Hybrid trade fairs:
Websessions module service description
Area: Conference Area / Exhibition Area

Messe
Düsseldorf

Sept. 2020

Product/Service general description

Web sessions are seminars, events, conferences in which people can participate via the Internet (online event).

1.) Interactive & live: information is transmitted live within a program with a defined start and end time. Participants can actively participate and contribute to the webinar (e.g. by asking questions via a chat system).
2.) On demand: recorded video stream that starts at a specified time or can be started or retrieved individually (as desired).

Web sessions can be freely accessible (e.g. public marketplace for online seminars), in most cases registration is required.

With the "Websessions" module, web sessions are offered as part of a hybrid or virtual event or a virtual online event.
This module offers the exhibitor the opportunity to present or conduct a web session as a moderator on the trade fair's online website. In this web session the exhibitor can, for example, present the latest products, processes or general topics to the registered trade audience.

Process description ("Websessions")

The requirement to offer web sessions as an exhibitor is the successful completion of the online registration for the respective online event. All the necessary details for the web session (including content, language, moderator, etc.) are to be transmitted to the service providers commissioned by Messe Düsseldorf; these details will be indicated on the online event website.

Requirements for the exhibitor to offer web sessions:

- Transmission of information about the web session, including title, content, language of the presentation, the exhibitor's contact person/moderator, etc.
- Separate conclusion of a declaration of consent by the speaker for publication of the speaker's information
- Coordination (including content and technical aspects) with the trade fair team and service providers
- Technical equipment for image and sound transmission (e.g. webcam, microphone)
- Adequate Internet connection (see below)
- Successful installation of the specified conference software
- Successful registration with the specified conference software

Specific system requirements for this are as follows:
1. The bandwidth requirement is at least 1.2 MB/s download speed, otherwise good quality cannot be guaranteed.
2. The camera used should preferably have a resolution of 1280x720 pixels.
3. Microphone

A fixed and binding period of time will be agreed separately for the presentation, which will be taken into account in the online event's programme.
There is the optional support service (e.g. technical support) to prepare the live sessions. This includes the following points:

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- Arrangement of a test appointment in advance of the live web session.

- Exhibitor is invited to a zoom meeting

- Joining via link (the zoom client is installed)

- Testing of micro + camera

- Presentation of the rough process for the upcoming webinar from a technical point of view

- Answering open questions

Our partner "The Hackathon Company" is available for this.

The Hackathon Company GmbH

messewebsession@thehackathoncompany.com

The implementation of the web session itself is the exhibitor's responsibility.

Additional information:
Visitors or interested participants are given the opportunity to participate in web sessions via the online event.

Requirement to participate in a web session:
- Successful participant registration (including DOI confirmation) for the online event
- Registration for each web session
- Download and successful installation of the conference software provided and successful registration with this software
- Successful registration with the specified conference software
- Adequate Internet connection

After successful registration for the selected web session, the participant will receive a link to the web session to the email they have specified as well as the date and time when the web session will take place. By clicking on this link the participant registered with the conference software will be directed to the web session.

In order to participate in a free web session, the participant agrees that their contact data (title, surname, first name, email, company, position) may be passed on to the presenting exhibitor, in particular for their own marketing purposes.

If participation in a web session is subject to a fee, the registration for a web session is preceded by purchasing the corresponding ticket through the ticket shop. In this case, the declaration of consent for the transfer of data is voluntary.