



**TAYLOR™**

# ENHANCING YOUR VIRTUAL EVENT

Driving connectedness and productivity

# Why Virtual Event Engagement

The COVID-19 pandemic has changed the filter on how businesses and consumers view all aspects of life. It's impact has had wide-ranging impact on our economy and is causing us to rethink supply chain and procurement priorities.

Sourcing promotional products for virtual event engagement can drive tangible benefits for your event sponsors and attendees. Taylor's strength as a leading promotional marketing distributor — with robust supply chain partners and ideation capabilities — can help you provide an immersive and engaging virtual event experience.



## 1

### Conferences and trade shows will continue to be important

Sharing industry and company developments, innovations, and education will be increasingly important in the New Normal for professional association members, customers and employees.

## 2

### Virtual delivery provides new opportunities for personal engagement of attendees

Receiving and opening a personal package creates a high-touch experience beforehand and encourages interaction during the event.

## 3

### Virtual engagement reinforces the brand story

Promotional products from event sponsors or hosts provide opportunities to reinforce a brand story.

# 4

## Incentives encourage registration and participation

Promotional incentives can encourage registration, express appreciation for attendees and invite them to engage in a new experience.

# 5

## Promotional items can connect, refresh, entertain and capture attention

Promotional products can help connect attendees as content is delivered, provide entertainment or refreshment, and hold their attention during the event.

# 6

## They can reinforce a positive experience and facilitate post-event connections

Post-show incentives can reinforce a positive event experience, open the door for new connections afterward and encourage future participation.





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# Don't Miss a Detail

Studies show that writing helps drive understanding and remembering. Branded notebook and pen sets allow event participants to take notes and sketch out ideas while providing a tangible, useful reminder of the virtual event.

- 1 Softcover Journal Set
- 2 Refillable Felt Journal
- 3 Fabrizio Journal Gift Set
- 4 Candy-coated Notebook Set
- 5 Leather Refillable Journals
- 6 Hardcover Journal Set



# 02

# Carry Your Brand Mission

Curate unique, on-brand products to drive impressions and build awareness.

- 1 Candle
- 2 Technology Sheet
- 3 Professional Portfolio
- 4 Umbrella
- 5 USB Oil Diffuser Set
- 6 Coffee Mug



# 03

# Stay Tuned

In addition to the event content, drive connectedness and attention through fun promotional items.

- 1 Handheld Tic Tac Toe
- 2 Office Oil Diffuser
- 3 Yo-Yo
- 4 Essential Oils Set
- 5 Spinner Pen



# 04



# Stay Focused

Equip them with stress relievers and technology items to maintain focus and engagement.

- 1 Personal Fan
- 2 Headphones
- 3 Stress Ball
- 4 Ear Buds with Pouch
- 5 Webcam Cover
- 6 Keyboard Wristband Rest

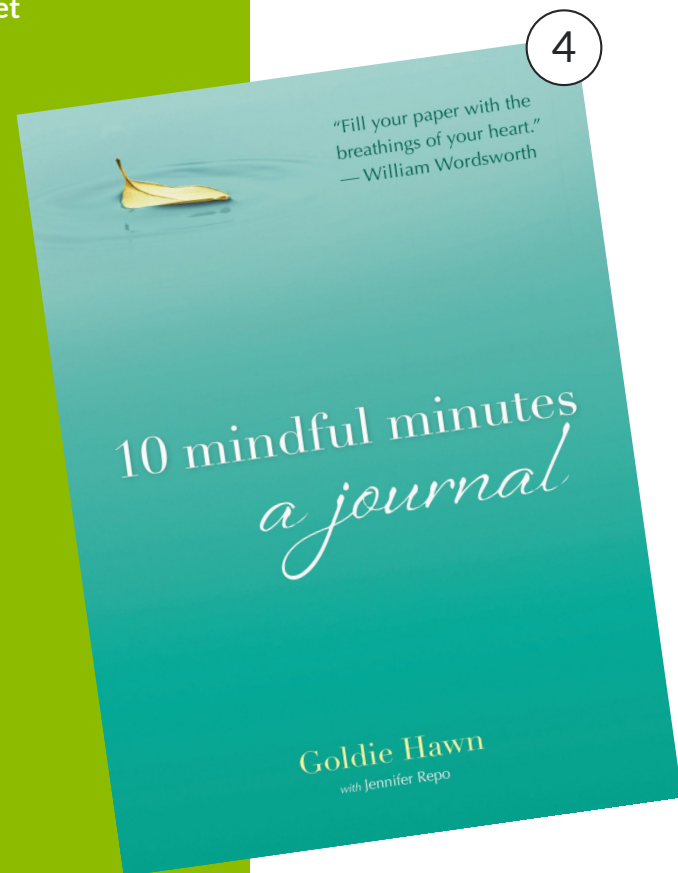


# 05

# Show Your Appreciation

Express your appreciation for their participation and commitment.

- 1 Popcorn Gift Tube
- 2 Mini Gumball Gift Container
- 3 Drinkware
- 4 Relaxation Journal
- 5 Hydropod Grow Set
- 6 Drinkware and Snack Set



# 06

# Put It All Together

Extend the experience with a branded bag that drives impressions long after the event.

- 1 Stylish Tote Bag
- 2 Backpack
- 3 Functional Tote Bag
- 4 Drawstring Bag



# Follow-Up to Reinforce


Continue the conversation post-event with surveys, email updates and more.


1 Online Survey

2 Email Update

# 08

1






## WE WANT YOUR FEEDBACK


These sample questions are provided to help you determine what you should ask in a survey as well as what questions to avoid. The following are some sample questions for inspiration.

	Very likely	Somewhat likely	Neutral	Somewhat unlikely
How likely are you to call our support staff, given a problem?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to use our products/services?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to recommend this event to a friend or colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to recommend our membership program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely is it that you would recommend us to a friend/colleague?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to continue doing business with us?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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## THANKS FOR ATTENDING

**Dear Attendee,**

On behalf of the National Association of Haitian Professionals (NAHP), Joseph Denis Thomas (JDT) Foundation, and the Haiti Research & Policy Program at the Earth Institute-Columbia University, we want to thank you for attending the 2nd Annual Conference on Haitian Diaspora Engagement & Innovation on November 1 - 2, 2020 at Columbia University.

We believe that our diverse and dynamic group of speakers and panelists provided in-depth insight, as well as, actionable and practical tools of engagement models, methods and mechanisms (3Ms) that have

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