The coronavirus was a serious disruption for event organizers and companies worldwide. Even before the pandemic, face-to-face events were under pressure from online equivalents. The plan was to enable the gradual digital transformation of events to take place over a number of years, if at all. Lockdowns accelerated this development process. All over the world, trade shows, launch events and conferences had to move from exhibition halls or conference centers to a virtual space. Forgoing events was not an option for many B2B companies as these are indispensable as a platform for branding, product promotion and initiating business. Event leads were deemed relatively expensive but also particularly high value. A substitute was required and thus, since 2020, companies have been focusing on digital events. This also includes hybrid formats where some guests are on-site while others participate virtually. Companies have learned quickly that digital events are not only a stopgap solution, but they also offer new and interesting advantages for event organizers and visitors. Digital event formats complement classic on-site formats by enabling digital participation, even if they only partly replace them. The new forms of digital interaction create additional opportunities to further improve the customer experience, regardless of whether the event is digital only, hybrid or fully on-site.
Digital Events with JustRelate

JustRelate helps companies to build digital experience platforms and to manage digital customer engagements efficiently. We offer a range of services for your digital events, including the following:

- Concepts and go-to-market strategies together with our specialized partners
- Development and operation of the digital experience hub based on state-of-the-art standard guest management software
- Event management
- Technical implementation of the event including the seamless integration of components such as video streaming, chats, registration processes and so on
- Development of individual platform elements such as landing pages for registration
- Automated, personalized email communication in advance of and after events
Success Factors
for Your Digital Events

The Right Platform for Your Event

A digital event has numerous components including registration, email campaigns, live streams of presentations, sales talks and so on. Together with you, JustRelate develops the digital experience hub where all touchpoints are connected meaningfully. Virtual visitors log in to the platform, communicate with your sales staff, participate in panel discussions and network with each other. This creates the perfect user experience for your customers. Other systems and services can be integrated into the hub smoothly using APIs. You can manage any number of events using a single system based on state-of-the-art multi-tenant technology.

Reach More Customers and Tap into New Target Groups

With your digital event, you can also connect with prospects, customers and retailers who would not have attended an on-site event. In a survey of event managers, 80% said their digital events had more guests than their traditional events. 34% said this is where they see the greatest benefit of these types of events. JustRelate allows you to have unlimited attendance, with no marginal cost for additional attendees. For example, we have already hosted multiple international events for a leading medical device manufacturer with over 50,000 virtual guests. You can offer your digital experience hub and all communication with visitors in different languages, without marginal costs being incurred, to reach target groups worldwide - even in distant growth markets like Asia or Africa. The platform offers an excellent user experience on mobile devices. Your guests can thus participate from anywhere with just a few taps.
The Perfect Digital Experience for a Higher CLV

Every point of contact guests have with an event shapes how they perceive the brand and company. This applies both to conventional as well as digital events. A virtual event based on a digital experience hub from JustRelate offers you many opportunities to positively affect this perception and make a lasting impression on visitors - for example, through impressive digital product presentations, interactive offers, intelligent self-service or content tailored for the visitor. You can thus offer prospects, customers and retailers memorable experiences at all stages of the event, from the invitation and registration, during the event itself and on into the follow-up. You increase the likelihood that prospects will become customers and that existing customers will remain loyal and recommend you to others. A perfect customer experience not only reduces the customer acquisition costs (CAC), but also increases the duration and quality of the customer relationship and thus the customer lifetime value (CLV). The relationship between CAC and CLV improves significantly, and your business becomes even more successful.

Generating Leads and Closing Deals Made Easy

Most B2B companies associate events with two main goals: generating leads and closing deals. JustRelate offers sales representatives the best conditions for directly acquiring potential customers. Online attendees can be greeted by their personal contact at the start of the event and book appointments to meet with them. New products are presented in virtual showrooms or during hands-on sessions, and customers have the opportunity to ask related questions using (video) chat. In this way, you intensify the digital interaction between your sales team and visitors, so the experience curve never flattens. This strengthens the relationship between sales staff and customers.
Lower Costs and Higher ROI

In many cases, the cost per visitor and the cost per lead (CPL) for digital events are significantly lower than for on-site-only events. This is the most favorable aspect of such events for 27% of event managers. When JustRelate takes on the hosting of your event, there is no initial investment in software or hardware needed, and you do not need to use your own IT infrastructure. The return on investment (ROI) also increases after the event: digitalizing product launches means you are permanently independent of physical events, leading to a greater reach throughout the year.

A Tailor-Made Event for Every Customer

Digital events offer you innovative ways to tailor your event to visitors. With JustRelate, you can leverage existing information about your customers from your CRM system.

Not only do you benefit from personalized registration and campaign management, but you can also customize introductions to the event. It is also possible to show guests in the digital experience hub only the content which really interests them. For example, if the CRM indicates that a customer bought a certain product from you in the past, you can invite them to a presentation of the follow-up product on the platform or make suitable cross-selling and upselling offers. It is also easy to implement personalized marketing automation, with reminders and pre-event information as well as follow-up communication after the event.
One of the greatest challenges with digital events is enabling attendees to network and interact with you and others. JustRelate addresses this by extensively supporting visitor engagement, for example by incorporating chats, video conferencing and surveys to help visitors identify more closely with you and your event. You can also carry out breakout sessions, get-togethers and evening events digitally. In this way, customers can, for instance, make new contacts and maintain existing ones during a video chat accompanied by live music or a DJ session.
Maximum Security and Compliance

Security and compliance also play an important role in digital events. Organizers must comply with General Data Protection Regulation (GDPR), which comes into play at many points during the event. JustRelate supports the GDPR-compliant processing of personal data - unlike many other providers that are not based in the EU. Digital events - especially large and well-known ones - are continuously open to attack from hackers or activists. With a platform developed by JustRelate, your event is protected to the highest degree possible and equipped to respond to DDoS attacks, for example. Additionally, JustRelate uses identity providers to protect the identities of your guests, meaning that the true identity verification of visitors is possible. This is especially useful for events with age restrictions, exclusive ones, and those that require stronger security measures.

- Receives information on the event and on participation
- Gets access to all additional information through a personalized link
- Is allocated members of staff (sales, marketing)
- Has a seamless customer journey across all touchpoints
- Gains an impression of the products, services and production results

Customer

- Generates sales through personal interaction with visitors
- Collects feedback on offers / satisfaction with experiences (e.g. questionnaire)
- Strengthens the relationship between sales personnel and customers through valuable discussions and shared experiences
- Reaches existing customers easily and develops new target groups
- Opens up new opportunities for product presentations such as virtual showrooms and hands-on sessions

Sales

- Collects data for general downstream personalization
- Creates a proximity to customers from the start
- Gets an insight into the customer’s user behavior
- Enables analysis for the next steps
- Drives the digitalization of sales and marketing forward

Marketing
The JustRelate Advantage
• More than 170 highly qualified experts
• Deep understanding of marketing, sales and service
• Pioneers of the internet and web
• 650+ active enterprise customers
• 100k+ active users
• State-of-the-art technology
• Innovative full-service stack
• Agile project realization
• Based in the heart of Europe, used worldwide
• 30+ years of experience

More Insights Through Analytics
JustRelate provides better analytics of your customers’ behavior and interests at your digital event than is possible at purely offline events. For example, you get specific information on individual customers and can track exactly which presentations and even at what point they left. Surveys during and after the event provide you with valuable feedback on your product presentations and on the event itself. This information can be transferred directly to your CRM and provides sales staff with the optimal tool to achieve better sales.

650+ Customers
Used in 50+ Countries
170+ Employees
30+ Years of Innovation

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