



VEG GROUP
VIRTUAL EVENTS GROUP



VIRTUAL EVENTS

Helping our members
take their meetings
and events to the next
level

VISIT: virtualeventsgroup.org

THE PANDEMIC ACCELERATED THE MOVE TO DIGITAL-FIRST STRATEGIES

Bizzabo

93% of event professionals plan to invest in virtual events.



BeaconLive

Hosting virtual events instead of physical events will reduce carbon emissions by 99%.



AnyRoad

85% of companies in 2021 believe that virtual events are here to stay.



Allied Market Research

The global virtual events industry was valued at more than \$57 billion in 2019 and is projected to reach \$701 billion by 2028.



THE FUTURE REPEATS THE PAST

“

I spent the first part of my career in print publishing. Change came. CD ROMs, videos, audio and finally, the Internet. We learned to adapt, be omnichannel and give our readers information when, where and how they wanted it.

Now, after 15 years of running live events, I'm at the same juncture. Events need to meet their audiences where they want to be.

”

ROBIN RASKIN

Former Editor of PC Magazine
Founder of Living in Digital Times and
The Virtual Events Group



OUR COMMUNITY SPEAKS



“We need venues to Tech Up and get smart so that we can accommodate all of our audiences.

MARY ANN PIERCE

Founder and CEO

MAP Digital



“Robin and VEG have assembled a wonderful community of some of the major players in the world of virtual events. For us, the chance to present twine to the VEG community has been invaluable, both in terms of product feedback, but also generating real buzz and pipeline.

LAWRENCE COBURN

CEO & Co-Founder

twine



“One of the stand-out qualities I've noticed in the VEG events is that those who attend are among the event industry's long-standing power players, but in no way hold up an 'old guard' attitude.

ARIANNA BLACK

Experience Architect, Project Manager and Logistics Ninja

Women in Product



“We have experienced incredible support from the Virtual Events Group team and the community as we launched room in the US and global market. The context, conversation, insights and community networking are among the best I have experienced over my career – delivering meaningful connections and opportunities. We're a very happy Skybox level member and can highly recommend others join this growing global community. Kudos to Robin Raskin, Julie Sylvester and the VEG team!

ANDREW J. NASH

CEO, Americas

room

MARKET SIZE

The market is projected to grow at a double-digit annual growth rate from 2021 to 2028.

TIME

We've relied on virtual events for 2 years. Now, they're here to stay.

HYBRID

As we begin to meet again in person, virtual events continue to play an integral, unique and ongoing role in the event landscape.

ANALYSIS

Virtual events are measureable, they engage a wider audience, and are free of physical constraints.

WHY NOW?



VEG GROUP
VIRTUAL EVENTS GROUP

OUR MEMBERSHIP IS GROWING

POWERSTATION
STUDIOS

twine

room®

CORESIGHT
RESEARCH

Freeman¹

MEE+YOO

ViiEVENTS

Touchcast

VISIOVENT
Powered by FELDMANN media group

zuddl

MAP Digital

OpenExchange

SVG
SPORTS VIDEO GROUP

Quickitt

nimble

metavent

VidCon LOOPED

ONE-STOP A ROBUST DATABASE OF TOOLS

500+ Product Listings Including:

- Event Platform Technology
- Event Tools for AV Production, Marketing and CRM
- Event Talent and Producers
- Audio, Video and Conferencing Hardware
- Emerging Tech in AR, VR, 3D and the Metaverse

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ADDITIONAL VEG SERVICES

01

Product Spotlights

enhanced listing of your tools and services

02

Case Studies

of successful events

03

Monthly Meetups

with thought leaders

04

Weekly Newsletter

for event mavens

05

Online Showroom

for your products and services

06

Analyst Reports

of trends, insights

07

Resource Guides

stay up to date with industry trends and best practices

08

Community Board

for networking, job search and engagement

09

Consulting Services

project matchmaking

TOP3 REASONS TO JOIN **VEG** GROUP

VIRTUAL EVENTS GROUP

1

Engage

with colleagues to
foster partnerships
and relationships.



2

Learn

new skills and
experience emerging
technologies.



3

Showcase

your company to
the event
ecosystem



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VEG ANNUAL MEMBERSHIP FOR PROVIDERS OF VIRTUAL PLATFORMS, TOOLS AND SERVICES

PLAYER

- Priority seating at Monthly VEG meeting
- Access to Community Board
 - Able to join and participate in groups
- Weekly Newsletter Subscription
- Personal Profile Listing on Website

BLEACHERS

Up to 5 company members

- Priority seating at Monthly VEG meeting
- Access to Community Board
 - Able to join and participate in groups
- Weekly Newsletter Subscription
- Expanded and updatable directory listing on website

RINGSIDE

Up to 10 company members

- Assets from Bleachers
- Additional access to Community Board
 - Able to join and form groups
- Spotlight in 1 weekly Newsletters per year
- Host a webinar on the Community Board site
- Opportunity to participate in Town Hall
- Scrollable banner ad on website
- 24/7 Virtual Booth

SKYBOX

Ringside Plus the Following

- Assets from Bleachers + Ringside
- Additional access to Community Board
 - Able to hold private meetings
 - Able to host webinars
- Sponsor 1 monthly event
- Newsletter feature story
- Spotlight full feature on website
- Executive video Interview with Robin Raskin
- Exclusive networking events
- 24/7 Virtual Booth

VEG GROUP ASSOCIATIONS, CORPORATE AND EDUCATIONAL MEMBERS

Educators

Geared towards hospitality program:

- 30 students invite per monthly meeting
- One opportunity to focus on your schools' curriculum via a vis digital at a monthly meeting
- Opportunity for student internships and partnerships with industry
- Profile of program on website

Associations

- Members invited to Monthly VEG Meetings
- Weekly Newsletter subscription
- Annual Feature story on your Association
- Access to Community board
 - Able to hold Webinars
 - Able to join and form groups
- Association Profile on Site
- Promo banner during one monthly meeting
- Invites to Related Events from our Partners
- 24/7 Virtual Booth

Corporates

- Access to Community Board
 - Able to join and form groups
 - Able to hold private meetings
 - Able to host webinars
- Sponsor 1 Monthly Event
- Newsletter Feature Story
- Spotlight -Full Feature on Website
- Company Profile on Website
- Scrollable logo on Website
- Team invited to Monthly meetings
- Weekly newsletter subscription
- 24/7 Virtual Booth

All brought to you by
a seasoned team of
events and marketing
professionals and
journalists.



SHOWROOMS



THOUGHT LEADERSHIP



MEETINGS AND EVENTS



NEWSLETTERS



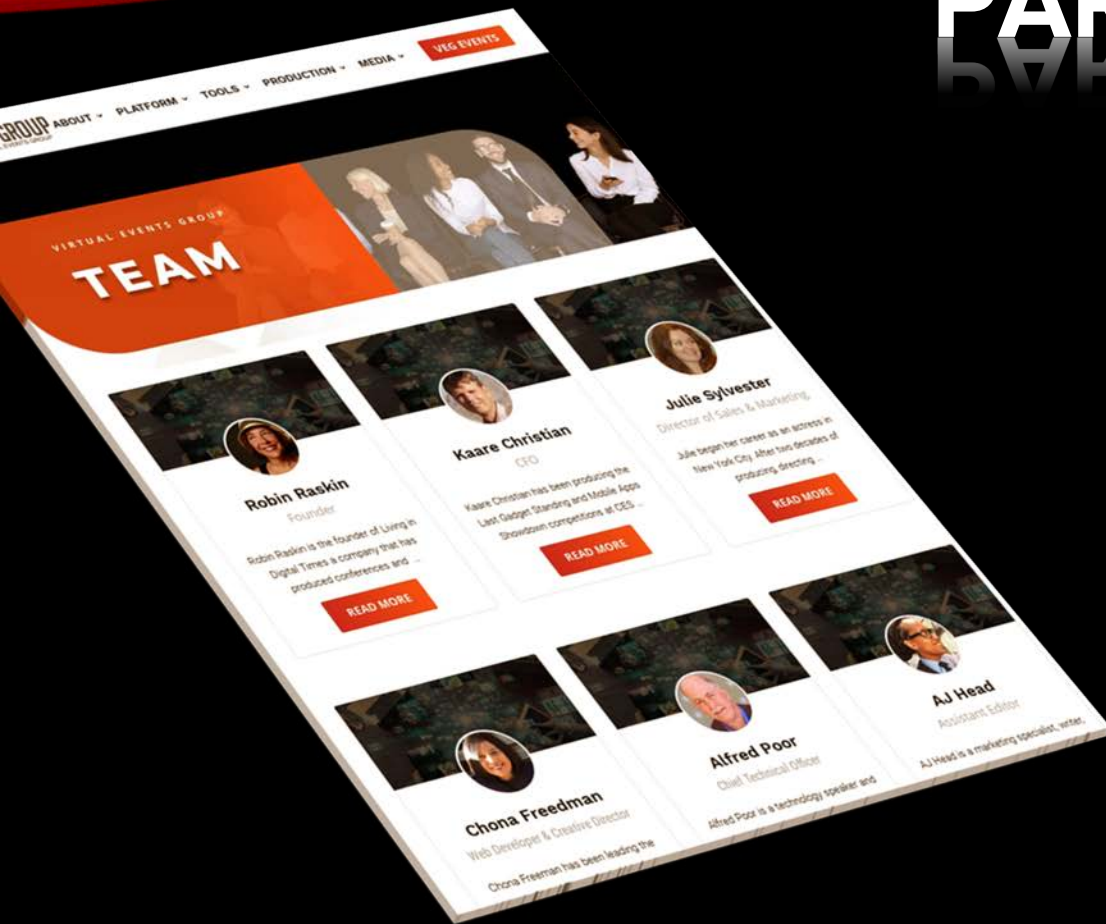
NETWORKING



COMMUNITY

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PARTNER WITH THE VEG'ERS



- Robin Raskin | Founder
- Alfred Poor | Chief Technical Officer
- Kaare Christian | CFO
- Julie Sylvester | Sales and Marketing
- Chona Freedman | Web Dev/Creative Director
- Gigi Raskin | Events and Marketing Coordinator
- AJ Head | Assistant Editor

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