

Create

V I R T U A L

E V E N T S

PEOPLE

*actually
want
to*

ATTEND

Meet your hosts

Join the conversation
#DoubleDownOnVirtual



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Product Marketing

splash



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Partnerships

slido



Alexandra Vaduva
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 **WALLS.IO**

Virtual experience powered by

splash

slido

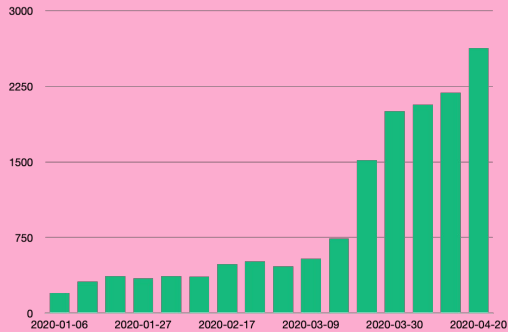


**In 2020, our
world changed.**

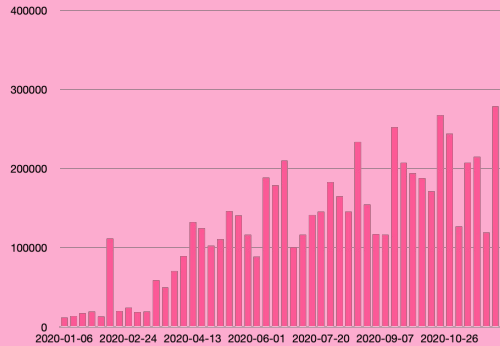
Virtual events are (still) skyrocketing.

Join the conversation
[#DoubleDownOnVirtual](#)

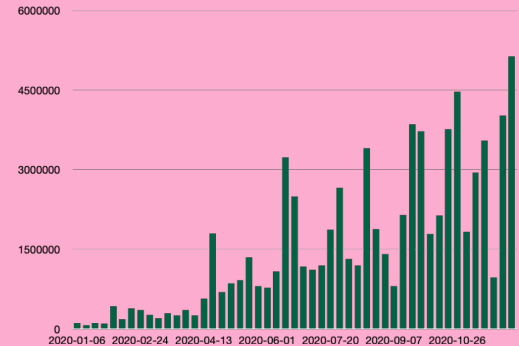
Virtual Events



RSVPs to Virtual Events



Email Sends for Virtual Events



Virtual events on Splash
73% more registrations
than in-person events.

**Experience is (still)
everything.**

49% of marketers see audience engagement as the biggest contributing factor to having a successful virtual event.

Recent Survey from Markletic

The stats that matter most.

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- **Viewing Time**
- **Drop-off Rate**
- **Repeat Registration**

The 3 Common Themes of the Best Events

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Design

On-brand,
consistent,
and beautiful

Engagement

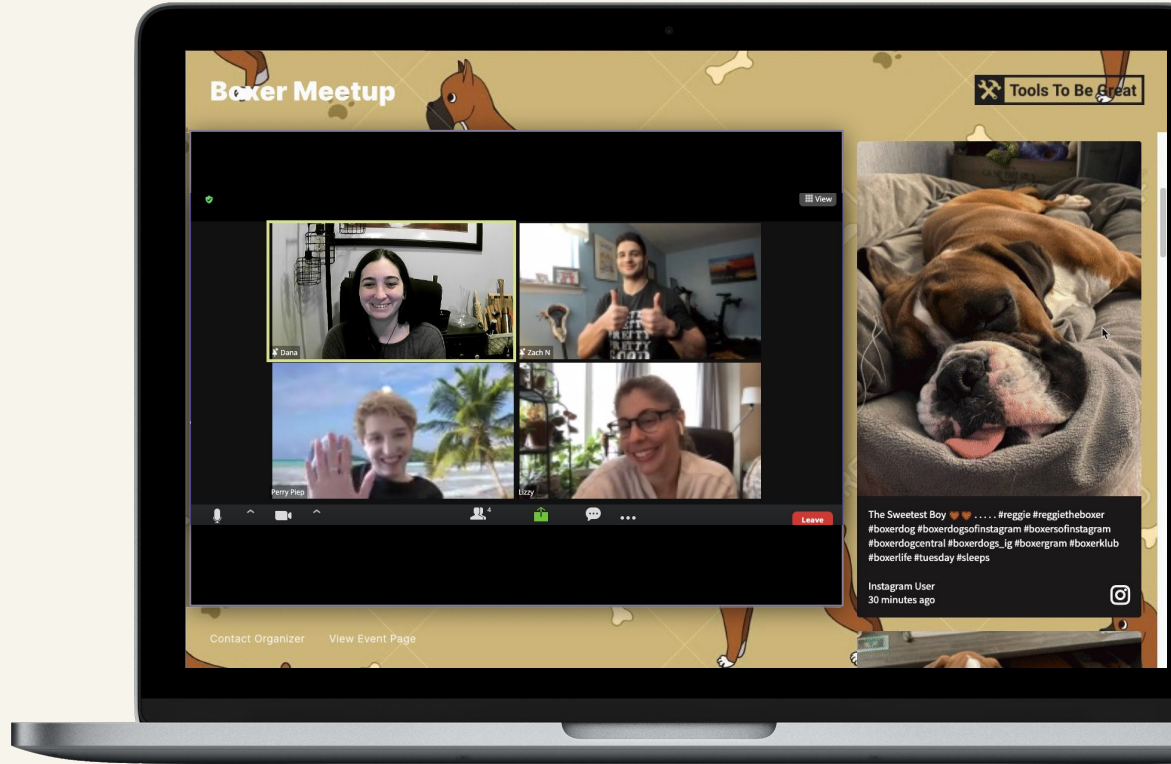
High levels
of audience
interaction

Social Media

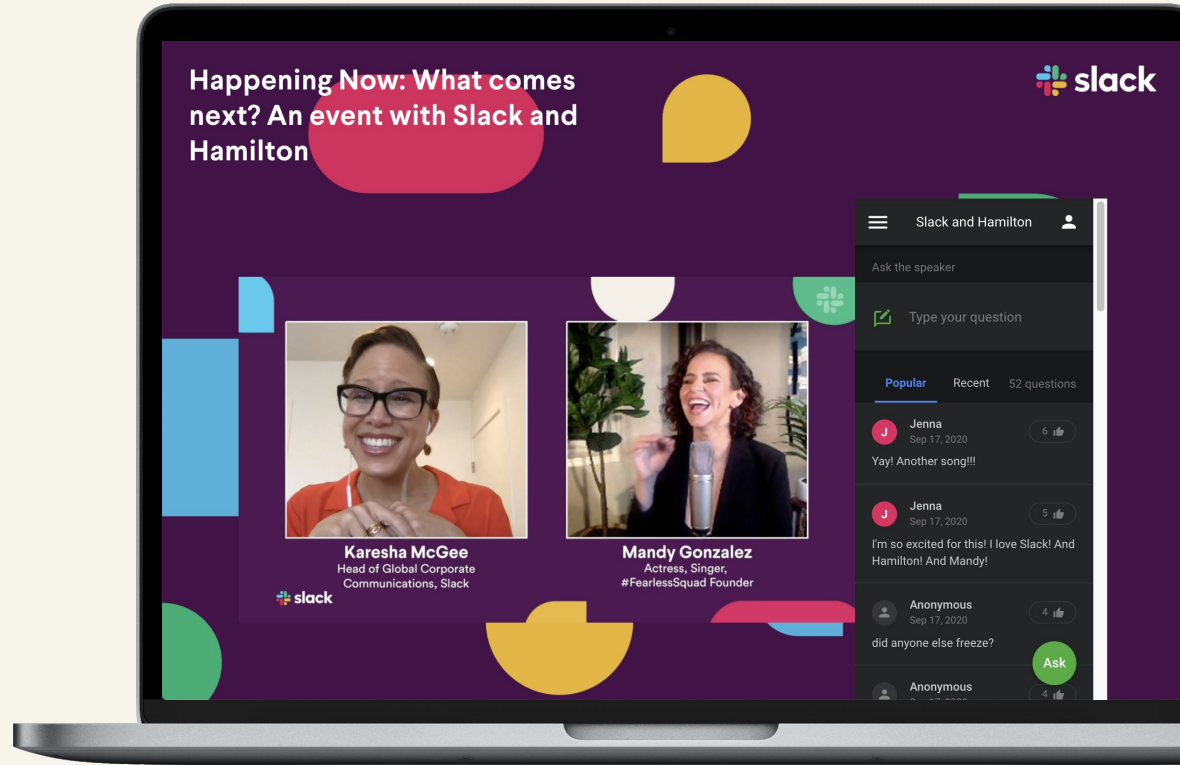
Conversations
that elevate
the experience

The Best Virtual Events

Zach's Boxer Meetup Group



An Event with Slack and Hamilton



A Virtual Movie Premiere and Q+A with the Cast



Wrapped in Black: Wine & Bubbly

Wrapped In Black: Wine & Bubbly

BET LIVE

Wrapped In Black: Wine & Bubbly
BET Live was Live • Follow

Share

BET LIVE presents
WRAPPED IN BLACK
A CELEBRATION OF BLACK JOY

Tune in live for special moments each episode. Register and more info at wrappedinblack.splashthat.com.

Contact Organizer View Event Page

Wrapped In Black

Q&A Polls

Live poll 40

Why do you drink wine?

- a. I enjoy the taste
- b. It's a stress reliever
- c. It pairs well with food
- d. It makes me happy

SEND

slido

The Meaning of LGBTQAI+

The screenshot shows a Zoom meeting interface. At the top, a slide titled "The Meaning of LGBTQAI+" is displayed. Below the title, the slide content includes the Fitch Group logo, a "PRIDE NETWORK" banner, and a "Recap" section with two columns of bullet points. A video window shows a man with a beard, identified as George Edwards-Stimola, in front of a Christmas tree. The Zoom control bar at the bottom includes icons for Unmute, Start Video, Participants (33), Share Screen, Chat (1), and More. A "Host, Fitch R... To Everyone" notification is visible. On the right, a live poll is active with the question: "Which of the following would you most likely Network to a new employee? Fitch Pride Network for...". The poll options are: "GLBT employees and their allies", "LGBT employees and their allies", "LGBTQ+ employees and their allies", and "The LGBTQAI+ employees and their all...". A "SEND" button is at the bottom right of the poll. The Zoom meeting URL and password are also visible.

The Meaning of LGBTQAI+

You are viewing George Edwards-Stimola's screen

Recording...

View Options

Talk: George Edwards-Stimola

Fitch Group

PRIDE NETWORK

Recap

- GLBT
- GLBTQ
- LGBT
- LGBTQ
- LGBTQAI+
- LGBTQAI+ A

- Defined key terms
- Identified multiple meanings
- Explored history and evolution
- Discussed nuanced word choice

George Edwards-Stimola

Host, Fitch R... To Everyone
<https://app.slido.com/event/nimzvfv>

Unmute Start Video Participants 33 Share Screen Chat 1 More Leave Meeting

Open this meeting in Zoom

Password: 396611

Contact Organizer View Event Page

The Meaning of LGBTQAI+

Q&A

Live poll

Which of the following would you most likely Network to a new employee? Fitch Pride Network for...

- GLBT employees and their allies
- LGBT employees and their allies
- LGBTQ+ employees and their allies
- The LGBTQAI+ employees and their all...

SEND

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Slay Ride: A Holiday Drag Brunch



splashtat.com/demo

Mahalo