

# SCOOCs.co

## *Challenges and Chances of Virtual Events*

**Donner & Reuschel**



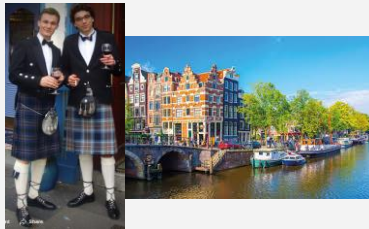
# WHO IS René Bohnsack

## Person

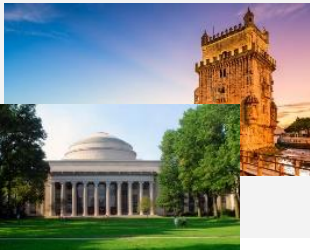
Germany



Scotland & Netherlands



Portugal & US



TEDx



## Professor for Strategy and Innovation

Academic Director  
Lisbon MBA



Research on Sustainable  
Business Models and  
Digital Transformation



## Entrepreneur



Leave a positive dent in the world.

HOW IT STARTED

## Back to the Start



**CATÓLICA-LISBON**  
SMART CITY INNOVATION LAB · SCIL



GOAL: MORE INCLUSIVENESS, LESS CO2

ONE YEAR OF ONLINE EVENTS

# Impact of SCOOCs

**4** Continents  
**+100** Countries

**+69.000** tons of CO2 emissions saved  
**+60.000** Trees saved

**+270** Events planned  
**+150K** Attendees hosted



GOAL: MORE INCLUSIVENESS, LESS CO2



# *Challenges and Chances of Virtual Events*

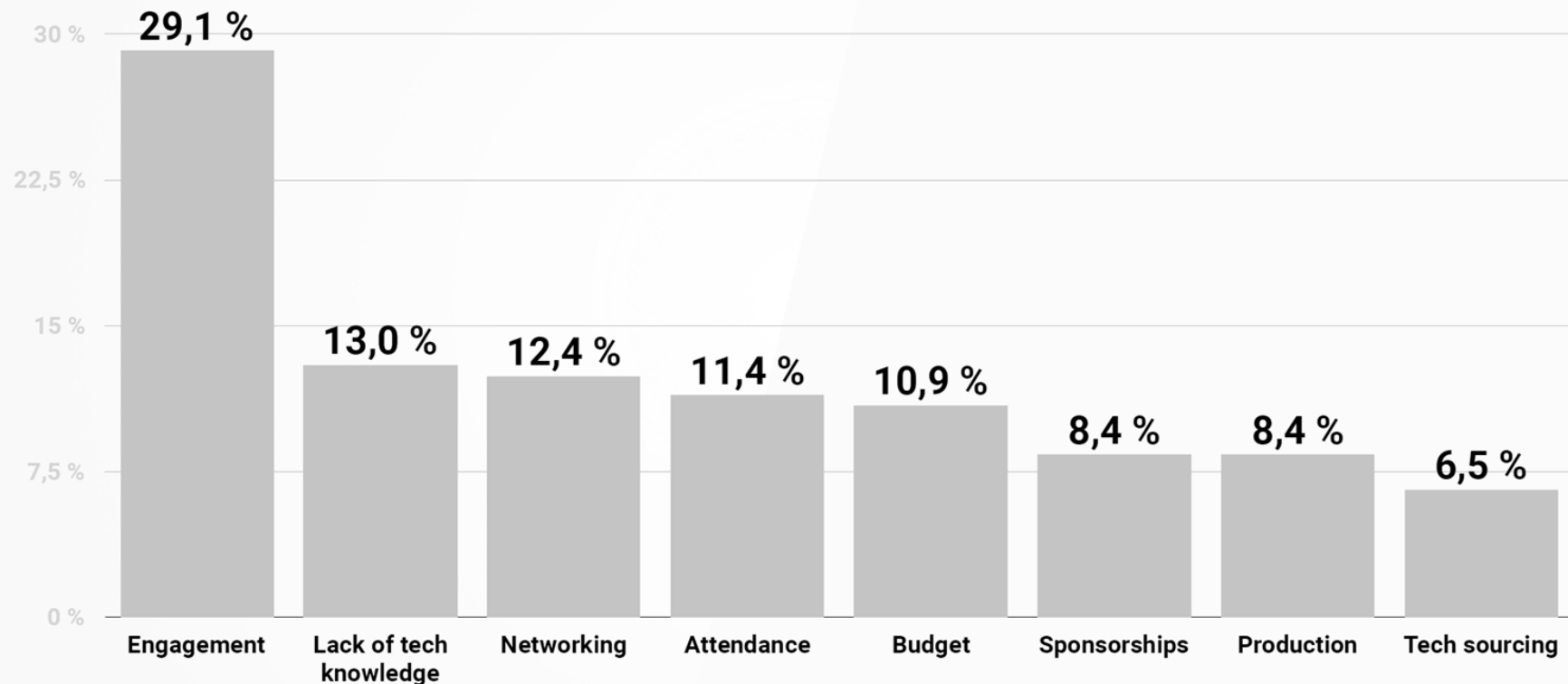


## CHALLENGES

# Engagement, Tech & Implementation

Survey of 740 readers of EventMB (e.g. event managers)

IN PIVOTING TO VIRTUAL, WHAT IS YOUR BIGGEST CHALLENGE?

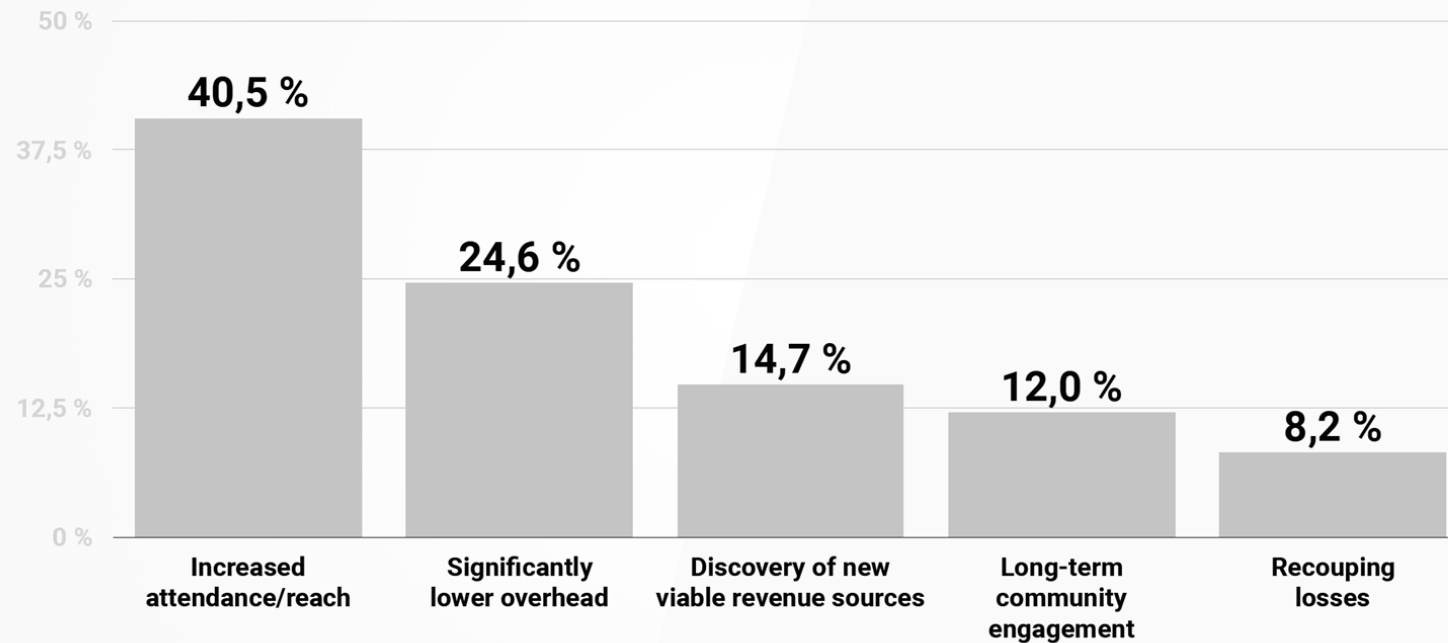


CHANCES

# More Reach, Cost Effective & Community Engagement

Survey of 740 readers of EventMB (e.g. event managers)

WHAT HAS BEEN THE MOST POSITIVE RESULT OF PIVOTING TO VIRTUAL?



PLUS: CO2 savings, inclusive, continued use of content

# *SCOOCs* *Features*



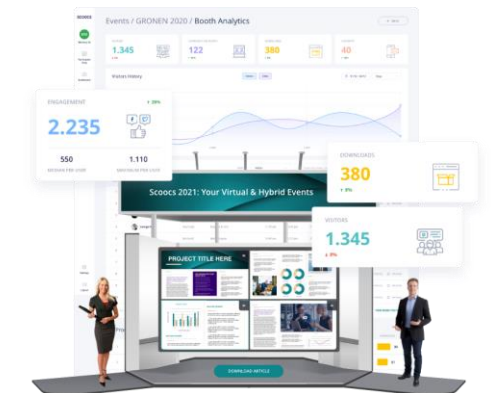
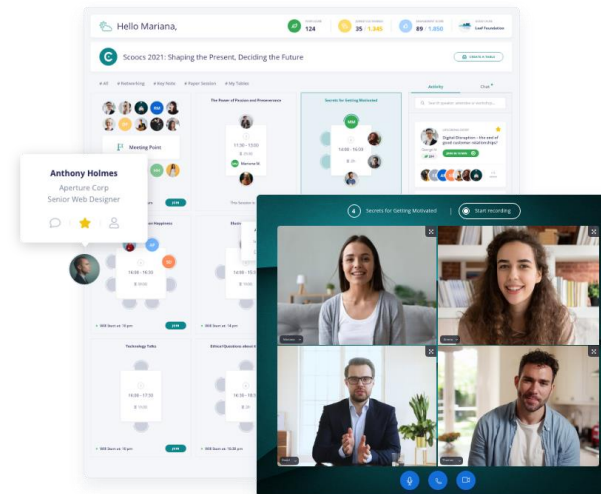
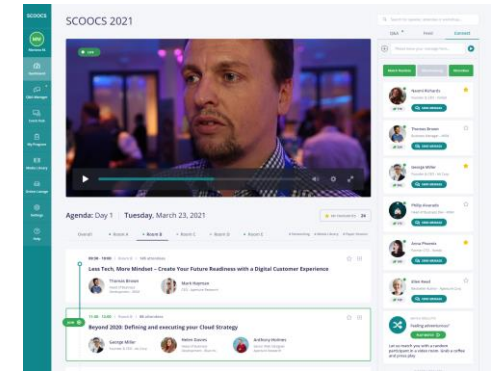
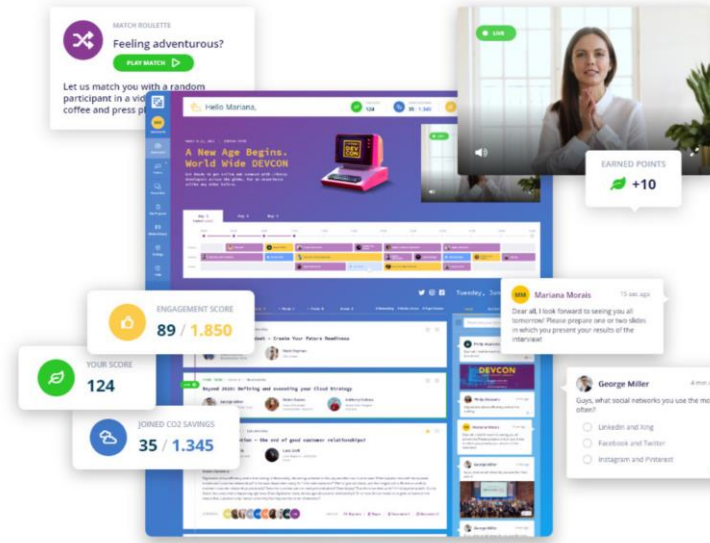
SCOOCs.co



OUR SUSTAINABLE VISION


# SCOOCS is the only European all-in-one event platform to create any type of event

- ✓ Host any size conferences, webinars or networking events
- ✓ Pay per use or subscription
- ✓ Self-service and full-service with dedicated support
- ✓ Powerful exhibitor and analytics tools
- ✓ Virtual on desktop and table or hybrid on native app
- ✓ Create communities across events
- ✓ Sustainable mission foster inclusiveness and reduce CO<sub>2</sub> via CO<sub>2</sub> calculator




# Our fair and flexible business model adjusts flexibly to customer needs


1.  
CHOOSE YOUR PLATFORM



2.  
HOST FLEXIBLE # OF VIRTUAL / HYBRID EVENTS



3.  
SELECT ADD-ONS



**BASE PLATFORM FOR VIRTUAL & HYBRID EVENTS**  
**Non-Branded:** € 100 monthly with annual subscription (or € 150 monthly)  
**Branded:** € 250 monthly with annual subscription (or € 500 monthly)

**BASIC**  
*All you need for your daily event:*

- Single stage / single session
- Event management
- Member management
- Video rooms
- Networking

MAX DURATION	1 day
USERS	< 100

**€ 1 PER USER**

**SELF-SERVICE**  
*Basic plus:*

MOST POPULAR

- Multi-stage / multi-sessions
- Customization (e.g. labels)
- Media library
- Analytics center
- Video recordings & downloads
- Adv. networking (e.g. Matchmaking)

MAX DURATION	3 days
USERS	< 2.000

**€ 5 PER USER\***

**FULL-SERVICE**  
*Self-Service plus:*

- Dedicated project manager
- Prof. broadcasting option
- Custom development option
- Multiple platform languages
- Integrations (e.g. Hubspot)

MAX DURATION	5 days
USERS	> 100

**€ 10 PER USER\***

**CORPORATE**  
*Full-Service plus optional:*

- Account manager
- Your own server
- Custom dev.
- Consulting
- Custom UI/UX

MAX DURATION	unlimited
USERS	unlimited

**REQUEST OFFER**

REMOTE CONCIERGE  
€ 60 /hour

POSTER BOOTHS INCL. ANALYTICS  
€ 500

2D/3D BOOTH INCL. ANALYTICS  
€ 150 (per booth)

CUSTOM WEB DOMAIN  
€ 300 (one time)

CUSTOM DEVELOPMENT  
€ 120 /hour

PROFESSIONAL BROADCASTING  
€ 1250 /day

WHITE LABEL APP (iOS/Android)  
€ 3000 (one time)

**EXAMPLE FOR ONE MONTH WITH THREE EVENTS**

PLATFORM (branded): € 500	+	BASIC event with 30 users € 1 x 30 = € 30	+	SELF-SERVICE event with 250 users € 5 x 250 = € 1.250	+	FULL-SERVICE event with 400 users € 10 x 400 = € 4.000	=	Platform: € 500 Events: € 5.280 Total: € 5.780
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# CONFERENCES

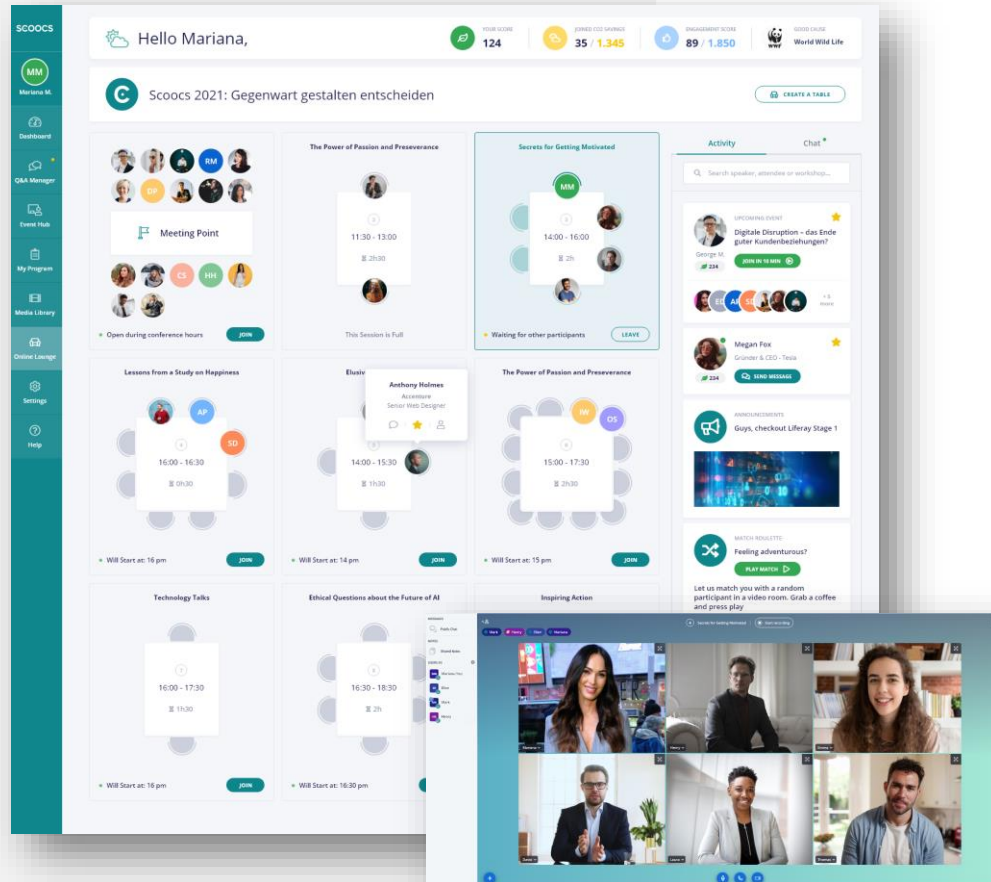
The interface for 'World Wide DEVCON' features a purple header with a 'Hello Mariana,' greeting and statistics: 124 live users, 35 / 1,345 joined, and 89 / 1,890 disconnected. The main content area includes a 'A New Age Begins. World Wide DEVCON' banner with a retro computer graphic and a live video feed of a speaker. Below this is a detailed agenda for Day 1 (Tuesday, June 23, 2021) showing sessions across five rooms (A-E) with topics like 'Less Tech, More Mindset' and 'Beyond 2020: Defining and executing your Cloud Strategy'. A sidebar on the left contains navigation links like Dashboard, Forum, and My Program. A bottom section shows the 'Agenda: Day 1' with session details, speaker photos, and a chat window on the right.

# WEBINARS

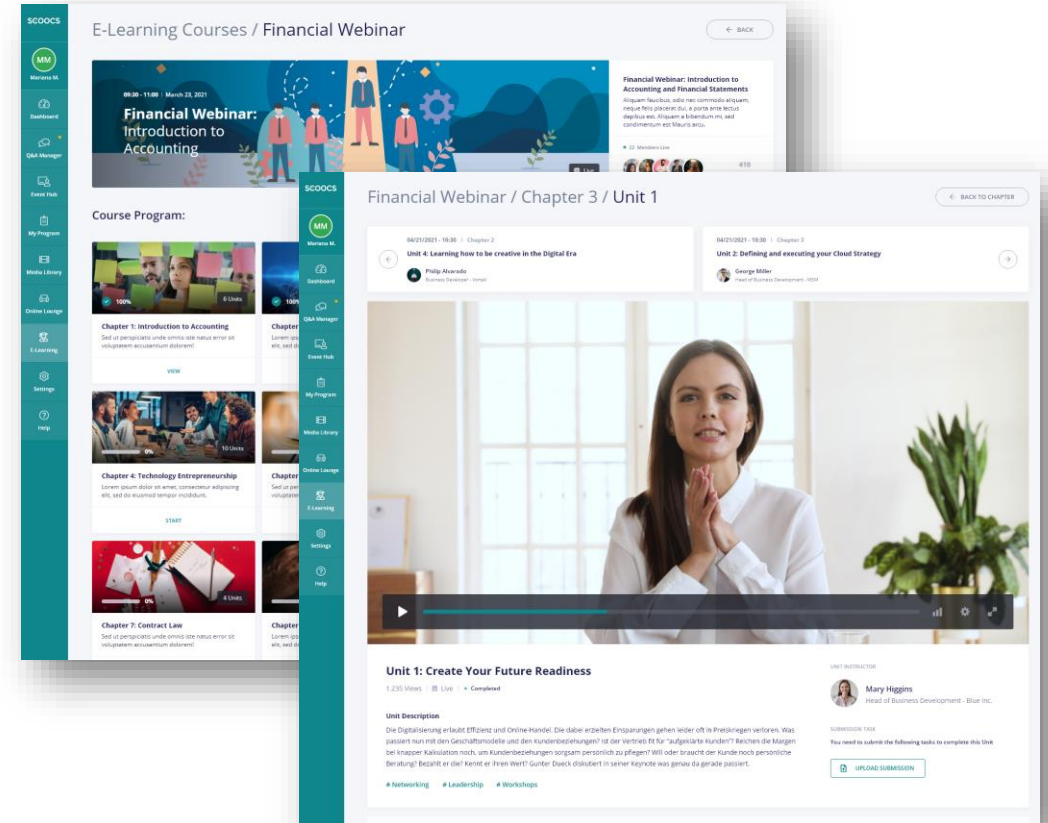
The 'GRONEN 2020' webinar interface has a light blue header. The main area features a large video player showing a speaker, with a title 'Beyond 2020: Gegenwart gestalten, Zukunft entscheiden' and a date 'April 23, 2020'. Below the video is an 'Agenda: Day 1 | Tuesday, June 23, 2020' section with a 'MY FAVOURITES' count of 24. The agenda lists sessions for Room B, including 'Less Tech, More Mindset' by Bryan Cheung and 'Beyond 2020: Defining and executing your Cloud Strategy' by Pedro Cabral. A sidebar on the left shows navigation options like Dashboard, Forum, and My Program. A right sidebar contains a chat window with messages from participants like Philip Alvarado and Mariana Morais.

Built for various occasions  
Multi-language // Multi-timezone

## NETWORKING WITH VIRTUAL TABLES



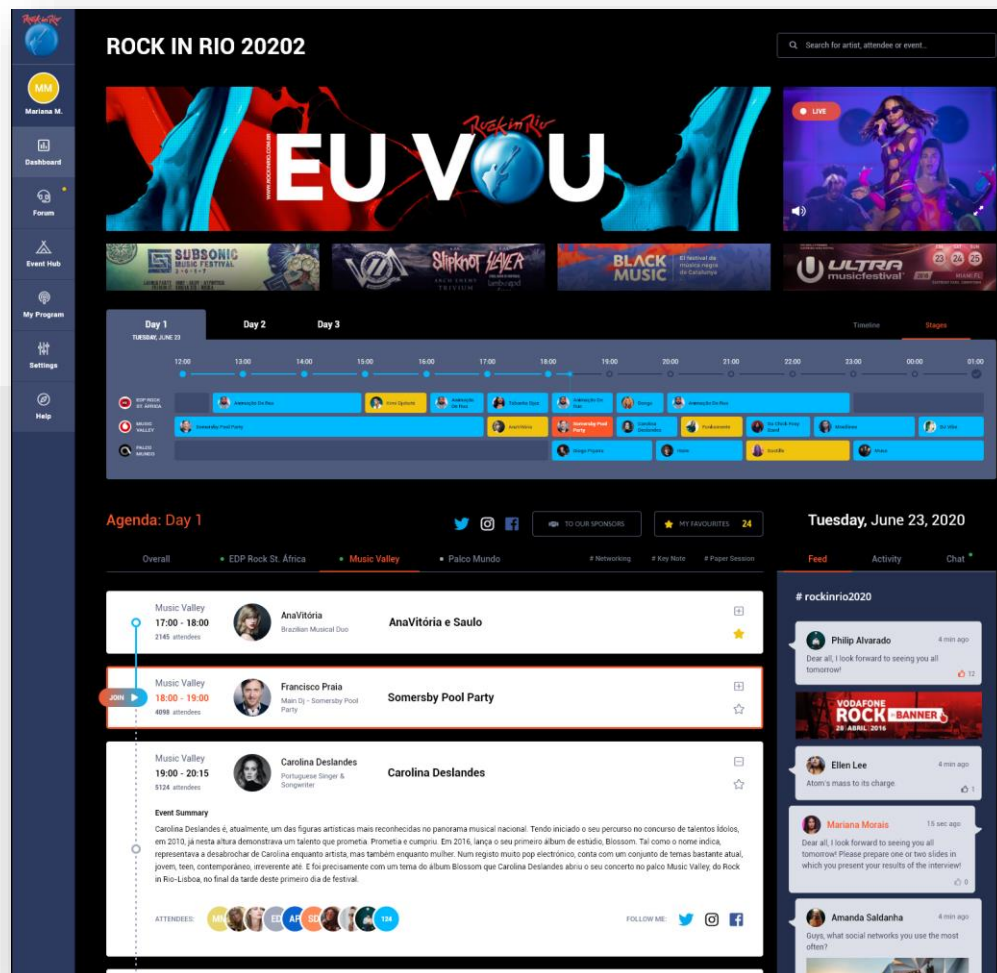
## ONLINE COURSES



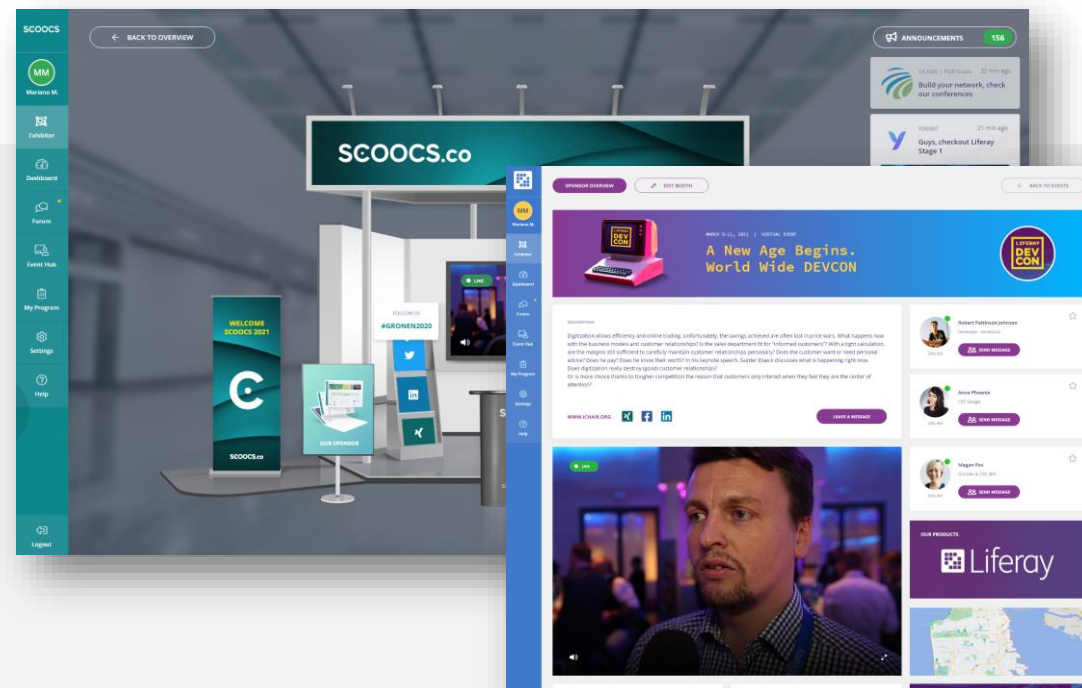
ENGAGE YOUR COMMUNITY THROUGH NETWORKING EVENTS OR VIRTUAL COURSES



ALL COLORS, LABELS AND LOGOS  
ARE FULLY CUSTOMIZABLE



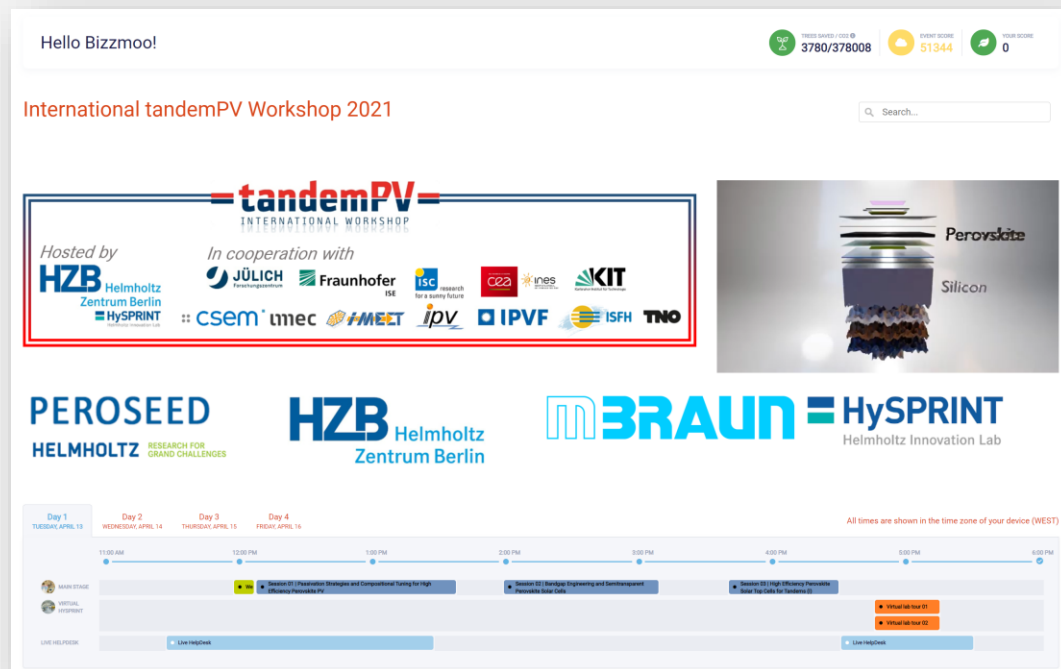
COMMERCIAL EVENTS WITH  
BOOTHES FOR SPONSORS & EXHIBITORS



Customizable UI/UX according to your needs

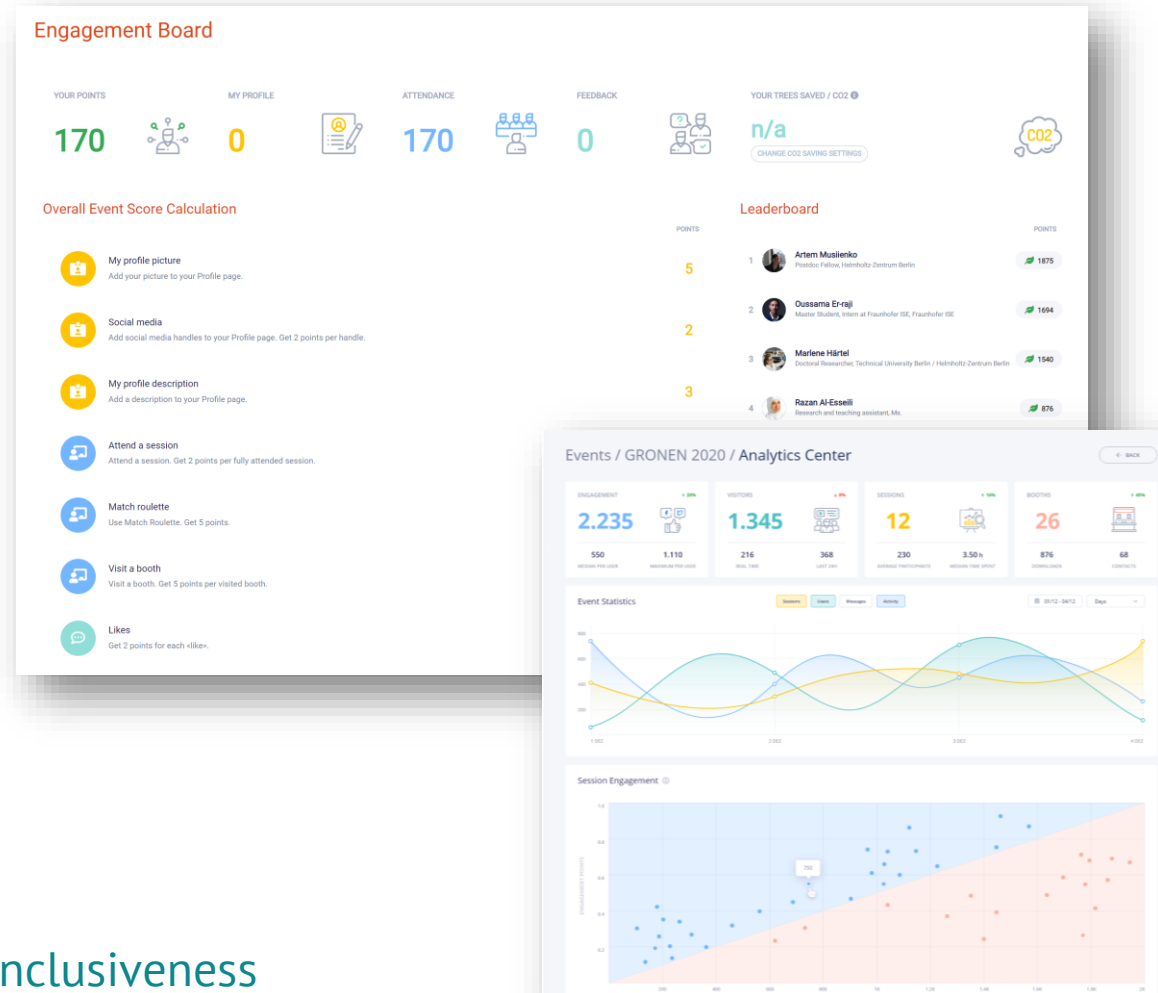
## CO<sub>2</sub> SAVINGS

*Helmholtz Event: 3.780 trees saved*



## ENGAGEMENT

*Measure each interaction and use it for awards*



CO<sub>2</sub> savings and inclusiveness



# MATCHMAKING ALGORITHM, INCLUDING DOODLE AND 1:1 VIDEO CHAT

GRONEN 2020 / Participant Overview

Attendees List

☐ Show favourites only

Search attendees...

NAME	JOB TITLE	COMPANY	ROLE	OFFER	LOOK FOR	ACTIONS
Christina Miller	Head of Business Development	Tesla	Participant	Sales Marketing	Sales Marketing	
Ellen Reed	Research Staff Member CTO	Accenture	Speaker	Business Support Networking	Networking	
Lara Croft	Marketing Coordinator	IBM	Participant	Business Support Networking	Networking	
George Miller	Senior Web Designer	Intel Corp	Speaker	Business Support Networking	Networking	
Anna Phoenix	IT Consultant	Google	Participant	Business Support Networking	Networking	
Philip Alvarado	Senior Graphic Designer	Tesla	Participant	Business Support Networking	Networking	
Megan Fox	Content Marketing Manager	Accenture	Participant	Business Support Networking	Networking	
Thomas Brown	Brand Strategist	IBM	Speaker	Business Support Networking	Networking	
Mark Hayman	Media Relations Coordinator	Intel Corp	Participant	Business Support Networking	Networking	
Robert Johnson	Quality Control Coordinator	Google	Participant	Business Support Networking	Networking	
Karen Smith	eCommerce Marketing Specialist	Tesla	Participant	Business Support Networking	Networking	
Alfred Fisher	Information Security Analyst	Accenture	Participant	Business Support Networking	Networking	
Emma Stone	Sales Engineer	IBM	Participant	Business Support Networking	Networking	
Anthony Holmes	Market Development Manager	Intel Corp	Participant	Business Support Networking	Networking	
Angela Dierich	VP EMEA	Google	Participant	Business Support Networking	Networking	
John Ramirez	Merchandising Associate	Tesla	Participant	Business Support Networking	Networking	
Adam Hughes	Director of Inside Sales	Accenture	Participant	Business Support Networking	Networking	

Meeting Haggling

1-1 MEETING INVITATION FROM:  
**Mariana Moraes**  
Head of Business Development - Tesla

[RESCHEDULE MEETING](#)

Hello, Henry, do you have time for a meeting with Mariana?  
Please choose one of three suggested options:

OPTION 1

10 / 26 / 20  
09:30

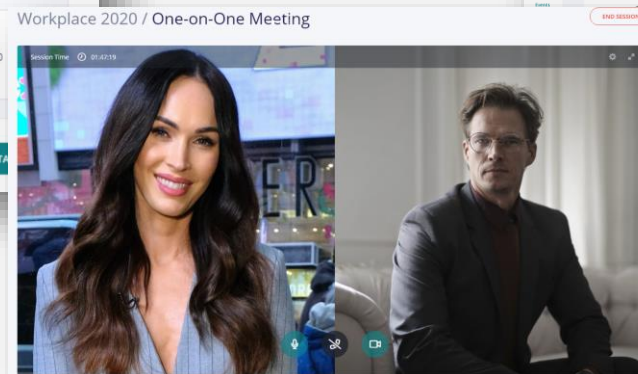
OPTION 2

10 / 26 / 20  
15:00

OPTION 3

10 / 26 / 20  
19:30

[REFUSE INVITATION](#) [ACCEPT INVITATION](#)



# INTELLIGENT CURATED MATCHMAKING

Reeperbahn Festival / Matchmaking / New Session

[BACK TO MATCHMAKING](#)

[Batch Participants](#) [Match Session](#) [Match Overview](#)

Match Session Details

SESSION NAME: Marketing Meets Marketing

NO OF MATCHES: 15

CUSTOM BACKGROUND: [Browse](#)

START DATE: 10 / 18 / 20

END DATE: 10 / 20 / 20

SESSION: 10:00 - 11:00

1x

Matchmaking Settings

Request Mode: [Request Mode](#)

Requests have to be accepted or rejected by participants. Participants request meetings manually, but they have to be accepted in order to be scheduled or they can be rejected automatically.

Scheduling Mode: [Scheduling Mode](#)

Requests are accepted automatically. Participants request meetings and they are automatically accepted. They can be scheduled or they can be rejected automatically.

Organizers schedule meetings manually. When a participant accepts a meeting request, the date and time will not be automatically scheduled to the participants. The event organizers will have to manually schedule the meeting by using the Scheduler a few days before the event.

Reeperbahn Festival / Matchmaking / Marketing Meets Marketing

[BACK TO MATCHMAKING](#)

MATCHES TOTAL: 15

LIVE PARTICIPANTS: 4

REQUESTS: 3

PENDING: 8

Marketing Meets Marketing

SEARCH BY: Match

Search by match status...

[DOWNLOAD LIST](#)

MATCH	NAME 1	NAME 2	STATUS	DATE	TIME	END	SUBJECT	NOTES	ACTIONS
1	Ellen Reed	George Miller	Live	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
2	George Miller	Philip Alvarado	Live	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
3	Thomas Brown	Robert Johnson	Live	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
4	Lara Croft	Anna Phoenix	Confirmed	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
5	Christina Miller	Ellen Reed	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
6	Anna Phoenix	George Miller	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
7	Ellen Reed	Philip Alvarado	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
8	Robert Johnson	Thomas Brown	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
9	Mark Hayman	Karen Smith	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
10	Alfred Fisher	Emma Stone	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
11	Anthony Holmes	Angela Dierich	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
12	John Ramirez	Adam Hughes	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
13	Adam Hughes	John Ramirez	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
14	John Ramirez	Adam Hughes	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	
15	Adam Hughes	John Ramirez	Pending	10/18/2020	10:00 pm	10:15 pm	01:05	Marketing Meets Marketing	

[VIEW MORE MATCHES](#)

[SEND](#)

MEANINGFUL ENCOUNTERS: MATCHROULETTE, AUTOMATIC MATCHMAKING BASED  
ON TAGS AND SPECIALIZED (CURATED) MATCHMAKING

# *Thank you!*

Q&A

## Contact

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