

ANTI-AGEING SKIN CARE CONFERENCE

Virtual Edition
3 - 5 November 2020

Outside In and Inside Out - A holistic approach to anti-ageing



An introduction to our virtual events platform - Hopin

- ✓ Easily navigable – simple and effective
- ✓ Both spontaneous and targeted networking
- ✓ Interactive Q&As, the opportunity to ask questions at any time
- ✓ Easy to exchange contact information with others

Reception and navigating the event

These are the areas of the platform.

Reception: view the full 3 day schedule, and link to what is live on the stage at that point in time

Stage: where all lectures will be shown

Sessions: where all interactive Q&As will take place

Networking: For spontaneous networking (see page 3)

Expo: visit our sponsors in their booths (see page 4)

The screenshot displays the event platform interface for the 'ANTI-AGEING SKIN CARE CONFERENCE'. The interface is divided into three main sections: a left sidebar with navigation icons, a central main content area, and a right sidebar for chat and social features. The left sidebar includes icons for Reception, Stage, Sessions, Networking, and Expo. The main content area features a large banner for the 'ANTI-AGEING SKIN CARE CONFERENCE' with the text 'Virtual Edition 3 - 5 November 2020' and 'Outside In and Inside Out - A holistic approach to anti-ageing'. Below the banner is a card for the 'Anti Ageing Skin Care Conference' hosted by Summit Events, showing a 'Schedule' for 'November 03 (5)' with a search bar and a 'Preview Mode' toggle. The right sidebar shows a 'Chat' section with a message from 'Ellie Ball, Organiser' and a 'People' section. A red bracket on the left side of the image groups the sidebar and main content area.

This is the **event chat**.

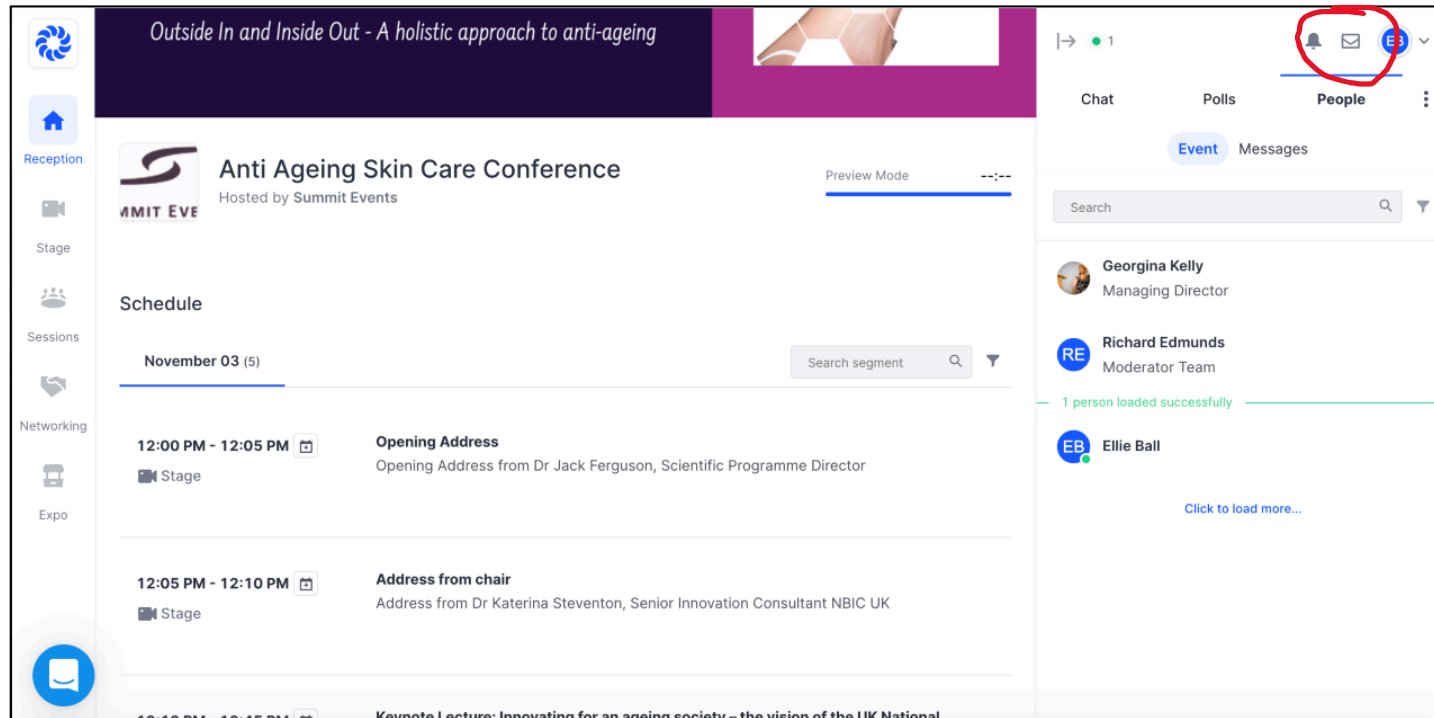
It appears on the right hand side of the screen, wherever you are on the platform.

You can use it to interact with people across the event.

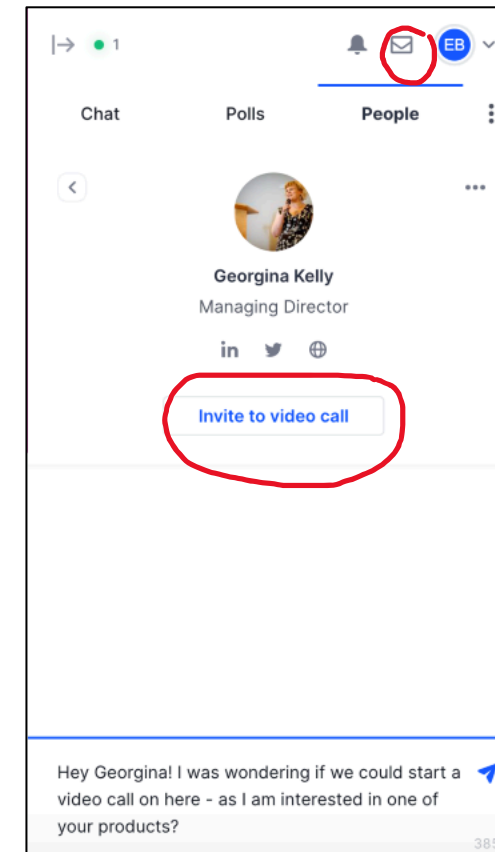
It is also used by organisers to navigate people as to what is currently on and where people should go. Organiser's messages appear highlighted in blue,.

This is the page you see when you enter the live event. It has our banner and a full 3 day schedule you can scroll through.

Targeted networking



If someone messages or requests to start a video call with you, a red dot will appear on your messages icon – which remains on the top right hand of the screen throughout the event

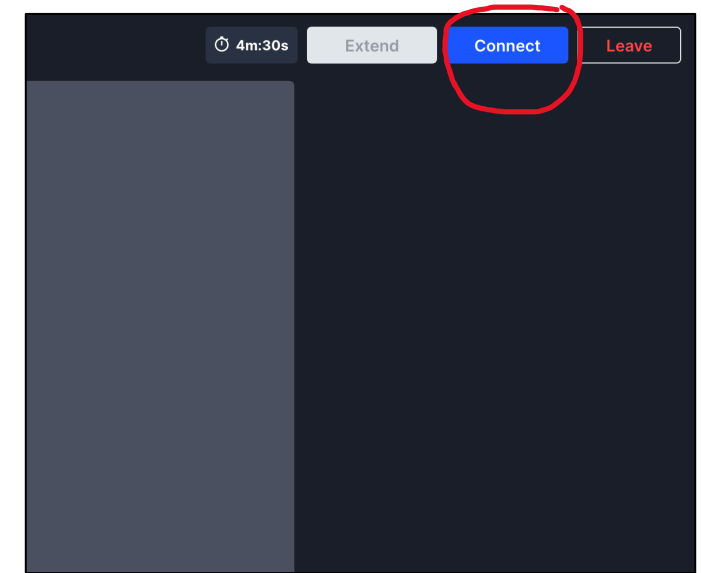
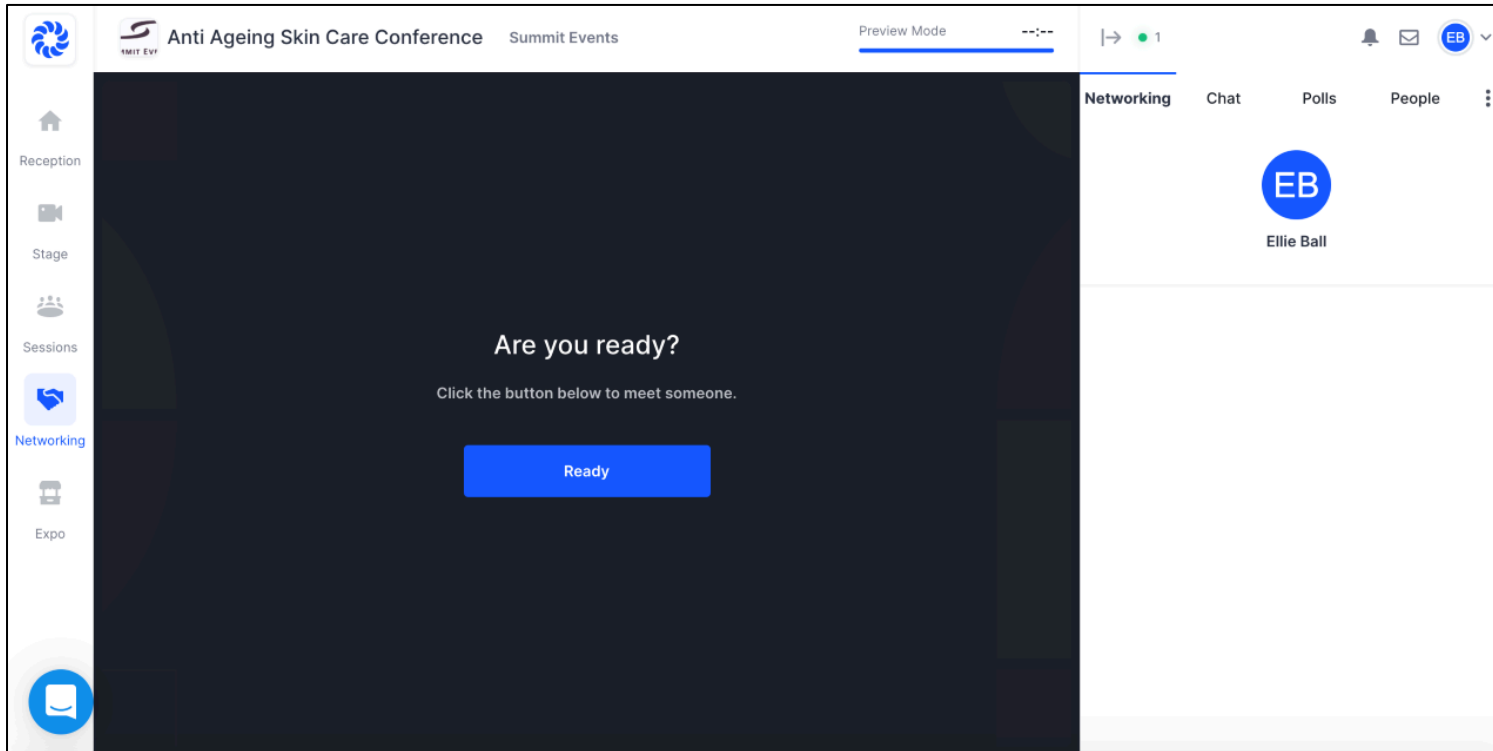


Next to the event 'chat', the 'people' tab is also available in the right hand pane, anywhere you are on the event platform. This lists everyone who is live on the event platform, along with their job title and the company they work for.

To speak to someone – just click on their name.

You can either send them a message, or 'request to start a video call'. This video call takes place privately, on the event platform.

Spontaneous networking



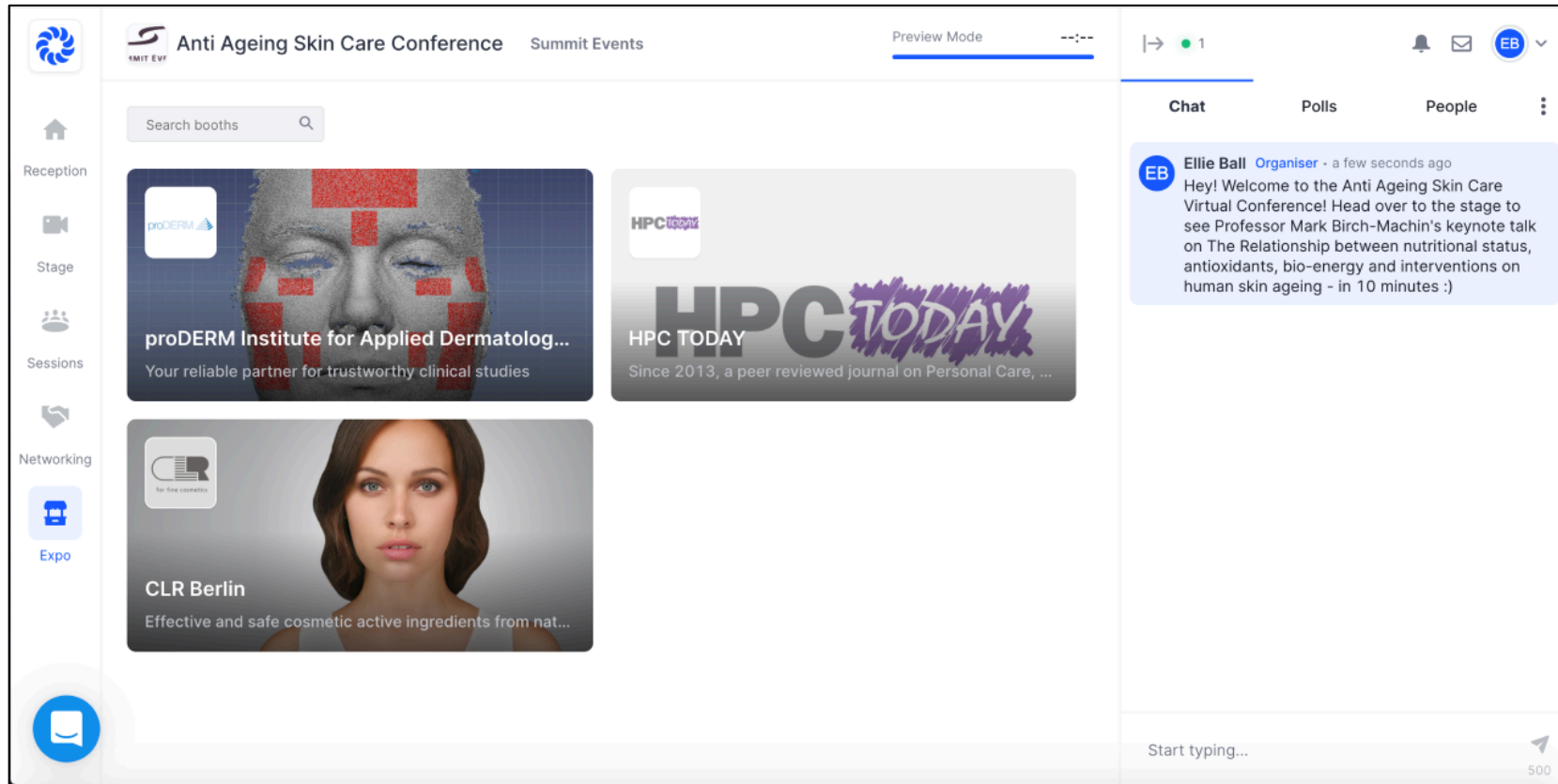
The Networking area on Hopin is the place for automated one-on-one meetings and is one way of facilitating connection discovery at an event, pairing two people over a direct video call.

In Networking, when someone clicks the *Ready* button, the system searches for someone else at the event who has also clicked the *Ready* button. These two are then paired to instantly start a video chat which lasts for a maximum of 3 minutes.

Individuals can leave the video chat whenever they like before these 3 minutes are up. You can also click the blue 'connect' button, which will send the person you are talking to your contact details that you have chosen to include on your Hopin profile, such as email address and Linked In Profile.

Want to keep the conversation going after 3 minutes? Find them under the people tab where you can message / video call them for as long as you like

Expo booths



This is where you will find our sponsors! Each sponsors booth will include a video to tell you more about their brand or product, some more information about them, a link to their website, and an opportunity to 'register your interest' - passing on your details so they can get in touch with you.

Each booth also has it's own chat – so if you have questions for the person representing the company, you can ask them here.

Session area

The screenshot displays a Zoom meeting interface. At the top, the meeting title is "low to be human in the age of the machine". The status bar shows "Recording", "2 / 9" participants, and "42" viewers. A blue button labeled "Ask to Share Audio and Video" is visible. The main area contains two video feeds: the top one shows Sonia Khera, a woman with dark hair wearing a headset and a grey sweater, smiling; the bottom one shows Hannah Fry, a woman with red hair wearing a blue blazer, sitting in front of a bookshelf. To the right is a chat window with tabs for "Chat", "Polls", and "People". The "Session" tab is selected, showing a list of messages from participants. The chat messages are:

- Maya Pratt** 12 minutes ago: Fantastic presentation - some really insightful examples
- Libby Townsend** 11 minutes ago: Agree - all of your amazing examples to bring it all to life was brilliant
- Alice Beevers** 11 minutes ago: Absolutely fascinating session, my brain is buzzing in a good way!
- Karina Langan** 11 minutes ago: Highly entertaining and thought-provoking!
- Sally Rixon** 11 minutes ago: Amazing session thank you. I was glued to the screen. Your style is amazing and compelling.
- Ian Olivo** a few seconds ago: Relating to the theme of machines being better at data sensitivity (and vice versa). Most of us have pretty basic systems at our disposal and no AI/algorithms; Is that a model we could practically apply in a more manual/thoughtful way. Do any ways of doing that jump out at you in the HR world?

At the bottom of the chat window, there is a text input field with the placeholder "Start typing..."

This is where the interactive Q&As will take place.

Type a question for the speaker in the chat on the right hand side at any point – and the moderator will relay it to the speaker for their answering.