6Connex
VirtualConferencePlatform

Enabling organizations to host virtual trade shows,
user/partner conferences, lead generated,
training and HR events to engage, educate and connect
with employees, partners, customers and prospects
from any location, joining from any device globally.

Leader Design

About 6Connex Conferencing

✓ Virtual Event Innovator Since 2001 (18 Years)

✓ 100% Proprietary Version 7 Software

✓ Enterprise Clients Across All Industries

✓ 614,768 Virtual Events Hosted With 237,213,384 Attendees

✓ Follow-The-Sun Technical Support

✓ ISO27001 Certified & GDPR Compliant

LEADER

HTML5
FLASH

Globally
Redundant
Servers

Hosting via AWS
in North America
or EMEA

API for 3rd
Party
Software
Integration

99.987%
Up Time

Encrypted
Data Storage

Enterprise–Grade Platform

Hosted on AWS infrastructure in either North America or Europe.

Built around Regions (20) and Availability Zones (60). Regions provide multiple, physically separated Availability Zones which are connected with low latency, high throughput, and highly redundant networking making them more reliable, fault tolerant, and scalable than traditional single datacenter infrastructures.

This translates to literally no down time (99.978% availability), no latency (for example when an attendee watches a video from various countries) and peace of mind that your critical event will not have technical problems.

Enterprise-Grade Data Security

- ✓ The only virtual conference platform that is ISO 27001:2013 Certified
- ✓ This means that our technology, systems, processes and controls meets the highest data security standards. It also means that a 3rd party firm audits us annually to confirm all of this and we have to re-certify completely every three years.
- ✓ ISO 27001 certification gives you peace of mind that your attendee and sponsor partner data is secure, and you are covered for legal compliance.

- ✓ Fully GDRP Compliant for any attendees joining from Europe

Virtual Conference Platform

- Create a persistent environment for Virtual Conferences available 24/7

- Promote and host live"days any time

- Enable on-demand access between or after live event days for casual browsing

- Audience engagement features such as Webinars, chat, Surveys, Gamification, Network King and Video

- Customized registration pages

- Detailed reporting and analytics

- Multiple languages

- Mobile phone & tablet support

- Secure access

- Open API to integrate with 3rd party software

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Virtual Conference Applications

MARKETING
Demand Generation

Use Cases
- Virtual Trade shows
- User or Partner Conferences
- Lead Generation
- Product Centres
- Leadership Forums
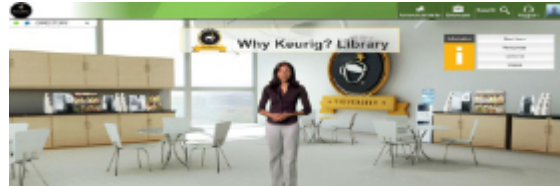
TRAINING
Sales / Partner Enablement

Use Cases
- Sales Kickoff Events
- Partner Training Centres
- Learning Centres (LMS)

HR
Communications

Use Cases
- Career & Recruiting Fairs
- Benefit Fairs
- Employee On-Boarding Centres

How does it work?

Exhibitor Booths

Networking

Same BENEFITS as a Physical Conference

Attendee/Exhibitor Interaction

Keynotes & Live or On-Demand Presentations

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

End To End Solutions

Pre Event

During the Event

Post Event

- ✓ Consultation sharing best practices from 18 years' experience & hosting over 614,864 events
- ✓ Customized registration forms
- ✓ Knock-out questions
- ✓ Branded landing pages
- ✓ Customized e-mail confirmations and reminders

- ✓ Customized environment with rooms, booths, colours, signs, etc. to represent your brand and wow attendees
- ✓ Audience engagement tools including; chat, video, webinars, networking, booth rep interaction, gamification, surveys, calls-to-action
- ✓ Live, Simulive, or on-demand Webinars

- ✓ Reporting and analytics
- ✓ Download or API feed to 3rd party CRM or other software
- ✓ You look like a hero

Pre Event

Set-up support - Around the clock

We have a global service model where teams around the world will work to service your account, while you work with a dedicated, PMP Certified, Project Manager in your own time zone.

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Customized Attendee Registration Forms
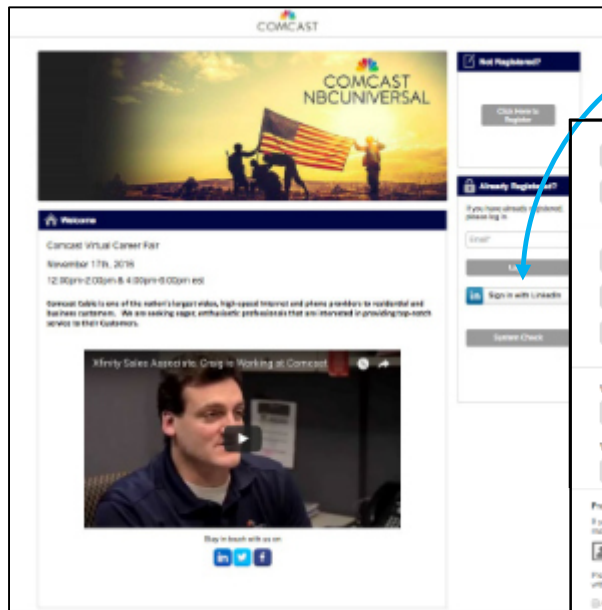
Social Media Integration

Your Branding

Customized
data capture forms

Customized HTML
Email Confirmations
& Reminders

Data consent section
covers legal compliance

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Choose from dozens of room templates

Choose a Virtual Environment template from a dozens of options that best matches your branding and audience

Welcome Lobby

Theatre

Resource Center

Exhibit Hall

Booth

Networking Lounge

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca
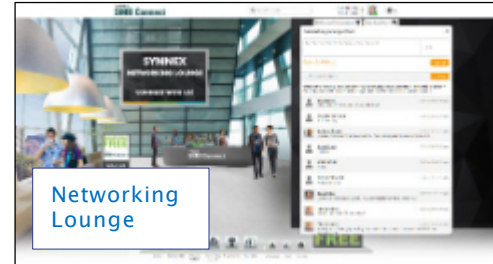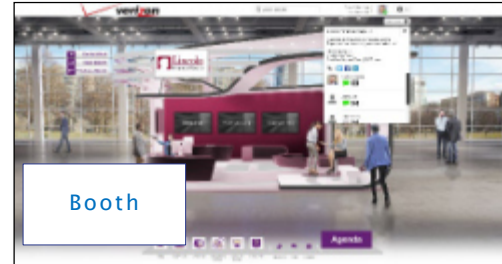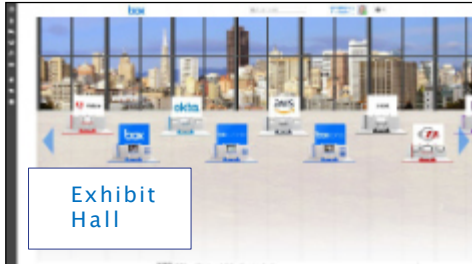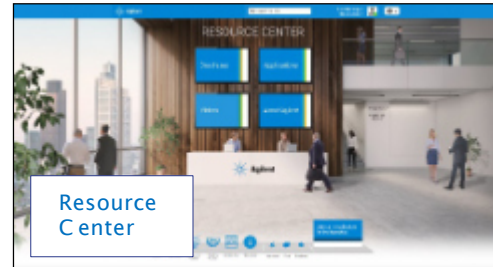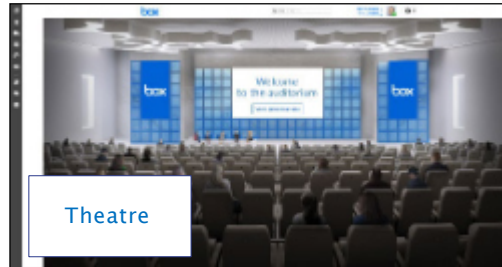
Or create a customized design to look like your building or lobby

LEADER
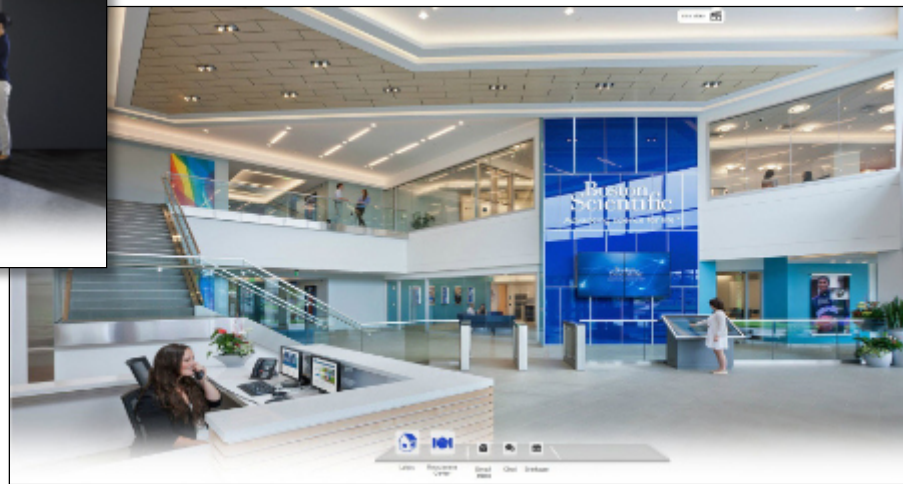
Additional room templates
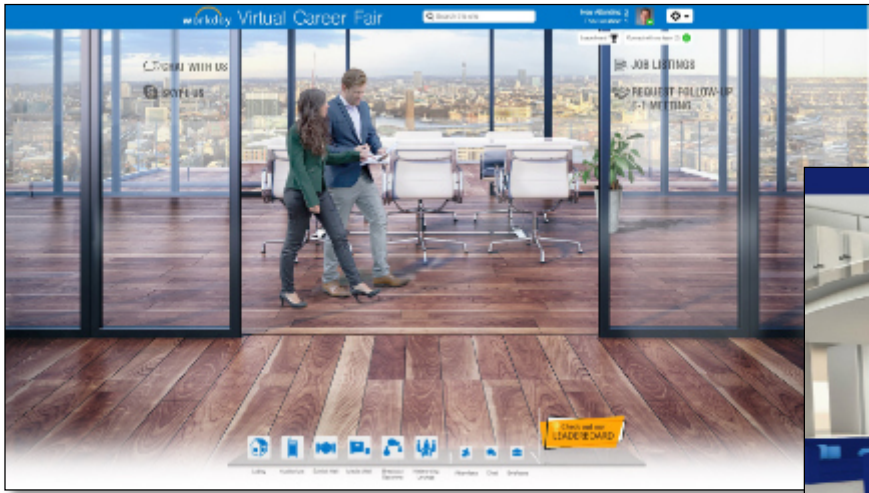
Break-Out Room
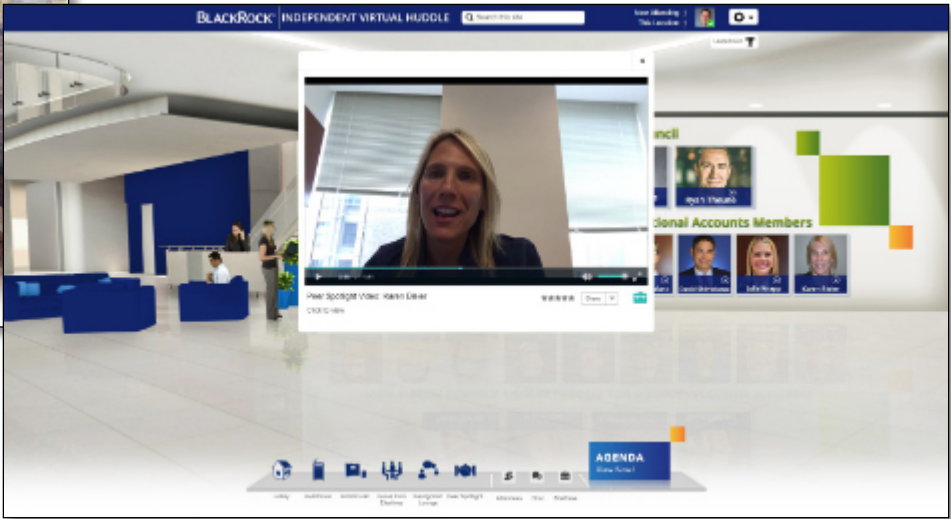
Awards & Recognition Room

Promote products or sponsors

Products or Sponsor Promotion
Opportunities in Every Room

Include any type of content

**Intuitive
Content Windows**
links to:
- Documents
- Video's
- Web pages
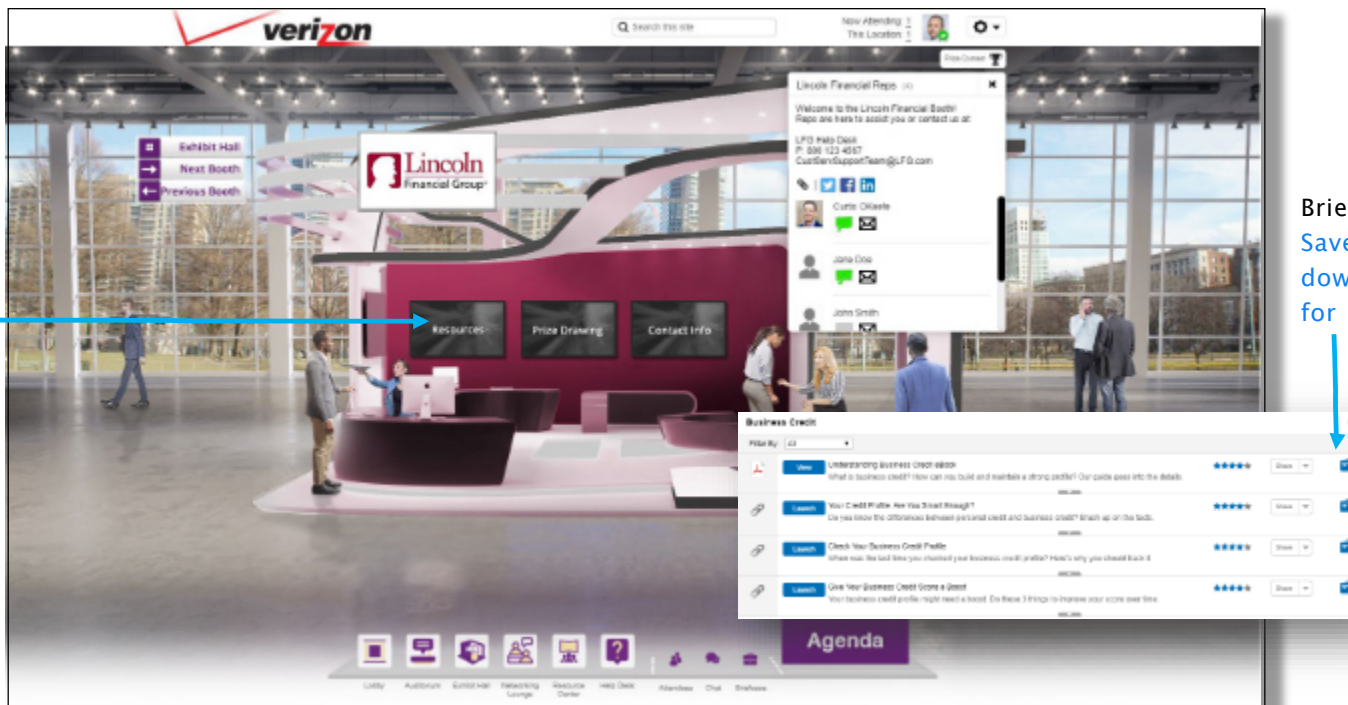
Brief Case
Save content
download information
for later review

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

During The Event
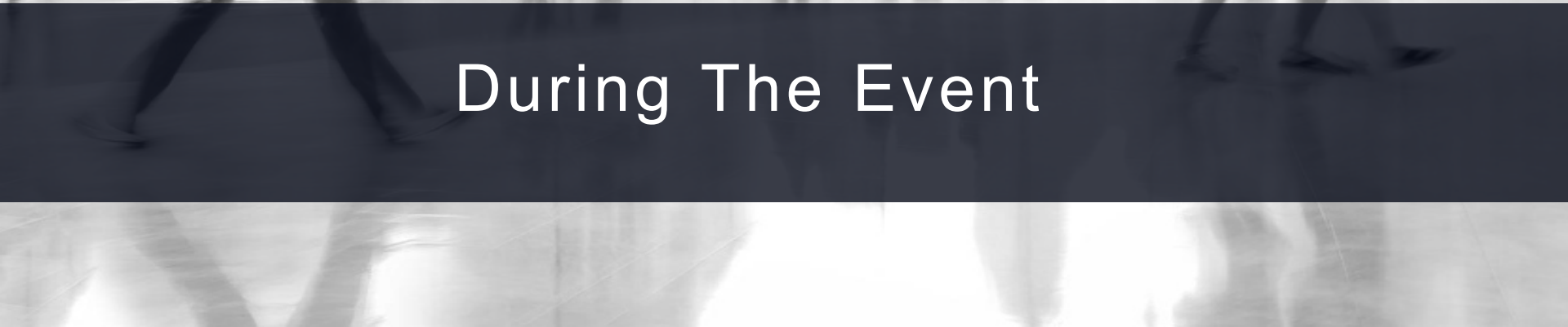
Greet attendees as they join

Jumbotron
Video Greeter

Walk Out
Greeter Video

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca
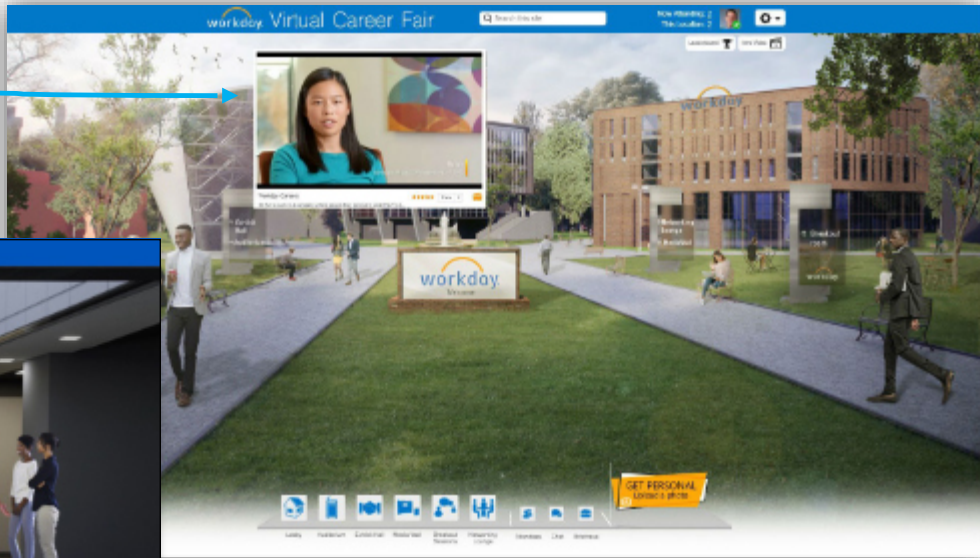
Help desk to orient your audience

Just like a physical event, your virtual event can include a dedicated information booth to answer questions and guide attendees to rooms, locations or content of interest
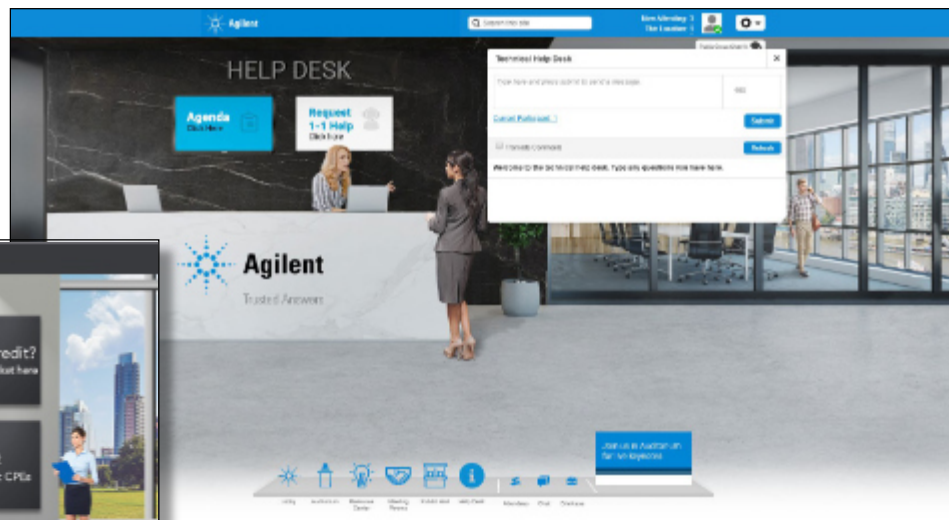
Browse the exhibit floor

Traditional Exhibit Hall

- Multiple Template Options

Media Wall Exhibit Hall

- Multiple Template Options

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Engaging Conversations

Attendees can start meaningful conversations with booth reps via private, group chat or video

Email contact forms capture questions during on-demand periods

Include calls-to-action such as prize drawing, subscribe to a newsletter, info request, product sample and more

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca
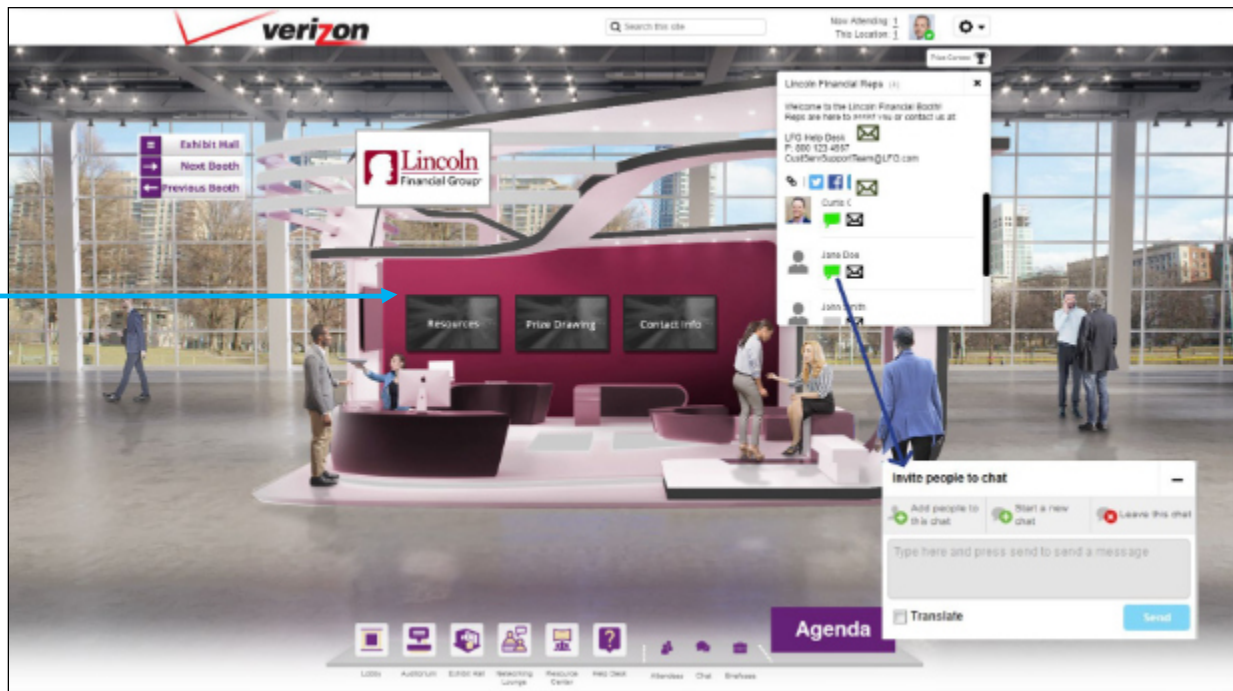
Handy booth administration dashboard

Attendees Tab:
One view of all attendees within the room; access to profile details, LinkedIn, chat

Attendee Card
Capture activity for attendees, including booth visits, rep chats, and take notes.

Watch List Tab:
An easy way to save attendees for follow up or tracking by individual reps or the whole team.

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Educate via webinars

Deliver engaging live, simulive or on-demand webinars with Q&A via chat

Links to an agenda/schedule or other resources

Count down timer to keep attendees on schedule

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca
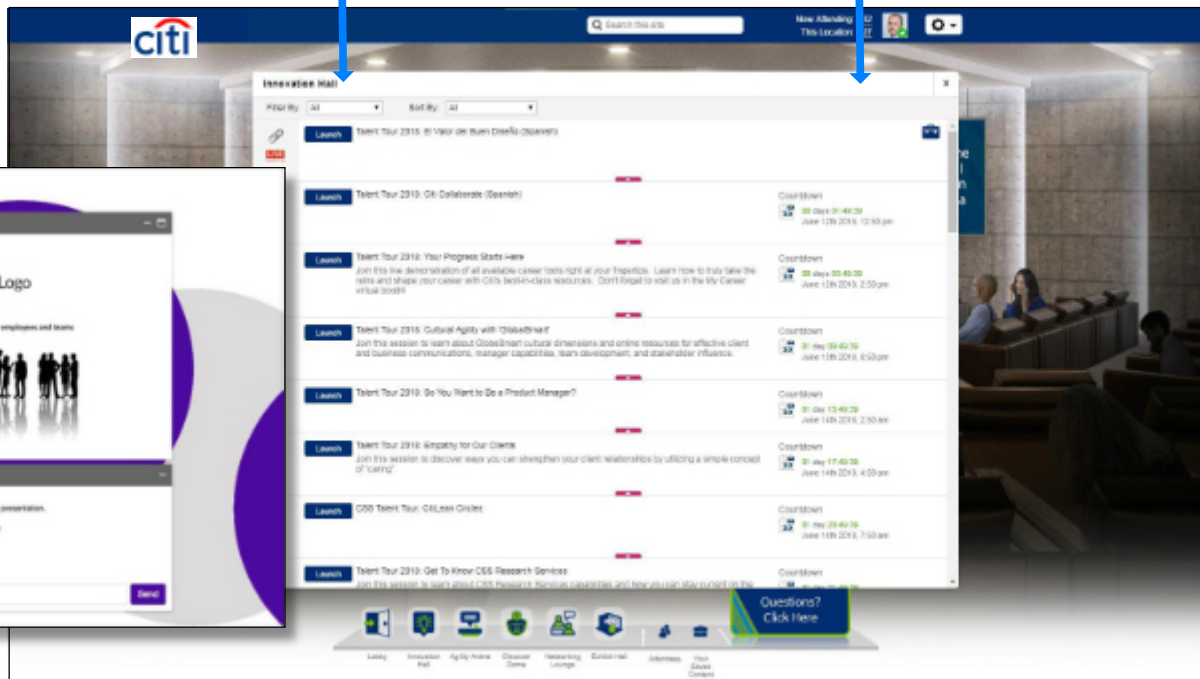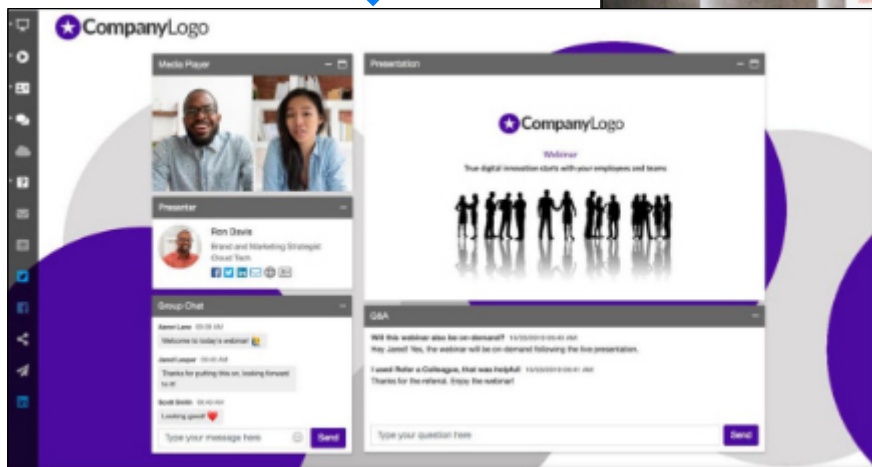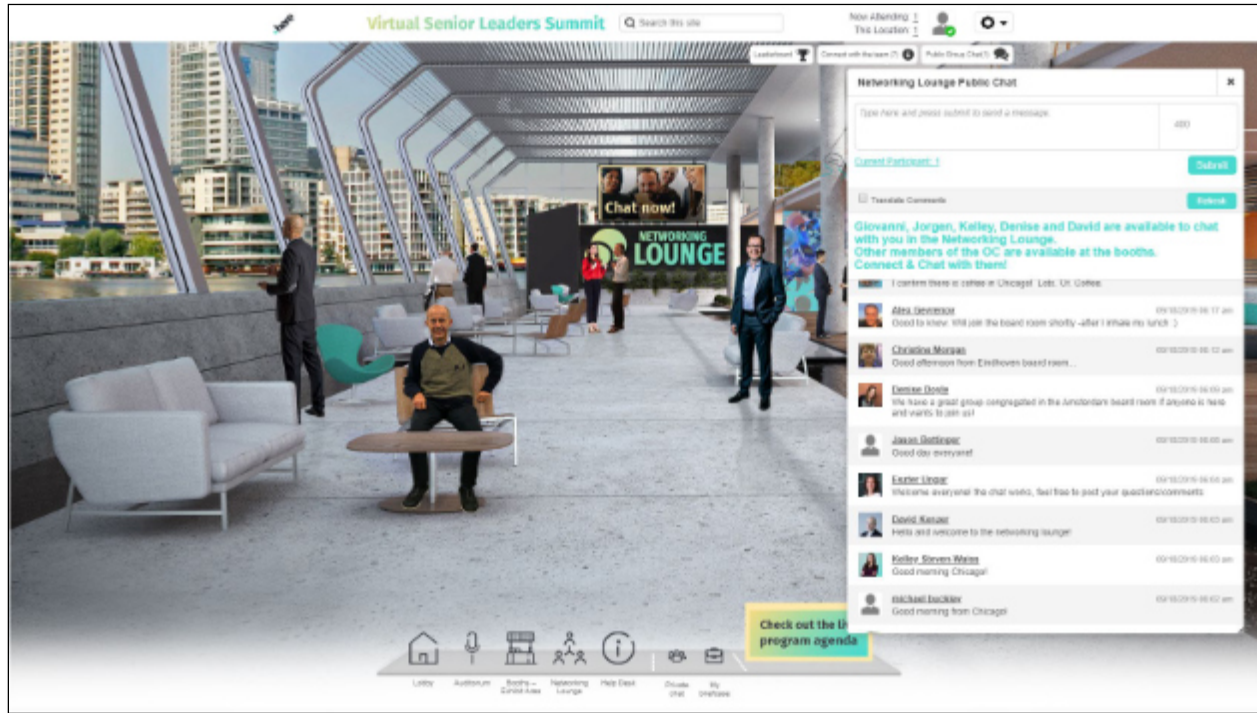
Networking Lounge

The Networking Lounge offers audience networking features including scheduled discussions, group chat by topics, and discussion forums.

Organizers can allow attendees the ability to connect with each other and share virtual business cards.

- Private & small group chat
- Public chat for open dialogue
- Moderated chat for guided discussion.
- Language (27) translations

LEADER

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca

Resource Centre

Central repository

for conference wide content

(video, documents, links to web-pages, etc.)

Engage & Motivate Attendees

Drive increased attendee engagement while motivating those attendees to take the actions most important to your specific program.

Get your attendees competing for prizes or just top ranking
See your activity counts and interactions skyrocket.
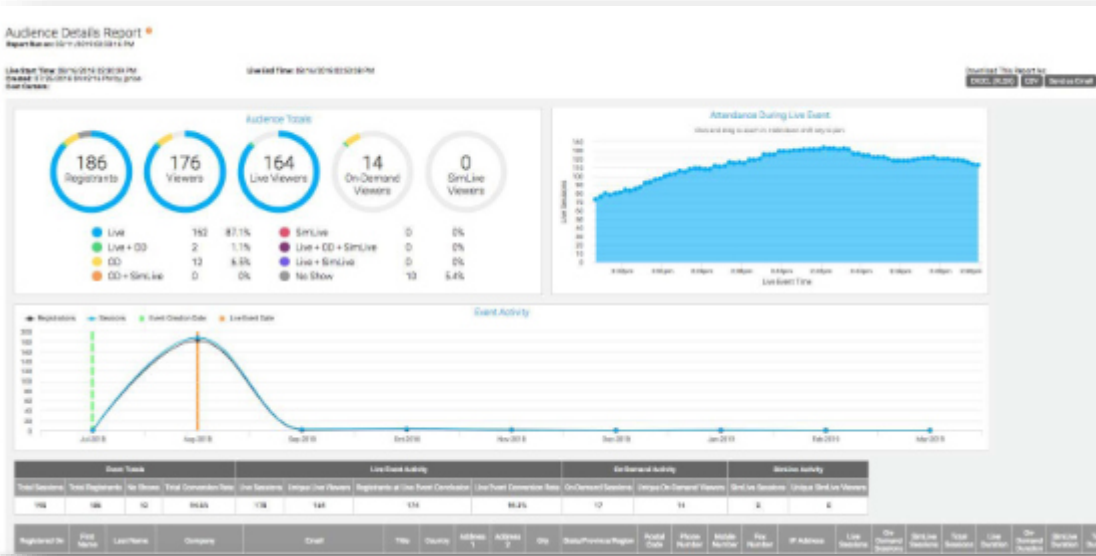
Post Event

Detailed analyitcs and reporting

Attendee Reporting

- Who are they?
- Where did they come from?
- Where are they located?
- Did they attend after registering?

Activity Metrics

- How long did they stay?
- Which locations & booths did they visit? How long?
- What did they view?
- What did they take?
- Whom did they chat or talk to?

Interest Metrics

- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, videos or other content?

Leader Design - tel: 514 631 4851 - email: info@leaderdesign.ca