

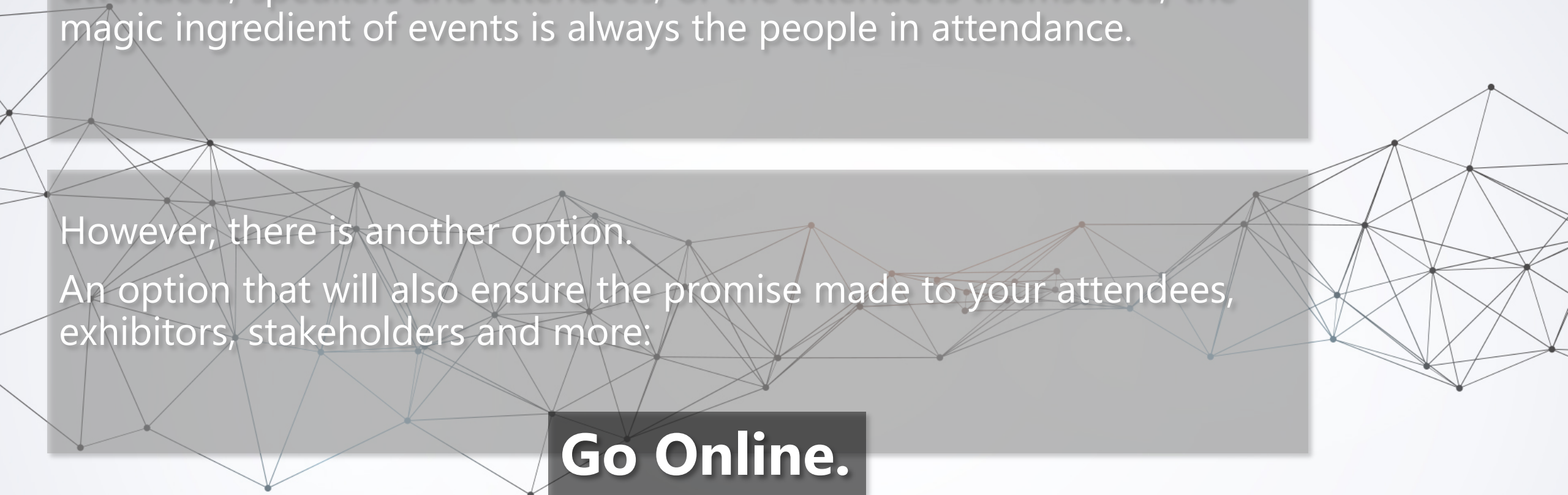
An abstract graphic featuring a network of interconnected nodes and lines, resembling a molecular or digital structure. The nodes are represented by small black dots, and the lines are thin, connecting the dots in a complex web. The background is a light gray gradient. Two overlapping rectangular boxes, one light gray and one dark gray, are positioned behind the main text.

# Guide to your next Online Event

**MAGNA**  
online  
e v e n t s

An abstract graphic of a network or mesh structure, composed of numerous black dots (nodes) connected by thin lines. The lines are primarily black, but some segments are highlighted in light blue and others in light orange, creating a sense of flow and connectivity across the entire frame.

# Take your in-person event Online

An abstract network diagram consisting of numerous small black dots (nodes) connected by thin, light gray lines. The nodes are distributed across the slide, with a higher concentration on the left and right sides, forming a web-like structure that spans the background.

Without any doubt, the number one benefit of your events is the face-to-face connections you help enable. Whether between sponsors and attendees, speakers and attendees, or the attendees themselves, the magic ingredient of events is always the people in attendance.

However, there is another option.  
An option that will also ensure the promise made to your attendees, exhibitors, stakeholders and more:

**Go Online.**

An abstract graphic consisting of a network of interconnected nodes and lines, resembling a molecular structure or a complex web. The nodes are small black dots, and the lines are thin, connecting them in a complex, non-linear pattern. The overall shape is elongated and somewhat symmetrical, with a central area that is more densely connected. The background is a light, neutral color.

# Benefits of Online events



Despite the hassle and extra work to accommodate event technology, there are many benefits from running Online events, including:

- **Cost efficiency:** Online events reduce or eliminate many costs of in-person events, like catering, venue fee and more.
- **Expand your reach:** not everyone can commit to traveling to your event. However, it's far easier to hop on a computer than it is to take a car or a plane. Online events help you reach a broader audience, and attract more sign ups because of the inherent ease of participating.
- **Safety & security:** while it's great to collect people together, that unfortunately comes with some security risks. If there is a real security or safety concern around large gatherings & events, going Online is the simplest way to avoid the risks.

An abstract graphic featuring a network of interconnected nodes and lines, resembling a molecular structure or a digital network. The nodes are small black dots, and the lines are thin, connecting them in a complex, web-like pattern. The overall shape is elongated and horizontal, with some areas being more densely connected than others. The colors of the lines and nodes are primarily black, with some blue and orange accents. The background is a light, neutral gray.

# How to take your in-person event Online

To host an Online event, you need to embrace technology. There's no way around it.

Thankfully, embracing tech and turning your event from in-person to Online doesn't require you to start from zero. You still answer the same questions:

- What kind of content will you have?
- Who will host your event or your sessions?
- How will you engage your attendees?

Then, instead of a venue, you need an Online platform to host your event. Think of your Online event platform as an online venue. Your attendees can participate in sessions, network with other attendees, meet exhibitors and sponsors just like they would in person. Only they do it from... well, anywhere!



From your Online event platform, participants can...

- Access your speaker sessions (hosted via livestream)
- Find exhibitors and sponsors (and connect with them Online) and
- Engage, meet and discuss with other attendees (Online or via video conferencing)

That's the essential piece: no matter whether it's in person or in reality, your attendees need a central place to meet.



An abstract graphic of a network or mesh structure, composed of numerous interconnected nodes and lines. The nodes are represented by small black dots, and the lines are thin, dark grey. The network is more densely packed on the left and right sides, with a more sparse, elongated section in the center. The lines connecting the nodes are colored in a gradient: blue on the left, transitioning through grey in the center, and ending in red on the right. The overall shape is roughly horizontal and spans most of the width of the image.

# Magna as your Online event provider

Here is a short list of what we offer, in order to take your event Online.

- Online event platform
- Fully equipped professional studio, including real-time Virtual Effects capabilities
- Marketing automation
- Livestreaming
- Video conferencing (sessions & 1:1 meetings)
- Support for Multitrack agenda (+ embeddable website version)
- Invite-only access for additional security
- Data on all touchpoints of the attendee journey
- Polls
- Attendee interaction

These tools are essential to nailing your Online event.

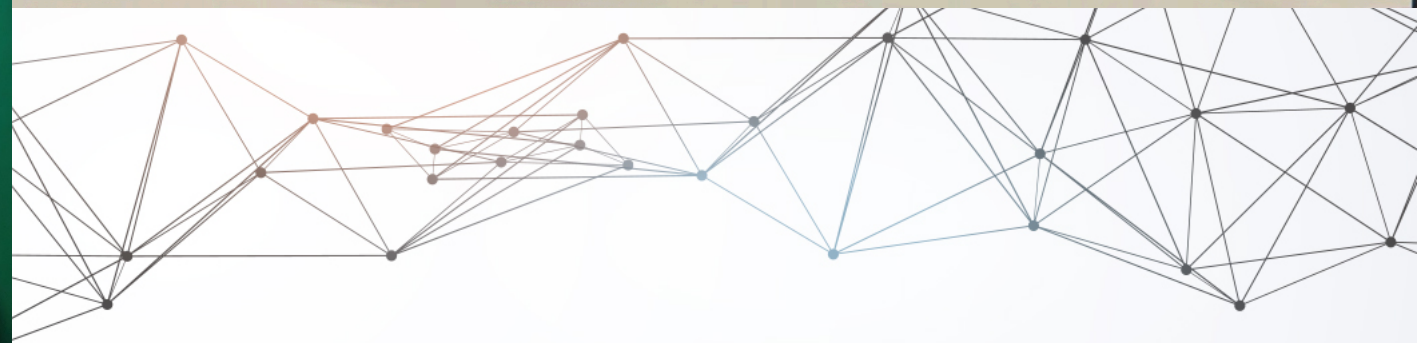


# Online event set (studio capabilities)





Green screen before & after.







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ESTADIO KRESTOVSKI

Capacidad máxima: 68.000  
@ San-Petersburgo, Rusia

SAN PETERSBURGO

SAN PETERSBURGO

6  
GOLES

 Harry Kane

4  
GOLES

 Romelu Lukaku

3  
GOLES

 Kylian Mbappé

3  
GOLES

2  
GOLES

 Eden Hazard

Captivating 3D video game-quality virtual studios that make your broadcasts stand apart from the competition.

An abstract graphic of a network or mesh structure, composed of numerous interconnected nodes and lines. The nodes are represented by small black dots, and the lines are thin, dark grey. The network is spread across the entire width of the image, with a higher density of connections in the center. The overall shape is somewhat elongated and horizontal, with some areas appearing more densely connected than others. The background is a light, neutral grey.

**Let us help make your event Online**





Taking your events Online is simple. We'll show you how.

Schedule a consultation call with our team and we'll help you plan the big step of taking your event Online.

**Talk to us!**

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