



CASE STUDY

Nima Virtual Conference 2023

- 84% attended
- Live peer-to-peer networking
- Speaker Q&A sessions
- Premium sponsorship packages

CHALLENGE:

Nima needed a sustainable conference solution to communicate with its members. Tempted by the potential benefits of a virtual event, nima required a tried-and-tested platform that could deliver an engaging customer experience.

SOLUTION:

Nima approached V-Ex to create a virtual conference with live seminars, on-demand content, peer-to-peer networking, and sponsorship opportunities.

In addition to a full day of engaging live content, guests were able to interact directly with the event's sponsors via a 3D virtual exhibition space. Each stand featured a Live Chat function allowing attendees to ask further questions and gain more information on certain topics.

A relaxed peer-to-peer Virtual Networking Room allowed nima members to communicate with each other and enjoy video chats privately in small groups.

RESULT:

An impressive 84% of the 1,200+ registered attendees joined the live event – with many more benefiting from the On Demand content which was later made available.

The V-Ex CRM tool allowed nima to review visitor behaviour, which gave a detailed report on the event participation.

Nima has since confirmed its 2024 virtual conference with V-Ex.

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