mandy Darnell** **Rebecca Leavitt**, managing powerhouse **Rebecca Kennewell**, CD and banana opener **Andrew Snyder**, talent whisperer **Dominic Murray**, the whole **emc3** team &&& countless more.

And yes, **Christina Luconi** and I will continue our day jobs until the networks settle their bidding war for our morning show.

I am so proud of the work we accomplished. And, as the objectively biggest week of my career thus far, I am even more proud that I was able to ENJOY every minute. I struggle often with anxiety, and sought help this year from my doctor to free up some headspace. Through this work and being surrounded by some of the most supportive humans out there, I was able to accept compliments with "thank you," and didn't beat myself up over inconsequential things. Professional success is cool, but have you tried actually letting yourself enjoy it?



Andrew Barton • 3rd+
People Strategist at Rapid7
5d • Edited • 🌐

What an incredible week! #Rapid7 did an incredible job for #AMP2020 our annual kick off event. 2020 is Rapid7's 20th anniversary and they did not disappoint with this amazing event which brought all 1600+ Moose to Boston to hear from **Leslie Odom Jr.** from **Hamilton**, a panel of experts from #Zoom, #Slack, #DRIFT, #Gainsight, and #Amazon moderated by **Charlene LI**, a performance by **Lil Jon**, and a Q&A session with **Troy Carter** the CEO of #QandA. #CyberSecurity #technology #OneMoose



Mark Hamill • 3rd+
Manager, Product Management of Application Security at Rapid7
1w • 🌐

When someone says "expect the unexpected" at your global company kickoff, you think - maybe I'm getting a water bottle AND a t-shirt. Not that 'Lil Jon is going to making an impromptu appearance at the after party for a full DJ set, while 1600+ moose celebrate what we did in 2019 and get pumped for what 2020 has to offer.

Well played **Rapid7**, well played. #AMP2020



👍❤️🌐 2

Justin Souders • 3rd+
Senior Manager, Talent Acquisition and TA Operations at Rapid7
3d • 🌐

Such a great week here at **Rapid7** as we brought the entire company together from all over the world to kick off 2020. It was an inspiring few days with thoughtful speakers and exciting plans for the future! It was especially nice to spend time with all our colleagues in **People Strategy** from across the globe! We even got a show from **Lil Jon** too!

As you can see we've got a big year ahead and the best is yet to come! We'd love to have you join us! Check out our open positions or shoot me a message if you're interested! #rapid7 #joinus #cybersecurity #innovation

<https://lnkd.in/eH4qjBz>



👍❤️🌐 40
Like Comment Share

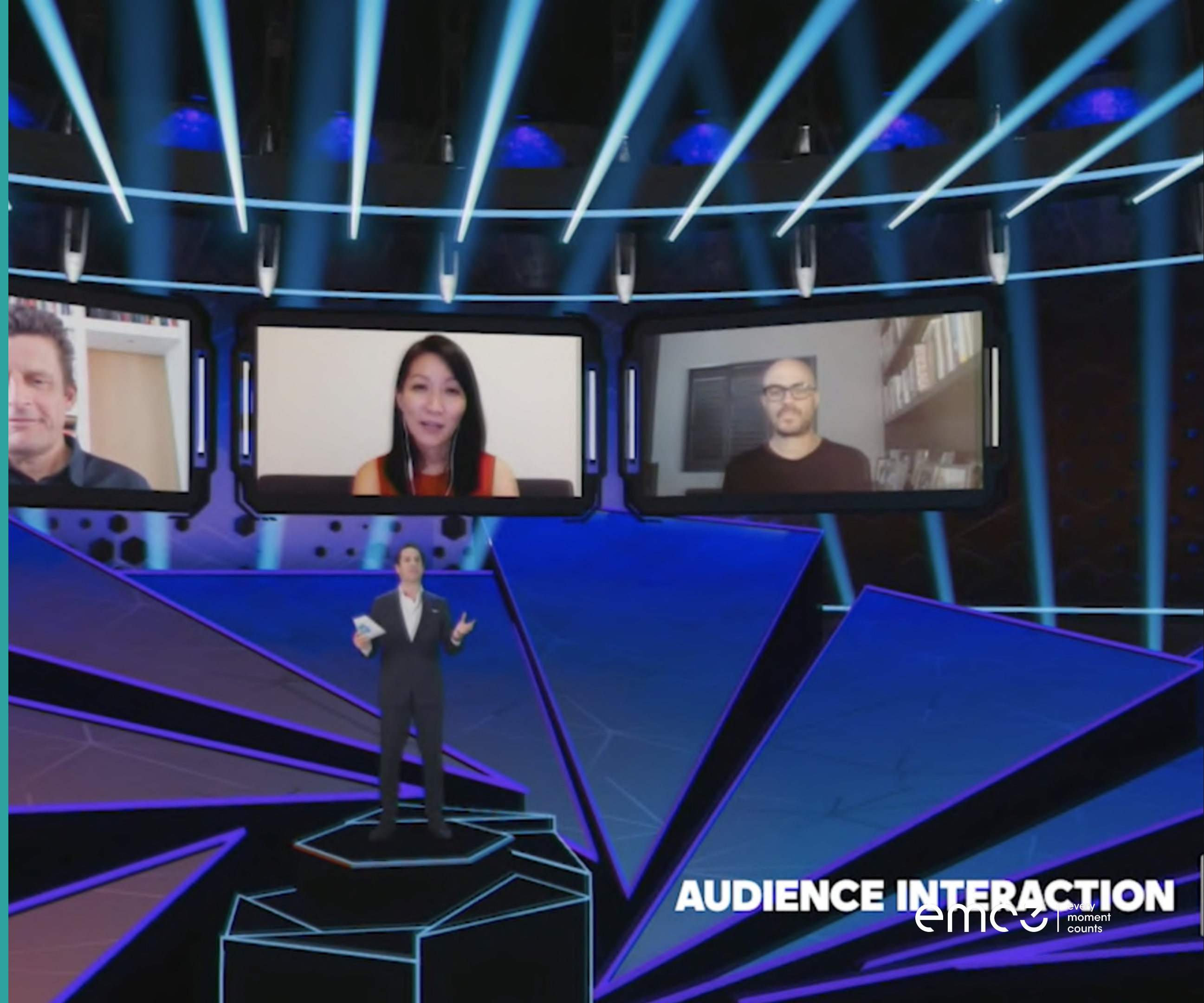
Benjamin Sykes • 3rd+
Project Coordinator Apprentice at Rapid7
6d • Edited • 🌐

There's something truly spectacular when a company gathers 1600 moose from around the globe to hold a conference. A conference where we celebrate the history of our company, value each colleagues contribution, and look forward to the challenges of 2020 and beyond. What an inspiring way to motivate, create and nurture new friendships while giving us all a common sense of purpose. Congratulations to everyone at **Rapid7** who was involved in the organisation of such a magical event! #AMP2020 #moose #culture #conference #innovation #inspiration #event #NeverDone #rapid7



👍❤️🌐 40
Like Comment Share
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Case studies: Virtual & hybrid events



AUDIENCE INTERACTION
emc3 | every moment counts



Miro

Who: 17,000 Miro customers, prospects and partners

Where: Hosted Virtually on Hopin & in several studios

Event: Distributed 2021

"We partnered with emc3 for our annual conference and I couldn't recommend them highly enough"

Field Marketing Manager
Miro



Video

miro

Google

Who: 350 Google Premier Partners

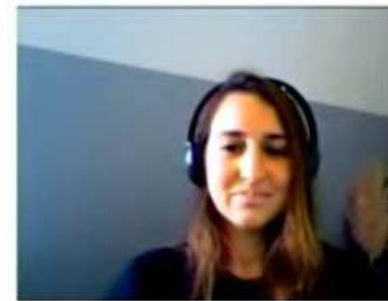
Where: Hosted Virtually on Hopin & In the Google Studios

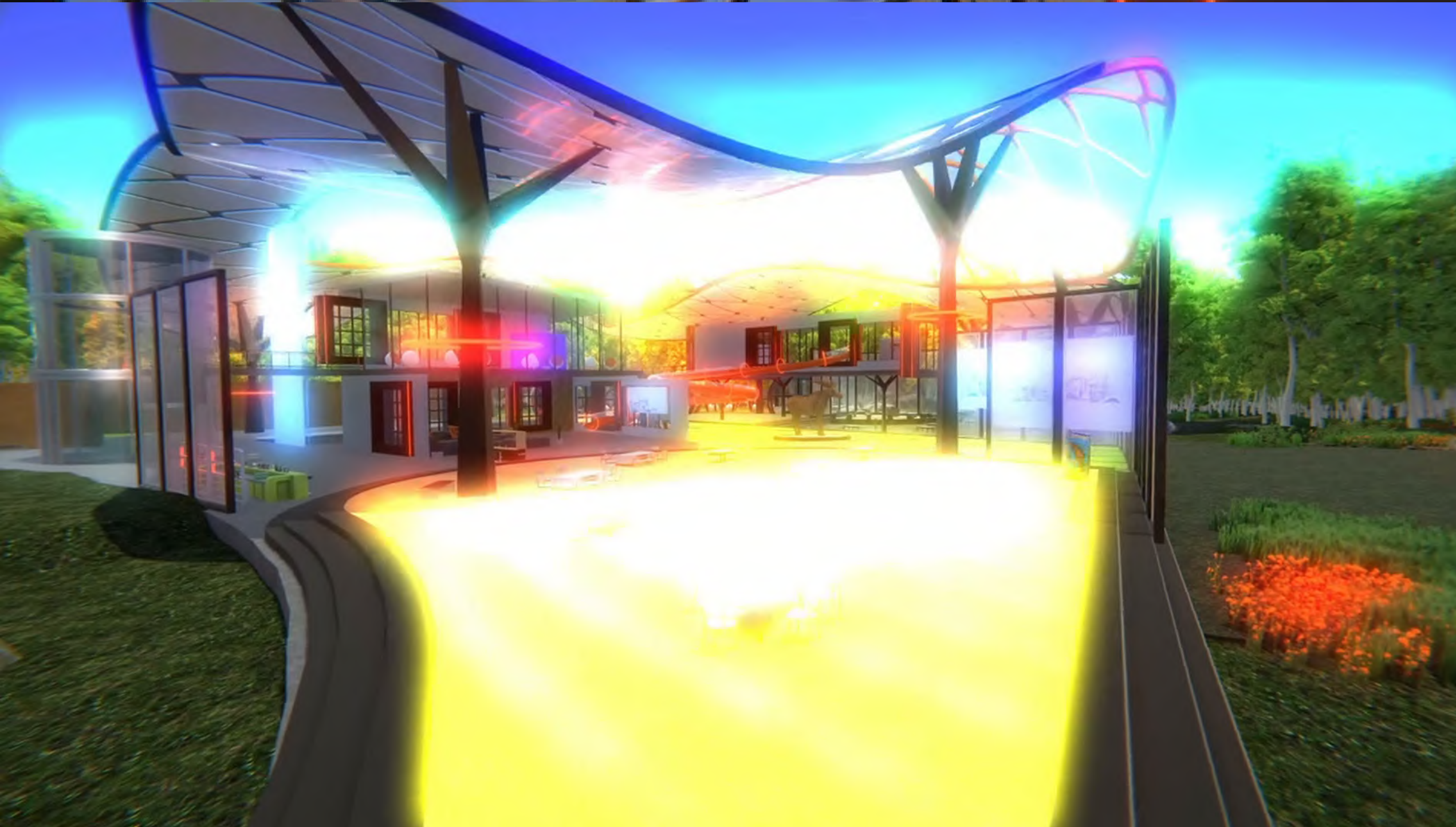
Event: Google Premier Partner Awards 2021

"You guys were awesome to work with and I'm already looking forward to the next event!"

Project Marketing Manager
Google

Google





Rapid7

Who: 2,000+ Rapid7 employees

Where: Bespoke Virtual Platform

Event: AMP 2021

Date: January 2021

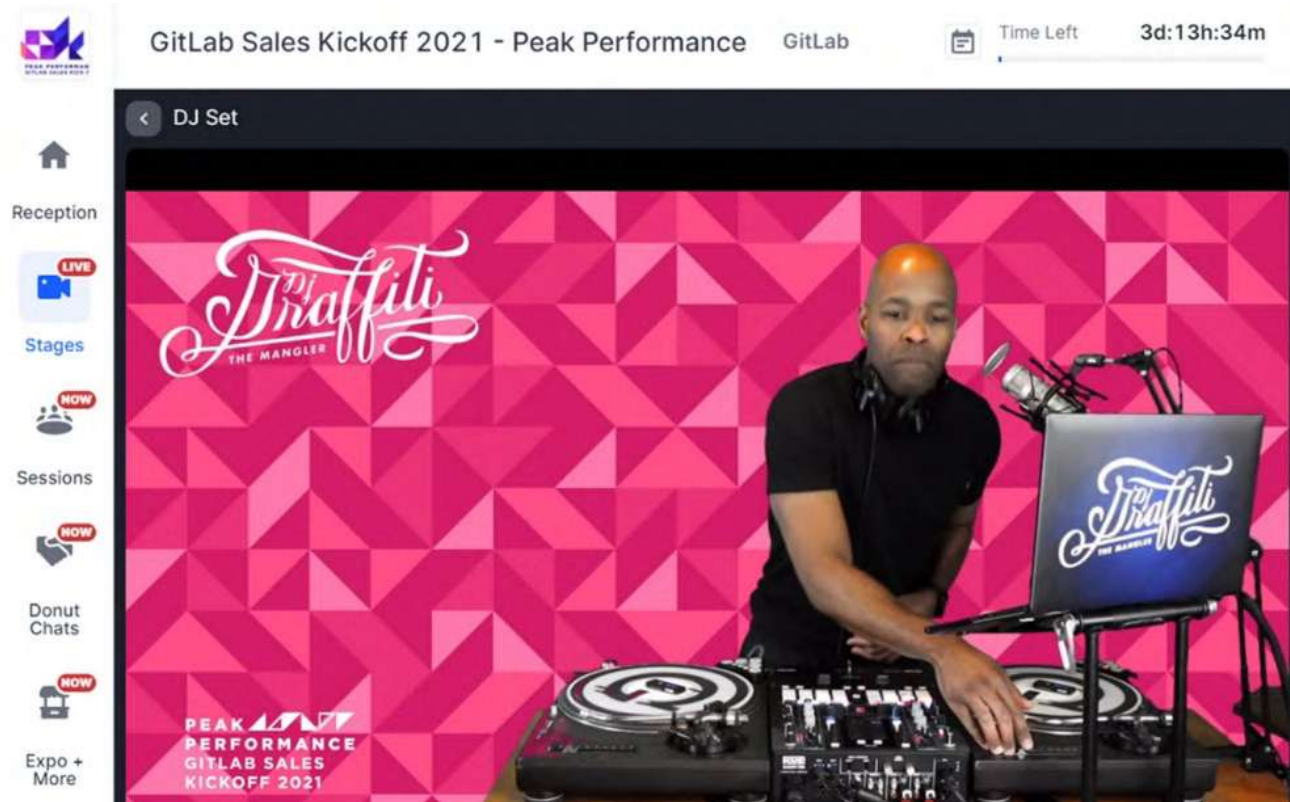
About: 2020, the Rapid7 team tasked emc3 to build them a bespoke virtual platform for their SKO using Unity Technology which is traditionally used for the creation of video games. We created a bespoke 3D virtual world that could be explored using an avatar. The experience included multiple days of content, incredible speakers, learning and development opportunities, entertainment and more!

"I've worked with lots of partners over the years, but none have been quite as good as emc3"

Chief People Officer
Rapid7



RAPID7



GitLab

Who: 800 Internal GitLab employees across the globe over 4 days.

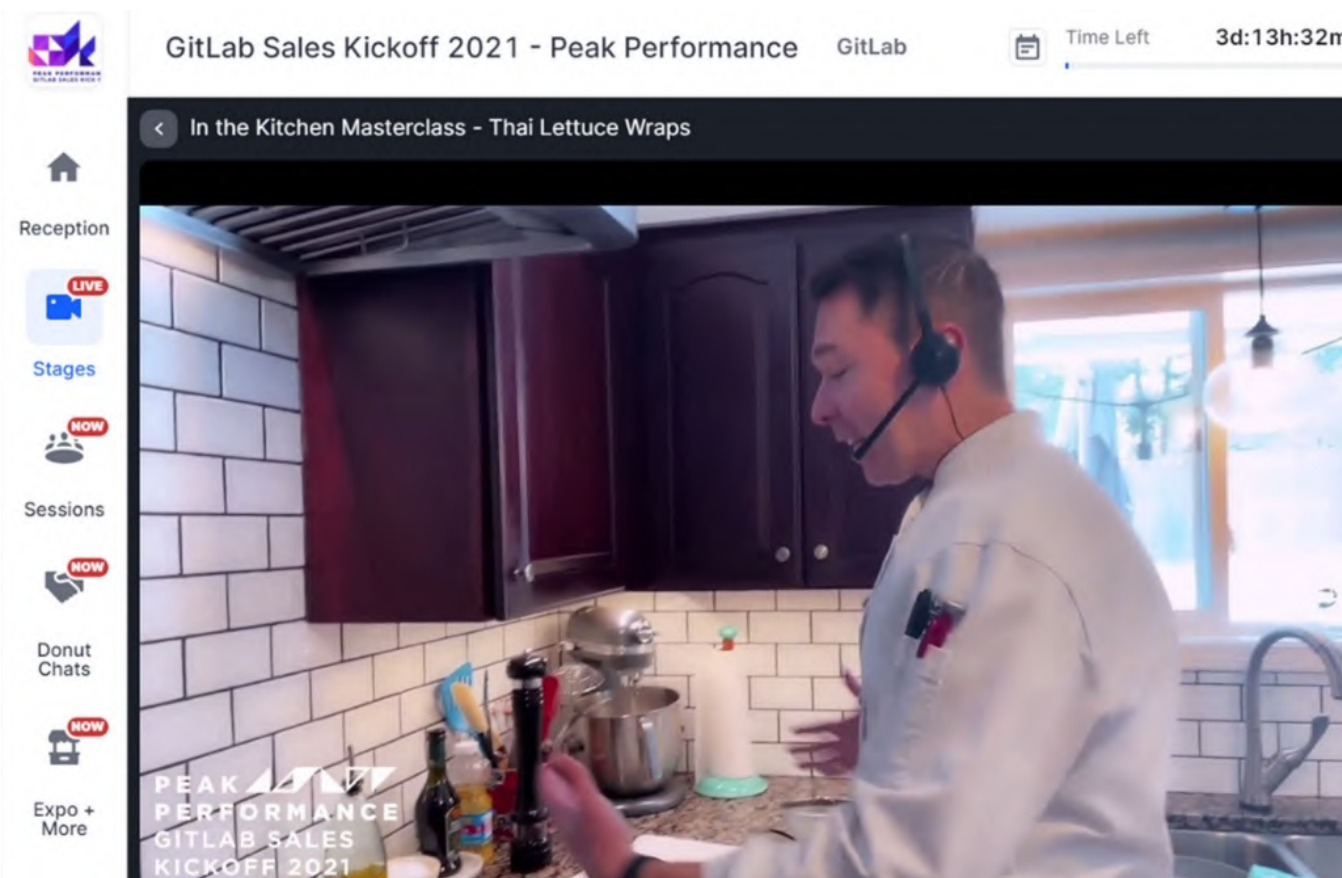
Where: Virtual Production - Hopin

Event: Peak Performance Sales Kick-off 2021

Sales kick-offs in 2021 had a new look going virtual. Hosted on Hopin, we provided engaging entertainment for this 4-day internal conference featuring morning and afternoon DJ sessions, yoga and meditation lessons and cooking demonstrations.

At the conclusion of each day, the attendees were invited to attend a different interactive activity each afternoon to bond with their fellow co-workers from the comfort of their own home. Through rounds of trivia, sing-along bingo and scavenger hunt, attendees we invited to share and learn more about one another.

During the day, attendees were able to share their experience by visiting the virtual photo booth equipped with custom backgrounds and stickers and could opt to send in a photo to be turned into a digital caricature.



REVGROWTH VIRTUAL SUMMIT

REGISTER NOW



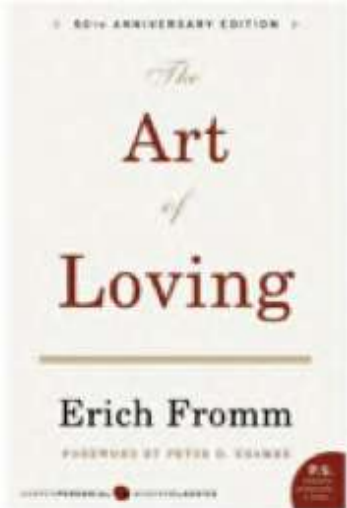
Drift

- Who:** 8,698 Sales and Marketing Professionals across 2 venues
- Where:** [Drift Virtual Summit](#)
- Event:** RevGrowth Virtual Summit
- About:** We partnered with Drift to create a high-energy 2-day virtual event from nothing to nearly 9,000 attendees in 6 weeks.

DRIFT
REVGROWTH
VIRTUAL SUMMIT
Bringing the Future of Sales and Marketing to You




Slides



Stop asking:
"Please love me?"

Start asking:
"How can I love you more?"

Speaker Bio



Huib van Boven
Founder
Tenzing Nature

Twitter

@drift

We are enjoying the @Drift. #RevGrowth Virtual Summit... Fantastic speakers, tons of ideas and some must need... [twitter.com/web/status/1...](#)

about 15 minutes ago, By sof

*Conversion rate optimization hitting the gym. If the last time the gym was 6 months ago, no... [twitter.com/web/stat](#)

"The feedback from this event has been outstanding. The RevGrowth Virtual Summit was recently recognized as one of the must-see events in 2020 by ON24 and it made Bizzabo's 'No 1 list of Virtual events and conferences'. In collaboration with emc3, we managed to bring together the best sales and marketing speakers from around the globe for an incredible 2-day virtual summit. We're looking forward to the next one!"

Director of Events
Drift

Explore a workout with

DRIFT INSIDER

GET YOUR 1ST YEAR OF INSIDER+ FOR \$20 (80% OFF)

AND 100% OF PROCEEDS WILL GO TO FEEDING AMERICA

COVID-19 Response

Help Fight COVID-19

Q&A



acorio

JUNE 2, 2020 | 6:00 PM ET

EXPAND

Acorio's Annual Knowledge Event

A conversation with

TREVOR NOAH

RSVP Today

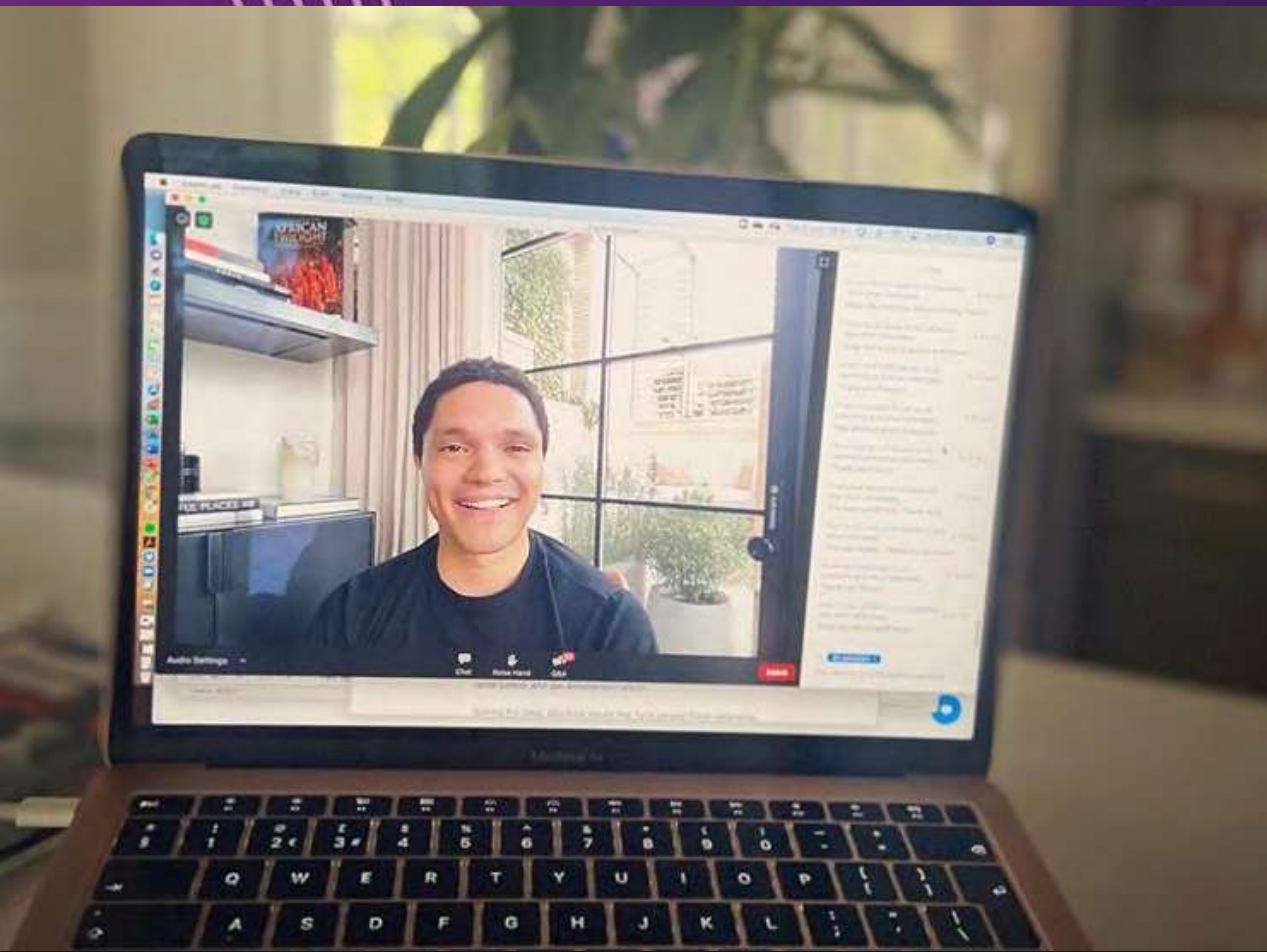


Acorio

- Who:** Over 1000 of Acorio's Clients, Prospects & Partners
- Where:** EXPAND virtual event
- Event:** EXPAND
- About:** An online Customer celebration event. Acorio's Party event is usually an annual, in-person celebration of the Service Now community and Acorio family. But this year, the event goes digital. The online event aims to pull together a community who is now facing new struggles in business and at home. We couldn't think of a better way to do that than providing a globally recognized comic and host Trevor Noah

"Thank you SO much to the whole emc3 team. If you are a marketer right now, you are trying to figure out digital events. This team is the best there is!!"VP of Strategic Marketing Acorio

VP of Strategic Marketing
Acorio



acorio
POWER UP YOUR BUSINESS

ManyChat

Client: ManyChat

Event: [Conversations 2020](#)

Who: 5,000+ chat marketers from 109 different countries across 3 days

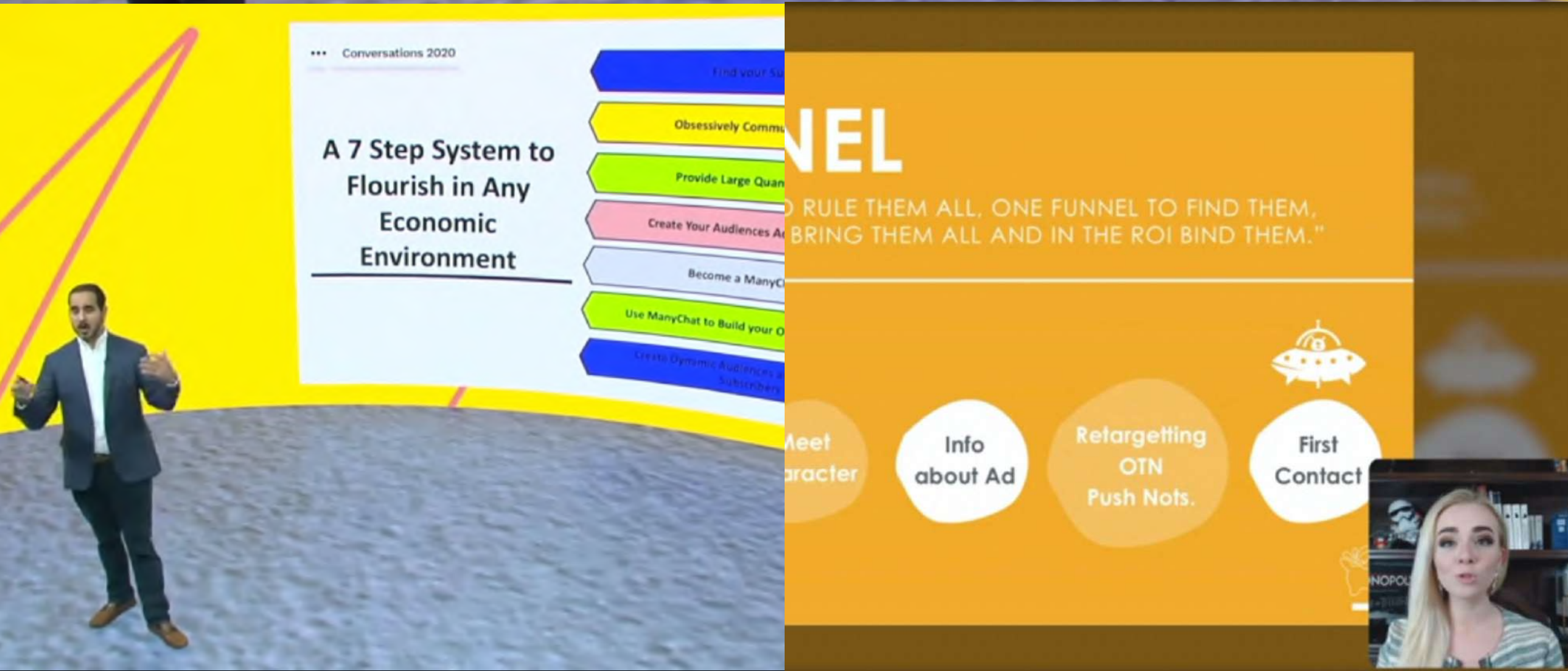
Host: Marcus Murphy **Where:** Virtual Platform – Bevy

Date: 6-8 October 2020

About: Get instant access to powerful insights and winning tactics in 30+ videos captured over three days at Conversations 2020.

Talent: Attendees learn game-changing strategies from the brightest minds in business and marketing, including **Ryan Deiss** (Shark Tank) **Neil Patel** (QuickSprout) **Molly Pittman** (Smart Marketer) and **Daymond John** (FUBU and Shark Tank).

"You guys were amazing from start to finish. So much work went into producing Conversations and we can't thank you enough. We're looking forward to our next virtual event with the emc3 team"




Scylla Summit 2021 ScyllaDB Time Left 2d:3h:59m

Welcome

SCYLLASUMMIT 2021

TODAY'S HIGHLIGHTS



#SCYLLASUMMIT

Event Stage

Chat Polls People

Scylla Monster Organizer • 17 hours ago
Welcome to Scylla Summit 2021! Complete your profile "Headline" with Your Job Title @ Company Name so fellow attendees can see
... [Read more](#)

Scylla Monster Organizer • a few seconds ago
SHOW TIME! Head to the STAGE!

Peter Corless Organizer • a few seconds ago
@Avimanyou Vatsa What exit?

Deepak Arumugham a few seconds ago
3

Deepak Arumugham a few seconds ago
2

Deepak Arumugham a few seconds ago
1

Peter Corless Organizer • a few seconds ago
Okay! Stage is open! Feel free to move in and have a great show!

Dave Johnson a few seconds ago
Enjoy everyone

Start typing... 500

ScyllaDB

Who: 1000+ Scylla Database users and customers from across the globe.

Where: Virtual Platform – Hopin

Event: Scylla Summit 2021
Date: 12-14 January 2021

About: Historically always a live event, this was the first time ScyllaSummit went virtual, with the importance of bringing their community of current and prospect users together still so paramount.

Not only did the virtual event showcase invaluable content from over 30 global speakers, but it also hosted a continual speaker lounge for multiple speakers in Hopin's breakout area and included a full training day with several concurrent tracks for attendees, as it would at its usual live edition.



Reception Stage Training Networking Lounges

SCYLLASUMMIT 2021



SCYLLA BOB DEVER VP OF MARKETING

#SCYLLASUMMIT



- Reception
- Stage
- Breakout
- Networking
- Expos






Ideas Plenary: Innovating for Public Space



KNIGHT PUBLIC SPACES FORUM | **LILLY WEINBERG**
 Senior Director/Communities and National Initiatives, Knight Foundation, @lillyweinberg

Chat Polls People

Event **Stage**

-  Vivie Nguyen 4 minutes ago
My favorite panel so far.
-  Bridget Marquis 3 minutes ago
Way to go, @Shamichael Hallman!
-  Patricia Ohmans 2 minutes ago
New ideas from this panelist. Thanks.
-  Knight Foundation **Organizer** 1 in a minute
Here's the website linked to in the QR <https://knight.org/publicspaces.com/>
- Talisha Saltvil 1 in 2 minutes
Thank you!
-  Hannah Cho 1 in 2 minutes
Thank you!



KNIGHT PUBLIC SPACES FORUM



[KF.org/publicspaces20](https://knight.org/publicspaces20)
 @knightfndn | #publicspaces20



KNIGHT PUBLIC SPACES FORUM | **ALBERTO IBARGUEN**
 President and CEO, Knight Foundation, @ibarguen

Knight Foundation

Who: 1,000+ Public Spaces Forum

Where: Virtual Platform - Hopin

Event: Knight Public Spaces Forum

About: Amidst the coronavirus (COVID-19) outbreak, Knight Foundation more than even wanted to continue their powerful public spaces event to focus on spaces that support a sense of connection and better information sharing for communities. This event plays an essential role in helping public space leaders to cultivate equitable public spaces and leverage technology in the public realm.

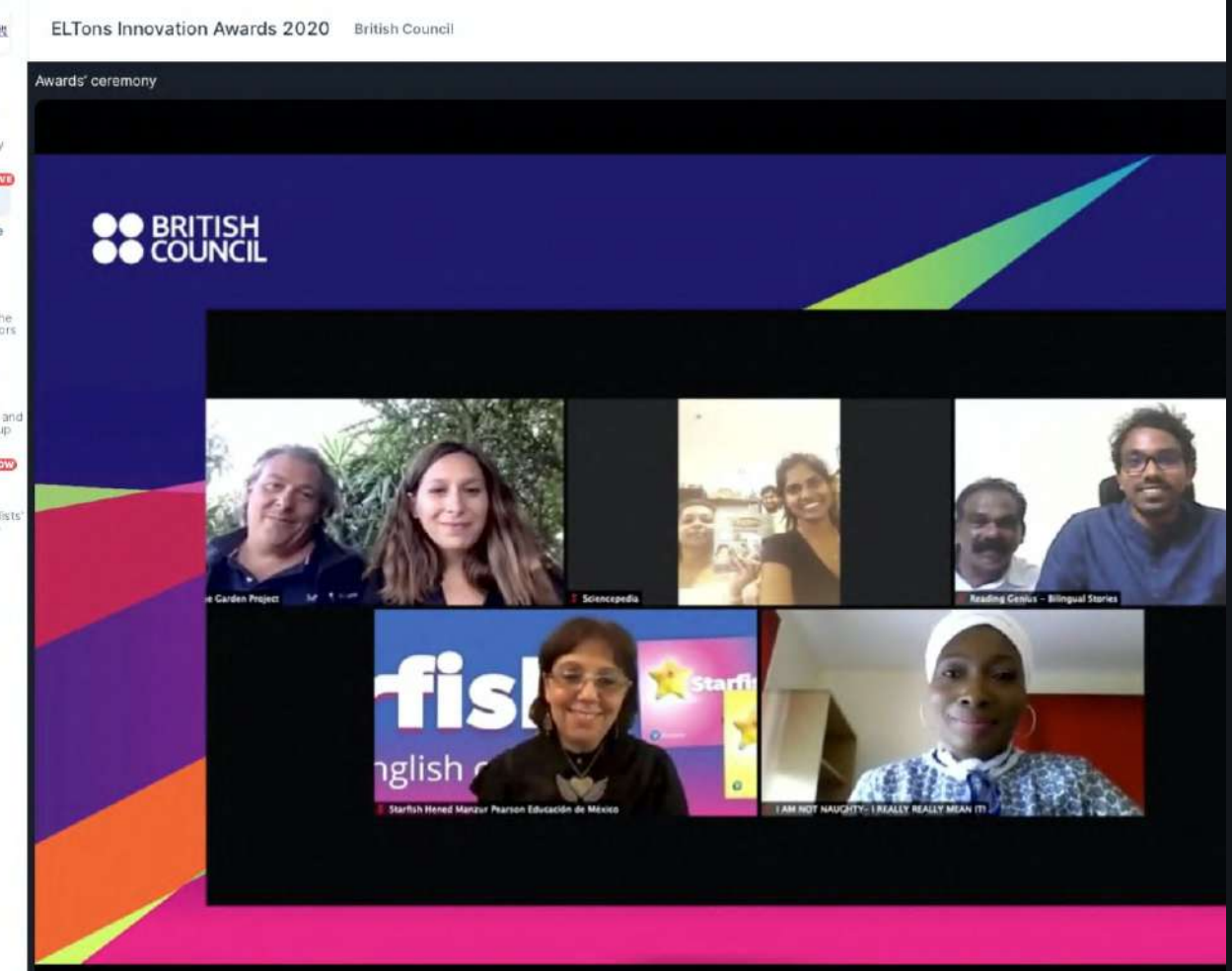
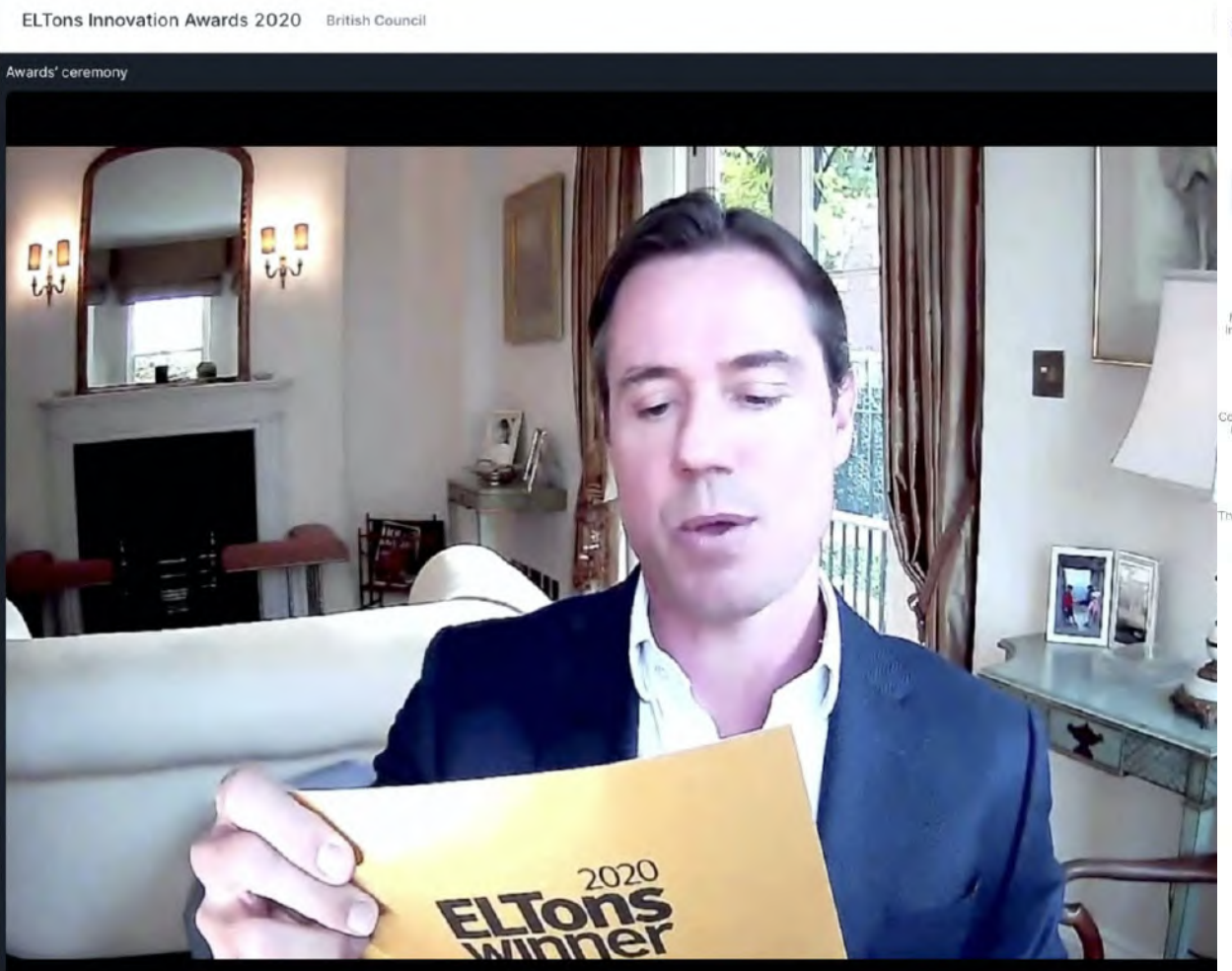


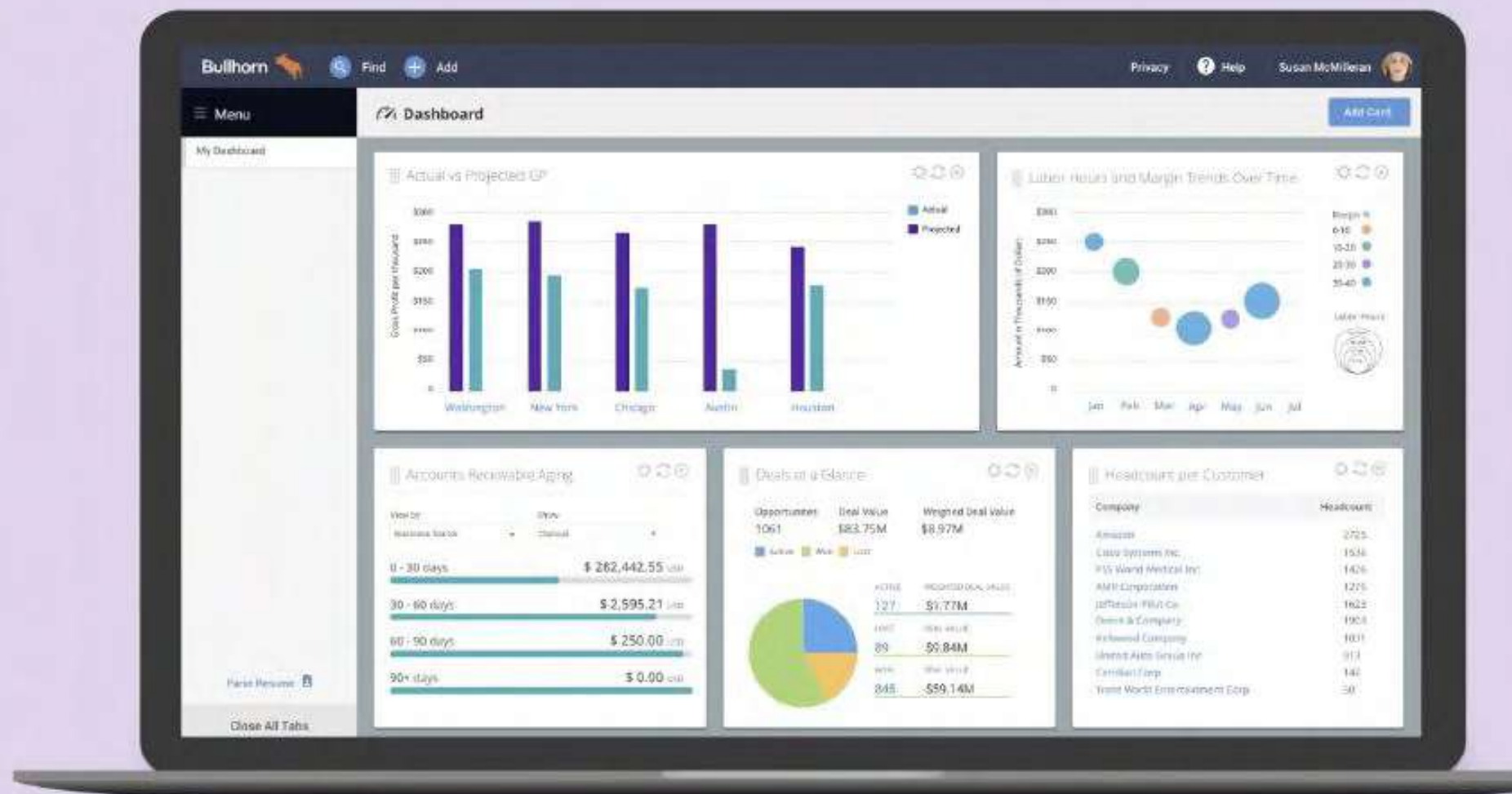
British Council

Client: British Council
Event: ELTons Innovation Awards 2020
Who: 884 industry professionals from 75 countries around the world, working in the area of education innovation and leadership, in organisations, businesses and institutions (as well as freelancers).

The live stream of the ceremony also widely available to teachers and learners worldwide via the YouTube and Facebook channels..

Host: Reverend Richard Coles
Where: Virtual Platform – Hopin
Date: 15 October 2020





Bullhorn

Who: 5,000+ HR Experts

Where: Virtual Platform - Swapcard

Event: EngageX 2021

About: With over 35 expert speakers and 20+ sessions, EngageX was a packed two days of great content spanning both recruitment industry and technology trends.

“ If your business already supports the complex needs of your end clients and the compliance that comes with being an employer of record, that’s a huge competitive advantage over anybody else trying to enter the market. ”

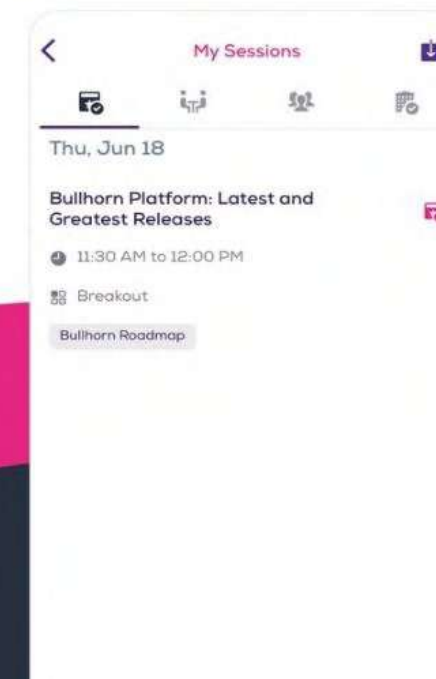


Art Papas
CEO and Co-Founder, Bullhorn

Make the most of your event



Prepare your schedule in advance



Digital event solutions



Virtual & Hybrid Event Solutions

emc3 is one of the world's leading virtual, hybrid and live events agencies.

We work with some amazing brands including LinkedIn, G2 and Drift to drive sales, brand awareness and growth through the live events and virtual experiences that we produce.

We specialise in event management, event marketing, design and speaker management.

We understand how to make every moment count.

How can we help you

Go digital

We've already helped several of the world's leading brands transform their events into virtual experiences including Drift, Bullhorn and First Bank. It's one of our areas of expertise. We can also start on your venue finds for 2021 while we develop your online solution!

Design and web design

Our amazing inhouse design team have worked with the world's leading brands including LinkedIn, G2 and Marketo. Whether you need graphic design, video and motion design, presentations or full creative, the emc3 team are here to help.

Pre & post-event marketing

Driving guests to register and attend your virtual summits and digital events can be a pretty tricky task. We have an experienced marketing team who can manage all pre and post-event comms for you to maximise your ROI from your online events and ensure that there is a continuation of the narrative when the digital experience comes to a close.

Talent

We've had some of the best speakers in the business appear at our events including Michelle Obama, Serena Williams and George Clooney. Lots of speakers in our network are accepting reduced fees to speak at virtual events and online summits – get in touch if you want to find out more!

Where we work

Office locations

London | Boston | Melbourne | Lagos

Frequent locations

- | | |
|--------------|----------------|
| Abuja | Lisbon |
| Austin | Madrid |
| Amsterdam | Malta |
| Bali | Mexico City |
| Bangkok | Miami |
| Barcelona | Monte Carlo |
| Beijing | Mumbai |
| Berlin | Munich |
| Boston | Nashville |
| Cape Town | New York |
| Chamonix | Oslo |
| Chicago | Paris |
| Dublin | Rio de Janeiro |
| Düsseldorf | San Francisco |
| Frankfurt | Singapore |
| Hawaii | Sonoma |
| Hong Kong | Tenerife |
| Houston | Toronto |
| Ibiza | U.A.E |
| Johannesburg | Vienna |
| Las Vegas | Whistler |



Some of our clients



What our clients say



Ariel Eckstein

Former Managing
Director LinkedIn EMEA

"It really was a masterclass in efficiency, class and event execution. emc3 have been fantastic partners and their willingness to make it the best possible event was an evident feature throughout. The areas that stood out to me on the day was the production...it was clear that a lot of hard work had gone into the event and the fingerprints of your great team were all over the day!"



Janna Erickson

Conversational
Marketing Lead
Events, Drift

"The feedback from this event has been outstanding. [The RevGrowth Virtual Summit](#) was recently [recognized as one of the must-see events in 2020 by ON24](#) and it made Bizzabo's 'No 1 list of [Virtual events and conferences](#)'. In collaboration with emc3, we managed to bring together the best sales and marketing speakers from around the globe for an incredible 2-day virtual summit. We're looking forward to the next one!"



Meghan Lockwood

VP of Marketing, Acorio

We have loved working with emc3 on all of our events this year. If you're trying to reinvent digital events this year, I highly recommend getting in touch with emc3 - they are the best in the business!





Virtual, Hybrid & In-Person Event Solutions

getinspired@emc3.com

www.emc3.com