VIRTUAL MEETINGS AND EVENTS BY ROOT

Virtual events are not a downgrade from in-person events. When done well, virtual events can be powerful tools in your strategic arsenal. A meaningful experience can align, energize, and activate an entire employee base.

ROOT IS DIFFERENTIATED BY OUR THREE GUIDING PRINCIPLES:

Consider content above all

Invest in experience

Facilitate human connection

Benefits of virtual events:

- ✓ Virtual events are cost effective in nearly every aspect.
- ✓ What virtual lacks in face time, it makes up for in flexibility.
- ✓ Virtual can be as multi-modal as a physical experience, or more.
- ✓ The excitement of being part of something bigger can be stretched for longer.
- ✓ Social and networking time can be interspersed throughout.
- ✓ Data collection for a virtual event can be more robust and strategic than physical experiences.

STRETCH YOUR DEFINITION OF EXPERIENCE

Root's experience design framework ensures every aspect of the participant's experience is thoughtfully crafted.

EVENT THEME

Planning each milestone in the journey will create a seamless, memorable, and exciting event for participants.

ENTICE	ENTER	ENGAGE	EXIT	EXTEND
How participants become aware of the event. Anticipation and excitement begin to build.	The first moments of the event. Participants are welcomed and form their first impressions.	The activities and programming that engage participants, create interaction, and activate the event objectives.	The final moments of the event. This is your chance to create a lasting impression.	Materials and activities that reinforce the event objectives and keep the experience going.

Partner with Root to plan your next virtual event.

Leadership meeting

Large conference

Strategy launch

Want to know more?
Contact **events@rootinc.com** for more information.

root