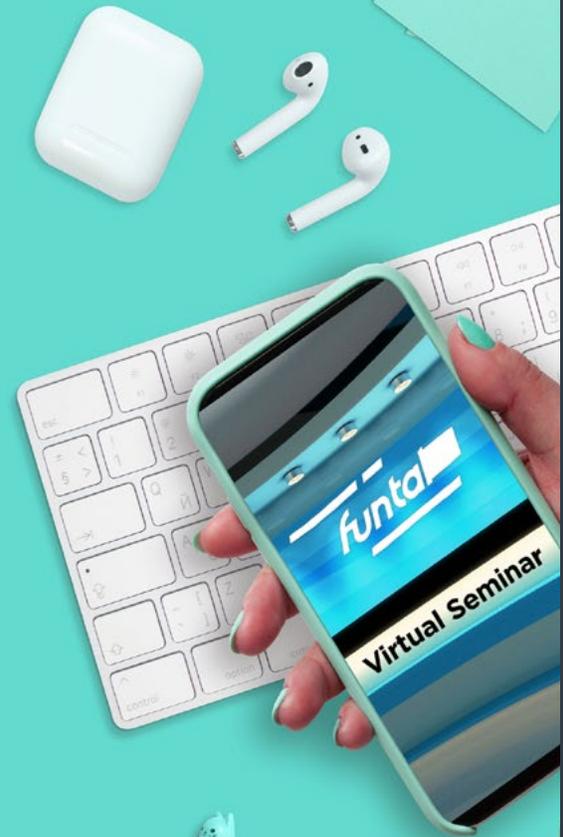


VIRTUAL EVENT BEST PRACTICE GUIDE





Let's face it, living in a virtual world can really stink. The tedious sameness of meeting after bland meeting, the lack of human touches, the bleeding of the workday into your personal life – it all gets a bit too much. But it doesn't have to be that way – in fact, we're here to say that it's essential that it isn't, and it's on us to make sure of that.

Let's face another fact while we're at it; virtual meetings are not going away. We've now invested a huge amount of time, effort and money in setting up the virtual world, and we're not about to let that go. That's a sunk cost, and there's an intrinsic need for us to feel that it's not wasted.

But besides the psychology of it, there is real ROI to reap here, not to mention huge cost savings. How many more virtual meetings can you have in a day than on the road? What about the costs of air travel, hotel rooms and per diem expenses? These kind of expense and efficiency questions have been lurking in the background like a dark shadow for many years, only to have been thrust clearly into the light in the last year.

And now that so many of us have been working successfully from home, companies will begin to look at the huge expense of office space and how much of it they really need. So in some cases, there may not be an office for you to visit...

So, how do we adapt to the world as we continue this paradigm shift to virtual? That's easy; a little common sense, a lot of learned tips and tricks, and a solid understanding that there are still physical touches that we can add to make the whole thing a lot more personal and human.

With that in mind we've created our Virtual Event Best Practice guide; all the best evidence, anecdotes and best practices we've researched, coupled with our carefully curated Virtual Event kits that are designed to add back that personal, physical, human touch again.

With these pages at your disposal we hope to make planning your next event a virtual breeze!

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Things Heard Way Too Often In The Virtual World

You're muted

Someone's not muted...

Hey... are you not wearing pants right now?

Do you hear an echo, too?

I thought you were in the office?

I'm just seeing your forehead.

You dropped out there for a second

“

Um, your camera is still on, just so you know.

”

Did someone just flush a toilet?

Yes dear, but later. Mommy is on a work call right now

I think we talked over each other there...

Sorry, who said that?

Sorry - my dog is going crazy!

Tips For A Great Event

Q&A During Sessions

Attendees will have questions – give them the chance to ask them! Do your Q&A virtually through a chat, which allows moderator approval before having the speaker answer them.

Create A Hashtag For Your Virtual Conference

Use social media to promote your event and include a hashtag in your posts. You can then encourage attendees to use it before and during the event to create buzz.

Send Swag To Attendees Who Register Early

Swag is always the best part of any conference, and there's nothing better than a surprise delivery. Sending branded gifts is the fast lane to creating gratitude, which engenders a feeling of reciprocity. That means they are eager and enthusiastic to engage in your event, your message and the offerings and content within it.



Gamification

Activate your attendees by adding gamification challenges that keep them engaged during the event. That can be anything from trivia challenges run verbally (or through chat) by your team, up to fully integrated apps that are designed specifically for virtual event gamification.

Breakout Sessions

Your virtual conferencing tool should allow you to send attendees into breakout sessions; if not, you're using the wrong platform. These breakouts can create lively discussions during sessions that drive incredible engagement.

Live Polling

Again, engagement is the name of the game in virtual events. Utilize live polling during speaking sessions to aid the attendee's real-time understanding of the subject. These can provide opportunities for the speaker to quick pivot their presentation to address knowledge gaps.



Cooking Lessons With A Pro

Hire a chef to give a cooking lesson during your event's lunch break. Send attendees the recipe ahead of time and some kitchen swag and a grocery gift card. They can follow along with the pro then, or at their leisure later with your gifts and the downloaded video content.

Mixology Lessons During Happy Hour

Take the cooking lesson session and put it on the rocks! Craft a special drink for your event and send attendees a cocktail swag ahead of time. Ideally this mixology class happens just before the networking happy hour.

Throw A Dance Party

Have attendees dance like no one is watching (because they aren't!) and let them really let go. Hire a DJ, send them some audio swag (wireless headphones or speakers) and there will be no holding them back. You can even have them send in their favourite playlists ahead of the conference (or in real time) to take all the guesswork out. (interactive: Sergio dancing shot?)

Host A Concert Or A Comedy Show

Bands, singers, or comedians can all be hired to stream a live concert for attendees. These can be big draws at virtual conferences. Once again, some branded audio giveaways can be included to transform their home spaces into active concert venues.

Memorable Keynote Speakers

One benefit of a virtual event is that the lift is lower for notable speakers. Because of this, you might be able to get someone you normally wouldn't, at a fee far below regular scale. A few attention-grabbing keynote speakers can have a huge impact on registrations, and help create evergreen content.

Event Co-Sponsorship

Share the cost of your event and attract more attendees with co-sponsors. Find quality sponsors who align with your event's purpose, and then put together an attractive package featuring both of your offerings. (picture of sponsors around the edge of the HS5260 NOWIRE MOUSEPAD with a tradeshow logo in middle)



PK6036

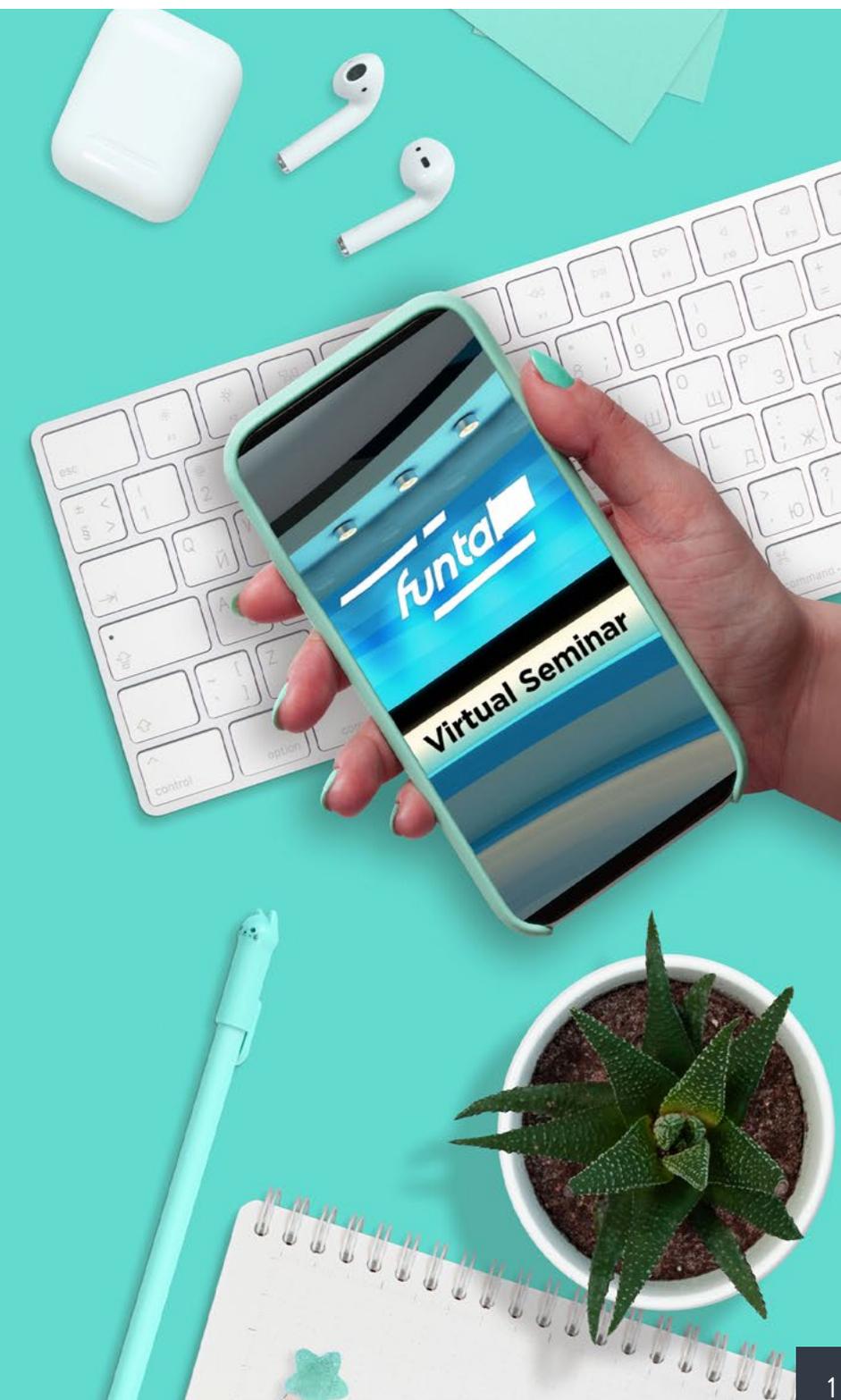
Power Play



This gift set includes DA9380 Cassius travel mug and CU9304 Overdrive power bank. The mug is made from double walled Stainless Steel with vacuum insulation for temperature retention. It has a matte exterior finish with glossy silver trim, a 'D' shaped handle, heavy bottom base and a clear Acrylic snap-on lid with slider opening. The mug holds up to 350 ml. (12 fl. oz.) of your favourite hot or cold beverage. The power bank is UL certified with a 4000 mAh rechargeable Lithium-Ion battery. It is made from Aluminum and has a slim rectangular design. Includes overcharge, over discharge, overload and short circuit protection. All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	65.46	61.48	52.60
Brown	2AB	60.78	56.96	48.63



Tips For A Great Event



Memorable Keynote Speakers

One benefit of a virtual event is that the lift is lower for notable speakers. Because of this, you might be able to get someone you normally wouldn't, at a fee far below regular scale. A few attention-grabbing keynote speakers can have a huge impact on registrations, and help create evergreen content.

Brand Your Event

Brand it and they will come! Great branding creates authority and consensus, providing an anchor point for all your content and a beacon for all your attendees to muster around. A great logo is the key to unlocking all the memories associated with the event, meaning the content has the opportunity to live on with a simple glance at their branded swag.

Show Follow-Up Plan

This is one of the most frequently forgotten parts of any event, virtual or otherwise, and can be the single most tragic factor in lost ROI, simply because it is so avoidable. You've already done all the hard work in planning and executing the event, all that is needed now is a simple follow-up note, email or gift to maximize your return!

Prizes Keep People Engaged

At conferences they are door prizes, at virtual events you can call them webcam prizes. It's a simple device, but it's a perennially effective one. And if your brand is on the prize, so much the better! Livestreaming and on-demand content options. Give attendees a few options when it comes to your virtual event content. Loosen the fixed agenda and offer some on-demand sessions and content.

Hire A Video Production Company

A production company can add tons of value to your event, whether it's making session content crisper or making videos to intersperse throughout. Better content equals higher attendee engagement.



A Virtual Awards Ceremony

Awards ceremonies have instant buy-in from the recipients and their associates, meaning total engagement. They can still be entertaining when done virtually, once reworked towards the virtual space. Performers, different hosts, and a great script help, too.

Post Event Downloadable Content

Lengthen your event ROI by allowing attendees to access content after the conference. Create some scarcity by putting a time limit on availability, then leverage that content in your demand generation streams.



Speaker Training

Tighten up your content by training your speakers ahead of time. There are easy ways to make their session more engaging. Steps as simple as checking their background, video, and audio setup can make a world of difference. Investment in decent cameras and microphones doesn't have to break the bank, either.

A Bingo Of Industry Terms To Attendees

Every industry has their own unique glossary of terms, which you can turn into a game. Put these terms or common phrases on a bingo board for attendees to fill out during the conference. It will incentivize focus and add an element of fun. There are online tools to make this easy, too: <https://myfreebingocards.com/bingo-card-generator>

Training And Certifications

You can enhance session focus by offering training courses and certification. Getting credits for attending a virtual conference creates purpose and rewards diligence on the content matter.

Keep Sessions Short And Varied

Don't drag out sessions - distractions are only a click away! If you have to have longer sessions vary speakers and format every ten minutes or so.

Setting Up Ground Rules

Set expectations for people on when to mute or unmute their microphones. Let people know how long the sessions will be and make sure you stick to that. Begin sessions by defining if you require their video cameras to be on. Sessions can easily get off track with attendees interrupting or being absent when participation is required; these steps help with that.



The NBA Restart

(credit: <https://www.socialtables.com/blog/event-technology/virtual-event-examples/>)

This may not seem like a virtual event, but the restart of the 2019-20 NBA season was just that. The season, which picked up on July 30, 2020 after shutting down for more than four months, was far from normal. But with no fans allowed to enter the league's "bubble" in Orlando to attend the games in person, the NBA opted for something different. Through new technology, the NBA gave fans the opportunity to watch games while being projected on in-arena video boards for players, coaches, and anyone tuning in around the world to see. This virtual fan experience was created using Microsoft Teams' Together mode, which "uses AI segmentation technology to bring people together into a shared background like a conference room, coffee shop, or arena."

"We wanted to create something that would bring our fans to the players," Sara Zuckert, the NBA's head of Next Gen Telecast, told The New York Times. "It's also

a way to give fans the opportunity to feel like they're interacting while enhancing the broadcast for everyone else at home." Additionally, the NBA made tons of changes to help enhance the at-home fan experience. These changes included:

Dozens of cameras repositioned closer to the court to showcase never-before-seen camera angles. Microphones placed around the court to capture enhanced sounds, such as sneaker squeaks and ball bounces. DJs and announcers on site to replicate the sounds teams and viewers are used to.

A virtual cheering experience. This allows fans to digitally "cheer" for a team through the NBA App, NBA.com and Twitter using team hashtags. Those "cheers" are then portrayed on in-arena video boards via graphics and animations to "capture the level of fan engagement around the world."

Real Virtual Event Examples

Live Games or Competitions

(credit: <https://www.eventmanagerblog.com/virtual-event-ideas/>)



As part of Salesforce's World Tour Sydney Reimagined virtual event, they implemented a live "battle of the apps" competition between exhibitors — complete with audience voting — called AppExchange Demo Jam.

During this session, Salesforce AppExchange partners were given three minutes each to do a live demo demonstrating their apps. The audience was then asked to vote for their favourite, and the winner was announced on Twitter the next day.

Featuring sponsors and exhibitors through this kind of competition is a creative way to provide engaging demos while also getting the audience involved. Plus, this kind of activity will have people checking back to and engaging with the event's social media pages to see who won.

PK6035

Dad's Night In



This gift set includes DA9362 Brewmaster barrel mug and CO9594 Creations live edge wood coaster. The barrel mug is double walled to keep your beverage cold longer and is made from Stainless Steel. It holds up to 500 ml. (17 fl. oz.), has a large 'D' shaped handle and is a great groomsman gift. The coaster is formed wood that has a tree slice profile to look like a live edge. All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	39.56	36.82	31.25
Brown	2AB	34.88	32.30	27.29



PK6037

Players Choice



This gift set includes DA8751 Champ golf ball dimpled mug and OR2302 Bumpster™ wireless speaker. The Ceramic mug has a glossy finish and is dimpled just like a golf ball. It holds up to 295 ml. (10 fl. oz) and has a PP locking open/close lid. The Bumpster™ is a wireless speaker with 360° omnidirectional stereo sound. It perfectly fits in a cup holder in your vehicle or golf cart. The 3 watt speaker has amazing sound and bass that bumps. All items are packed inside your PK7000 craft gift box with white crinkle cut packaging.



Box	Qty	25	100	250
Brown	2AB	86.04	80.98	69.38

PK6030



Sunday Fun Day

This gift set includes a DA9362 Ronbo travel tumbler and a WK8975 wooden bottle opener. The tumbler has a Stainless Steel exterior with centre diamond pattern, an inner Borosilicate glass liner and double walled vacuum insulation. The matching coloured/clear Acrylic snap-on lid has a plastic twisting closure – just twist to reveal the straw. The bottle opener is Stainless Steel with a comfortable Oakwood handle. It easily removes caps from your favourite brew. All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	39.06	36.32	30.80
Brown	2AB	34.38	31.80	26.84



PK6031

Game Day



This gift set includes a DA9610 Brewmaster Pint and a M0153 mini football. The DA9610 is single walled 18/8 Stainless Steel and holds up to 473 ml. (16 fl. oz.). It is sturdy with a modern design and is for use with cold beverages. The mini football is made from PU soft foam and has pre-printed "laces". All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	28.94	26.68	22.45
Brown	2AB	25.60	23.44	19.58



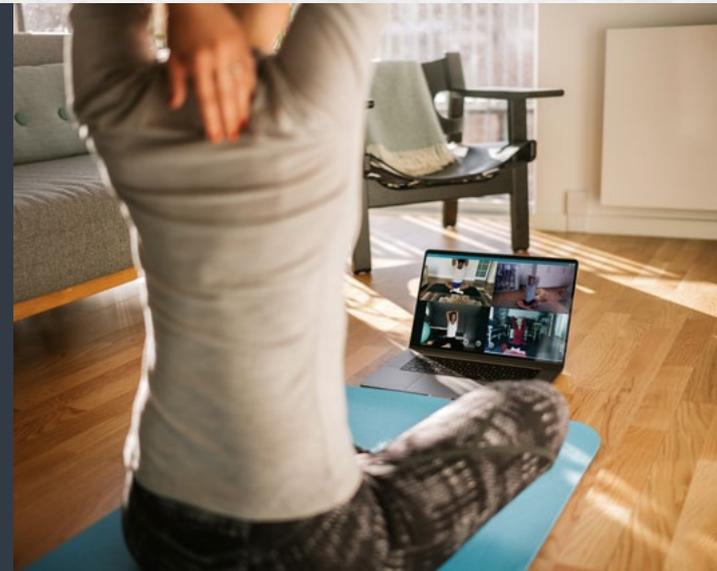
Real Virtual Event Examples

Health and Wellbeing Activities

(credit: <https://www.eventmanagerblog.com/virtual-event-ideas/>)

Many people have been struggling with physical and mental health during the pandemic, and incorporating these types of activities into your event is a good way to switch things up and deliver unexpected value to attendees.

Depending on the format of your event, you could organize a short workout or meditation break in between sessions, or have a separate stream for these kinds of activities that attendees can tune into throughout the event for a change of pace. In the Hybrid Revolution Summit virtual event, a fun workout break was included to get everyone moving, which was a big hit with attendees!



Sports Backers' Great American 5000

(credit: <https://www.socialtables.com/blog/event-technology/virtual-event-examples/>)



The Great American 5000 takes fitness to a whole new level, giving people the opportunity to participate in a three-month virtual run from San Francisco to New York. Here's how it works:

- Registrants assemble a team of up to 12 or 24 people and run (or walk or hike) a total of 24 hours a day to progress along their 3,107-mile (5,000 kilometer) trek.
- A virtual map tracks each group's cross-country progress, and a leaderboard shows the standings each day.
- Runners are tracked via GPS apps such as Strava, Map My Run, etc.
- Teams are given a maximum of three months (June 14th to September 14th) to complete the journey.

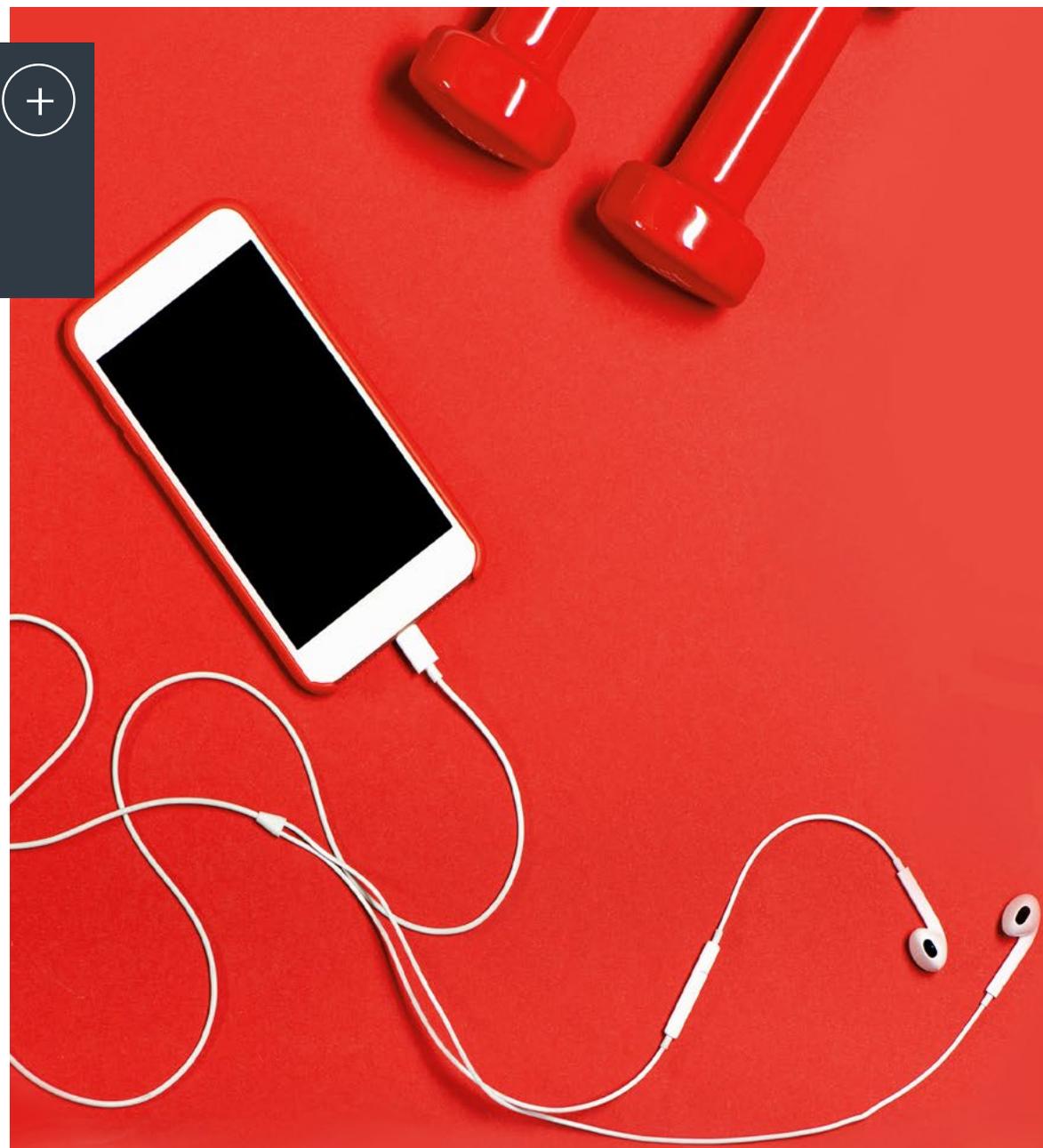
Additionally, teams are encouraged to make their run "mean something even more" by donating and raising funds for Feeding America, the race's official charity.

PK7053



Workout Wonders

This gift set includes N9699 So-Fit large sports armband, YM9316 Chill Out cooling scarf and WB8785 Cross-Trainer Max shaker bottle. The armband is made from 3mm Neoprene and has a clear pocket to hold your phone. There is a hidden pocket on the back for key storage or other small items. The cooling scarf is made from Polyester Cotton and ties around your neck to help keep you cool during your workout. Soak the scarf in cold water or place in the fridge to activate the gel beads in the centre of the scarf. The large shaker bottle is made from PP Plastic and holds up to 600 ml. (20 fl. oz.). It includes a shaker ball that helps blend your protein drinks, pancake batter and salad dressing to a smooth consistency. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	39.74	37.04	31.49
Brown	2AB	33.02	30.58	25.84

PK7054

Runners Rights



This gift set includes HS2513 Mybuds™, YM9095 Krienes Cooling Towel and N9187 Run Rocket running belt. HS2513 are lightweight wireless headphones and include a magnetic case to charge on-the-go that provides 4 full charges. The cooling towel is made from breathable extreme soft cooling material with two layers and zig-zag stitching. It provides a refreshing way to help you cool down. The material retains moisture while remaining dry to the touch. The running belt is Lycra® and includes an expandable zippered compartment with a silver reflective strip on the front. The adjustable elastic belt fits sizes from 25" to 40". All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	160.98	152.50	131.43
Brown	2AB	154.24	146.02	125.78



PK7048

Bikers Paradise



This gift set includes P9323 Portland bike pouch, FL9606 Cyngus bike light and YM9095 Krienes cooling towel. The bike pouch is made from 600D Polyester and attaches to your bike with the three webbed tie straps with hook and loop fasteners. Store your wallet, keys, repair tools, phone, flashlight and more while you are out on your bike. The bike light is made from Silicone and ABS and has two bright white LED lights. It has two light modes: strobe and continuous on. The cooling towel is made from breathable extreme soft cooling material with two layers and zig-zag stitching. It provides a refreshing way to help you cool down. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	35.88	33.34	28.25
Brown	2AB	29.14	26.86	22.60



PK7030

Mom's Night In



This gift set includes a CA9266 mini colouring book with spiral binding, a PE9267 coloured pencil set and a DA9313 Starlight 350 ml. (12 fl. oz.) traveller mug. The colouring book has 30 sheets of 120 gram paper with 60 different designs to colour. The colouring pencils have 2.65mm double ended pencil leads with 10 different colours: light blue/purple, pink/green, black/yellow, red/dark blue, brown/orange all packed in a clear PVC tray. The mug is 18/8 double walled Stainless Steel with a glitter matte metallic finish and includes a clear Acrylic push on lid with sipper hole. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	44.36	41.42	35.25
Brown	2AB	37.62	34.94	29.60



PK7032



The Zen Corner

This gift set includes a HS2301 Skinny Dip 3 watt wireless speaker and a DA9616 Fulcrum travel mug. The speaker is made from lightweight composite wood, has a built-in mic for hands free use and provides high quality sound. The mug is Stainless Steel with a black PP carry handle and holds up to 500 ml. (17 fl. oz.). All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	72.18	67.88	58.14
Brown	2AB	65.46	61.42	52.49



PK7050



Tea-ing Time

This gift set includes two CM9117 Koho mugs and two CO9593 Whitehorse Ceramic coasters. The Stoneware mug holds up to 350 ml. (12 fl. oz.) and features a glossy white exterior with your choice of coloured glossy interior and matching handle. The coasters are round with a glossy finish. The cork backing helps protect surfaces against stains and water rings. All items are packed inside your PK7000 craft gift box with white crinkle cut packaging.



Box	Qty	25	100	250
Brown	2AB	27.90	25.72	21.64



PK7040 Tea For 4



This gift set includes four CM9506 Colorway mugs packed inside a PK7000 Black Label gift box. The mugs hold up to 300 ml. (10 fl. oz.) and are made from New Bone China. The interior and exterior are both in a glossy finish. All items are packed inside your PK7000 Black Label by Design gift box with custom cut die foam packaging and includes a silver pull bow. Bow comes inside a clear sleeve and are packed inside the gift box.



Box	Qty	25	100	250
Black	2AB	44.06	41.18	35.11

Real Virtual Event Examples

Build Unique Immersive Environments

(credit: <https://www.eventmanagerblog.com/virtual-event-ideas> & <https://sbcevents.com/sbc-digital-summit/>)



The SBC Digital Summit took the virtual concept one step further by designing their virtual space based on a physical conference center. For example, the Networking Lounge feature looked like an actual lounge with chat windows that attendees could interact with.

Although not quite VR, these environments allowed attendees to feel familiar aspects of event spaces through the virtual format instead of just clicking through screens and videos that all look the same. Using design elements to give your event a unique look and feel will help set your event apart and serve to distinguish various spaces within the event as well.

The Virtual Estate Experience

(credit: <https://www.socialtables.com/blog/event-technology/virtual-event-examples/>)



One of the most unique virtual event examples we've seen, Quintessa's Virtual Estate Experience brings you to the Quintessa Estate vineyard in Napa Valley, California for a one-of-a-kind tour. The tour is hosted via Zoom and features a private tasting of wines that are sent to registrants prior to the experience.

"I had been wishing for an in-person getaway for a visit, but this worked nicely as a substitute," one TripAdvisor user wrote. "The gathering was professionally organized with tasting kits available for the 'at home' experience. ... This was not a perfect substitute for the in-person glass pavilion tasting experience (which is fabulous), but it was a great distraction from COVID-19 distancing. Thanks for the creativity!"

PK7055 Wine Not



This gift set includes NW6387 Pinot Noir bottle cooler, C3740 corkscrew and DA9313 Starlight mug. The bottle cooler is made from non woven 90 gram Polypropylene with a dotted debossed pattern and includes an inner 2mm foam insulated interior with Aluminum liner. The corkscrew includes a Stainless Steel serrated foil blade, iron with electroplating bottle opener and Stainless Steel corkscrew. The mug is 18/8 Stainless Steel with double walled vacuum insulation and holds up to 350 ml. (12 fl. oz.) The exterior is a glitter matte finish with silver trim. The clear Acrylic push on lid includes a sipper hole for drinking. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	46.14	43.12	36.73
Brown	2AB	39.60	36.84	31.25



PK7049

After 5



The gift set includes two GL9333 Rowbeck stemless wine glasses and BL3901 coaster set. The glasses hold up to 550 ml. (18 fl. oz.) and are ideal for your favourite wine or other cold beverage. The coaster set includes five individual coasters with a case all in Bonded Leather. The coasters have Velvet lined bottoms to help prevent scratches on your furniture. All items are packed inside your PK7000 craft gift box with white crinkle cut packaging.



Box	Qty	25	100	250
Brown	2AB	41.92	39.10	33.25



PK7031

Date Night



This gift set includes two DA9313 Starlight traveller mugs with matte glitter metallic finish and a WK9430 Aroma wine bottle opener. The opener is battery operated and is made from Aluminum Alloy, ABS and PC. It easily removes the cork in just seconds at the touch of a button. The clear cover allows you to watch the cork being pulled out. Pour your wine into the 18/8 Stainless Steel double walled mugs that include a clear Acrylic push on lid with sipper hole. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	98.16	92.68	79.67
Brown	2AB	91.46	86.24	74.03

PK6034



Wine Anytime

This gift set includes two GL9333 Rowbeck stemless wine glasses and a C3740 corkscrew. The glasses hold up to 450 ml. (15 fl. oz.) and are ideal for your favourite wine or other cold beverage. The corkscrew has a Stainless Steel serrated foil blade and corkscrew as well as an Iron bottle opener. The handle is PP and Iron. All items are packed inside your PK6000 Black Label by Design gift box with custom foam insert and silver pull bow or PK7000 craft gift box with white crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	34.40	31.96	27.09
Brown	2AB	31.00	28.66	24.16



PK7046

Backyard Bliss



This gift set includes FL9544 Lumens Lantern light and BQ9446 Pit Master BBQ grill cleaner. The Plastic lantern includes 3 COB (Chip On Board) light bulbs with 200 Lumens brightness and looks just like a mini replica lantern. Just pull the light up to turn on and push back down to turn off. It extends up to 5.5" high and includes two wire carry handles. The grill cleaner is made from Pinewood and is used to clean the grates of your BBQ as an alternative to wire brushes. It contours to your own grill with use. There is a hole on one end and a Cotton string to easily hang for storage when not in use. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	35.84	33.28	28.20
Brown	2AB	29.12	26.82	22.54

PK7047

Backyard Boss



This gift set includes FL9575 Lumens 2-in-1 pop-up lantern and BQ9535 BBQ grill cleaner. Use the lantern while camping or on your deck or patio. It looks just like a mini replica lantern with a bright 300 lumens COB (Chip On Board) light or a camp fire light. Pull up to turn on and then close and open again to switch between the two different lighting options. Extends up to 7.375" high and has two wired carry handles/hangers. The grill cleaner is made from Rubber wood and is used to clean the grates of your BBQ. It contours to your own grill with use and is a great alternative to wire cleaning brushes. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	44.56	41.60	35.40
Brown	2AB	37.84	35.14	29.74



PK7036



Starlight Starbright

This gift set includes four DA9313 Starlight Traveller mugs nestled inside a PK7000 Black Label gift box. Choose four of the same colour or all different colours of mugs. They are made from 18/8 Stainless Steel with double walled vacuum insulation. They hold up to 350 ml. (12 fl. oz.) of your favourite hot or cold beverage. The exterior has a glitter matte finish with silver trim. Includes a clear Acrylic push on lid with sipper hole. All items are packed inside your PK7000 gift box with custom foam insert or crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	92.04	86.92	74.74
Brown	2AB	85.32	80.46	69.09



Tomorrowland Around The World – The Digital Festival

(credit: <https://www.socialtables.com/blog/event-technology/virtual-event-examples/>)

The massive Belgian music festival joined the virtual events trend in July 2020, giving attendees a never-before-seen musical experience. In addition to performances from artists like Katy Perry, Steve Aoki, David Guetta, and Martin Garrix, Tomorrowland offered “activities, webinars, workshops, games and other interactive entertainment” for attendees. The festival featured artists performing on virtual stages in front of thousands of virtual fans on a virtual 3D island. There were special effects, fireworks, laser shows, sound effects, and more – just like an actual music festival.

Tomorrowland created its stunning virtual platform in collaboration with Dogstudio, whose CEO and creative director gave some insight into the process a few days before the festival kicked off.

“Our biggest challenge – besides being an obvious enormous technical challenge – is making sure festival visitors will be able to feel they are being part of something larger than their computer and their internet connection.

“People won’t only be immersed in Tomorrowland’s new universe, but they will also be able to communicate with other festival visitors.”

The Virtual Estate Experience (credit: <https://www.socialtables.com/blog/event-technology/virtual-event-examples/>)

One of the most unique virtual event examples we’ve seen, Quintessa’s Virtual Estate Experience brings you to the Quintessa Estate vineyard in Napa Valley, California for a one-of-a-kind tour. The tour is hosted via Zoom and features a private tasting of wines that are sent to registrants prior to the experience.

“I had been wishing for an in-person getaway for a visit, but this worked nicely as a substitute,” one TripAdvisor user wrote. “The gathering was professionally organized with tasting kits available for the ‘at home’ experience. ... This was not a perfect substitute for the in-person glass pavilion tasting experience (which is fabulous), but it was a great distraction from COVID-19 distancing. Thanks for the creativity!”

Tips on Virtual Meetings

- Make sure to introduce everyone at the beginning.
- Ensure that you have a clean, work-appropriate background.
- Look into the camera when talking instead of looking at yourself.
- Eliminate distractions and focus on the agenda.
- Be aware of your audio and video settings (microphone is unmuted and camera is on, and the angle is eye to eye.)
- Only invite meeting participants who need to be there (this reduces distractions and unnecessary topics.)
- If you’re the host, stick around. Wait until everyone else has left the meeting before hanging up, so attendees can leave at their own pace and get any final words in before disconnecting.



PK6033

Wireless Wonders



This gift set includes a OR2301 Boxanne™ wireless speaker and OR2502 Budsies™ wireless earbuds. 3 watt speaker has a wireless capability up to 33 feet and a built-in microphone for hands-free calls. It comes with a wrist strap that can loop around bikes or backpacks straps and even fits in your pocket. The earbuds also have a range up to 33 feet and a built-in microphone. There are in-line volume control, play/pause and answer buttons. Includes three ear tip sizes. All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	89.90	84.66	72.58
Brown	2AB	85.48	80.40	68.83



Boxanne
WIRELESS SPEAKER
HAUT-PARLEUR SANS FIL

NATURALLY BOLD SOUND | SON NATURELLEMENT SAUCONNEUX | Origaudio

VOUS ÊTES DES NOUVEAUX MEILLEURS AMIS
YOUR NEW BEST FRIENDS

BUDSIES

Earbuds
OUEILLETES



Origaudio

PK7037

Happy Holidays



This gift set includes a WB6030 Rockit Shimmer bottle and two DA9313 Starlight travel mugs. The bottle is Stainless Steel with matte glitter finish and an inner Copper insulated liner. It is double walled and holds up to 500 ml. (17 fl. oz.). The mugs are made from 18/8 Stainless Steel with double walled vacuum insulation. They hold up to 350 ml. (12 fl. oz.) of your favourite hot or cold beverage. The exterior has a glitter matte finish with silver trim. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	73.92	69.60	59.69
Brown	2AB	67.20	63.14	54.03



PK6032

Organizer's Dream



This gift set includes a HS2419 Surf™ Stand, a HS1319 Scribbler™ and a HS2422 Snap-In™ XL Cord Organizer. The Surf™ Stand is made from durable Plastic and has a unique curved wave design to hold most phones and tablets. It includes three holes for storing pens, pencils or markers. Say goodbye to sticky notes with the Scribbler™! The Sticky Pad® allows you to easily jot down notes and erase them too. Just clean the back to renew Sticky Pad® technology grip. The flexibility allows it to conform to curved surfaces. Includes 2-in-1 dry erase marker. Simply wind your cord into a coil, insert into the ring and snap closed and no longer worry about tangled cords. All items are packed inside your PK6000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	26.48	24.38	20.49
Brown	2AB	21.80	19.86	16.53



PK7042



Bambooning You Crazy

This gift set includes CA9790 Syracuse Bamboo cover notebook and DA8787 Chic mug with Bamboo lid. The notebook has a spiral bound cover, 70 sheets of lined natural coloured 70 gsm recycled paper, black elastic closure cord and a pen loop to hold them matching Bamboo/ABS pen. Note: colour and texture will vary from piece to piece. These variations are considered normal and are part of the unique beauty of the piece. The mug is Ceramic with a glossy finish and holds up to 444 ml. (15 fl. oz.). The Bamboo lid helps keep your beverage warm and can also be used as a coaster. All items are packed inside your PK7000 craft gift box with white crinkle cut packaging.



Box	Qty	25	100	250
Brown	2AB	34.14	31.58	26.65

PK7034

All In A Day's Work

This gift set includes a DA9688 Zaira travel mug, a CA9645 Savannah journal, a PE682 Sonata™ Glass Hub metal pen and a HS2111 Private Eye Swivel. The mug has a glossy exterior and is double walled Stainless Steel with vacuum insulation. It holds up to 350 ml. (12 fl. oz.) and includes a clear Acrylic lid that twists open and closed. The journal has a thermo PU cover with 80 undated sheets of 80 gram cream coloured paper. There is a front slash pocket to hold your phone or other small items, a pen loop and a ribbon bookmark. The Sonata™ pen is push action retractable with shining silver accents and smooth writing blue ink. The privacy lens cover prominently displays your logo while allowing privacy for your web cam. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	57.32	53.78	45.98
Brown	2AB	50.60	47.32	40.33



PK7051

Sustainable Style



This gift set includes CA9788 Montado journal and DA9516 Volay bottle. The journal has a Cork and Linen retail inspired cover that showcases sustainability. It also includes 80 sheets of 70 GSM lined paper and an elastic loop for including matching wheat straw and cork pen. The bottle is made from double walled Stoneware and holds up to 340 ml. (11.5 fl. oz.). The Bamboo lids screws on/off. All items are packed inside your PK7000 gift box with crinkle cut packaging.



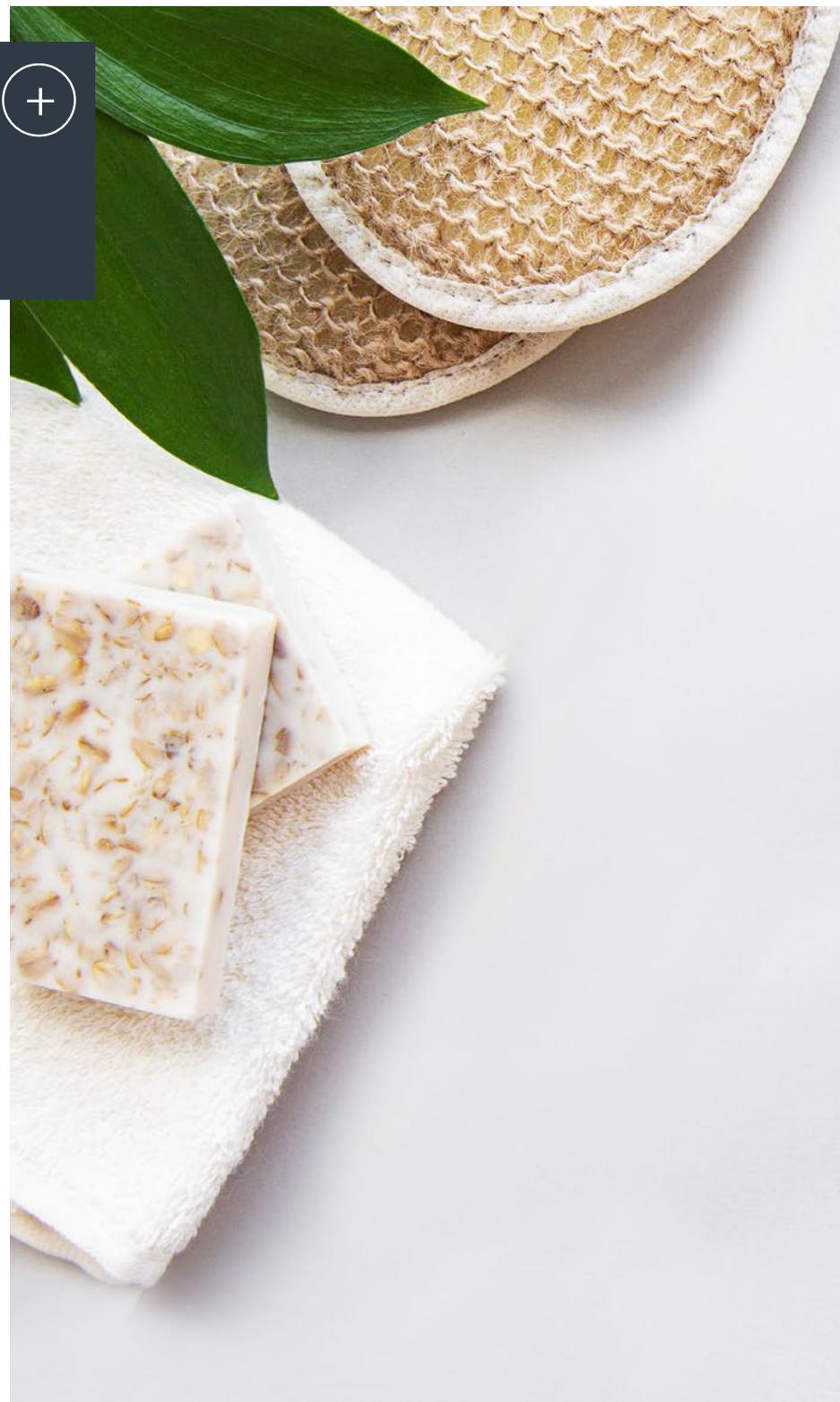
Box	Qty	25	100	250
Black	2AB	43.42	40.48	34.42
Brown	2AB	36.70	34.02	28.76

PK7045

Ready To Engage



This gift set includes OR2502 Budsies™ wireless earbuds, CA9530 King Edward large journal and PE682 Sonata™ Glass pen. The earbuds have a range up to 33 feet and a built-in microphone. There are in-line volume control, play/pause and answer buttons. Includes three ear tip sizes. The journal has a hard PU Cardboard cover, matching coloured elastic band closure, 96 sheets of 76 GSM lined ivory paper and a ribbon page marker. The Sonata™ pen is push action retractable with shining silver accents and smooth writing blue ink. All items are packed inside your PK7000 gift box with crinkle cut packaging.



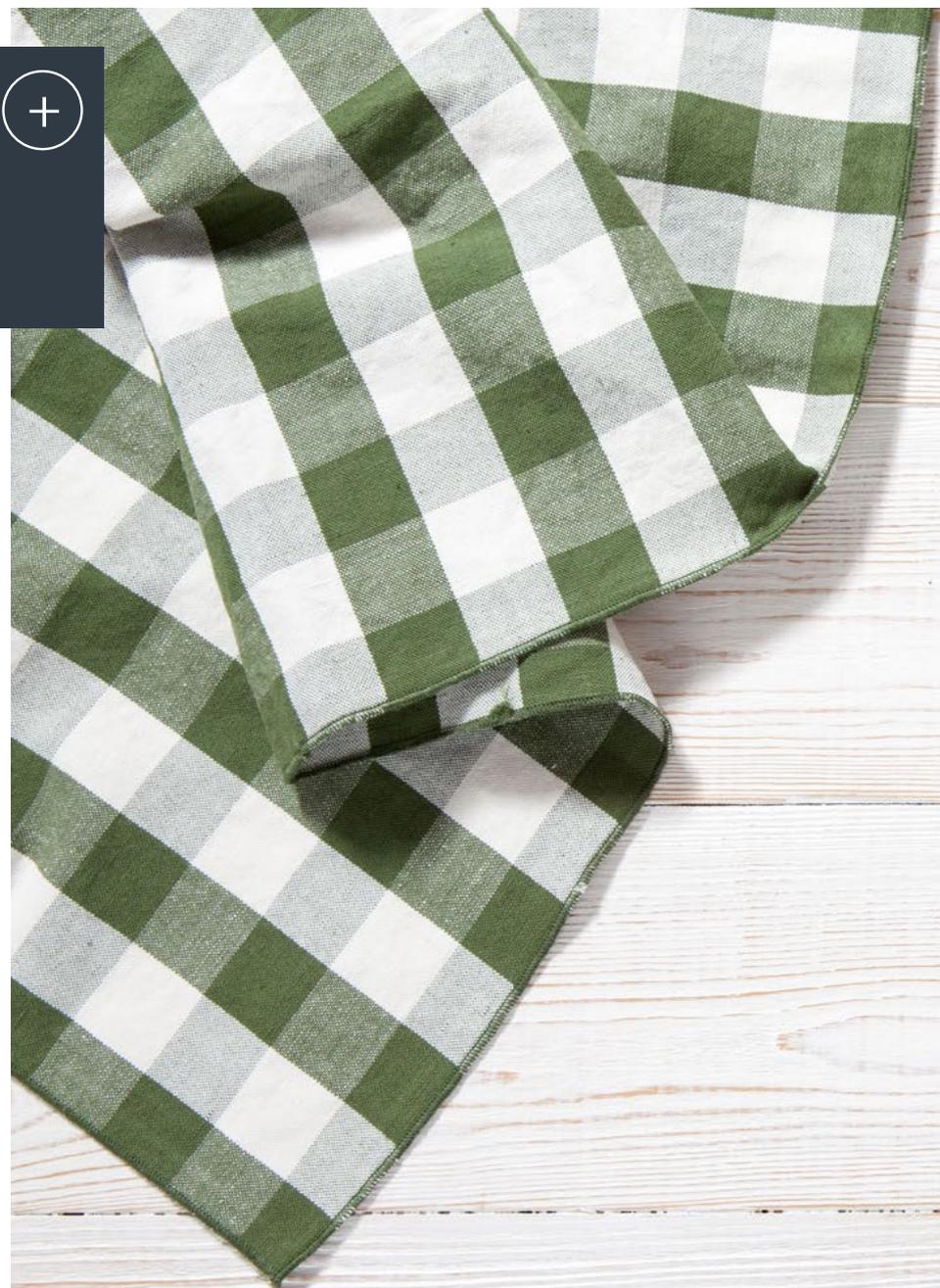
Box	Qty	25	100	250
Black	2AB	55.12	51.58	43.98
Brown	2AB	48.40	45.12	38.33

PK7043

Litterless Lunch



This gift set includes CB901 Algarve medium cooler bag and KP9806 Artesia Wheat fibre utensil set. The cooler bag is made from 140 gsm Cork with inner 2mm Foam insulated Aluminum liner. There is a black PP webbed handle, three-sided black top zipper closure and front slash pocket. The utensil set comes packed in a carry case and includes a straw that comes apart for cleaning, cleaning brush, serrated knife, fork, spoon and a pair chopsticks. A reusable and eco-friendly option for lunch, camping, traveling, picnics and school. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	31.96	29.56	24.94
Brown	2AB	25.24	23.10	19.29

PK7044



Corking Around

This gift set includes CB902 Algarve large cooler bag and WB9695 Wilson bottle with Cork lid. The cooler bag is made from 140 gsm Cork and includes an inner 2mm Foam insulated Aluminum liner. There is an outside full length slash pocket, carry handle/shoulder strap and two side mesh pockets. The bottle is double walled Stainless Steel with a screw-on Cork lid. The coloured bottles have a semi-matte finish and the silver bottles are glossy. Holds up to 630 ml. (21 fl. oz.). All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	51.58	48.26	41.16
Brown	2AB	44.86	41.80	35.51

PK7038

Let It Snow



This gift set includes four CM2018 Snowflake mugs snuggled inside a PK7000 Black Label gift box. The mugs are Stoneware and hold up to 350 ml. (12 fl. oz.). The red mug has a glossy finish and the white mug has a matte finish with preprinted snowflakes on the outboard side. Customize the inboard side with your logo. Includes a “C” shaped handle and a square bottom. All items are packed inside your PK7000 Black Label by Design gift box with custom cut die foam packaging and includes a silver pull bow. Bow comes inside a clear sleeve and are packed inside the gift box.



Box	Qty	25	100	250
Black	2AB	43.44	40.60	34.60



PK7041



Winter Wonderland

This gift set includes a pair of CU6356 touch screen gloves, a CP8935 ice scraper and a WC9735 Trailster toque. The gloves are Acrylic with conductive fibres in all fingertips that allow you to use with your touch screen device. The ice scraper has a Plastic flat handle and a clear 4" ice scraper blade to scrape frost, snow and ice from your vehicle windows. Keep your head warm while showing off your logo with the 100% Acrylic toque that has a fold up brim/cuff. All items are packed inside your PK7000 gift box with crinkle cut packaging.



Box	Qty	25	100	250
Black	2AB	39.24	36.60	31.14
Brown	2AB	32.52	30.14	25.49



PK7052

Keeping It Kozy



This gift set includes CU8984 Jazzhander touch screen gloves and WC9735 Trailster toque. The gloves are made from a Polyester/Spandex blend with PU leather grip. There are two conductive fingers on each glove that interact with your touch screen devices. Keep your hands warm while staying in touch. The Acrylic toque includes a brown patch on the front for decorating. It has a fold up brim/cuff to keep your head warm while showing off your logo. All items are packed inside your PK7000 gift box with crinkle cut packaging.



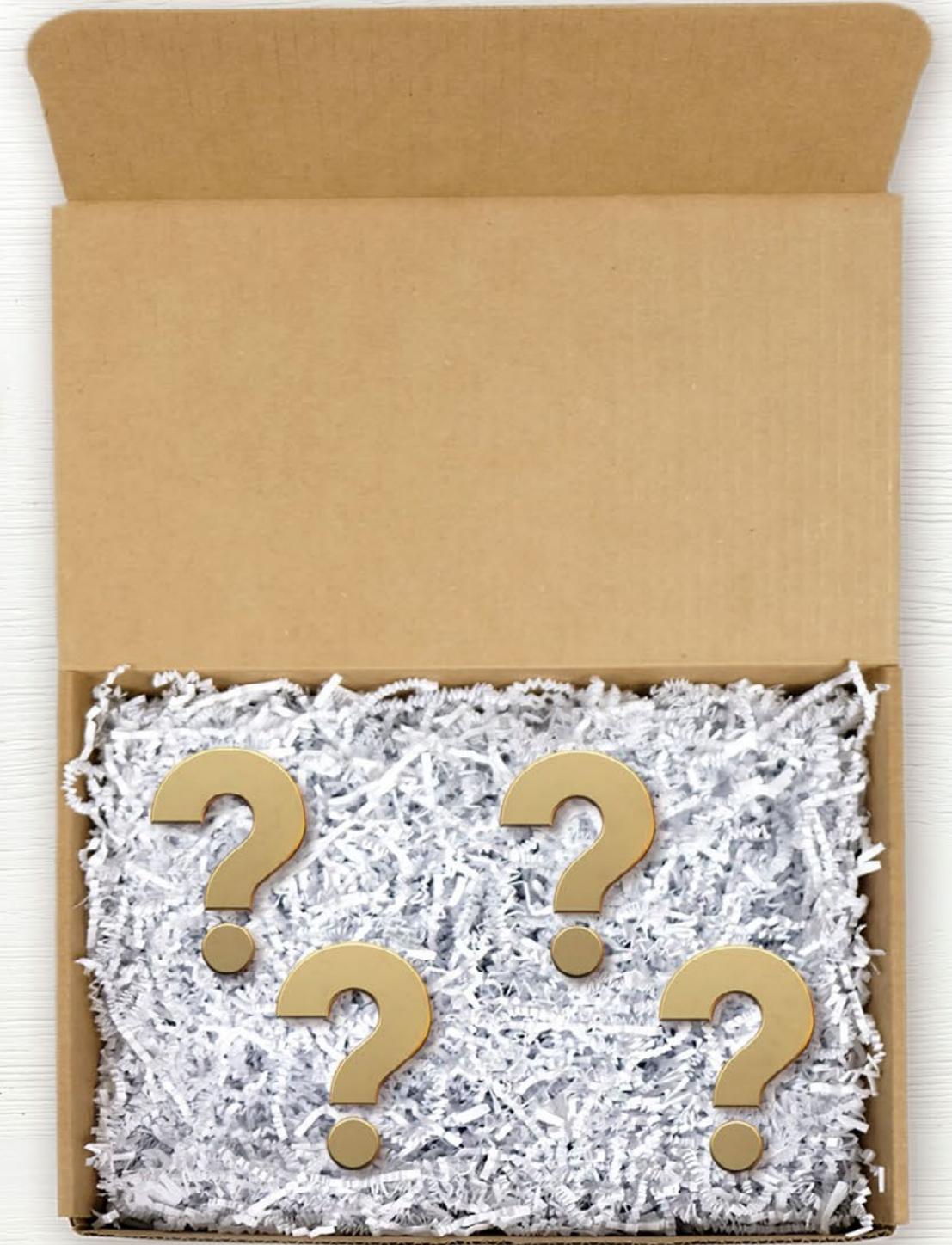
Box	Qty	25	100	250
Black	2AB	53.04	49.70	42.43
Brown	2AB	46.30	43.22	36.78

Build Your Own Kit

Want to create a virtual event kit with virtually no limitations? We invite you to build your very own. Craft a kit of your own design that is as unique as your virtual event.

And it's as easy as 1-2-3.

- 1) Choose your first product
- 2) Choose a complimentary product (or even 2 or 3 more - as many as will fit within the dimensions of your box)
- 3) Choose your box. *That's all! Wasn't that a virtual breeze?*



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