

# ITM

INSTITUTE OF TRAVEL & MEETINGS

# eventia

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## **The Reality of Second Life**

**Kevin Aires, Director – Digital Experience**

**George P. Johnson**



**GEORGE P. JOHNSON**  
experience marketing

Can Second Life really provide an alternative to **organisations** wishing to host **meetings and events**. Can it really create efficiencies, reduce costs and emissions or will its impact be minimal?

**Yes... but...**

## Intel's Rockstars



## Intel's Workplace



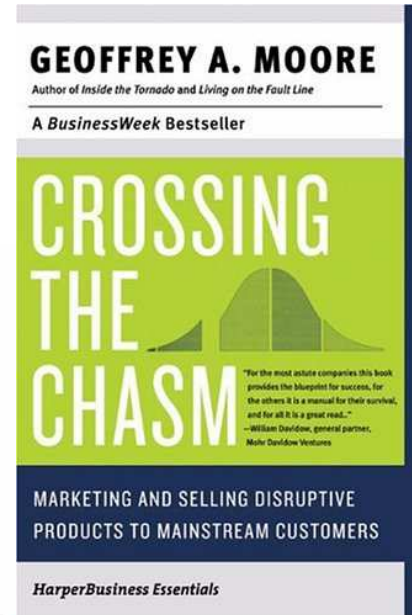
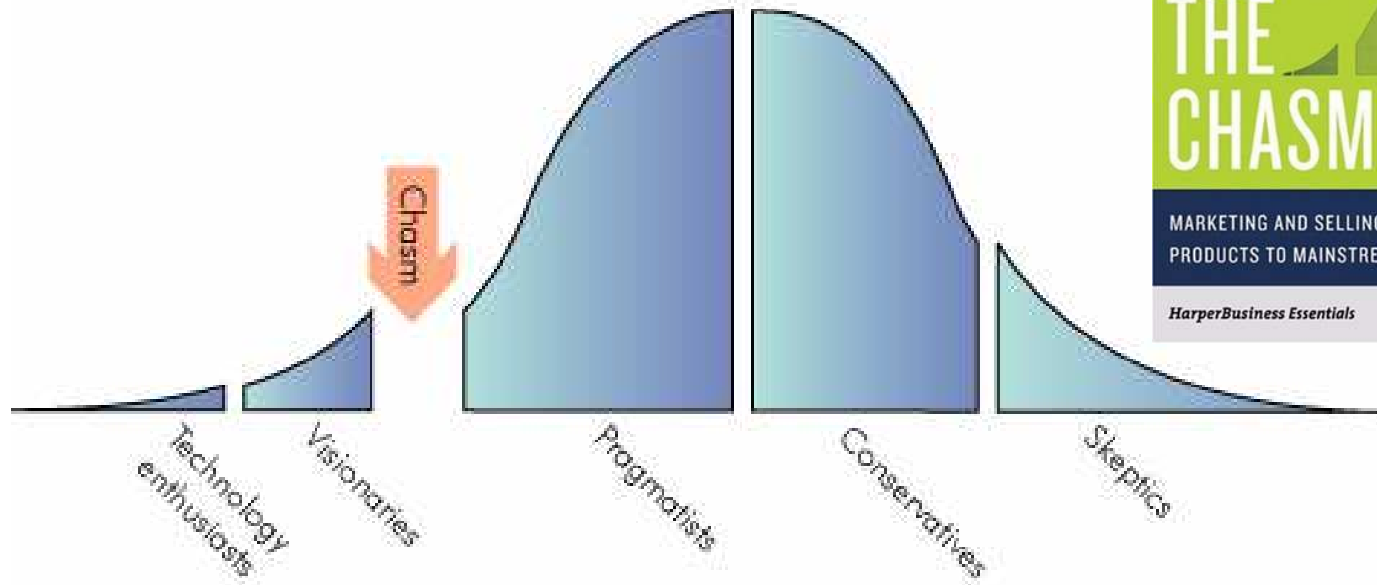
## Your idea of a Rockstar?



## Your workplace?



# Organisation Type?



## Some Barriers to Technology Adoption

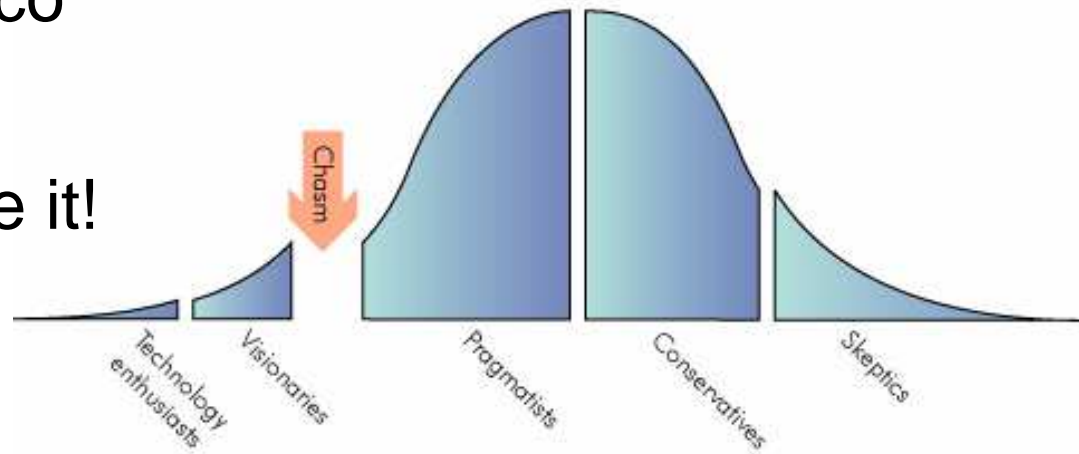
- Proximity – is the technology accessible where people are?
- Price – Can they afford it?
- Ease of use – Can they use it?
- Value – Do they need it?

## Some Barriers to Second Life Adoption

- Proximity – requires a download and is not in a browser.
- Price – Free to use.
- Ease of use – Learning curve for any 3D software. Too many options.
- Value – Useful for the actual meeting, but many do not see value beyond that to grow further skills.

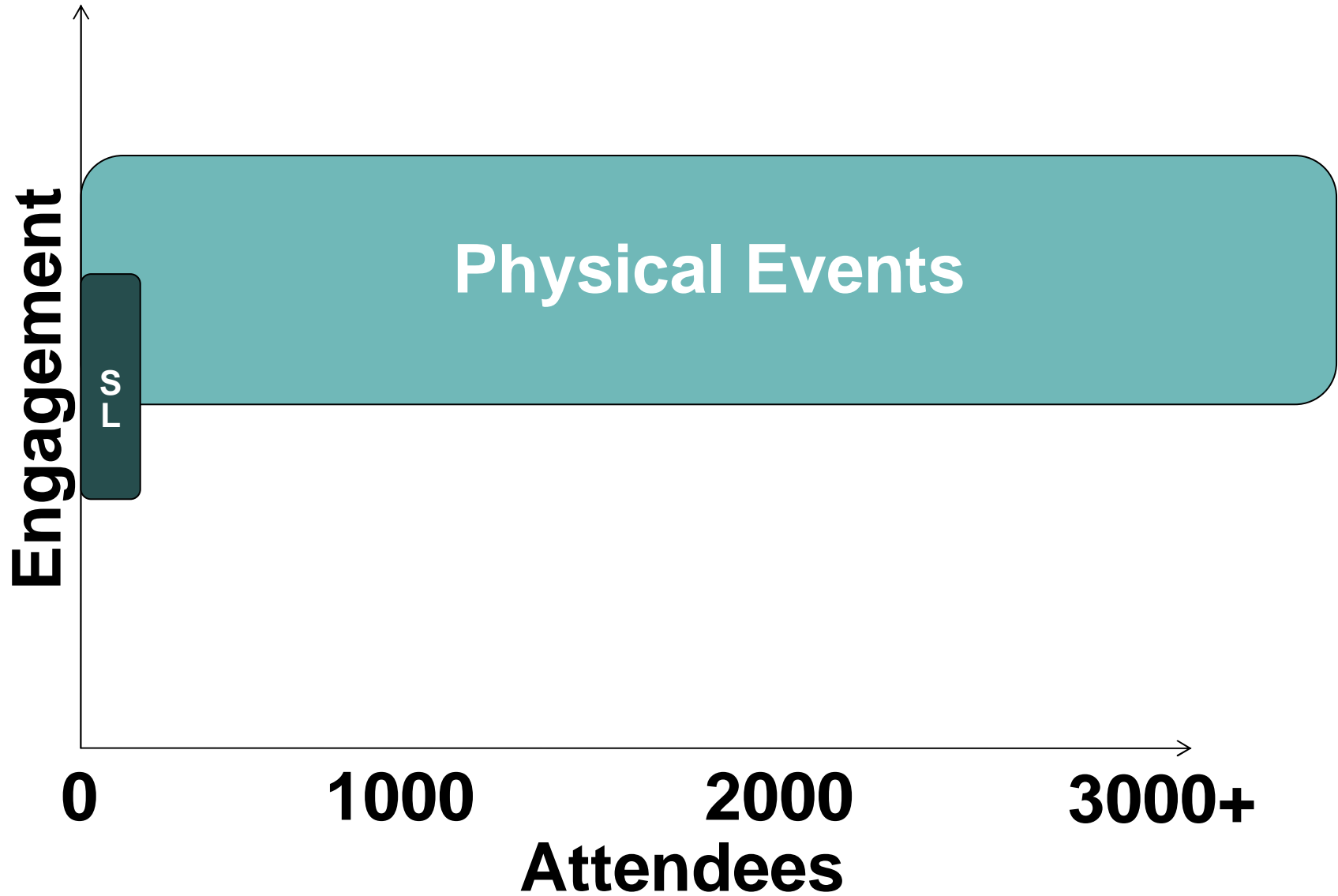
Great for:

- Technology enthusiasts
  - Intel, IBM, Cisco
- Visionaries
  - Academics love it!



- Has not yet crossed the chasm

## Meeting or Event Type



## Some Other Immersive 3D Platforms



# So Have any Other Online Meeting Solutions Crossed the Chasm?



## Virtual Exhibitions

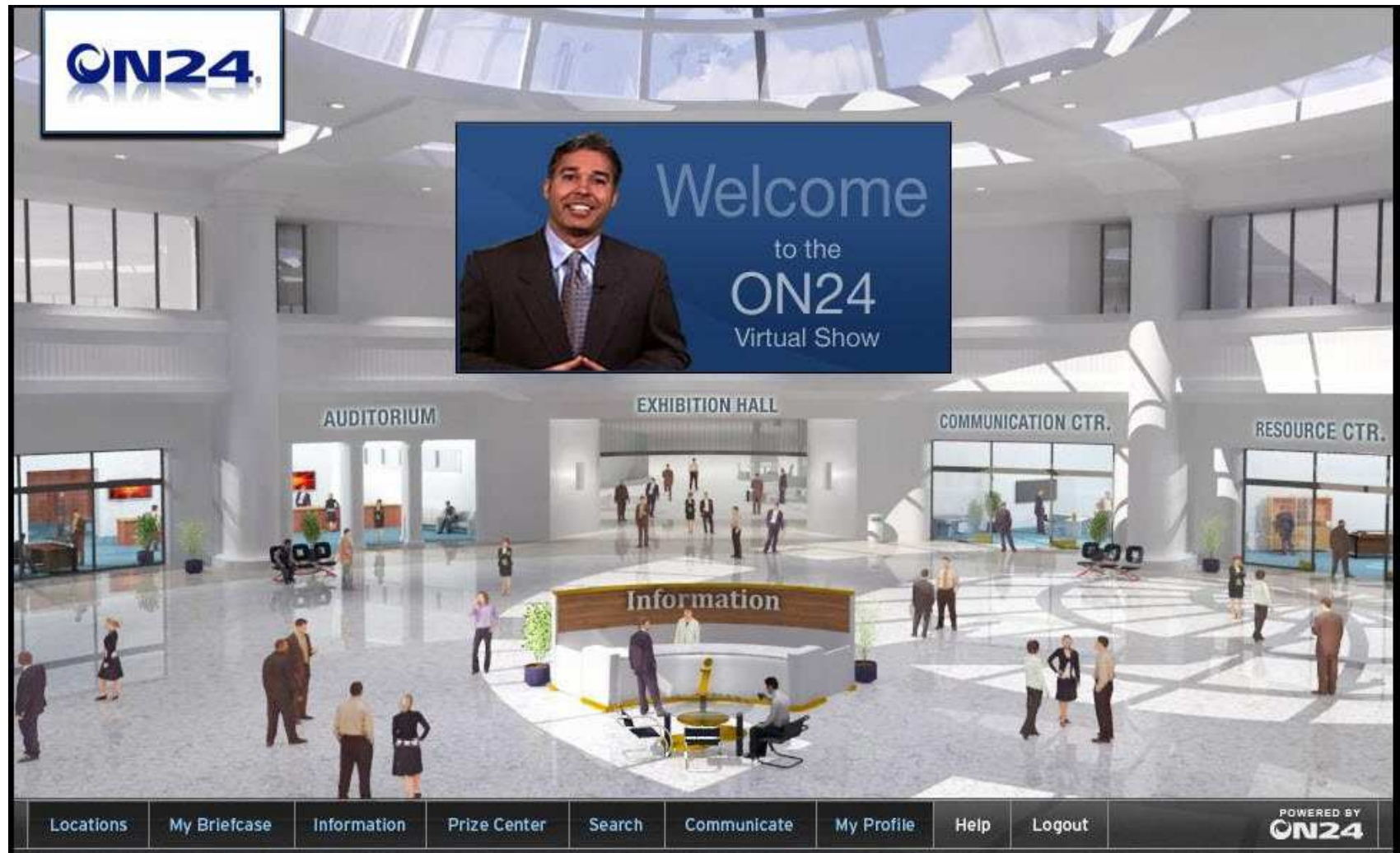
## Buildings Metaphor



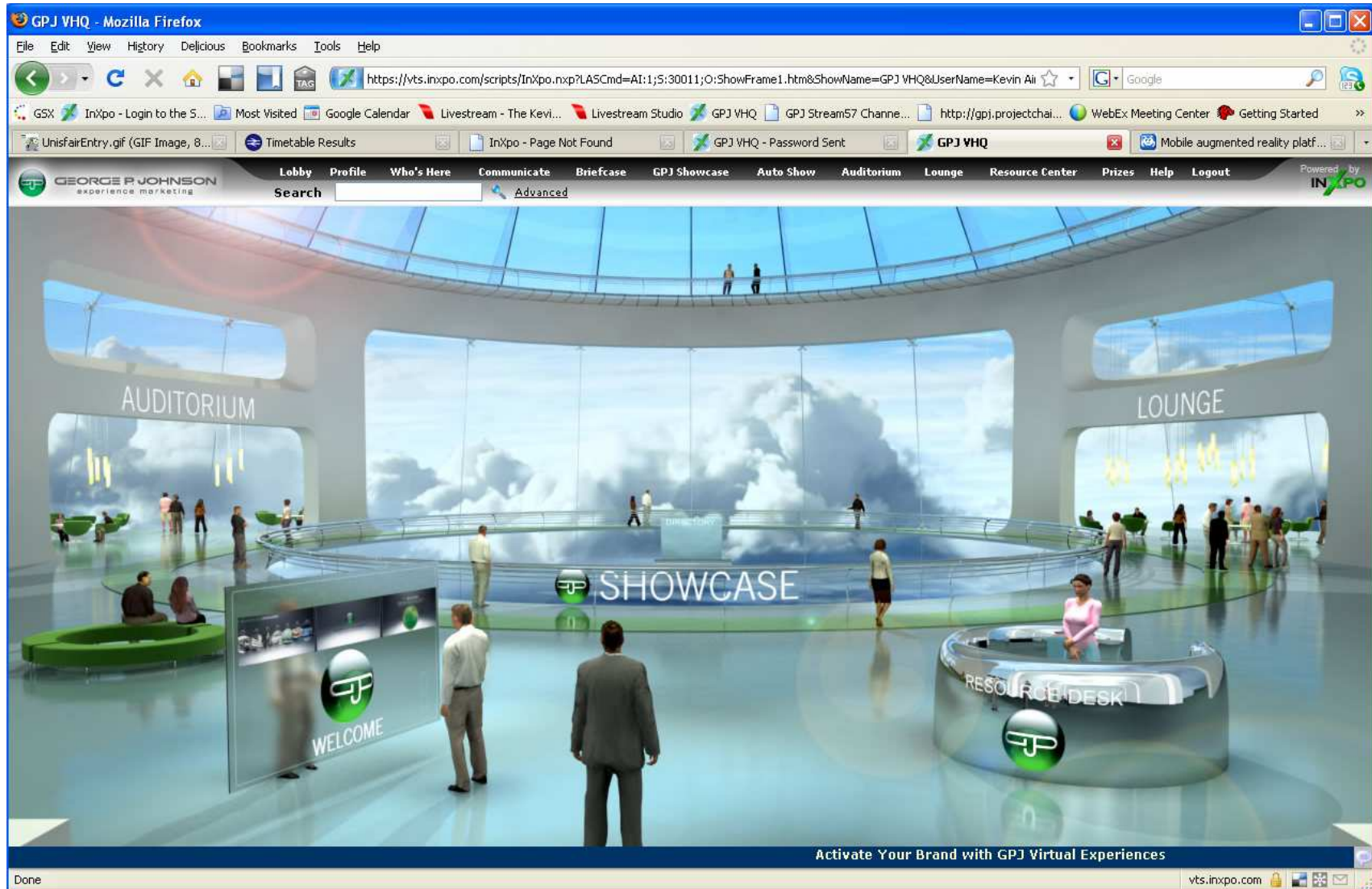
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## Foyer Metaphor



## High Tech Foyer Metaphor



# Auditorium Metaphor

The screenshot shows a virtual event interface designed to look like an auditorium. At the top, a navigation bar includes links for Lobby, Profile, Who's Here, Communicate, Briefcase, GPJ Showcase, Auto Show, Auditorium, Lounge, Resource Center, Prizes, Help, and Logout. A search bar is also present. The main content area features a stage with a red carpet and a large screen displaying the event title "A Perfect Storm for Virtual Events" and the date/time "08/18/2009 9:00AM - 5:00PM". A speaker's photo and name, "Kenny Lauer - GPJ Technology", are shown, along with a "View" button and a "Photo Unavailable" message. The interface is framed by dark walls with spotlights and a "JUXT interACTIVE" logo at the bottom. A footer message reads: "If you need assistance, go to our Help booth."

GEORGE P JOHNSON  
experience marketing

Lobby Profile Who's Here Communicate Briefcase GPJ Showcase Auto Show Auditorium Lounge Resource Center Prizes Help Logout

Search  Advanced

Powered by INX

Main / A Perfect Storm for Virtual Events

## A Perfect Storm for Virtual Events

08/18/2009 9:00AM - 5:00PM

Seeking new avenues to drive personalized, engaging experiences, brand marketers are bringing together physical experience and virtual marketing. Kenny Lauer, Director of Digital Technologies for George P. Johnson, examines the underlying forces behind this convergence with a view towards creating new business value right now.

View

0.0 (0)

Photo Unavailable

Kenny Lauer - GPJ Technology  
Coming soon!

**juxT** interACTIVE

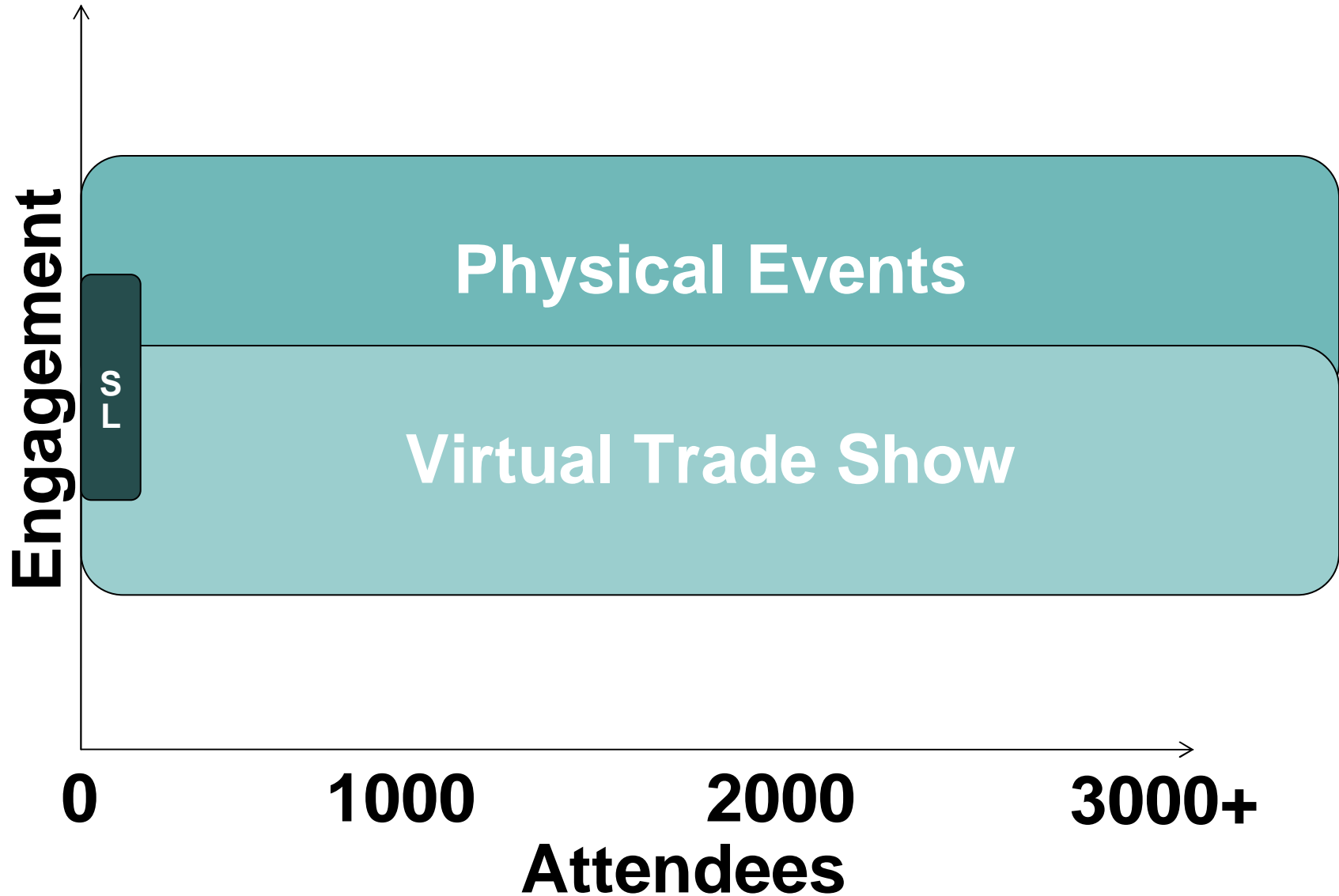
Your Time Zone Information is  
(default - Central Standard Time)  
[Click Here to Edit](#)

If you need assistance, go to our Help booth.

## Booth Metaphor



## Meeting or Event Type



## Main Vendors



## Virtual Exhibitions

- Scales to thousands of users
- Allows some two way interaction
- Easier to track attendee actions than a physical event
- Lower learning curve than 3D
- Typically no download required
- Not as engaging as a physical event, but can be much cheaper with greater reach, so good ROI.

# How to Improve Online Engagement



## Cisco's Global Sales Experience

- 20,000 attendees
- 89 countries

CEO John Chambers recently noted that the cost-per-attendee as a result of switching to the virtual event format decreased to \$437 per head, down from the previous \$4,300, which would have included airfare, accommodation, and catering costs.

He also noted that the ROI of these events was better than previously recorded.

## Cisco GSX



## Is the Future Online?

- NOT Online vs. Physical
- Both
- More...



# GPJ OnLIVE Strategy

Focus on the **convergence** of digital and face-to-face experiences



Connectivity of the  
Digital World

+



The Power of  
Live Experience

=



The Power of  
Live Experience

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## What's Next?



This is  
augmented reality

## The Future?



## The Future?

### Some Barriers to Technology Adoption

- Proximity – uses their existing device
- Price – very cheap
- Ease of use – intuitive
- Value – very useful almost straight away and will increase.
- Hmmmm....

# Thank you!

## Q&A

Follow me on **Twitter**: kevinaires

Connect with me on **Linked In**

Meet me in **Second Life**: Boris Frampton