

hoppier

# The 2021 Book of Virtual Event Ideas

for Marketers, Sales Leaders, and Event Planners



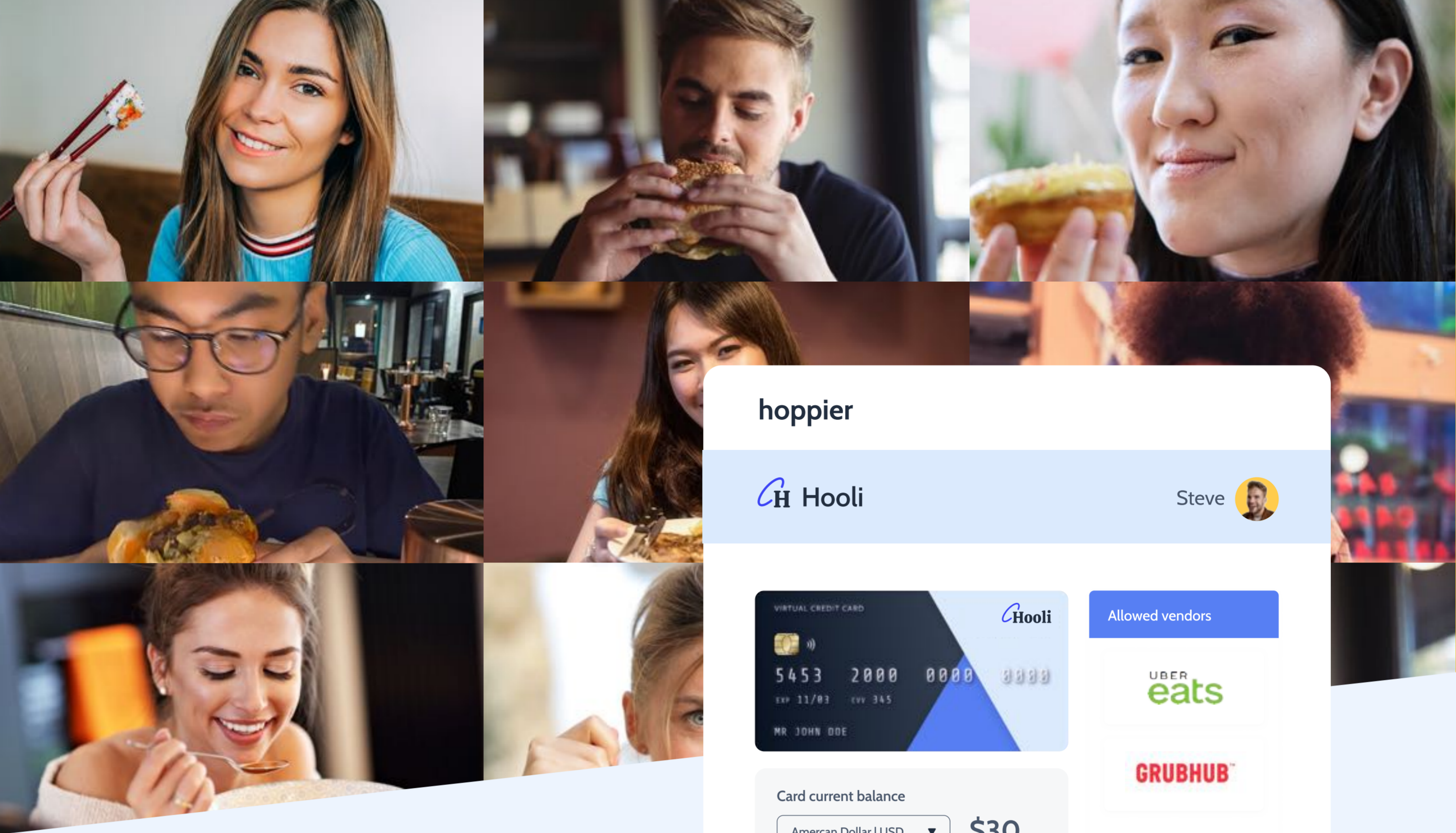
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## Disclaimer:


These examples are all based on real events. We have replaced customer names and images with fictional ones for privacy.






# The Virtual Lunch & Learn with Hooli

**hoppier**

 Hooli Steve 

 **Allowed vendors**

- 
- 
- 

Card current balance  
American Dollar | USD **\$30**

Program valid  
11:00 am ▼ to 01:00 pm ▼



## The context

Hooli's Mountain View office hosts Lunch & Learns every week. When virtual became the norm, the team were looking for a way to bring the 'Lunch' back.



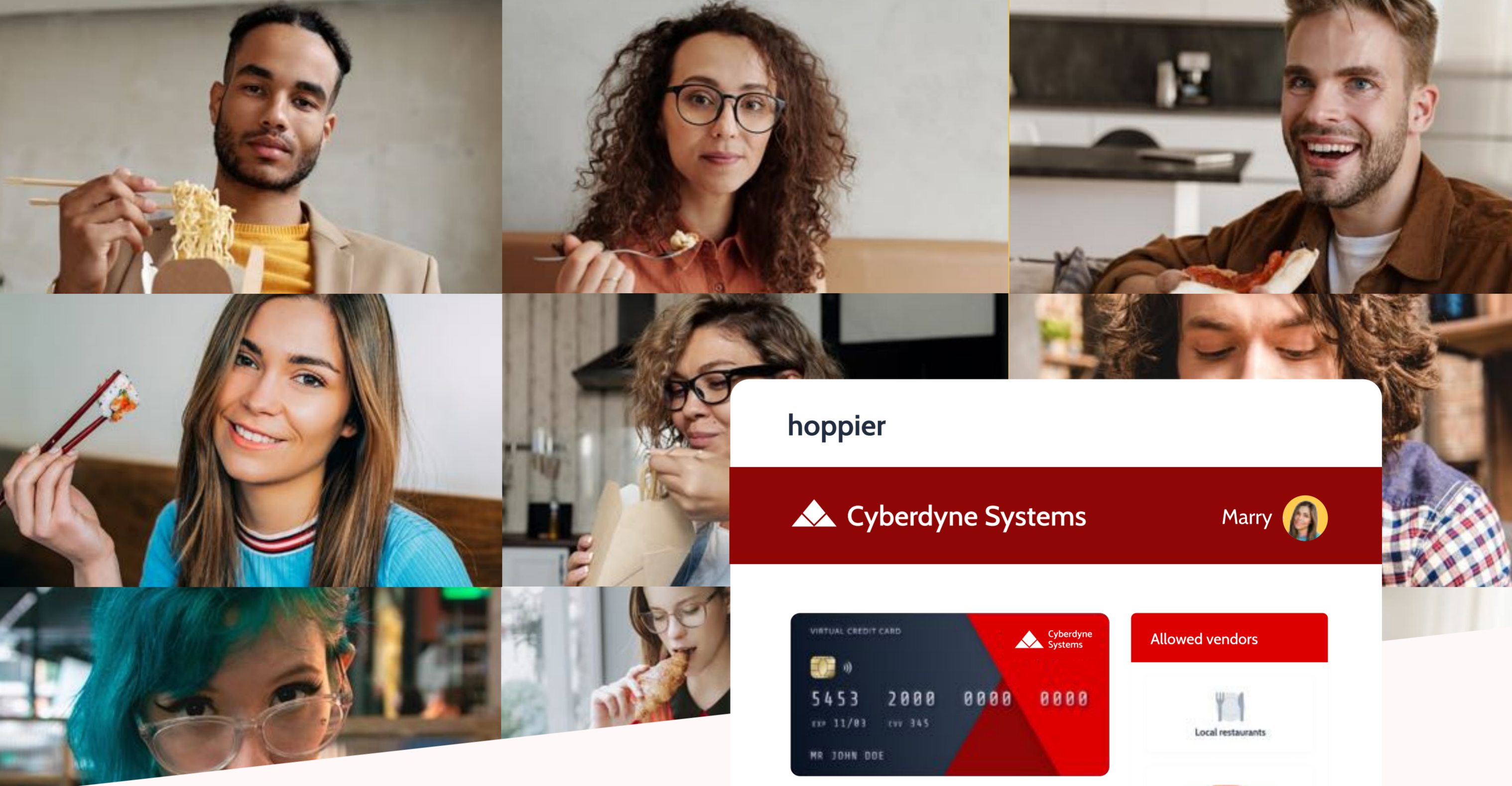
## The experience

Hooli now offers \$30 per attendee to spend on food and drinks from Uber Eats, DoorDash, and local restaurants 2 hours prior to the event. Hooli also gets back any left over credit that is unspent and can see which attendees purchased a lunch.




## Why it works

Providing food for a virtual Lunch & Learn helps increase attendance and engagement. By providing lunch, people don't have to worry about making lunch or their families during their mid-day break. Hooli saw a direct increase in attendance and engagement.




# The 2021 AI Virtual Conference Lunch Sponsored by Cyberdyne Systems

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Cyberdyne Systems Marry 

**VIRTUAL CREDIT CARD**

 5453 2000 0000 0000  
EXP 11/03 CVV 345  
MR JOHN DOE

**Allowed vendors**

- Local restaurants
- DOORDASH
- JUST EAT

Card current balance  
American Dollar | USD **\$25**

Program valid  
11:30 am ▼ to 12:00 pm ▼



## The context

When the 2021 AI Conference switched to virtual, the organizers needed a new way to give their Platinum sponsor - Cyberdyne Systems - the best exposure.



## The experience

Cyberdyne Systems offered each attendee a \$25 lunch credit that was active 30 minutes before their scheduled talk at noon. A short video played before attendees could claim their lunch.



## Why it works

Delicious free food and the sponsor that made it happen! As a result, Cyberdyne Systems created several new business opportunities for their new T-800 AI product.



# HR Newsletter Sponsored Giveaway

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HR Newsletter Lucie

VIRTUAL CREDIT CARD

5453 2000 0000 0000

EXP 11/83 CVV 345

MR JOHN DOE

Allowed vendors

- donut
- officevibe
- AIHR

Card current balance

American Dollar | USD **\$1,000**

Program valid

3 months ▼



## The context

The HR Newsletter produces a weekly newsletter that is read by 1000's of HR professionals. They were looking for ways to showcase their sponsors and ultimately drive more customers to them.



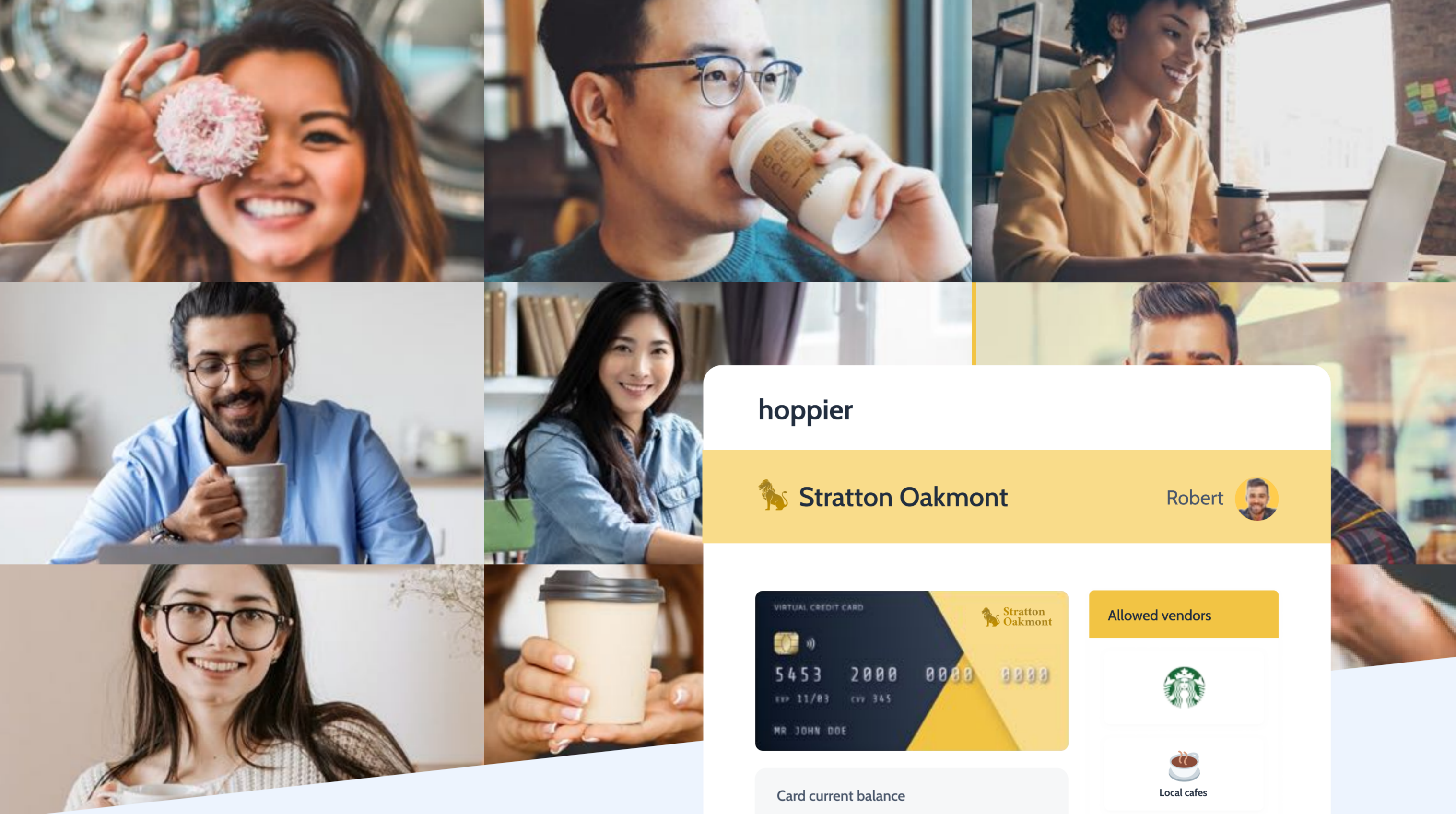
## The experience

HR Newsletter created a sponsored giveaway of spending cards between \$10 and \$1000. The cards had a 3 month lifetime and could be used towards sponsor's like Donut.com, Officevibe.com, AIHR Academy courses, Udemy, and Calm for Business.



## Why it works


This campaign created a new opportunity for sponsorship revenue for HR Newsletter. Their readers, the HR Professionals were excited about the campaign and tried several of their products using the Hoppier card.



# Virtual Coffee Meetings with Stratton Oakmont

**hoppier**

**Stratton Oakmont** Robert




VIRTUAL CREDIT CARD


5453 2000 0000 0000


EXP 11/03 CVV 345

MR JOHN DOE

**Allowed vendors**

  
Starbucks

  
Local cafes

  
Caribou COFFEE

**Card current balance**

American Dollar | USD \$10

**Program valid**

8:00 am ▼ to 11:00 am ▼



## The context

Stratton Oakmont is a financial services company that works with high net worth customers. It's important for them to maintain an image of having industry leading customer care.



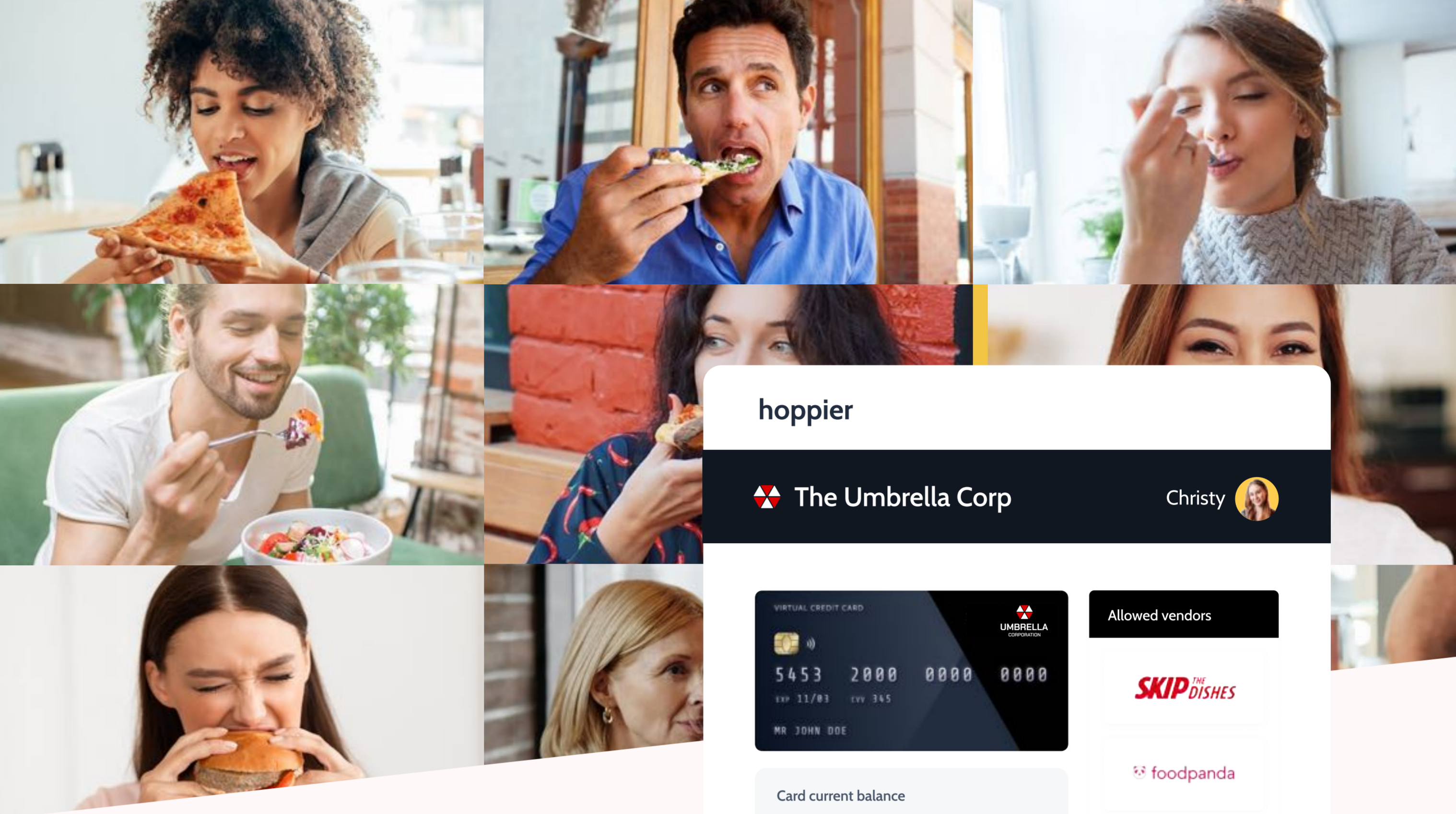
## The experience

Employees can send spending cards to clients that can be redeemed before a meeting. Each card is loaded with a \$10 'Virtual Coffee' allowance that can be used at local cafés nearby or popular chains or a list of gourmet coffee roasters across the North East US.






## Why it works

Offering coffee for a virtual meeting is an awesome ice-breaker. It isn't a lot, but it's symbolic of their customer care and creates reciprocity; responding to a positive action with another positive action.






hoppier

 The Umbrella Corp Christy 

VIRTUAL CREDIT CARD 

5453 2000 0000 0000  
EXP 11/03 CVV 345  
MR JOHN DOE

Allowed vendors

- 
- 
- 

Card current balance  
American Dollar | USD **\$25**

Program valid  
1 Day ▾

# The Umbrella Corp International Hybrid Conference



## The context

Umbrella Corp is a British multinational conglomerate that hosts an international conference in London each year bringing people together from around the world.



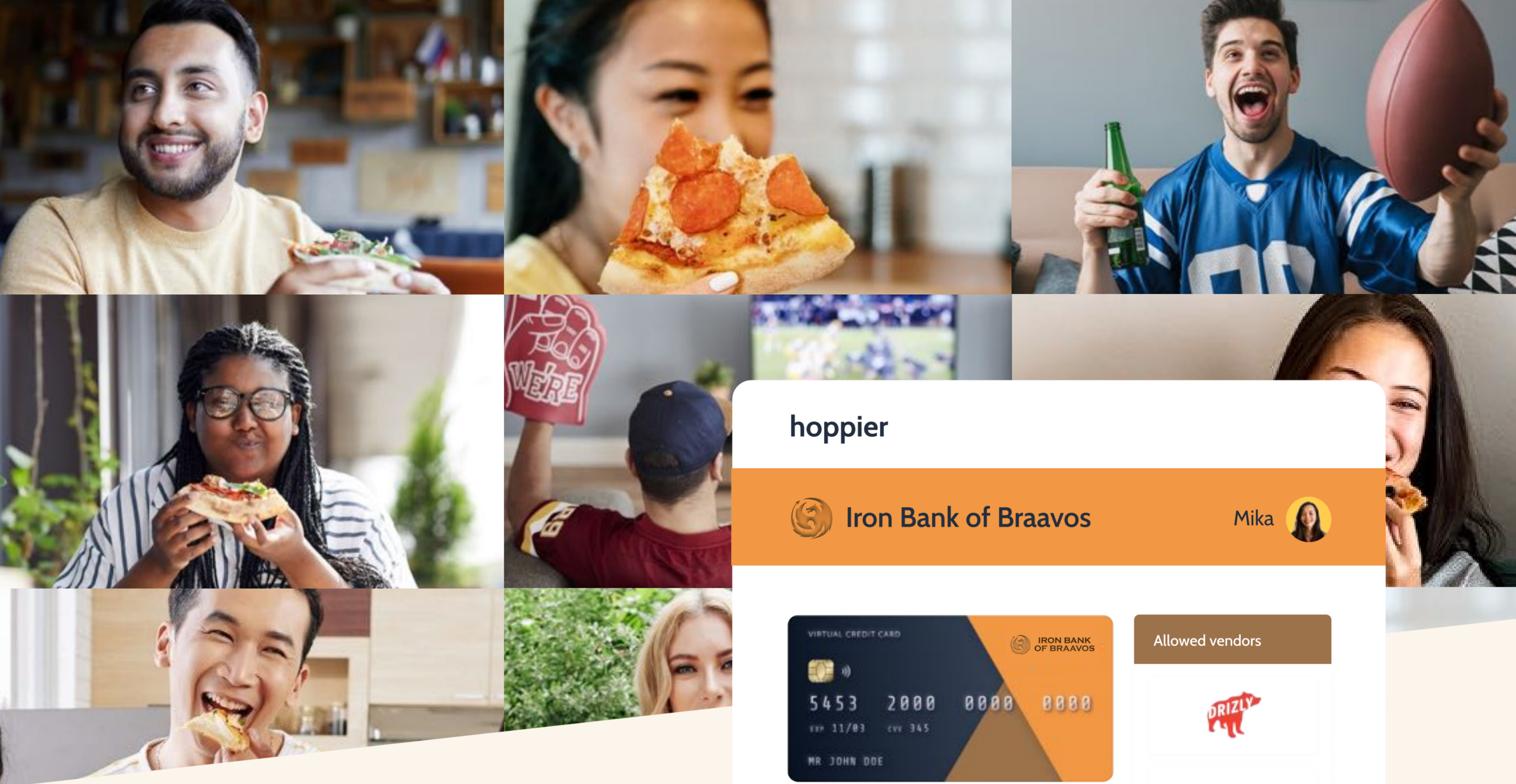
## The experience

Umbrella needed to cater to virtual attendees around the world. They decided to use Hoppier and restricted purchases to vendors in different geographies based on where attendees are. Hoppier also made it easy for attendees to receive credit in their local currency.



## Why it works

Umbrella Corp. virtual attendees were more engaged and thankful that although they weren't able to join the event in person, they were treated with the same amazing care as in person attendees.



# The 'Super Fan' Experience Sponsored by The Iron Bank of Braavos

**hoppier**

**Iron Bank of Braavos**
Mika

Allowed vendors

Card current balance

American Dollar | USD

\$50

Program valid

2 Days

▼



## The context

The Drogon Dragon's professional football team was looking for a way to create a 'Super Fan' experience in partnership with their official banking sponsor, The Iron Bank of Braavos.



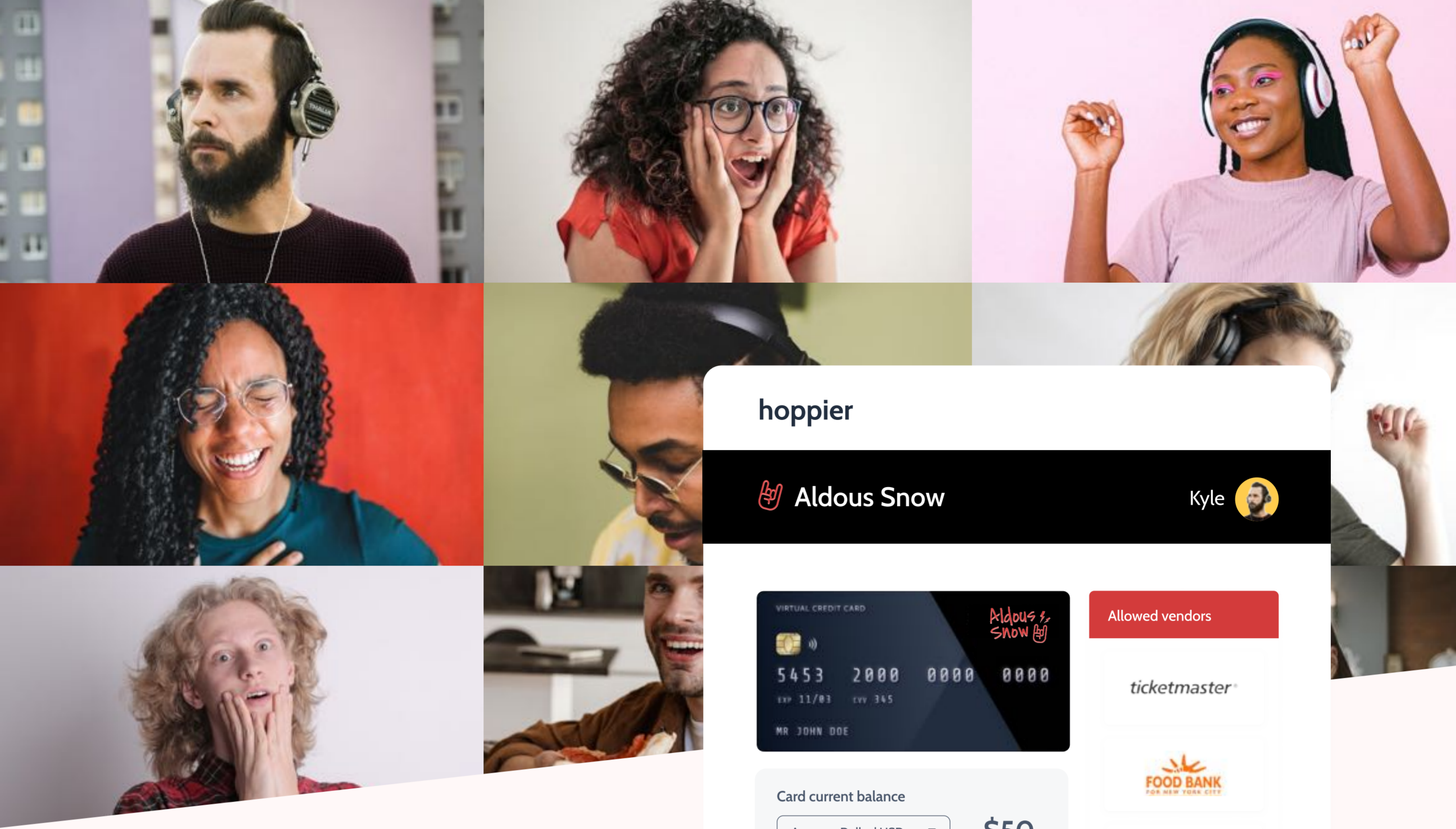
## The experience

Season ticket holders were invited and given credit to purchase drinks from their local corner store, and pizza from local pizzerias. At the end of the event, fans were given an additional \$25 card that expired in 48 hours to use towards merchandise on the fan store.





## Why it works


The fans ate pizza and talked about their favourite plays. The entire platform was branded with a CTA for fans to check out Iron Bank's new credit card product for super fans and a CTA for fans to go to The Drogon Dragons merchandise store.



# VIP Concert Package - Aldous Snow

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 Aldous Snow Kyle 

VIRTUAL CREDIT CARD 

5453 2000 0000 0000  
EXP 11/03 CVV 345  
MR JOHN DOE

Allowed vendors

- ticketmaster
- FOOD BANK FOR NEW YORK CITY
- FEEDING AMERICA

Card current balance  
American Dollar | USD **\$50**

Program valid  
1 week



## The context

Aldous Snow, international British rock star, was looking for creative ways to reward superfans that engaged with his social media the most.



## The experience

Aldous hosted an hour long 'teaser concert' for his superfans. He also sent each one a \$50 credit to use on his merchandise store, buy tickets to the upcoming concert on ticketmaster.com, or to donate to his favorite international charity.





## Why it works


As an international superstar it's important to connect with your best fans. Aldous did this by sharing several things that are important to him while making them feel like VIPs.



# The Globex Corp. Conference

**hoppier**

 **Globex Corporation** Joshua 



VIRTUAL CREDIT CARD

5453 2000 0000 0000




EXP 11/03 EXP 345

MR JOHN DOE

Allowed vendors

Card current balance

American Dollar | USD \$40

Program valid

1:00 pm ▼ to 9:00 pm ▼



## The context

Every year, Globex Corp. organizes a 2-day conference on cyber-security that ends with a Happy Hour at a cocktail bar in Boston. Why cancel when you can re-imagine?



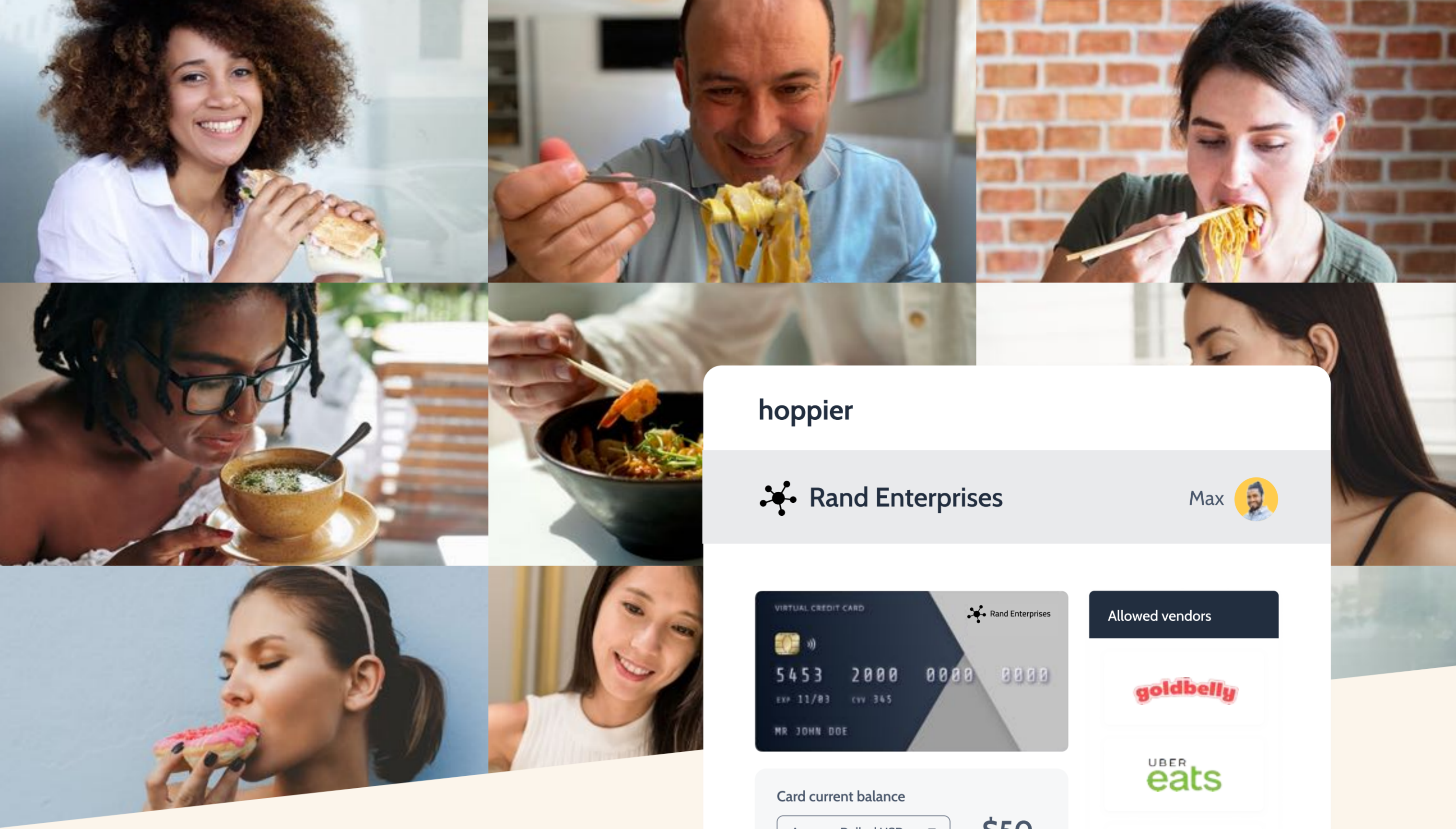
## The experience

This virtual networking was arranged on Gamerjibe. Attendees were organized in virtual tables of 5, making it easy to join or leave at any time. Each participant received \$40 of drink credit 2 days prior to the event to purchase aperitifs from Haus and craft beer from Craft City.





## Why it works

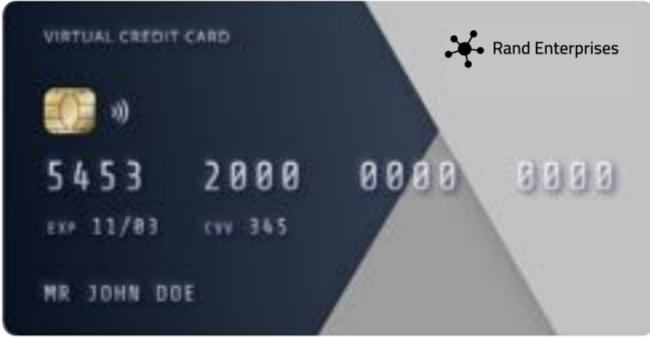
People go to events for 2 reasons: to learn something new and to connect with peers. Globex Corp. did an amazing job at doing both at their virtual event and attendees loved it.



# The Brunch and Learn with Rand Enterprises

**hoppier**


 **Rand Enterprises** Max 





Card current balance

American Dollar | USD \$50

Allowed vendors







Program valid

1 week ▼



## The context

Rand Enterprises is a leading professional services firm that invests significantly in research. Leading journals publish much of their research. The company hosts private monthly learning events for clients to learn about new research topics.



## The experience

The Field Marketing Team used Hoppier to create a program for attendees to purchase brunch from GoldBelly, local restaurants, and delivery services in various countries. Clients got \$50 for the event. Any remaining funds went to charity.




## Why it works


The learning events are more memorable. Clients see them as a great recurring opportunity to learn and engage with the Rand Enterprises team.



# CEO Peer Group Meeting Lunch

**hoppier**

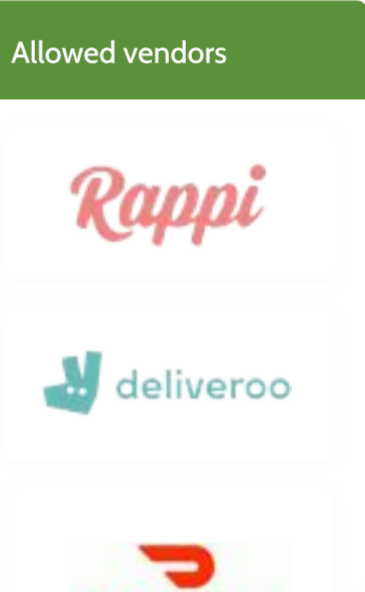
**TCG** Natalie 



**Card current balance**

American Dollar | USD \$50

**Allowed vendors**



**Program valid**

12:00 pm ▼ to 1:00 pm ▼



## The context

TCG hosts small private events covering unique topics for CEO's and executives. These events usually occur at lunch because the executives are too busy. These events are also sponsored by organizations looking to generate leads.



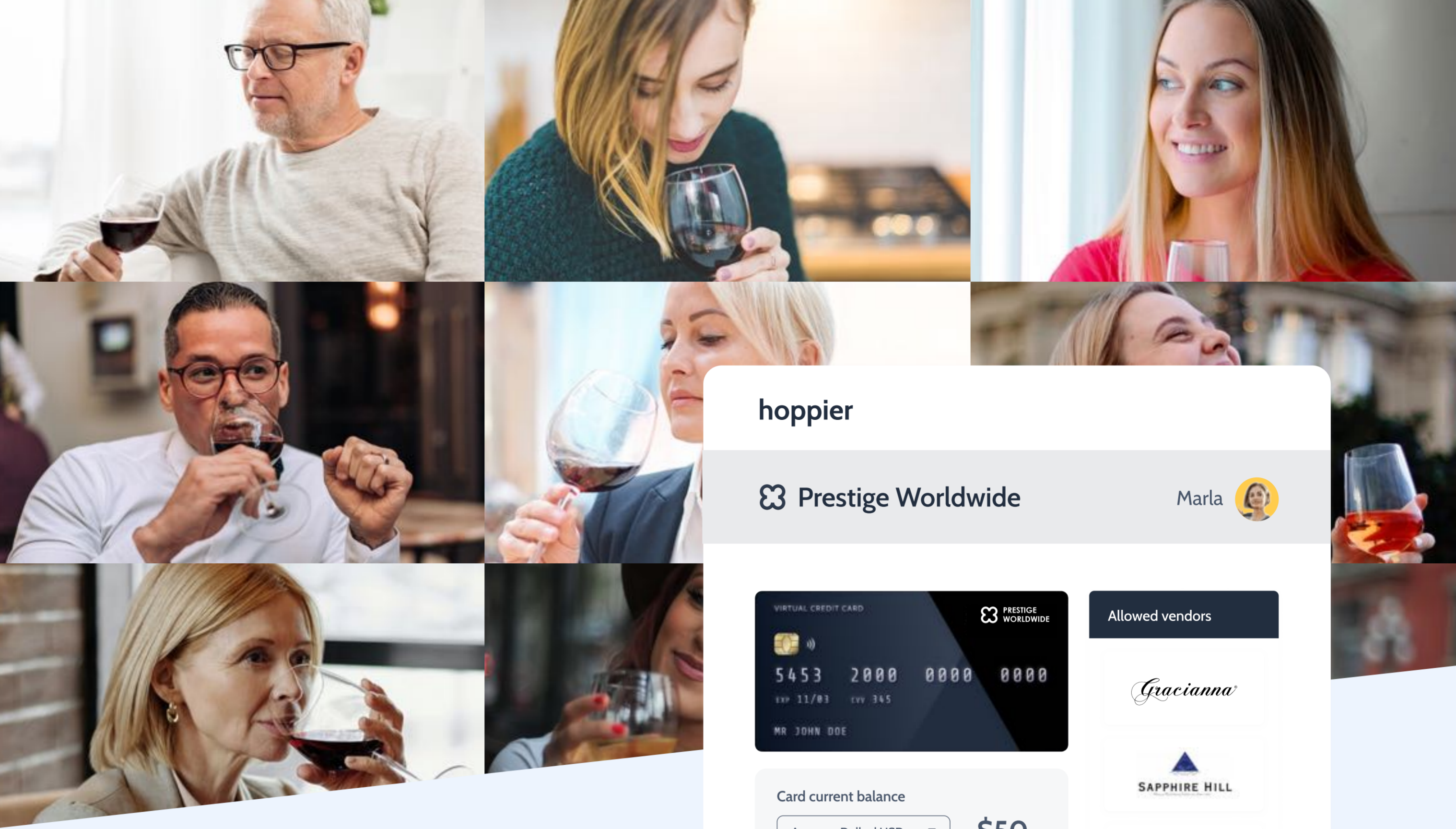
## The experience

In order to increase attendance the sponsor gave each attendee a \$50 lunch card. Each executive's spending card was activated 1 hour before the event and could be used on different vendors. Any unused funds were returned to the vendor.





## Why it works


Using Hoppier spending cards boosted attendance because these busy executives no longer had to think about what to make for lunch, which was covered by the sponsor, who also included a CTA on the Hoppier card page.



# Catalina Wine Mixer Sponsored by Prestige Worldwide


**hoppier**

 Prestige Worldwide Marla 


**VIRTUAL CREDIT CARD** 

5453 2000 0000 0000  
EXP 11/03 CVV 345  
MR JOHN DOE

**Allowed vendors**

- Gracianna*
- SAPPHIRE HILL**
- 

Card current balance  
American Dollar | USD **\$50**

Program valid  
1 Day 



## The context

The Catalina Wine Mixer is an epic annual charity event. It's also known to be the biggest helicopter-leasing event in the Western Hemisphere since 1997. Although the event is virtual this year, the organizers still wanted to recreate the magic that is the Catalina Wine Mixer.



## The experience

Each attendee received a sample box of wine the organizer put together. The title sponsor also sent each attendee \$50 Hoppier card to purchase wine. They used YouCanEvent.com to recreate the virtual environment of Santa Catalina Island, California.



## Why it works

The Catalina Wine Mixer is an epic event full of unexpected special moments. The organizers didn't want anything less, after all, it's the f\*\*\*kin Catalina Wine Mixer.



# UC Sunnydale Student Union - Annual Gala Sponsored Dinner

**hoppier**

DUC Student Union
Jacob

Allowed vendors

Local restaurants

Card current balance

American Dollar | USD ▼

\$25

Program valid

6:00 pm ▼

to

10:00 pm ▼



## The context

The UC Sunnydale Student Union hosts an annual gala which includes a virtual show including dancing, live music, and more. It's also a key moment for the student union to raise sponsorship for many of their initiatives throughout the year.



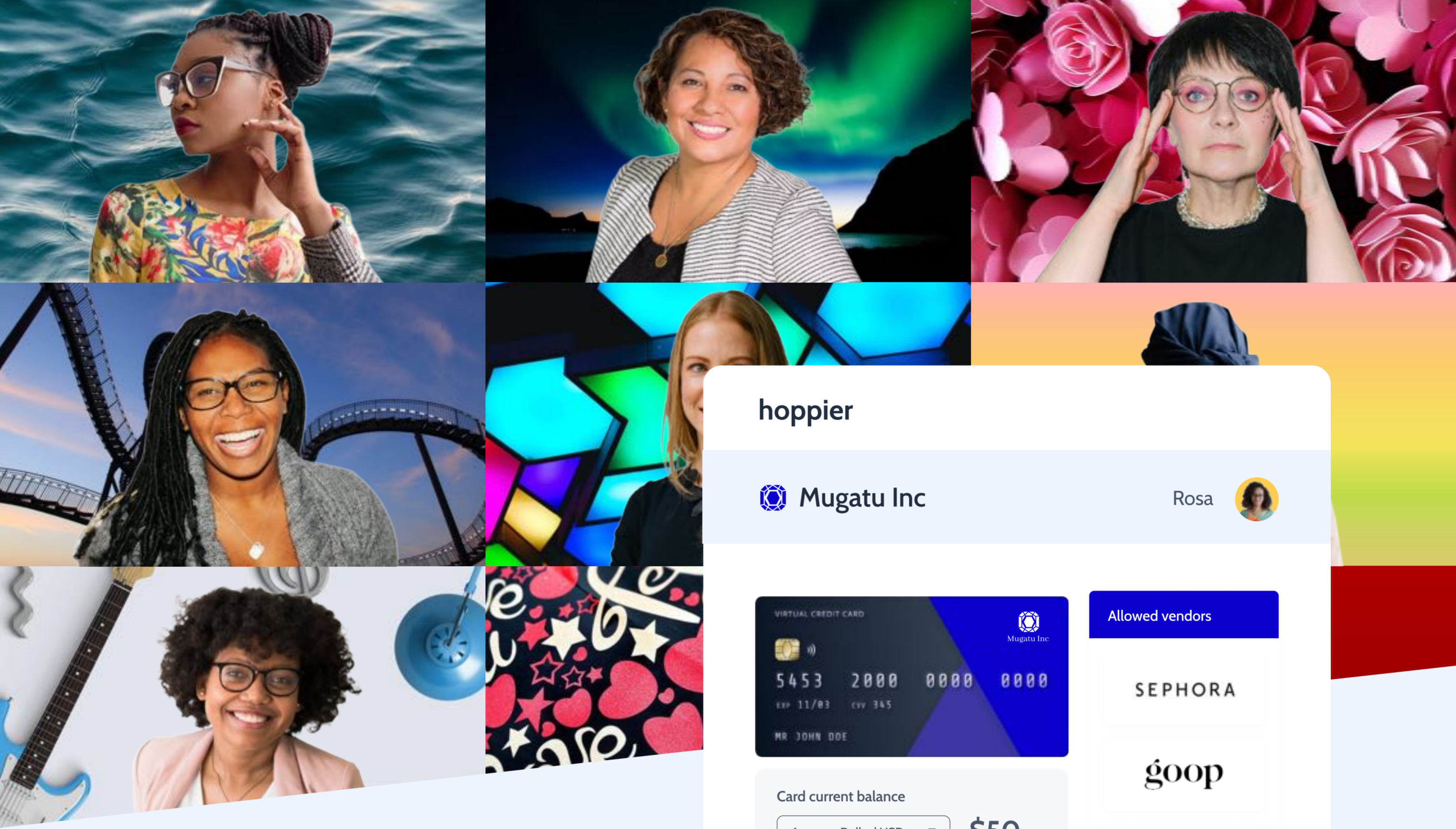
## The experience

Magic Box, a bookstore on campus sponsored the virtual dinner. Each attendee received \$25 on the day of the gala to redeem at local restaurants. When each attendee went to their card they saw a promo video for Magic Box.




## Why it works

Getting sponsorship for virtual events is hard because sponsors want to be associated with engaging and memorable experiences. This event was a huge success for the student union, sponsor, and attendees.




# Mugatu Beauty Convention

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Mugatu Inc Rosa 

**VIRTUAL CREDIT CARD**

 Mugatu Inc

5453 2000 0000 0000

EXP 11/03 CVV 345

MR. JOHN DOE

**Allowed vendors**

SEPHORA

goop

KYLIESKIN  
BY KYLIE JENNER

Card current balance

American Dollar | USD **\$50**

Program valid

1 month ▼



## The context

Mugatu Inc. is a multinational company that owns subsidiaries in the beauty, modeling, and wellness industries. They host an annual beauty convention. This year it's a hybrid event and the company used Hubilo to manage the event.



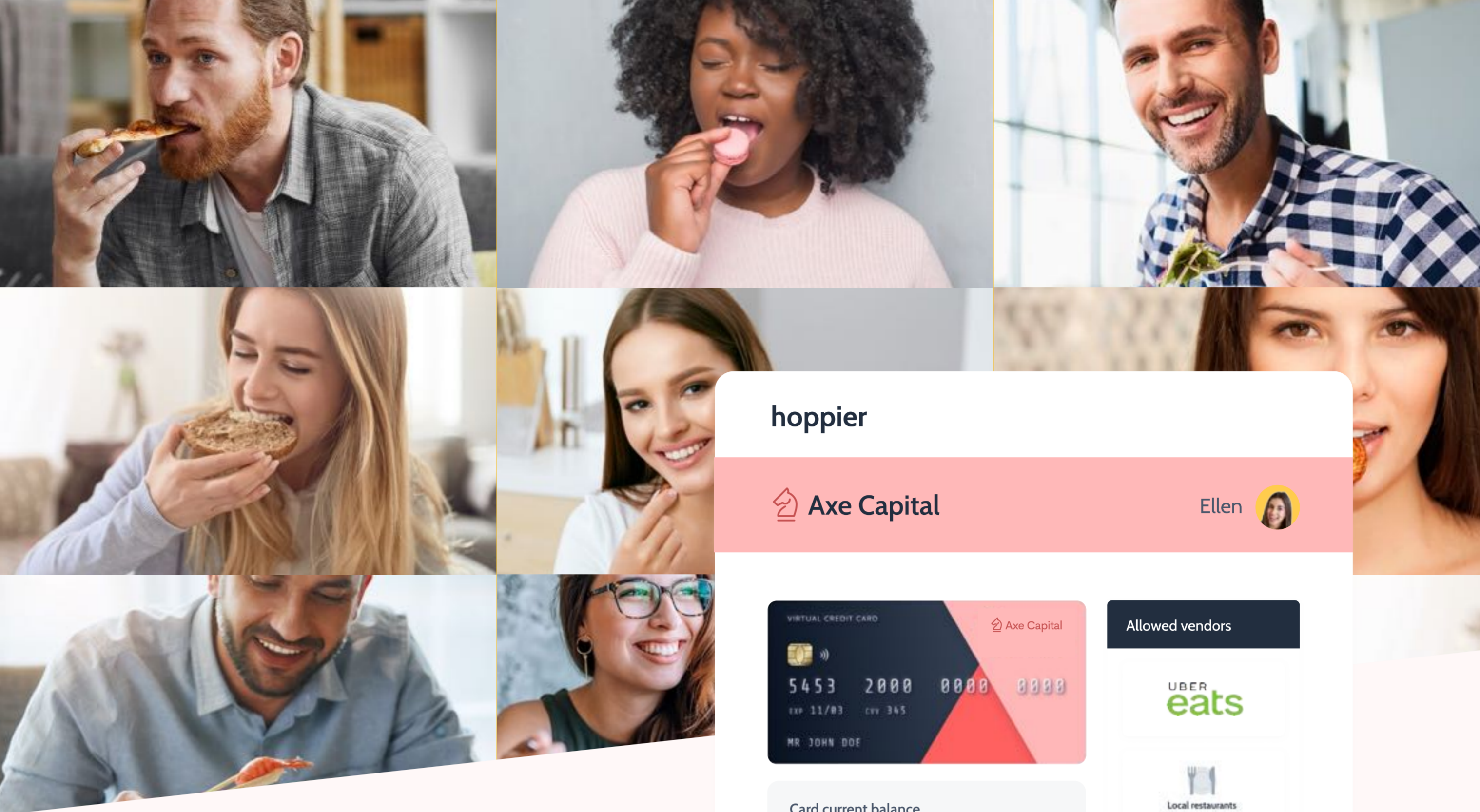
## The experience

Sponsors put together a virtual care package giving attendees each \$50 in spending credit. The cards were restricted to Sephora, Goop, Kylie Skin, and could be used up to one month after the convention.





## Why it works


Conventions usually include care packages. It's a great opportunity for sponsors to show off products while also increasing their own sales in the future. Hoppier made this easy for virtual attendees.



# Creating Engaging Webinars with Axe Capital

**hoppier**


 **Axe Capital** Ellen 




**Card current balance**


American Dollar | USD \$25

**Allowed vendors**





Local restaurants



**Program valid**

6:00 pm ▼ to 7:00 pm ▼



## The context

The Axe Capital Field Marketing team hosted an online webinar for clients and wanted to ensure attendees stayed until the end of the event.



## The experience

As soon as the webinar started attendees were sent a card they could activate to order something to eat from Uber Eats, DoorDash, and local restaurants.



## Why it works

It's tough to keep attendees engaged throughout a virtual event. The field marketing team was able to increase the number of attendees that stuck around until the end of the webinar from 74% to 92%.