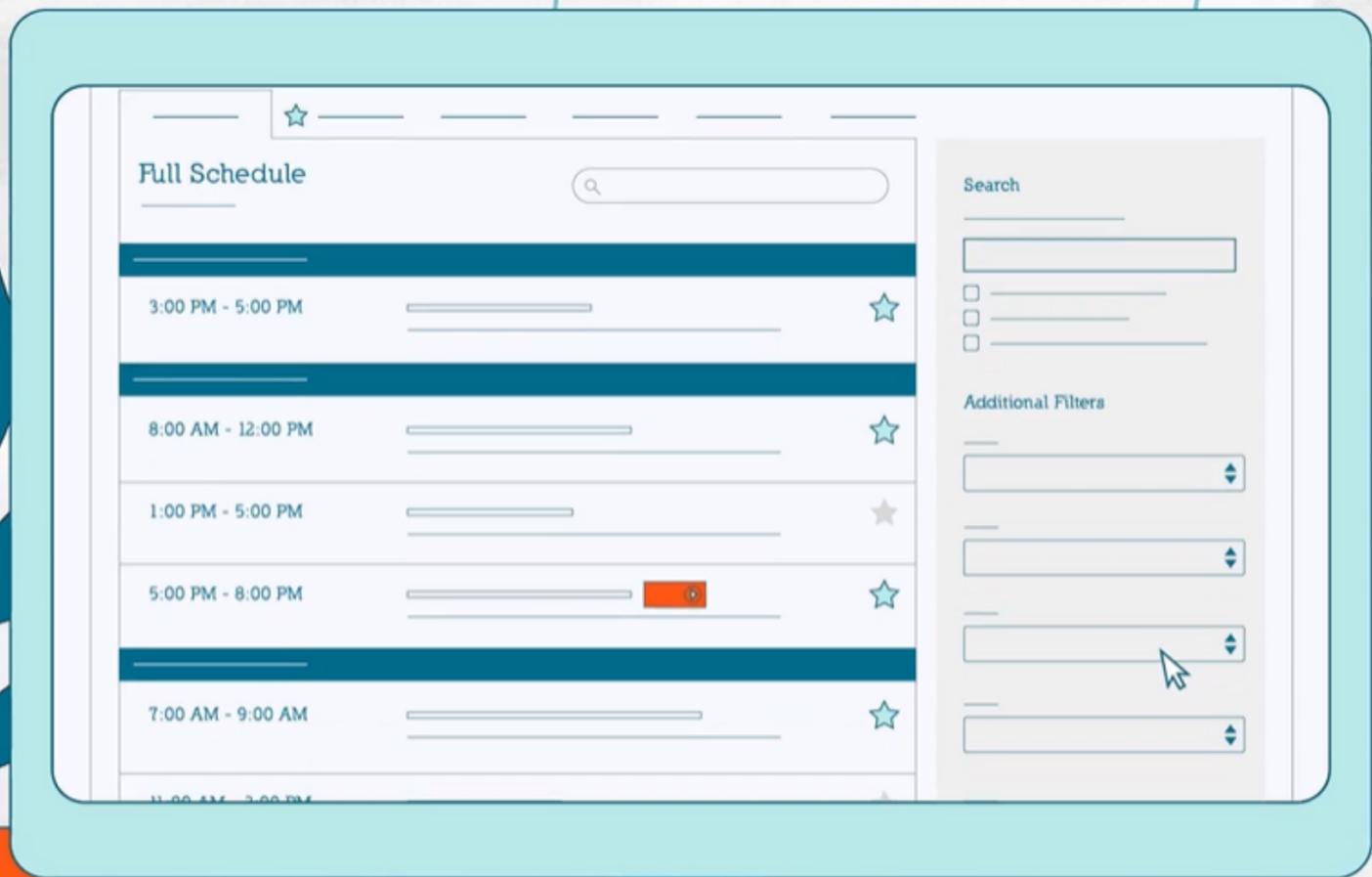
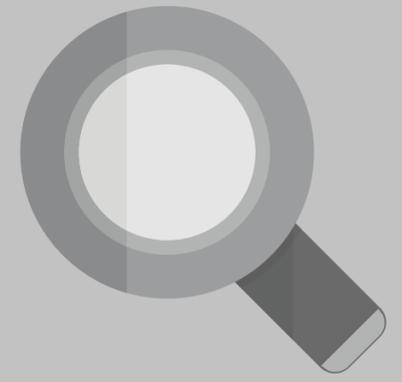
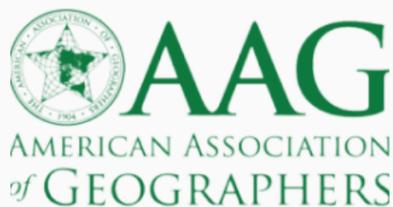
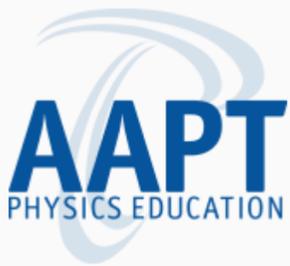


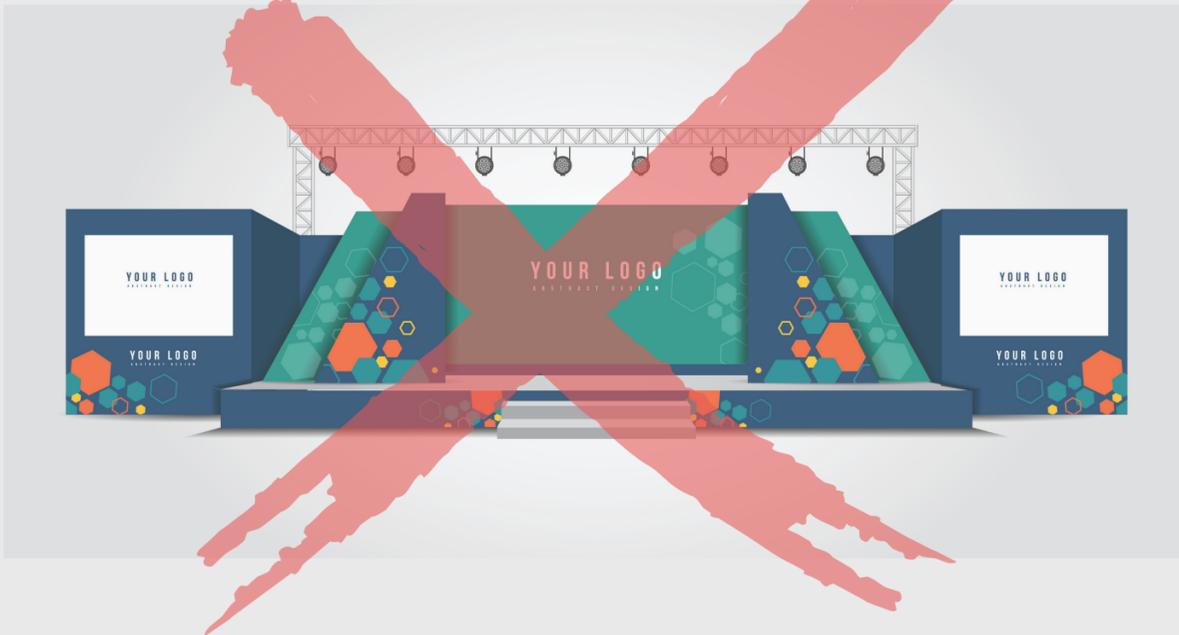
# VIRTUAL CONFERENCE PLATFORM LOOK BOOK



# OVER 150 VIRTUAL CONFERENCES IN 2020



# THE **FATAL DESIGN FLAW** WITH SO MANY VIRTUAL CONFERENCE PLATFORMS



## **SKEUOMORPHISM**

Skeuomorphism is a term most often used in graphical user interface design to describe interface objects that mimic their real-world counterparts in how they appear and/or how the user can interact with them.

Skeuomorphism occurs in virtual conference software design when the virtual conference look and feel mimics a real world conference room, or large conference lobby. Just Google "[Virtual Exhibit Hall](#)" to see some examples.

Skeuomorphism design limits creativity and is one of the reasons that LinkedIn and Facebook don't look like a virtual happy hour.

OpenWater Event Cloud delivers a simple streamlined design for attendees. Our design caters to [sponsorship opportunities](#) because we understand that virtual conference lead generation is rooted in internet marketing best practices.

# Conference Homepage

- ✓ Include a welcome message and video
- ✓ Match the look and feel of your website
- ✓ Upload your logo, setup the root menu
- ✓ Highlight sponsors

HOME SESSIONS EXHIBITORS LOGIN HELP LAUNCH CHAT



### Welcome Message

Dear Colleagues, Fellows, and Friends,

On behalf of the board, the conference organizers, and everyone at our organization, it's my pleasure to welcome you to the 10th Annual Conference.

This year we are pleased to bring our conference to you virtually, with live presentations from some of the leaders in our field, a virtual exhibit hall showcasing our sponsors, and a poster gallery to display the best ideas from rising stars in our field.

We hope that you will engage with us in the Networking and Chat area, and be sure to join us on day two at noon as we induct the new chairs and members to the board.

This year's conference theme is "Excelsior!" Professor Emeritus, Medalist of Honor, and Outgoing Chair Laura Mercado will deliver the keynote "Looking to the Future of our Industry" highlighting the groundbreaking work done by the amazing people in our field this year, which will have a positive impact on the world for years to come.

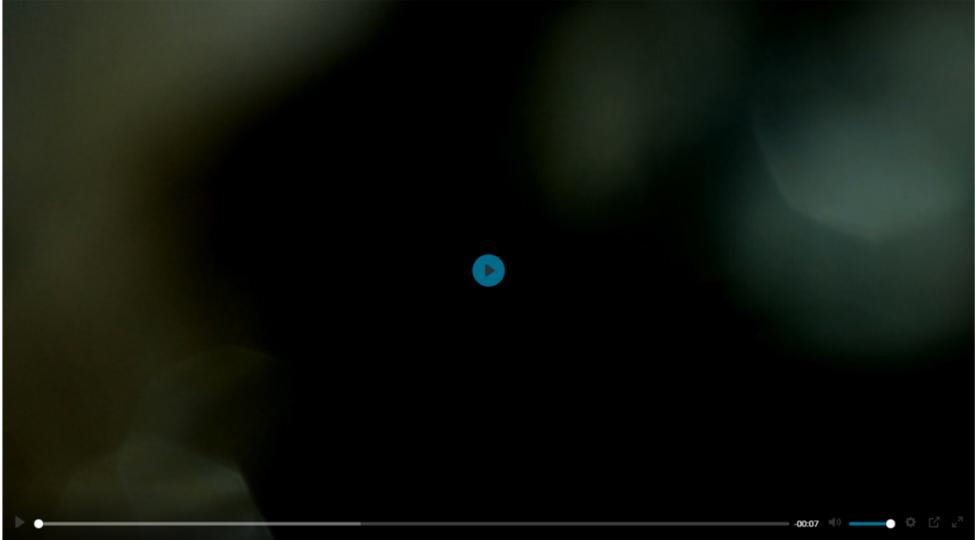
For questions or technical difficulties during the conference, our able team is standing by to help. Please email them at [noreply@secure-platform.com](mailto:noreply@secure-platform.com) for assistance.

Here's to a successful show!

Sincerely,

Jane Smith, PST, MLS, EDD

### A Message from our President



### Our Sponsors



### Conference Schedule - 11/08/20

9:00 AM to 10:00 AM A Demo Conference Session

[View This Day](#) [View Entire Schedule](#)

A Conference by OpenWater Association Organization | Powered by OpenWater. | Need assistance? Click "Need Help?" in the navbar.

# CONFERENCE HOMEPAGE EXAMPLE

---



## Welcome to the IAMS 2021 Virtual Kick-Off!

IAMS, Inc. is proud to present our first-ever virtual kick-off event, entitled Ascend. This three-day workshop featuring some of the best minds in our industry will cover industry news, new marketing strategies, sales concepts, and more. We will recognize our top producers and agencies at this event and we have a number of surprise speakers lined up to discuss competition, innovation, and adaptation, all important ideas as we head into the new year.

## Our Sponsors

## THANK YOU TO OUR GENEROUS SPONSORS



# CONFERENCE HOMEPAGE EXAMPLE

[HOME](#)[SESSIONS ▾](#)[SPONSORS ▾](#)[EXHIBITORS ▾](#)[MY ACCOUNT](#)[LAUNCH CHAT](#)

## 2020 NATIONAL CONFERENCE ON JUVENILE JUSTICE

HOSTED BY THE NATIONAL COUNCIL OF JUVENILE AND FAMILY COURT JUDGES

### NCJFCJ Welcomes You to the 2020 National Conference on Juvenile Justice

Welcome to the National Council of Juvenile and Family Court Judges' (NCJFCJ) 2020 National Conference on Juvenile Justice!

While this conference focuses on a wide range of juvenile justice issues, many sessions will highlight cutting-edge best practices, which advance juvenile court effectiveness. A special thank you to the NCJFCJ Curriculum Committee and our own judicial leadership for thoughtfully developing this one-of-a-kind educational experience.

There are more than 500 participants, faculty, exhibitors, and guests attending virtually from across the country, so connect with everyone through the Sponsor and Exhibitor Galleries, and through the new Chat feature!

Additionally, we kindly request you share feedback through conference surveys in The Academy Schools-sponsored mobile app to help grow and improve this program. With your input, we can create a conference that will meet your educational needs.

We hope you find some time to explore the Conference platform, connect with our valued Sponsors and Exhibitors, and take time for your own self-care and wellness.



### NCJFCJ Thanks Our Sponsors

#### THE PLACE TO TURN FOR HEALING OPPORTUNITIES

Learn more about us during our Virtual Tour sessions

[SPONSORS](#)[SCHEDULE](#)[EXHIBITORS](#)

# Platform Sponsorship Options

- ✓ Read our [sponsorship prospectus](#) to learn all the sponsorship options we offer at OpenWater.



VIRTUAL CONFERENCE PLATFORM

# SPONSORSHIP PROSPECTUS



LOGO IPSUM

LOGO IPSUM

LOGO IPSUM

LOGO IPSUM

LOGO IPSUM

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# Schedule Page

- ✓ Attendees can add sessions to their personal calendar
- ✓ Simple search tools so that attendees can find sessions quickly
- ✓ Highlight sponsors through banners at the top, or links on the side bar
- ✓ Click "Join Chat" and navigate to the session chatroom.



### Session Gallery

Times are displayed in (UTC-06:00) Central Time (US & Canada) [Change](#)

Day One Day Two

09:00 AM - 10:00 AM (Central Standard Time)

#### Rustic Pecan Pie Recipes

[Add to Google](#) | [Outlook](#) | [iCalendar](#)

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[View Details](#)

[Join Chat](#)

10:00 AM - 11:00 AM (Central Standard Time)

#### Associations' Biggest Pitfalls in Transitioning to a Virtual Conference

[Add to Google](#) | [Outlook](#) | [iCalendar](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[View Details](#)

#### Event Planning in a Digital World

[Add to Google](#) | [Outlook](#) | [iCalendar](#)

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[View Details](#)

[Join Chat](#)

#### How To Host The Best Virtual Conference

[Add to Google](#) | [Outlook](#) | [iCalendar](#)

According to association Meeting Directors and Conference Managers, the design of your virtual conference page is one of the most important factors in having a successful virtual conference.

[View Details](#)

[Join Chat](#)

**Moderator**

**Tom Brady**  
Conference Coordinator  
Buccaneers Association of America

Search

Category Any

Astronomy  
Biology  
General Sessions  
Geography

Session Type Any

Round Table  
 Plenary  
 Panel Session  
 Paper Session

Has On-Demand Video Any

Yes

[Reset all filters](#)

**Sponsor List:**

**Platinum:**

- American Council of Learned Societies

**Gold:**

- Dunder Mifflin

**Silver:**

- OpenWater

# SCHEDULE PAGE EXAMPLE



▼ Search

SEE RESULTS FROM ALL DAYS

## Thanks to our Sponsors

[The Academy Schools](#)

[George Junior Republic](#)

[equivant](#)

[Adelphoi](#)

[ChanceLight Education](#)

[Family Treatment Court Training and Technical Assistance Program](#)

[Boys Town](#)

[NCJFCJ Resource Center](#)

[Provo Canyon School](#)

[Wolverine Human Services](#)

## Exhibitors

[American Drug Screen Corporation](#)

[Children's Behavioral Solutions](#)

[Court Call](#)

[Handel Information Technologies](#)

[Healthy Teen Network](#)

[Justice Works YouthCare](#)

[Kidlink Treatment Services](#)

[National Center for Youth Opportunity and Justice](#)

[National Center on Substance Abuse and Child Welfare](#)

[National Institute of Justice](#)

[National Runaway Safeline](#)

[New Hope Treatment Centers](#)

[Office of Juvenile Justice and Delinquency Prevention](#)

[Parenting with Love and Limits](#)

[Rite of Passage](#)

[Stetson School](#)

[The Institute for Innovation and Implementation, University of Maryland](#)

[Youth for Tomorrow](#)

Times are displayed in (UTC-08:00) Pacific Time (US & Canada) Change

Sunday 11/08/2020

Monday 11/09/2020

Tuesday 11/10/2020

All Days ▾

11:00 AM – 12:00 PM (Pacific Standard Time)

### ★ Sponsor and Exhibit Gallery Opening

Add to Google | Outlook | iCalendar

View Sponsor Gallery

12:00 PM – 02:00 PM (Pacific Standard Time)

### ★ Film Screening and Discussion: The Bad Kids

Add to Google | Outlook | iCalendar

"At a remote Mojave Desert high school, extraordinary educators believe that, more than academics, it is love, empathy and life skills that give at-risk students command of their own futures. This coming-of-age story watches education combat the crippling effects of poverty on the lives of these so-called: bad kids."

View Session

02:00 PM – 03:00 PM (Pacific Standard Time)

### ★ Sponsor and Exhibit Gallery Office Hours

Add to Google | Outlook | iCalendar

View Sponsor Gallery

03:00 PM – 04:30 PM (Pacific Standard Time)

### ★ Welcome Reception, Remarks and Networking Mixer

Add to Google | Outlook | iCalendar

Please join us for a festive kick off to our 2020 National Conference on Juvenile Justice!

View Session

# Session Pages

- ✓ Attendees can join sessions in one click
- ✓ Join Session buttons auto-configure so that attendees can watch a replay, or presenters can join a warm-up session.
- ✓ Post videos of recordings, profile speakers, and link to materials
- ✓ Sponsors banner placement at the top of the page or sidebar

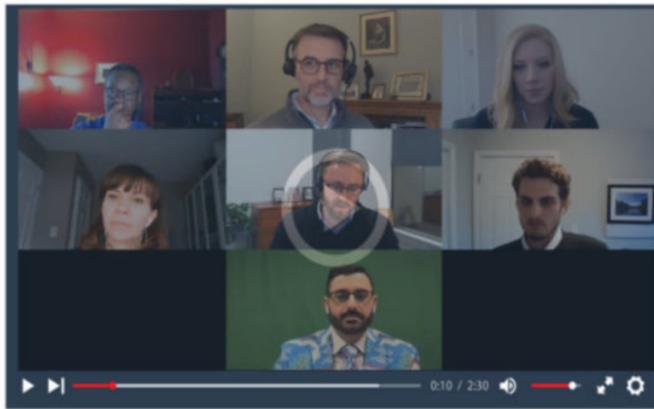


HOME SESSIONS ▾ EXHIBITORS LOGIN HELP ▾

LAUNCH CHAT

12/9/2020 | 10:00 AM to 11:00 AM

## Event Planning in a Digital World



### Speakers



Annie Murphy

annie@queens.ca

Marine Biologist | Queens University

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Geography

### Description

[← Back to Sessions](#)

Session Moderator



Daniel Levy

dan@rosevideo.com

Join the Session

Launch Live Presentation

Join the Conversation

Launch Chat

Handouts

View Handout One

View Handout Two

Videos

Watch the Pre-Recorded Video

# Sponsor Gallery

- ✓ Dead simple interface for attendee discovery and year round reference.
- ✓ Simple search tools make it easy for attendees to sift through a large volume of exhibitors.
- ✓ Charge sponsors for top placements.



## Exhibit Hall

A-Z Application Name ▾  

## Refine your search

▾ Search

Search

▾ Category

Any

Gold  
Platinum  
Silver



### Introduction

Aliquam eleifend mi in nulla posuere sollicitudin aliquam ultrices at tellus at urna condimentum manibh nisl condimentum id venenatis a condimentum.

### Chat Schedule

Date	Start Time	End Time
11/12/2020	08:30 AM	10:30 AM

American Council of Learned Societies

[View Details](#)

[Watch Introduction Video](#)



### Introduction

Dunder Mifflin Paper Company, Inc. is a fictional paper sales company featured in the American television series The Office. It is analogous to Wernham Hogg in the British original of the series.

### Chat Schedule

Date	Start Time	End Time
12/9/2020	11:30 AM	4:30 PM
12/10/2020	11:30 AM	4:30 PM

Dunder Mifflin

[View Details](#)

[Watch Introduction Video](#)

# EXHIBITOR GALLERY EXAMPLE

## Exhibit Hall

A-Z Submission Name



### Refine your search

Search

Search

Sponsor Level

Any

- Platinum
- Gold
- Silver
- Bronze

Reset all filters



### Introduction

IAMS Wealth is a full-service RIA for independent advisors. We take on your time consuming tasks to provide you more time to focus on what's important – building relationships and gathering assets.

### Chat Schedule

Date	Start Time	End Time
1/20/2021	2:00 PM	3:00 PM
1/21/2021	2:00 PM	3:00 PM
1/22/2021	2:00 PM	3:00 PM

[View Details](#)

[Watch Introduction Video](#)

[Join chat](#)



### Introduction

Awesome Clients. Better Marketing. Powerful growth strategies and done-for-you marketing. An easier and better way for you to gain and retain clients.

### Chat Schedule

Date	Start Time	End Time
1/20/2021	12:00 PM	2:00 PM
1/21/2021	12:00 PM	2:00 PM
1/22/2021	12:00 PM	2:00 PM

White Glove

[View Details](#)

[Watch Introduction Video](#)

[Join chat](#)

# Dedicated Exhibitor Page

- ✓ Flexible call to action button so that sponsors can optimize lead generation.
- ✓ Showcase videos, resources and social media links.
- ✓ Flexible image dimensions so that sponsors don't need to worry about creating custom images just for the conference.
- ✓ Attendees can reach out to sponsors in the chat feature.



## OpenWater



### Address

4401 Fairfax Drive  
Arlington, Virginia 22204 United States

### Point of Contact

David Noyes Sales Director  
davidn@getopenwater.com 202-768-7374



[View Website](#)

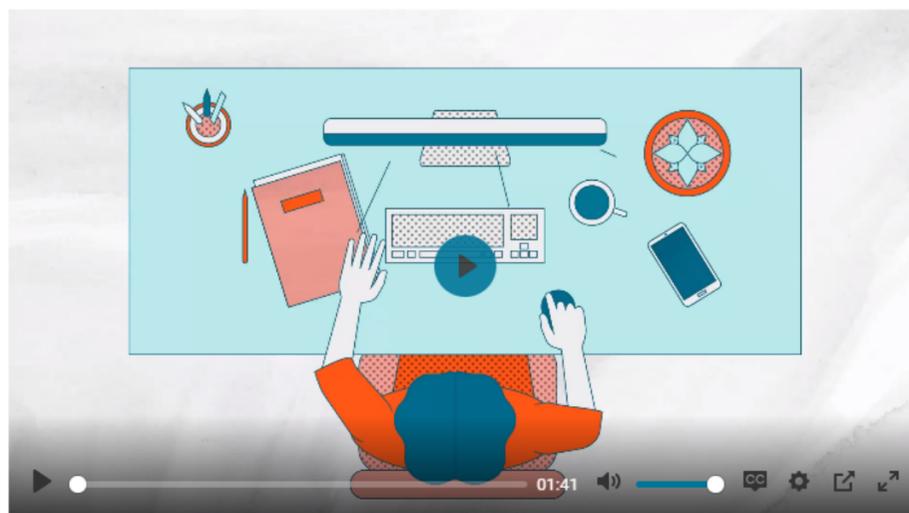
[Join chat](#)

[Exhibitor Check In](#)

[Book A Meeting](#)

### Chat Schedule

Date	Start Time	End Time
11/12/2020	09:45 AM	10:30 AM
11/13/2020	2:30 PM	4:45 PM



Provide your audience with an intuitive and engaging virtual conference experience through OpenWater. Our enterprise grade virtual conference platform offers high quality broadcasts at scale. We are a proven partner and support team that has enabled associations to flawlessly go virtual.

Master Zoom for virtual events and get the same training trusted by over 100 associations to go virtual in 2020. This is elite Zoom training for speakers and room moderators.

Work with our senior virtual conference planners and find solutions to your most pressing virtual conference needs around sponsorship, networking, hybrid and how to find the right conference format for 2021.

### STRATEGIES FOR ASSOCIATIONS

## HOW TO PLAN A HYBRID CONFERENCE



### Sample Resource

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque malesuada convallis auctor. Suspendisse tempor iaculis erat vel pharetra. In blandit leo et sapien pellentesque iaculis. Maecenas maximus, eros eu gravida sagittis, lacus purus imperdiet purus, nec pellentesque augue metus sed mi.

[View Resource](#)

# SPONSOR PAGE EXAMPLE

## American Equity



### Address

6000 Westown Parkway  
West Des Moines, Iowa 50266 United States

### Point of Contact

Whitney Gramlich *Business Development Specialist*  
wgramlich@american-equity.com



[View Website](#)

[Join chat](#)



Headquartered in West Des Moines, Iowa, American Equity was founded on the idea of great people providing great service for products built with integrity. In over 25 years, we have not wavered from that commitment, and we continue to evolve and innovate to meet the meet the ever-changing of retirees. For more information, visit [american-equity.com](http://american-equity.com).



American Equity Incomeshield and AssetShield Flyer

[View Resource](#)

# Poster Gallery

- ✓ Simple search tools that make it easy for attendees to sift through hundreds of posters and connect with exhibitors.
- ✓ Our software can handle large file size uploads.
- ✓ Join the poster chatroom, view details, or open poster PDFs in one click.



## Poster Gallery

Show My Favorites

### ☆ Additional Sample Poster



Sample posters are a good way to see how a gallery will preview. Click to view more details.

View Details

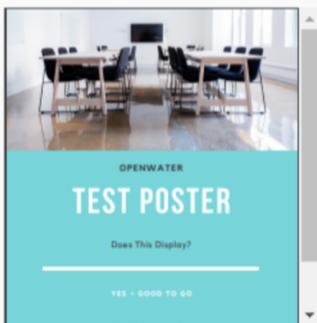
Open Poster

Launch Chat

▼ Search

Search

### ☆ This is a Sample Poster



Sample posters are a good way to see how a gallery will preview. Click to view more details.

View Details

Open Poster

Launch Chat

Items 1 - 2 of 2

# Dedicated Poster Page

- ✓ Pair chat rooms with individual posters to encourage conversation and deep niche networking between attendees.
- ✓ Attendees can easily download materials and see profiles of exhibitors next to their work.
- ✓ Showcase poster exhibitor bios



HOME SESSIONS ▾ EXHIBITORS LOGIN NEED HELP? ▾ CHAT

LAUNCH CHAT

## This is a Test of the Poster Gallery

Mauris imperdiet pellentesque erat id vestibulum. Nunc interdum est interdum, sollicitudin justo eget, iaculis nisl. Nulla cursus aliquet libero vitae hendrerit. Suspendisse nunc arcu, cursus sed arcu nec, accumsan bibendum metus. Quisque mattis sapien eu arcu egestas, in ornare magna efficitur. Mauris imperdiet pellentesque erat id vestibulum.



### Authors



Cody Keith  
test@test.com  
Tester | OpenWater

Testing bio

◀ Back to Posters

Open Poster in a New Tab

Launch Chat

# Networking Lounge, Chat & Video Networking



Attendees create profiles before joining networking

The screenshot shows the 'Edit your profile' interface for a user named Jeff Howard. The form is divided into several sections:

- General Information:** Fields for First name (Jeff), Last name (Howard), Organization name (OpenWater), and Job title (Director of Inbound Marketing).
- Profile photo:** A section with a recommended image (190x190 pixels, max 1 MB, supported formats: JPEG, JPG, PNG) and a photo of Jeff Howard. Below the photo is an 'Upload an image' button.
- Interests:** A text area for 'What I'm Interested in chatting about' containing 'Virtual Conference Design'.
- LinkedIn profile link:** A text field containing 'https://www.linkedin.com/in/jeffmhoward'.
- Visibility and Notifications:** Radio buttons for 'Hide from Attendee Directory' and 'Show in Attendee Directory' (selected). Checkboxes for notification preferences: 'Notify me in browser when I receive a new chat message.', 'Notify me in browser when I receive a pending chat request.', 'Notify me via email when I don't see a chat message after 5 minutes.', and 'Notify me via email when I don't see a pending chat request after 5 minutes.' (all unchecked).
- Save:** A blue 'Save' button at the bottom left.

The left sidebar shows the user's profile and navigation options: Attendee Directory, Pending Chat Requests, Group Chat Topics, and Log Out.



Attendees can browse available rooms. To encourage networking setup rooms by topic, or session. Click copy link, to easily grab a link to a chat room and share with another attendee or on social media.

The screenshot shows the 'Browse Group Topics' page. At the top, there is a search bar and a 'Start A New Topic' button. Below this, a list of topics is displayed, each with a title, member count, and two buttons: 'Join Conversation' and 'Copy Channel Link'.

- #Topic (1 Member):** Here Is A Topic
- #Sponsors (2 Members):** A
- #Memorials (2 Members):** Share Memorial Tributes For Those We Have Lost
- #test (2 Members):** Test
- #Testing-Ow-20-9-20 (3 Members):** Testing Group Only-Testing Group Only-Testing Group Only-Testing Group Only
- #Sponsors (4 Members):** Sponsors (Note: 'Leave Group' button is visible instead of 'Join Conversation')
- #Support (4 Members):** Get Help Here. Got Questions? We're Happy To Answer Those Too!
- #COVID-19 Conference Impact (7 Members):** COVID-19 Conference Impact
- #Session Chat: 101 - The Art of Roasting by Timothy Spell (8 Members):** Aliquam Venenatis Nunc Vel Justo Euismod Mollis. Curabitur Non Tellus Accumsan, Tempor Nisi Facilisis, Ornare Metus. Mauris Mattis Nibh Quam. In Fermentum Orsi Rutrum Et. In Pellentesque Orsi Felis. Conuallis Fermentum. Leaps Hendrerit Egest. Sed Distum. Du

The left sidebar shows the user's profile and navigation options: Sponsors, General, and Log Out.



Browse attendees in the directory, and send one on one chat requests.

The screenshot shows a user interface for an attendee directory. On the left is a sidebar with navigation options: 'Attendee Directory', 'Pending Chat Requests' (with a notification badge), and 'Group Chat Topics'. The main area displays a list of attendees under the heading 'Networking'. Each attendee entry includes a profile picture, name, title, company, and a 'Send Chat Request' button. Some entries also have a 'View LinkedIn profile' button. The attendees listed are:

- Andrew Crim**: Director of Education, ACOOG, Magic
- Brett Baker**: Partner, PPC, Virtual!
- Cody Keith**: Sessions Mastermind, OpenWater, You.
- Darlene Miller**: Executive Director, NCWE, Entire Conference
- David Noyes**: Sales Director, OpenWater, Interested in learning more about your Virtual Conference!
- David Noyes**: Sales Director, OpenWater, Interested in learning about your Virtual Event.
- Demo Attendee**



Attendees can see incoming chat requests from other attendees.

The screenshot shows the 'Pending Chat Requests' section of the interface. At the top, there are links for 'Ignored Chat Requests' and a search bar. Below, a pending request is shown from **Eric Stern**, an IT Director at ISPOR and HEOR News. The request text reads: 'Hey, Zack, Eric Stern from ISPOR just testing out the one to one chat. Hope all is well and look forward to working with OW for our next conference.' The request is accompanied by a yellow circle icon with a mouse cursor. Action buttons for 'Start Chatting' and 'Ignore' are visible to the right of the request.



Attendees can reach out to one another and start a one on one video chat.

The screenshot shows a chat window with a sidebar on the left containing a list of chat topics: General, Session Chat: 101, feature requests, and Testing-Ow-20-9-20. The main chat area shows a conversation between Zack Schwartz and Rebecca Lee. Rebecca Lee initiated a video call, and a link to join it is provided. The right sidebar shows Rebecca Lee's profile with options to start a call, report user, close chat, and unfriend. A '1-1 Networking is in Beta' banner is visible at the bottom.



Groups of attendees can also connect over video from the chat rooms.

The screenshot shows a group chat window with a sidebar on the left containing a list of chat topics: General, Session Chat: 101, feature requests, and Testing-Ow-20-9-20. The main chat area shows a conversation in the 'General' chat room with 48 members and 5 online. Multiple attendees, including Rebecca Lee and Laura Mercado, have initiated video calls, with links to join them provided. The right sidebar shows the group chat's profile with options to start a call, close chat, view members, and leave the group. A '1-1 Networking is in Beta' banner is visible at the bottom.



# HOW WE WORK WITH YOU

TO CREATE AN AMAZING CONFERENCE



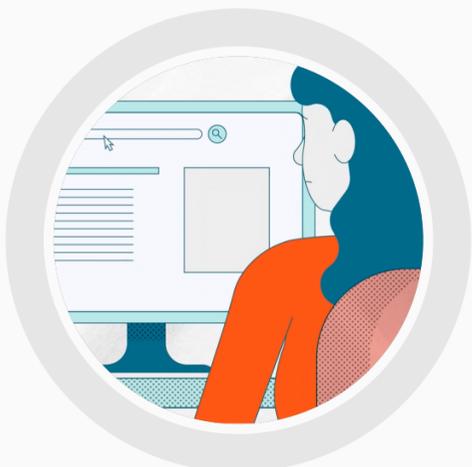
## BALANCE TECH, SUPPORT & TRAINING

Our sales team will help you build a package that balances platform features with the amount of support your team will need for the conference.



## CONFERENCE BUILD OUT

Utilize our training webinars, office hours, and white glove services to efficiently build out your conference programming.



## DAY OF CONFERENCE SUPPORT

Our day of support is your technical back stop during the conference. Our conference moderators can support attendee questions through chat, and barge into presentations to solve last minute issues.





**SCHEDULE A DEMO OF OPENWATER'S  
EVENT CLOUD TODAY**

**[WWW.GETOPENWATER.COM](http://WWW.GETOPENWATER.COM)**