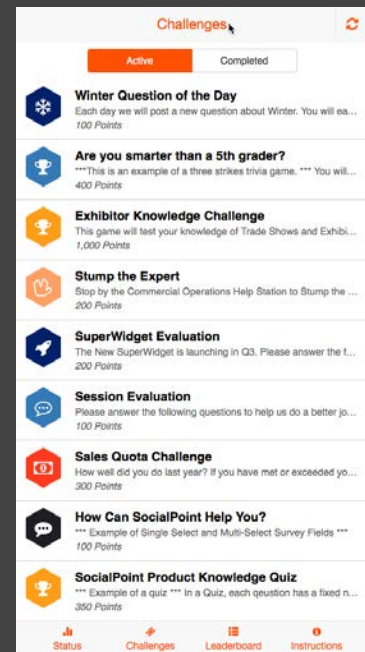# Virtual Audience Engagement

Why SocialPoint for Virtual?

Attendees are one click away from doing anything on the internet. Like watching cat videos.
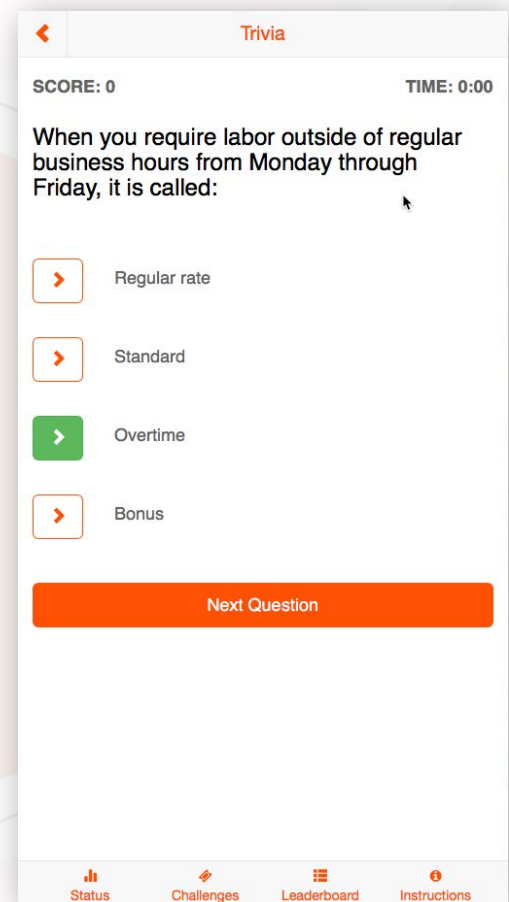
With SocialPoint, you can use games and activities to keep attendees watching and connected to your event content.

SocialPoint
Audience Engagement Platform

SocialPoint Solutions

Our SocialPoint platform has five different virtual audience engagement solutions that you can use to keep your attendees connected and engaged in your event content.
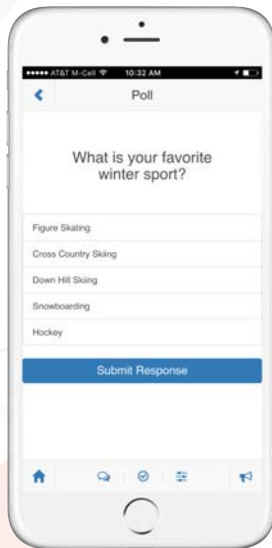
- **Live Polls, and Q&A:** Easily setup Live Polls, Interactive Q&A, Word clouds, Topic Based Discussion and idea based voting to keep attendees engaged.

- **Live Hosted Trivia:** Hosts push trivia questions out to attendees to answer in real time. Leaderboards show the top game players.

- **Interactive Trivia:** Attendees take quizzes and answer trivia questions at their own pace. Several game play options including showing the correct answers and providing explanations.

- **Virtual Event Gamification:** Attendees earn points by completing a series of interactive challenges on their phone (or in a web browser). These challenges could include completing trivia quizzes, taking surveys, submitting virtual home work, etc.

- **Virtual Engagement Platform:** Attendees Wrap your live stream video in SocialPoint so you can create rich discussion and engagement for your attendees.
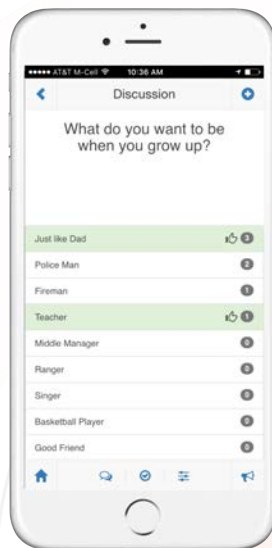
Trivia

SCORE: 0   TIME: 0:00

When you require labor outside of regular business hours from Monday through Friday, it is called:

> Regular rate

> Standard

> Overtime

> Bonus

Next Question

Status   Challenges   Leaderboard   Instructions

SocialPoint
Audience Engagement Platform
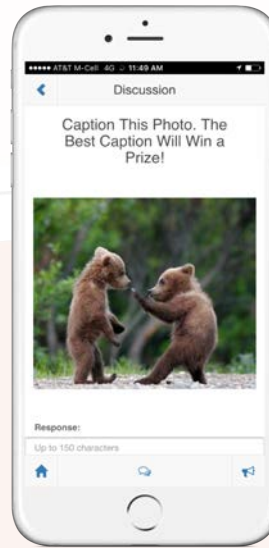
Live Polls and Q&A

The content challenges generate a massive amount of data that can be used by event stakeholders during and after your event.
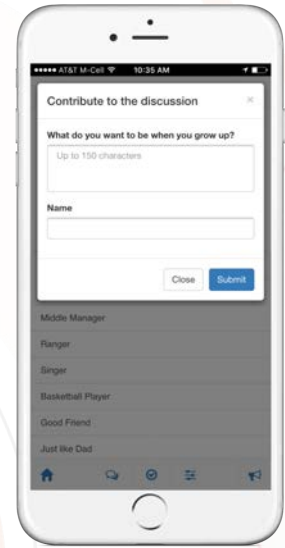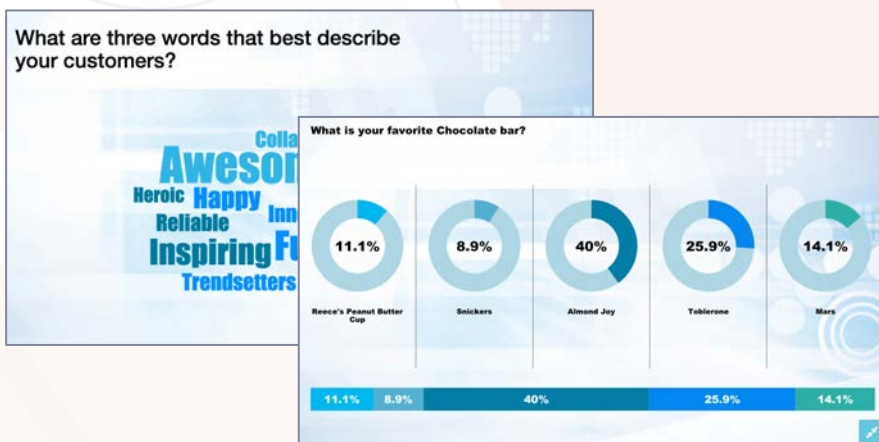
Live Polls

Discussion with voting

Caption This Photo

Interactive Q&A

Show Branded Live Results to all attendees.

SocialPoint
Audience Engagement Platform

Live Hosted Trivia

Use Live Hosted Trivia to push questions to attendees phones (or web browser) in real time. Answers are shown on the big screen once the question closes. Leaderboards keep track of a player's progress in the game.

Host Manages The Game

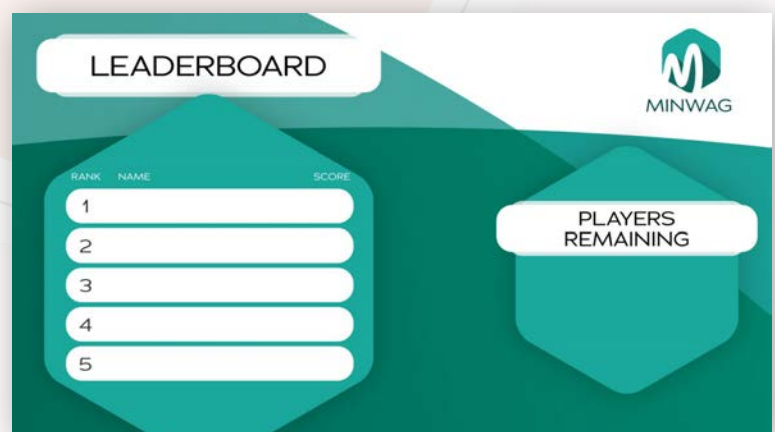Host pushes trivia questions to attendee's devices in real time.

Host controls the number of questions and when players see the answers or the leaderboard.

Players access the game via web browser or phone.

Personalized
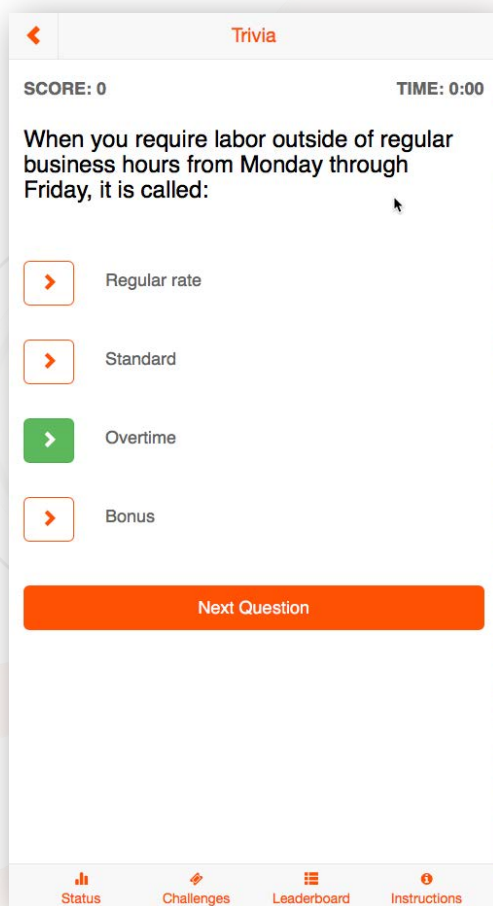
The game is branded to your brand and event theme.

Trivia questions will be related to your event.

SocialPoint
Audience Engagement Platform

Interactive Trivia

Use interactive trivia during breaks to keep attendees engaged in your event content. Show the leaderboard on the virtual big screen during breaks. Allow players to compete as individuals or in teams.

Trivia

SCORE: 0   TIME: 0:00

When you require labor outside of regular business hours from Monday through Friday, it is called:

> Regular rate

> Standard

> Overtime

> Bonus

Next Question

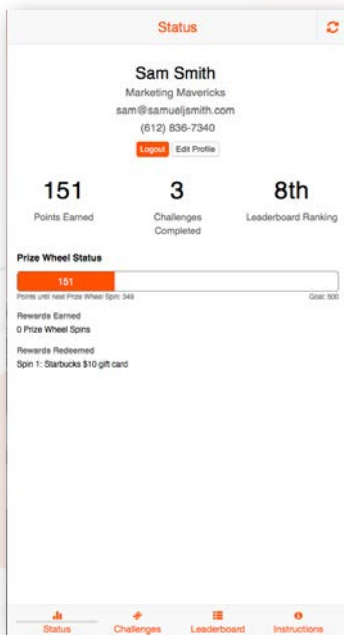Status   Challenges   Leaderboard   Instructions

Key Features

○ **Leaderboards:** Use Individual or team based leaderboards to engage and reward attendees.

○ **Levels:** Use levels to encourage attendees to move on to more challenging content.

○ **Countdown timers:** Countdown timers create a sense of urgency that players need to answer quickly to get more points.

○ **Scoring options:** Depending on your game there are several different scoring options that will create variety and make the game fun.

○ **Show Correct Answers:** Make sure this is a learning opportunity. Allow players to see the correct answer and an explanation.

○ **Images:** Some questions need an image to provide context. Use images where necessary to better help attendees answer your questions.

DOWNLOAD INTERACTIVE TRIVIA BROCHURE
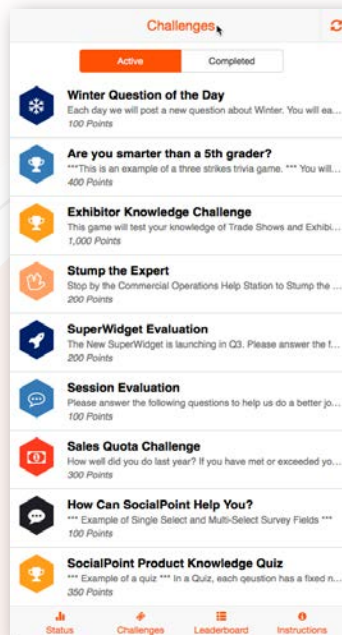
SocialPoint
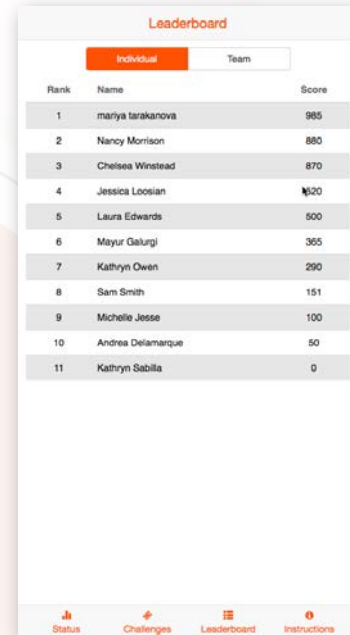Audience Engagement Platform

Virtual Event Gamification

Players earn points by completing virtual challenges. Players can play as individuals or in teams. Leaderboards will track progress as compared to the competition. Rewards can be completed for players who complete intermediate rewards.
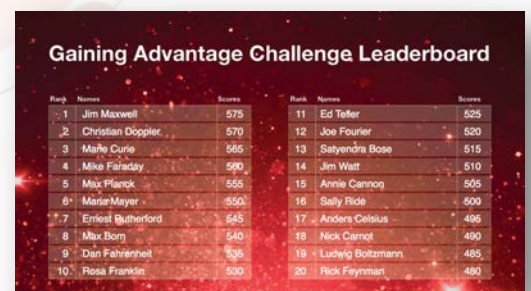

Status Screen

Challenge List

Leaderboards

Use Leaderboards, Prize Wheels and Custom Rewards to create the optimal reward system for your virtual events.

Gaining Advantage Challenge Leaderboard

DOWNLOAD ATTENDEE PARTICIPATION BROCHURE

SocialPoint
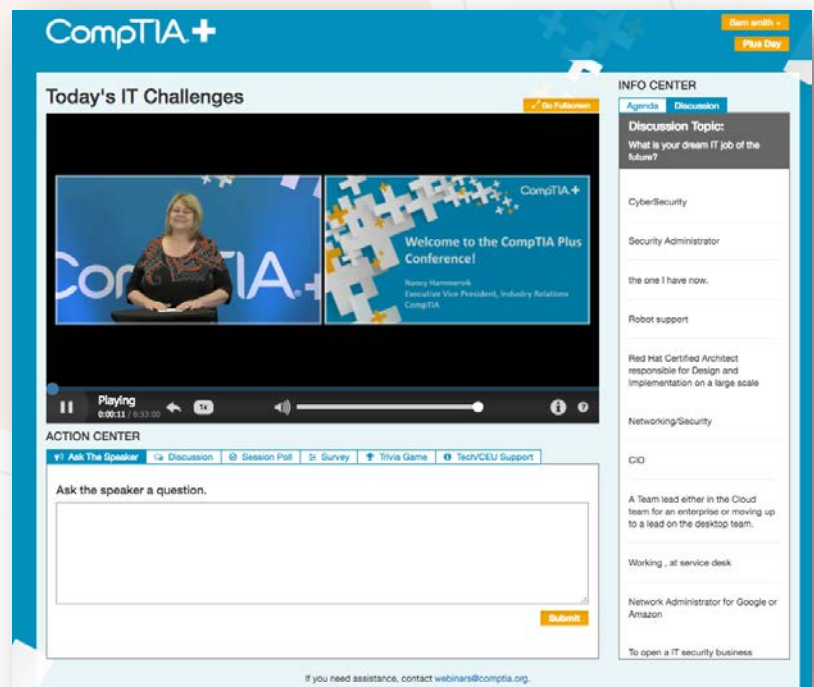## Audience Engagement Platform

Virtual Engagement Platform

Wrap your live stream in SocialPoint's virtual engagement platform to create a rich audience engagement experience.

SocialPoint improves attendee retention and participation with three different strategies:

- Organize event content into channels like tv.

- Creating "topic" based discussion around event content.

- Utilize a variety of engagement tools to connect with attendees.

Key Features

- ○ **Branded Virtual Environment**

- ○ **Login and attendance Tracking**

- ○ **Channels of curated live stream content**

- ○ **Engagement activities**

- ○ **Back end roles for moderation and event production**

- ○ **Live Metrics and Reporting**

Your Next Steps

1 **Talk to Our Team**

If you haven't already done so, let our team help you decide if the Attendee Participation Game will help you achieve your event goals. If not, we may have another game that's a better fit.

2 **Which Plan?**

You can purchase a game for a single event, a series of shows or create a new game for each event. We have affordable options for each situation.

CLICK HERE TO REQUEST A DEMO