

VIRTUAL EVENTS

3radical Virtual Events is a purpose-built solution to help organisations run motivating, engaging, fun events for distributed workforces.



Virtual Events can either be live, or conducted in each participant's own time. Typical scenarios include:

- Leadership events
- Digital transformation events
- Sales events
- Innovation workshops
- Growth hacks
- Informal employee check-ins & socials

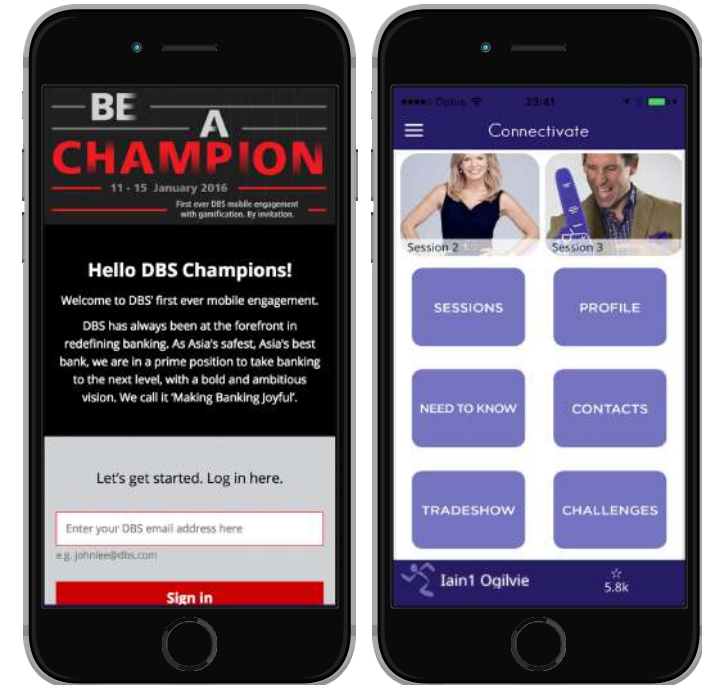


BEST PRACTICE APPROACH

The 3radical Voco platform ensures that employees are inspired by, participate in, and ultimately benefit more from internal company events, both live and virtual.

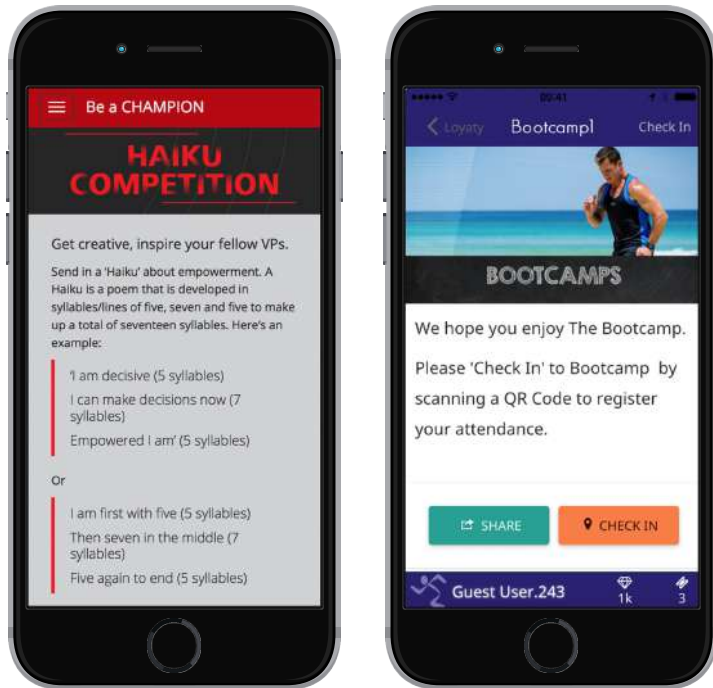
We help you achieve this by enabling employees:

- To engage in their own time, when it is convenient to them
- To use their own devices
- To participate in fun calls to action
- To receive a great engagement experience
- To be rewarded with compelling offers
- To be recognised by their peers and colleagues
- To connect with colleagues and to improve cross-functional working
- To receive valuable information and enhance their knowledge base
- To develop and improve personal skills



BENEFITS

- ★ Knowledge sharing
- ★ Cross-functional cooperation
- ★ Strategic alignment around goals, priorities and plans
- ★ In-depth feedback
- ★ Enhanced teamwork
- ★ Affinity with corporate values and culture
- ★ Improved skill base
- ★ More innovative ideas
- ★ Better motivated workforce



IMPLEMENTATION

- Confirm overall purpose
- Identify specific goals
- Qualify metrics to be used
- Establish storylines
- Identify preferred mechanics
- Agree on rewards to be offered
- Agree on achievements recognition
- Map-out treatment processes
- Confirm role of location
- Develop content
- Agree on data requirements
- Develop roll-out / launch plan
- Implement programme

TIPS & TRICKS

- ✓ Keep content bite-size, so it is easy to consume
- ✓ Provide rewards that motivate a response and that recognise individual participation
- ✓ Make sure that employees can respond in their own time

- ✓ Use leaderboards to recognise advocates
- ✓ Help individuals to network and connect
- ✓ Provide information that is valuable and makes lives easier

A really innovative way to engage so many people at one go

- CEO, DBS Bank



Easy to implement



Pre-defined templates



Seamless integration with other systems



Multitude of behavioural mechanics to choose from



All forms of rewards can be offered



Ability to recognise achievements / level of participation



Can capture significant employee feedback

By using the 3radical Voco Audience Engagement platform, organisations can attract and retain the attention of their customers and employees by creating fun, rewarding, interactive digital experiences that go beyond initial engagement to deliver valuable two-way exchanges throughout the relationship 'journey'.

UK +44 117 205 0150 | Singapore +65 6970 6400 | North America +1 312 646 2542



info@3radical.com



www.3radical.com



linkedin.com/company/3radical



@3radicaltweets