



Data Connectors
Cybersecurity Community | Since 1999

Virtual Cybersecurity Summit

Event Environment Overview

This information is intended for Vendor Partners who are sponsors of the Data Connectors Virtual Summit Series.

Updated July 2020

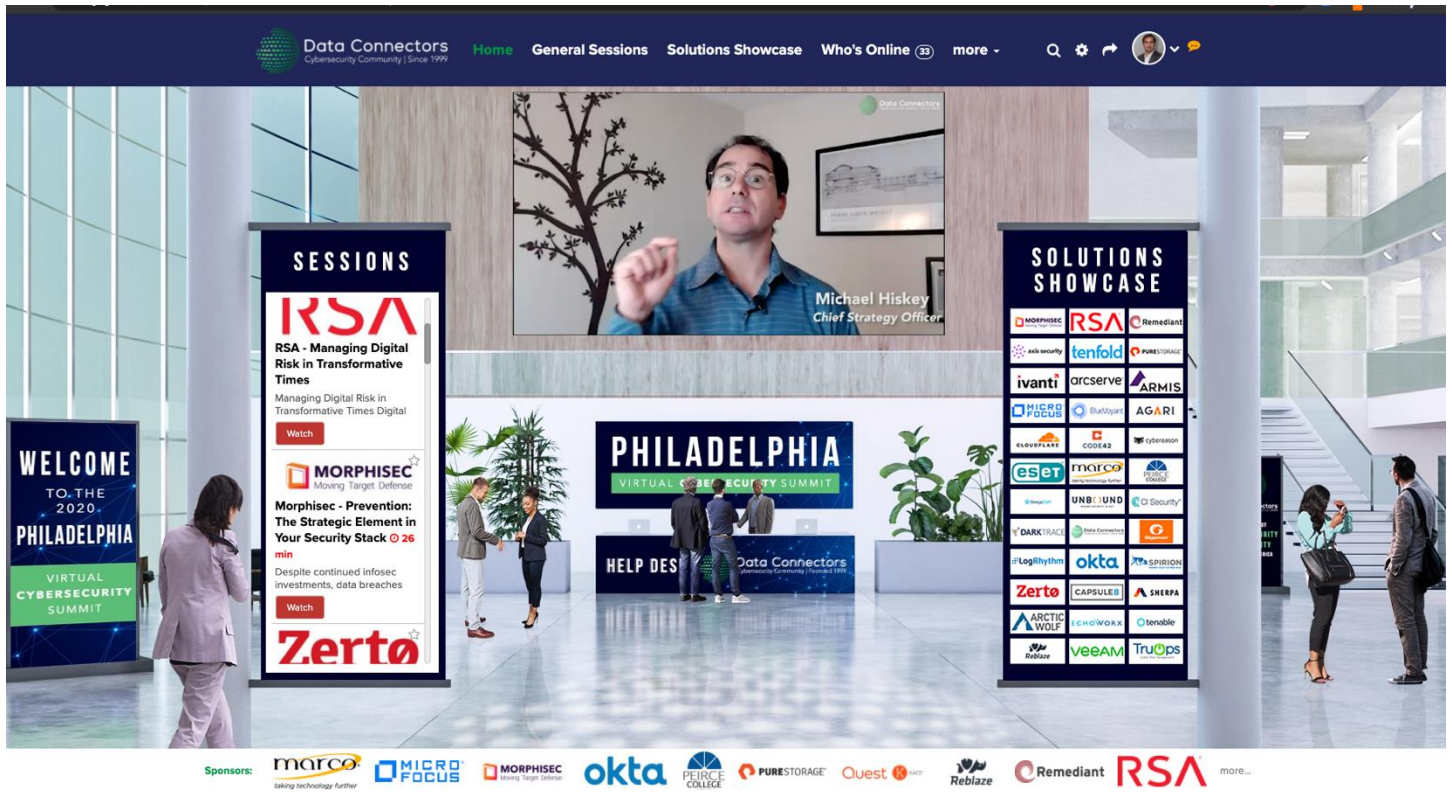
Data Connectors Virtual Summit Environment

This document highlights some of the key elements to note when navigating the Data Connector’s Cybersecurity virtual events.

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Conference Entrance Hall:

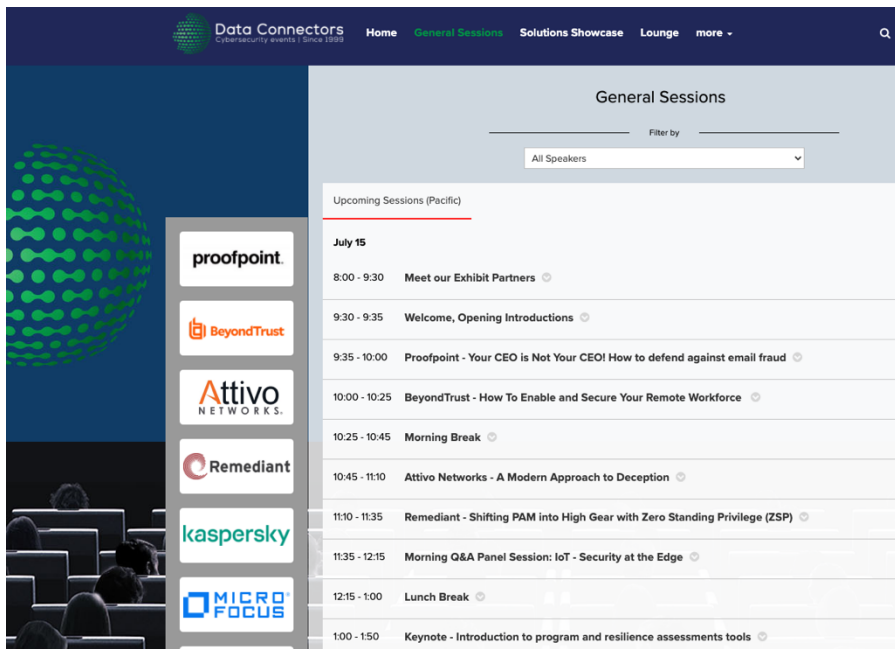


Upon staff registration a link will be sent accessing you access to your virtual booth environment.

The first page when you enter the event is the conference hall. This will have a welcome video from Data connectors as well as allow you to look around at the different sessions scheduled for the day (General Session) or virtually explore the different vendors pages (Solutions Showcase).

First lets quickly walk through the **General Session**.

General Sessions:

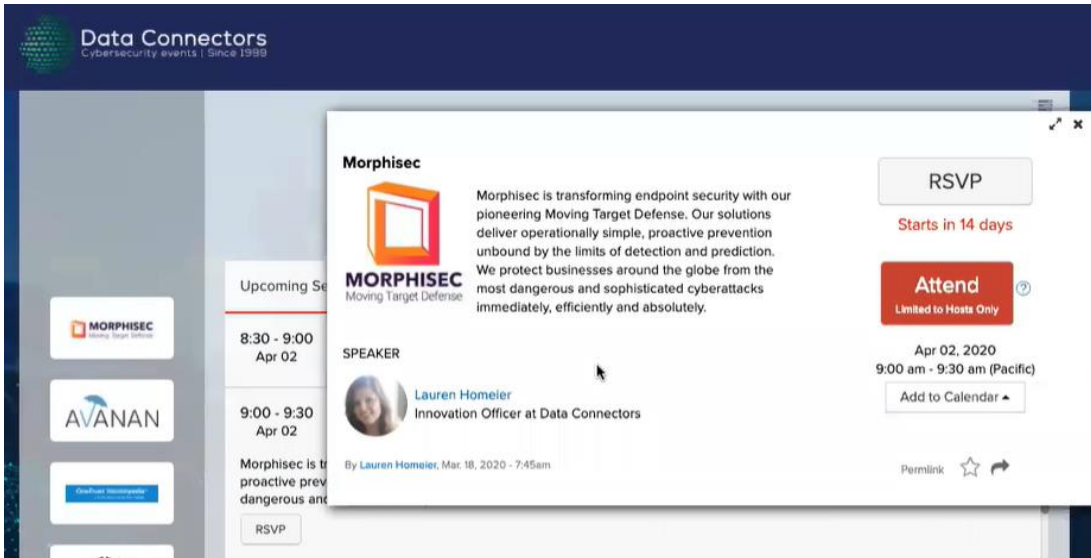


All sessions will be playing at actual scheduled time.

When you select General Sessions, you will see something similar to the screen above. This is an interactive version of the agenda set forth for the day. You can scroll through and select certain sessions you are interested in and they will expand for a short summary of additional details. You can also star your favorite option on the right side.

On the left side panel is a quick shortcut to a specific sponsor's virtual booth in the Solutions Showcase.

If you would like even further information about the session you can select more which will show a pop up that displays something similar to below.



Here you can:

- Click to Attend (Open to attendees once event opens)
- Interact with a speaker by selecting their name
- Add a specific session to your calendar

When you are in the General Session during the presentation there will be an interactive option to ask questions throughout the session and live moderators will be able to answer.

There may also be interactive polls as a tab available at the top of the session.

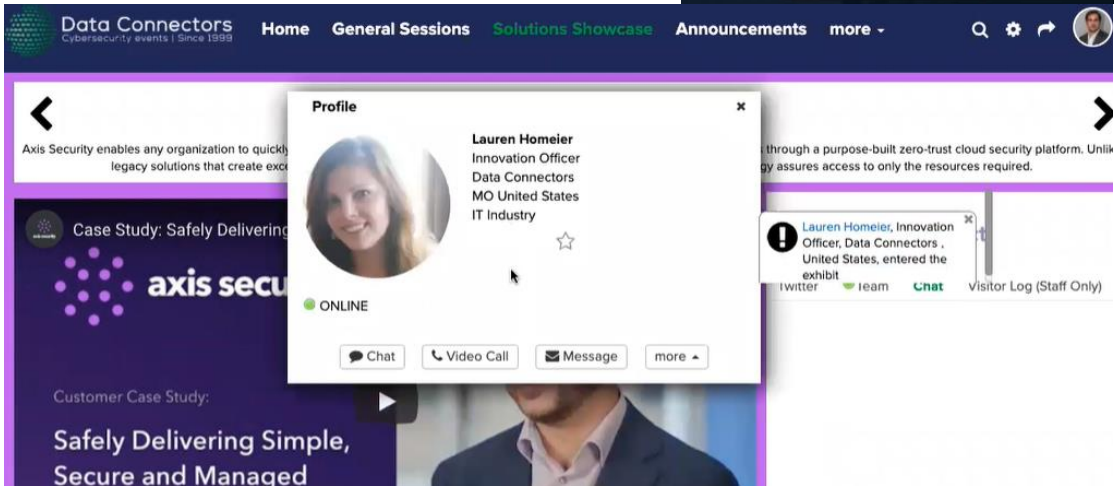
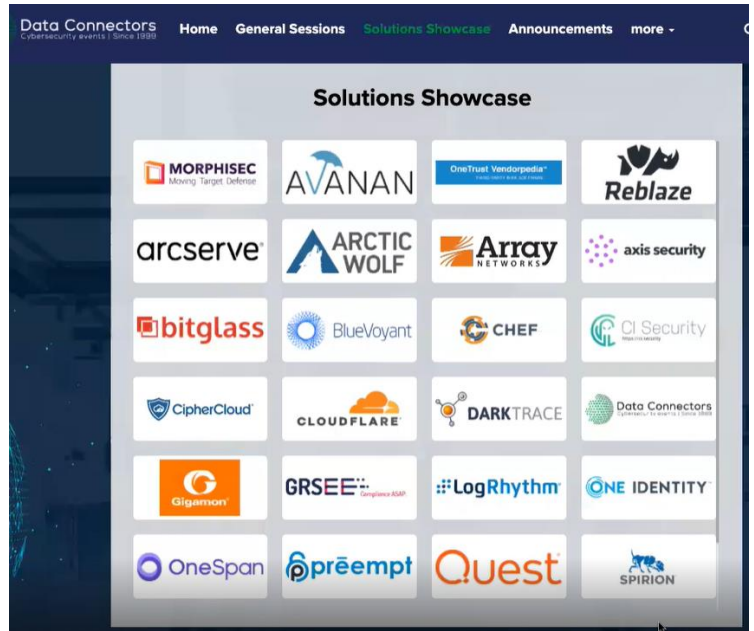
At the top Menu bar you can quickly jump between the Entrance Hall (Home), General Sessions, Solutions Showcase, Lounge and Who's Online and other sections of the platform.

Who's Online

- Any vendor partner can choose to interact with attendees via the "Who's Online" link on the left of the top-nav bar. Video/Voice/Text chats are available, as well as Messages.
- NOTE – If this area will display WHERE the attendee is currently located. It is STRONGLY recommended that you do not reach out to chat with attendees while they are in live sessions.

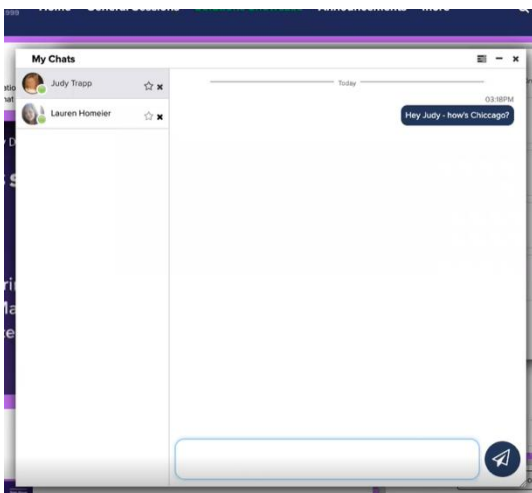
Next let's walk through the Solutions Showcase.

Connecting with an Attendee:

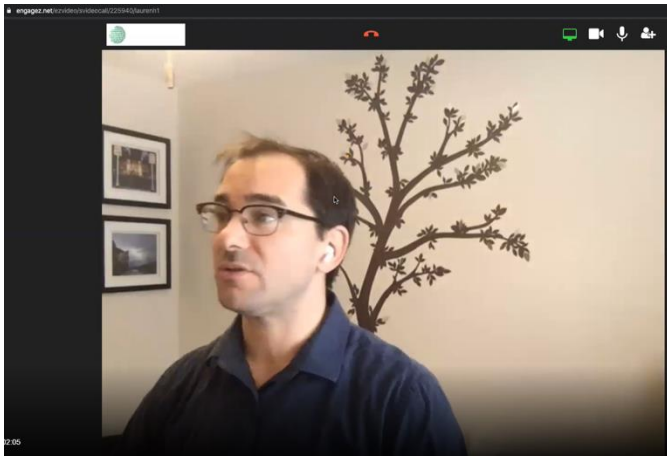


Under the Attendee's image will show whether they are still online at the event by the green dot.

If you select the Chat button this will open up a My Chats window and allows you to start a live private chat with the attendee.

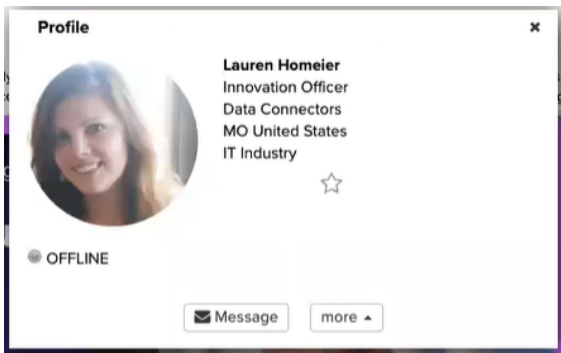


The chat function allows for personal one on one chats with an attendee and store all your chat history so you can toggle between multiple chats.



If you select the Video Call button this will open a private video call in a new tab (separate from your booth view).

In the top right you can see the different video options including turning your camera and microphone on or off and the ability to add an additional attendee or staff member into the call.

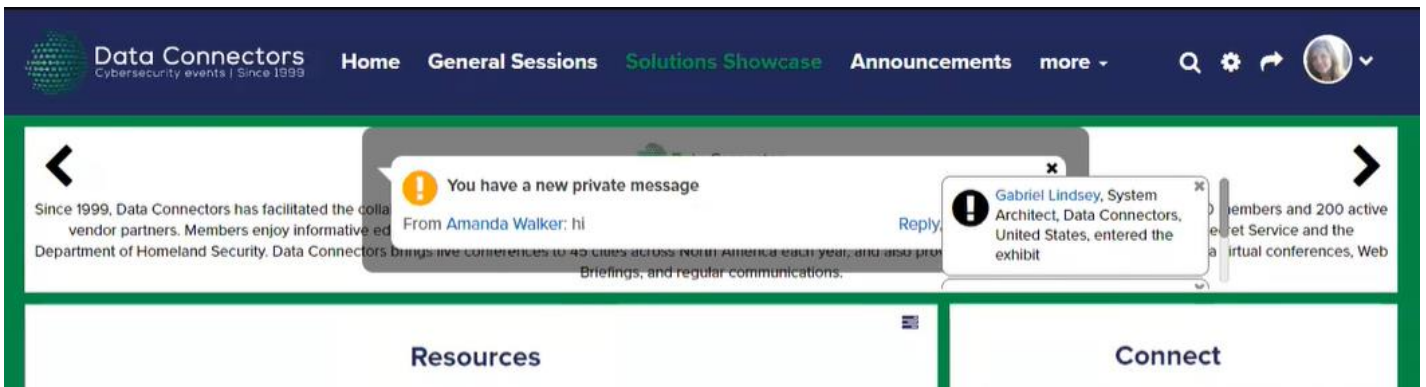


The Message button allows you to send an email to an attendee – which they will receive both in their personal email as well as a conversation in the My Messages (located under your picture in the top right corner).

More = Search LinkedIn. You can use this button to search for the attendee in LinkedIn for more details.

Note that when an attendee is offline their profile view will only display Message and More.

If an attendee begins a chat with you the notification will appear as show below:

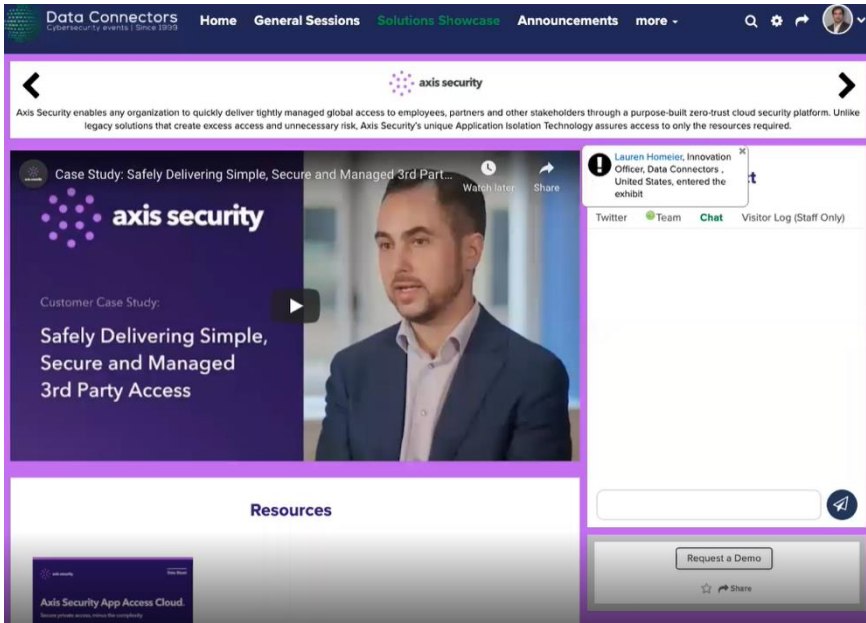


Solution Showcase:

When you select Solutions Showcase a list of all the exhibitors will appear in speaking and then alphabetical order.

When you click on a sponsor you will be taken to their virtual booth as shown below.

“Virtual” Booth example:



Each of the boxes are customizable and movable within the page so each vendor could have a slightly different look to their environment. Important areas to highlight:

Video / Media

This can be used for a product or demo video. (It can be uploaded or embedding a video from YouTube or another video platform.

Resources

These can be different collateral that you would normal offer to attendees at the booth. As it is virtual you can now redirect

the attendee to a link for the asset or allow them the ability to download directly from your virtual booth.

Connect

This section shows which team members (staff) are online, the group chat at your booth, a visitors Log (only visible to staff members) and your company’s twitter feed.

CTAs

These buttons are customizable and allow attendees to quick request more information

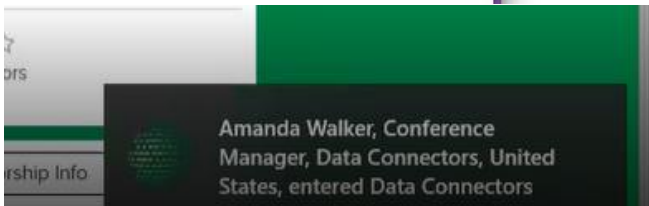
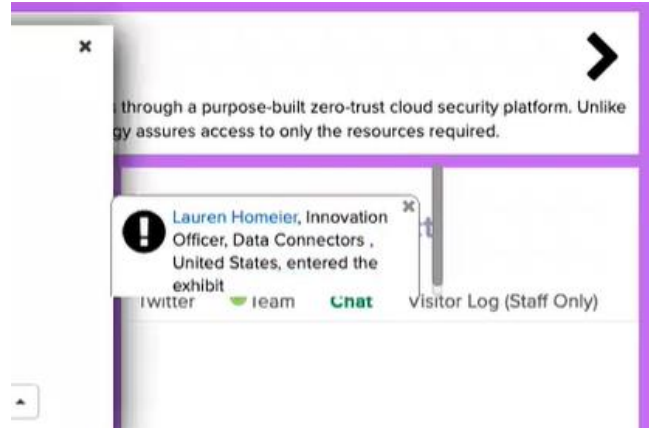
The Video / Resources and CTAs are great because they allow the attendee to interact with your booth but all in all they are pretty self-explanatory in how they function. So let’s breakdown the Connect module a little more:

Connect: Visitor Log

Attendee Name	Time
Lauren Homeier	19:12pm
Amanda Walker	19:06pm
Amanda Walker	19:06pm
Lauren Homeier	19:06pm
Lauren Homeier	19:06pm
Lauren Homeier	10:58am
Lauren Homeier	10:56am
Lauren Homeier	9:11am
Lauren Homeier	8:35am
Lauren Homeier	8:28am
Lauren Homeier	8:26am
Lauren Homeier	8:24am
Lauren Homeier	8:22am
Lauren Homeier	7:39am
Lauren Homeier	7:38am
Lauren Homeier	7:38am
Lauren Homeier	7:33am

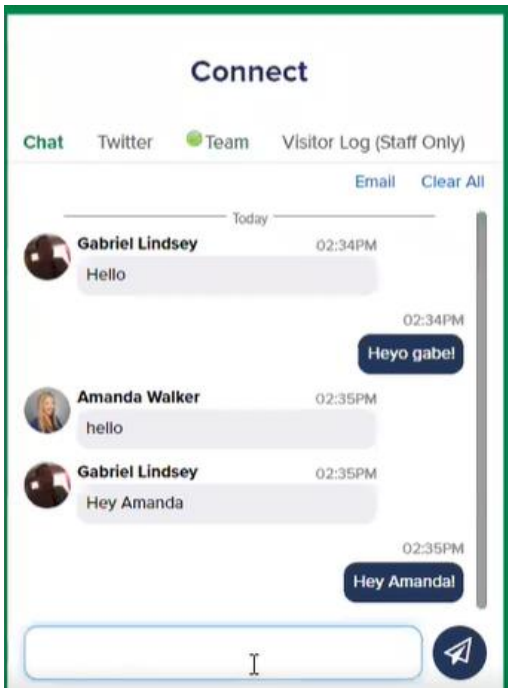
The visitor log will show you a record of each time an attendee enters or exits your virtual booth.

Note – that when an attendee enters your virtual environment you will receive a notification above the Connect module, as well as in the bottom corner of your browser (if you have enabled browser notifications). There will also be an audible sound to help draw your attention. See examples below:



The names are blue because they are links. By selecting an attendee's name it will open a pop-up window giving you more information about the attendee.

Connect: Chat



The chat function here is a group chat. Note that all attendees can see all messages and they can talk with each other as well as with the staff.

Connect: Team

This section shows all attendees that enter your virtual booth what team members are online and available to speak with. The attendee sees the same contact options which means when you are at the booth expect video call requests and both personal or group chats.

Connect: Twitter

This is just an embedded version of your company's current twitter feed.

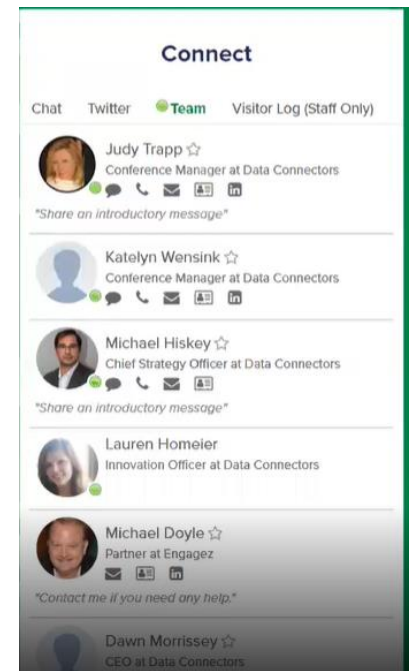


Exhibit Booth Staff

Sponsors should plan to man the booth for the duration of the event (8:00am-6pm, in the event local time zone). Ideally, three people should be at the ready to answer questions and interact with visitors. They don't all need to be interacting all the time, just ready to take text chats and pop-up calls in the event interface.

- Vendor partners can add as much collateral as they wish in the exhibit booth – presentations, videos, pdfs, ppts, etc. - but attendee link to stay WITHIN the platform and not redirected to another website
- Presenting Sponsors should have their downloadable slides available in the virtual exhibit booth for visitors, and inform the attendees during their presentation that it will be available there
- Vendor partners can have as many booth staffers as they wish
- The recommended size for videos in the booth is an 800 x 400 resolution. Try to keep the files under 5 MBs, and under 10 minutes to make them as user-friendly as possible

On Demand Event

The Data Connectors Virtual Summit Environment will be available for about 60 days after the live summit concludes. Registered attendees can login and interact with recorded versions of the presentations, as well as tour the exhibit hall area. Vendor Partner Sponsors will be notified as those attendees interact with their virtual exhibit.

Your Virtual Event Profile

Make your online persona more approachable and fill out your personal details via your attendee profile. Go into your exhibit booth "venue," and choose "attendees." Find yourself, and click the pull-down to the right of your name, then select "Edit Profile." Add a recent picture, your bio, LinkedIn and other social media details there.

