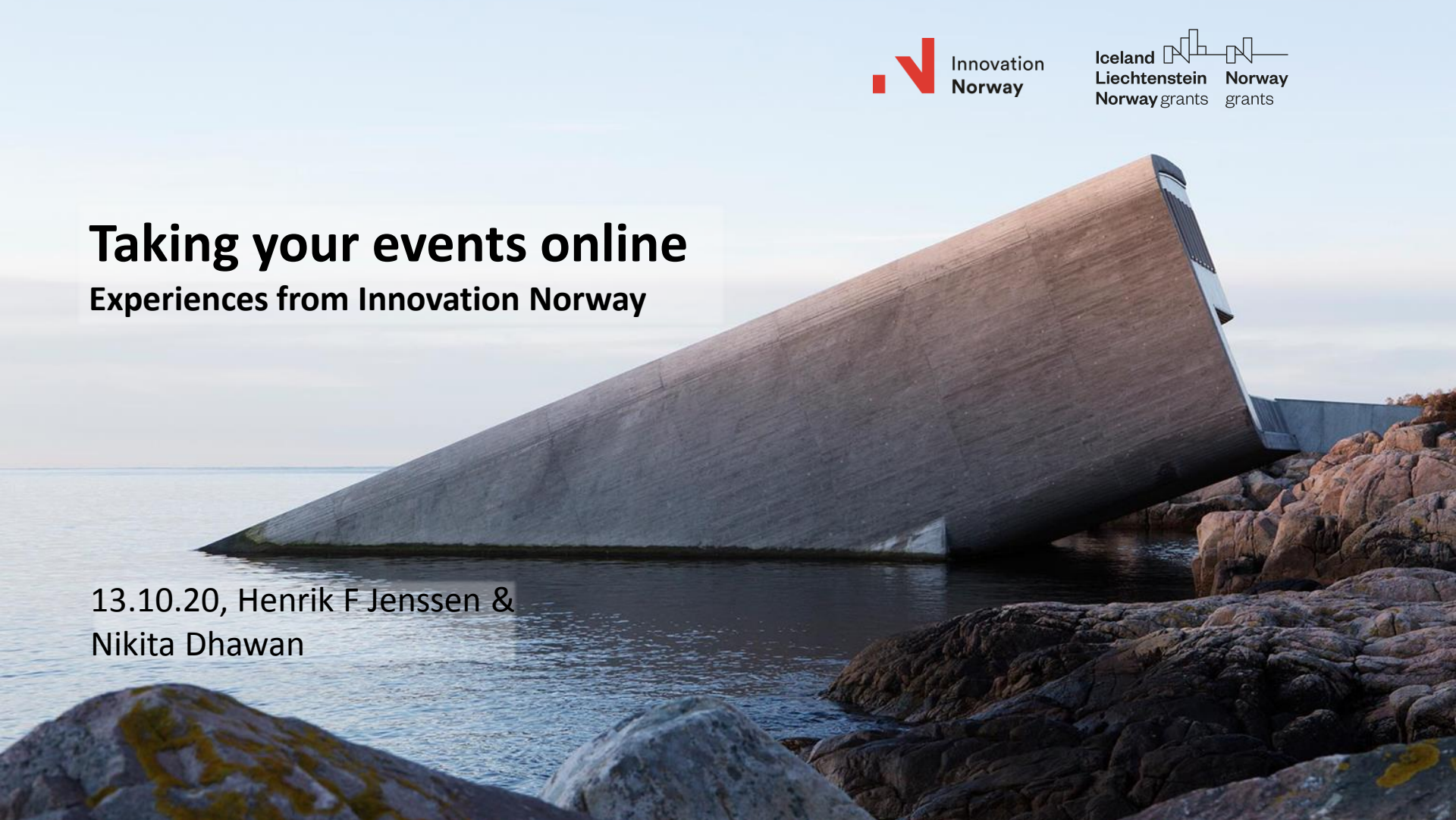


Taking your events online

Experiences from Innovation Norway

13.10.20, Henrik F Jenssen &
Nikita Dhawan



Deliveries by Innovation Norway

Before COVID-19

- Physical events: matchmaking, launch events, travel grants

During COVID-19

- Fully digital events: informational webinars, matchmaking, launch events, digital communication online

After COVID-19

- What will society, businesses, private persons be willing and able to spend their time on?
- Hybrid events, time-effective meetings, environmentally friendly solutions

Digital Deliveries by Innovation Norway: May - September

Digital Matchmakings	
Total number of matchmakings	5
Thematic areas covered	4
Countries involved	10
Total number of matchmaking participants	380

Digital Broadcasts (matchmakings + webinars)	
Total number of digital broadcasts	10
Total number of speakers	51
Total amount of hours broadcasted	≈21
Total number of viewers (live and recorded)	≈4,000

Digital events – the steps

Before

Determine purpose

- Result
- Metrics
- Agenda and timing
 - Short and to the point

Website and software

- Event-site (EMS)
- Webinar platform

Mobilisation & communication

- Partners
- Participants
- Contributors

“Validate” participants

- Target group
- Partner/ PO communication

During

Event preparation

- Roles
 - Admins (+ moderator)
- Dry-run

Event execution

- Record
- Keep in mind your audience
- Expectation management

After

Feedback

- Short feedback form or direct follow-up
- Were the metrics achieved?

Follow-up

- Webinars?
- Physical event?

Website/EMS and softwares

Before

Priority invitations



Promotion and relevant information



+ leverage your networks

Event management system (EMS)



During

Webinar platform



Live polling for interaction



After

E-mail



Feedback



Microsoft Forms

Upload, re-watch



Common webinar platforms

Teams Live



Pros

- Part of O365
- 0-10 000 Attendees
- Good security and simple settings

Cons

- Must have Teams licence (O365) to present
- Very manual to use
- Poor attendee report
- No in-built live poll

Zoom



Pros

- Anyone can present, no licence required
- Easy to use (speaker and host perspective)
- Informative attendee report
- Live poll with report

Cons

- Priced on amount of hosts and attendees (for webinar)
- Detailed settings → security
- Because the video is based on the audio (Zoom meeting), the host cannot choose who is being displayed

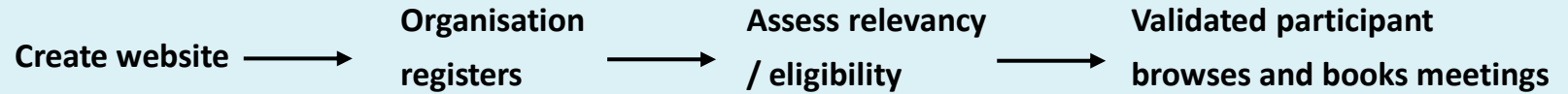
Event Management System (EMS)



<https://www.b2match.com/>

The screenshot shows a web browser displaying the B2Match event page. The browser's address bar shows the URL <https://welfare-technology.b2match.io>. The page header includes navigation links for Home, Participants, Marketplace, Agenda, and Login, along with a 'Registration closed' button. The main content area features a large image of a white robot holding a tablet. To the right of the image, the event title 'Welfare Technology in Europe with the EEA and Norway Grants' is displayed, along with the date '24 September 2020'. Below the image, a navigation menu includes links for About, What is a digital matchmaking?, Partnerships, Filling out your profile, The EEA and Norway Grants, and Contact. The main text area contains a 'Welcome to' message, the event title, and a list of details: 'When? 11.00 - 12.30 CET, 24 September 2020' and 'Where? Online - link will be sent out before the event starts'. A paragraph explains the event's purpose: 'What is Welfare Technology and how will these innovations play a role in our future? Join this online event to take a closer look at welfare technology developments in selected countries such as Norway, Bulgaria and Poland.' Below this, it states: 'Bilateral cooperation can promote innovation and new solutions within welfare technology. This event will also inform about the funding opportunities offered by the EEA'. On the right side, there is a 'REGISTRATION' section stating 'Closed since 23 September 2020', an 'ORGANISED BY' section with logos for Iceland, Liechtenstein, and Norway grants, and a 'We are a part of' section with the Oslo Innovation Week 2020 logo.

Website creation and participation validation in B2Match



Additional considerations

Feedback

- How do we know if the event is successful? What do we want to achieve?

Follow-up

- What is the road ahead? What can you organise/send out to complement the digital event?

Thinking differently

- Increased availability and flexibility
 - «Unlimited» scalability
 - Reduced costs, time-efficient
- = a different type of event**

Stay relevant

- Online events have exploded – how do you ensure that your events are interesting and relevant?
- Make events interactive and remember the customer journey

Thank you!



Iceland
Liechtenstein **Norway**
Norway grants **grants**