

GENIUS PROGETTI launches **IN | GENIUS** a hybrid digital event solution that takes virtual engagement to the next level.

Today's event landscape is continually being saturated with virtual events which is why Genius Progetti has created **IN | GENIUS**, a hybrid solution that optimises know-how acquired from 25 years of experiential marketing to offer an innovative solution combining the best of online with offline.

IN | GENIUS guarantees differentiation with creative digital solutions such as a powerful cloud based platform, virtual tradeshow stand and online event rewards points with tangible offline support such as our speaker backdrops, and **#STAYinGENIUS** box.

This solution has allowed Genius Progetti to reinforce our partnerships with the brands and clients we currently work with and secure new clients for **IN | GENIUS** events to be announced in the autumn.

*"At the start of the pandemic we knew this was going to be big for our industry and we didn't sit around and wait for things to go back to normal" says company owner **Matteo Giusti**, "we created a digital event taskforce and brainstormed solutions that were cutting edge while thinking about what it really means to participate in an event. We've created a solution for brands who are serious about maintaining a relationship with their clients or distributors while also putting their safety first and the end result is **IN | GENIUS**"*

IN | GENIUS is a digital event hybrid solution that connects the most powerful virtual event platform, completely cloud managed and plugs into it all of the best features you would expect from a virtual corporate event and then takes it further by connecting a points based reward system for participation, where the more content participants watch and engage with the closer they get to unlocking an exclusive prize. All of this is supported with offline material that we send to every participant and viewers home, making the virtual event as real as possible.

*“What we’ve essentially done is take the conference, meeting, or product launch directly to the participant in the form of a virtual single or multi-day event complete with all of the live and downloadable content you would expect, but then we bring the tangible aspect of what that participation feels like directly into their homes with the **#STAYinGENIUS BOX**.”* Explains New Business Development Manager Angela Nardiello .

“Think of this as a goodie bag for conference goers where a personalised shirt, gadgets, printed materials and everything else you’d normally receive at a conference is delivered right to their door.

*We’re preparing for many **IN | GENIUS** events for the autumn and our clients love the fact that we measure the participation of every single person who virtually attends and reward them as a THANK YOU”.*

Participants are invited to register via a personalised link via the event website that also acts as a virtual tradeshow stand for their **IN | GENIUS** event. During registration information is gathered in compliance with GDPR regulations and each participant is assigned a secure ID. This allows organizers to engage with them in a meaningful way, gathering responses to polls and also rewarding them for their interactions.

*“It becomes a truly interactive experience as opposed a passive live stream. **We want viewers to become event goers** by taking polls and customising content based on their answers. They are rewarded by ‘unlocking’ a special event which could be a private concert or live cooking session”* Nardiello continues.

IN | GENIUS is a completely customisable digital event solution. The in cloud platform allows for thousands of viewers, numerous presenters and panellists with a virtual stage, workshop and virtual breakout rooms. The **IN | GENIUS** service is completed with full event design including concept, logo, website, registration platform, presenter backdrops, and a fully branded **#STAYinGENIUS BOX** that is mailed to every invitee complete with branded gadgets, shirt and items they will use throughout the virtual event.

“People should be as excited about attending a virtual conference or launch as they get when attending a real one.” Explains Nardiello *“With attendance numbers recently on the low side for digital events, the research is telling us that people are getting ‘screen fatigue’ meaning they are tired of living through their devices. We break through this with a fun loyalty program and offline box that participants are happy to receive and happier to use. It’s about being away from each other, in the safety of our*

own homes or offices while temporarily living a moment together. That's what we deliver – a memorable experience”

With over 25 years of experience in experiential marketing and luxury event design **Genius Progetti** is excited about embarking on a new era of digital event creation with **IN | GENIUS**. For more information feel free to contact info@geniusprogetti.it