

Your personalized Hybrid Event Platform



Your Community Anytime, Anywhere

Oiko has developed a new concept and general idea to digitally enhance the stand design, competitions event and exhibition experience in harmony with your values to create and nurture a community.

The new proposed Hybrid Event Platform will provide an extra opportunity, a digital place to present your products, exchange ideas and to meet with your remote existing and potential clients.

In-person and remote interested audience will be able to watch and experience multimedia content at the same time. This will make your company globally accessible and inclusive.



Video Presentation

Video has become an increasing trend in terms of marketing strategies. Users prefer to consume video content rather than text and images, and this type of material also has arrived to ecommerce and product sales.

That's why video marketing has become the great tool for online product presentations: you can reach your community in an attractive way with what buyers no longer browse for on shelves and in the shop windows of physical stores.

Your Virtual End-to-End Platform

A full list of physical & interactive services and products for you to engage your community in an exciting on-site & virtual setting.

Provide a meaningful offline-and-online experience, your community can connect and engage with your brand from the live event and anywhere in the world.

A unique digital & hybrid platform, versatile & scalable for any kind of events where your online and onlife community are linked together.



Oiko has expertise in providing a fully customizable platform for meaningful online & onlife events to reach anywhere and at anytime your community



An end-to-end platform that covers **registration, streaming, networking, analytics** and everything in between is the best choice for a digital event with many moving parts.

Platforms like Swapcard offer in-house registration, networking features, seamlessly integrated live streaming, exhibitor dashboards & real-time ROI tracking tools and a virtual marketplace .

Swapcard, among other platforms, offers event planners the tools to create a fully branded and personalized virtual venue so that visitors feel like they're transported to another world.

Swapcard guarantees to online users the tools to be active participants instead of passive spectators. The virtual event platform needs to provide **polls, questions, native chat, easy screen sharing, pop-up notifications, video calling, and group chats.**



Online registration



Pre-event ads and promotion for exhibitors



Pre-event scheduling of networking meetings and calls



Suggestions of people to meet powered by the platform's artificial intelligence



Pre-event browsing of the schedule, bookmarking of sessions to watch, creating a personalized agenda for the event days



Live Q&A during sessions can be used by both audiences



Gamification and competitions during the event will be run on the platform and used by both groups of audiences to track the winners



Networking meetings and video calls during the event



Watching recorded sessions on-demand after the event



Notifications and reminders from the organizer during the event



Follow-up networking and lead generation post-event by exhibitors and attendees

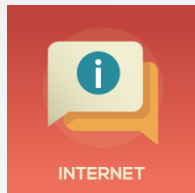


Measuring of data, ad performance, leads generated, new contacts made, and ROI on the online platform by exhibitors and attendees, online and in-person alike

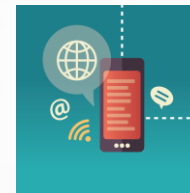
Example of a live online product presentations

A livestreaming video is tremendously functional for all product presentations and sale stages: from prototype presentation to samples for distributors and big debuts and launches for the public.

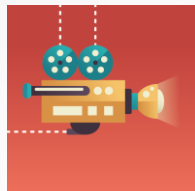
Oiko will design the Hybrid Event Platform with a customized space on the homepage for the presentations.



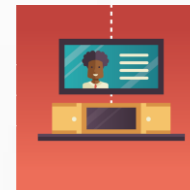
A good internet connection: this is key for any live stream. We will check, test and setup the connection before the big debut.



Decide if you want to add a live chat that will give your viewers the possibility to send their questions or comments live, and consider how to moderate that content to avoid problems.



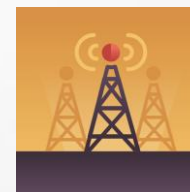
With a basic set up, you'll get a more professional and attractive result. A Live production desk, 2 spotlights, 2 cameras and 2 mics, you stage is ready for the presentation.



Although you are broadcasting live, we will use our expertise to give you the camera angles and shots, audio quality and other elements (text, camera changes, products, etc.) that will guarantee the best video outcome.



YouTube allows for video broadcasts to be done live, but there are several channels to consider for your presentations, such as Instagram TV, Facebook Live, and LinkedIn Live.



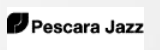
We can program the shooting with a specific timetable in order to dispose daily of your video to share on your channel. You can add an option for your community to receive a reminder before the start of the broadcast of your live presentation

OIKO

Founded in Italy in 1999, OIKO is a leading branding and advertising agency with particular expertise in sport.

The majority of its signature work is within the sport industry for International Federations and clients who compete at the highest levels across the globe.

Our mission is to help our customers develop their brand worldwide. We do so by providing Virtual solutions for communication and digital marketing as well as professional assistance in a range of projects and solutions, from Brand identity re-design or re-launch to Event concepts and management, venue dressing, logistics and Live support & Production.





Check it out!

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ANNIVERSARY

we love sport
we live marketing





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