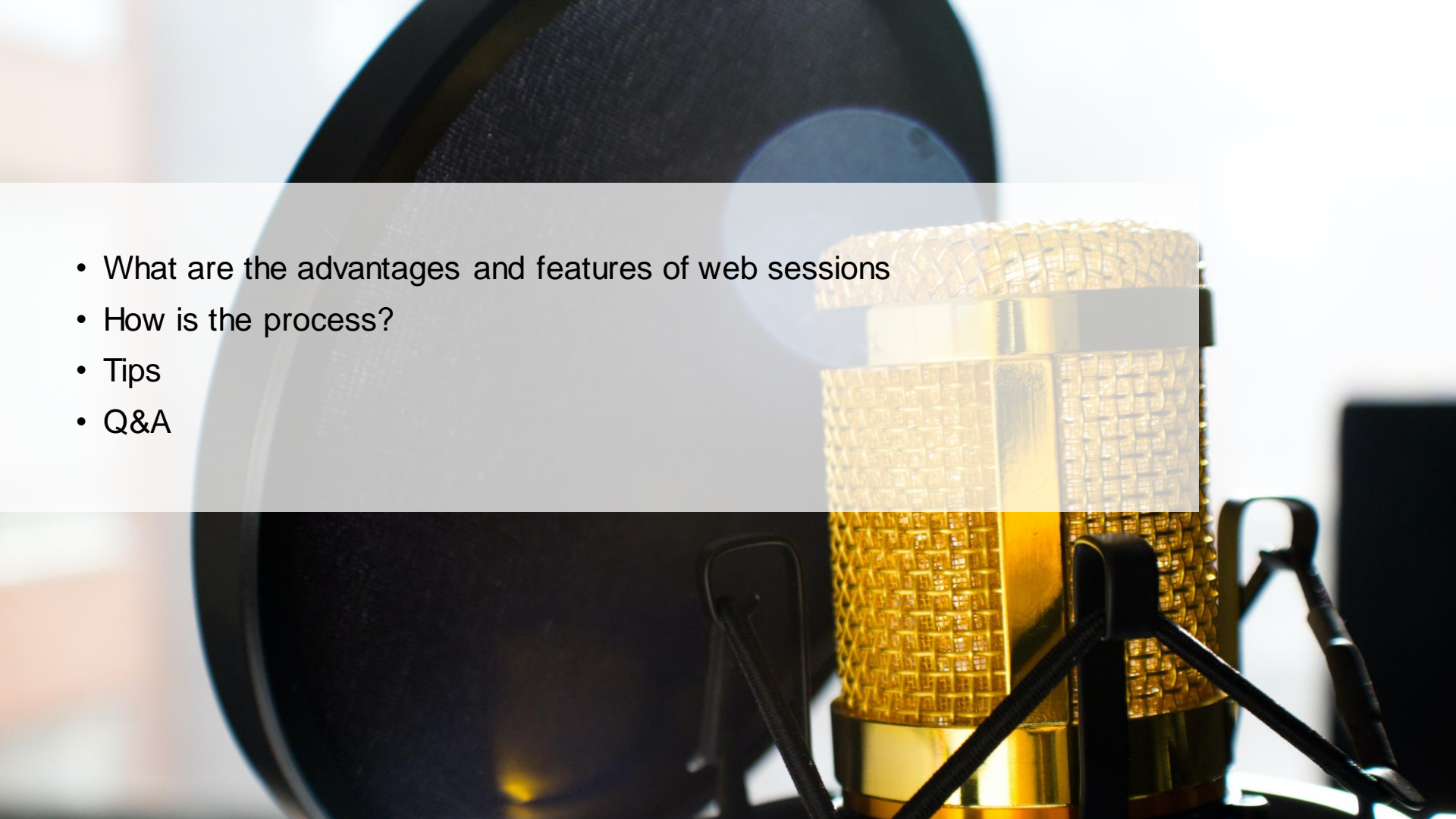




Web Sessions

Location-independent customer retention

- 
- What are the advantages and features of web sessions
 - How is the process?
 - Tips
 - Q&A



Web sessions: Features & Advantages

Web sessions in different formats

- Individual lectures and content on topics in the form of 30-minute web sessions
- Speakers can deliver their content pre-filmed or present it live
- Livestream is recorded and can later be accessed on-demand
- Technical support before and during the web sessions
- Q&A Session (optional)



Web session step-by-step



Contact



Initial
information
exchange



Individual
Briefing



Live Web
Session



Info about
Participants



Video on
demand:
Recording of
your web
session



Contact



Let us know your preferred date and time of the session during via the comment field in the OOS during the purchase process

You will be contacted by the media partner with detailed information and participation packages / OOS Order.



Initial
information
exchange

You provide us information on the content of your web sessions and the contact details of the speaker(s)



- You receive a link to a online form from our media partner
- Provide the information of the content as quick as possible
- You must complete **one form per web session**
- If several speakers are going to be hosting your web session, **each speaker must fill out the form separately**

Keywords*
Please select 1 to 5 Keywords, which match the best with your contribution.

- ☐ Branding
- ☐ Brand Story
- ☐ Best Case
- ☐ Multisensory Marketing
- ☐ Packaging
- ☐ Packaging production
- ☐ Packaging for e-commerce



Individual Briefing



Please **only book one test session per booked web session.**

If several speakers are hosting a web session together, please make sure **all speakers are present for the test session.** Just **enter the email addresses of additional speakers in the “Notes” section of the online form that you saw on the slide before**, so that all speakers receive the email invite to the test session.

You book an appointment for a technical briefing. The technical service manager explains the web session software and the necessary setup.



Share

Share the live web session with your community so that everyone knows in time and you can present your topics to a large audience!



How to share
a session

events.drupa.de/veranstaltung/hitel-des-vortrags



virtual.drupa
Veranstaltungen



09:00 – 10:00 14. Mai 2021

DRUPA CUBE

Test Websession 0803

Share X Share

Online-Event

Benötigte Tickets:
virtual.drupa Registrierung
Jetzt registrieren

Conference Area

Vortragssprache ist **Deutsch**

SprecherInnen



Stefan Pauly
Messe-Düsseldorf GmbH

Use the share links of your web sessions in the event database / URL of the web session detail page. Then users can follow the register link for that specific web session.
Don't share you personal zoom-invitation link



Live Web
Session



- You receive a reminder email shortly before the start of the web session
- Session is started 10 Minutes before the official start for the speaker

You hold the web session
and get in direct contact with all registered participants



Info about participants



You must obtain consent from participants so that you can continue to contact them for promotional purposes. The opt-in can not be transferred from Messe Düsseldorf to you!

CSV

gender
title
first name
name
email
company
city
position
country

After the end of the session, you will receive the data provided by the participants



**Video on
demand:
Recording of
your web
session**



A recording of the web session will be put online on our
platforms afterwards



Important tips

- If possible, hold your presentation in English or set up another session for e.g. German speaking participants
- Use pictures, graphics or short videos and enable interaction with the audience
- There is the time limit of 30 minutes
- Even pre-produced content is shown – participate as speaker
- Q & A: Read the questions aloud





Further Questions and answers are actually posted here

→ https://virtual.drupa.com/websessions_faqs

You still need help or have further questions?

Please contact our exhibitor support:

Phone: +49 211 4560 400

Email: websessions@messe-duesseldorf.de

Q & A