Virtual Tradeshows - 1

The various chapters in *Successful Event Management* focus on the range and style of events that you are most likely to be involved with. In the coming years, though, the quality of virtual meetings, exhibitions and conferences is likely to improve.

BBC's *"Click On"* radio programme [*Series 6-Ep.4,* 19th April 2010] looked at this, after an Icelandic volcano had just closed European airspace:
Click here, to listen online: *http://www.bbc.co.uk/programmes/b00s0b37#synopsis* [18:50-24:40]

For more on the *ON 24* platform that Fergal Burke is explaining, try out the demonstrations at: *http://www.on24.com/*

Second Life has had a high-profile, so compare virtual platforms and environments, that you've seen, with *Second Life* examples
Click here: *http://secondlife.com/?v=1.1*

[In 2007] the *Royal Liverpool Philharmonic Orchestra,* included a *Second Life* performance – claiming it as the first professional music performance in a `virtual online world':

[1] *http://news.bbc.co.uk/1/hi/entertainment/6945425.stm*
[2] *http://www.youtube.com/watch?v=RVGWeZuxFKA*

The [2008] *Solent Life Campus* pilot, by *Southampton Solent University,* included a virtual fashion show, virtual art gallery and virtual music performance areas: *http://www.youtube.com/user/SolentLTU#p/a/u/2/ZyCb_MkjzN0*

Jack Morton is amongst other organisations offering virtual platforms:

[1] *http://www.jackmorton.com/virtual/*
[2] *http://www.jackmorton.com* /

Having listened to the online radio programme, experienced the various `virtual environments' and read the relevant sections of *Successful Event Management*:

- which side of the argument, for / against such approaches, do you come down on ?
- what would it take for you to change you mind – now and/or in the future ?
- do you consider such `virtual events' robust enough to be stand-alone-events, or best as a supplement to a `real world' event ?
- how are such elements as `atmosphere' *Design* and *Theme* different, when one compares a typical event and a virtual event ?
- how applicable are such `virtual events' for smaller and medium-sized events ?
- how transferable are the issues debated, throughout *Successful Event Management,* with their online equivalents ?

Jack Morton and *Total Immersion* used *Augmented Reality* to blend the virtual and the real world, at a [2009] *Statoil* presentation:
[1] *http://www.t-immersion.com/en,video-gallery,36.html* [see, also, *Alstom* event]
[2] *http://www.jackmorton.com/#/portfolio/brands/?brandID=74*
[3] *http://augmented-reality-news.com/2010/03/31/jack-mortons-statoil-event-awarded-by-experiential-digital-events-ivca-awards-2010/*

A quick search of the internet will bring up more recent examples - exploiting *telepresence, Virtual Reality, Augmented Reality, Bluetooth, etc.*.