

FAQ

What does bXb Online – The Agency do?

bXb Online accelerates the power of face-to-face events through online business stories and experiences.

As an agency we deliver strategic, creative and project management services in the development of online events and internal communications platforms.

Our focus as an agency is on the online component of hybrid events – the combination of physical events and their online extensions. We combine face-to-face event marketing agency expertise and business acumen, in partnership with proven technology leaders, industry association leaders, and strategic partners to move a more fully converged event marketing industry.

What type of organization would benefit most from The Agency's services?

Strong candidates include those organizations and corporations which have an appetite for evolving their event marketing program to a more highly converged state – physical and online events integrated to deliver one cohesive event marketing experience. From there, to the extent internal resources are thin and commitment from leadership to engage in positive change in its event marketing program is high, then bXb as an agency is there to help.

bXb is also leading C Level executives in the corporate marketplace to a more transparent culture that features a robust online internal communications platform. Corporations will be well served to work with an agency in this still emerging category. bXb is here as one of those agencies.

Who in the organization typically works with bXb Online?

The marketing and/or communications function of the organization typically works with bXb. In addition, those stakeholders in physical events - from C level executives through front line employees work closely with their colleagues and bXb to ensure the entire event is delivered to the attendee as a seamless experience.

How would I know if my organization or corporation is a good candidate for hybrid or online events?

Characteristics of an organization with upside opportunity in its incorporation of hybrid events include:

- A large member/attendee base
- A highly geographically dispersed member/attendee base
- A need to communicate with internal and/or external attendees on a regular basis

Most organizations have already experienced some form of hybrid event experience. Video conferencing, telepresence meetings, webinars and other forms of online meetings start to paint the picture of a fully developed online event. bXb Online, along with the rest of this growing category of event marketing practitioners, are here to ensure that the biggest and best physical events are scaled and made much more measurable through an online extension.

Do we need to use all of bXb's services, or can we use some of our own service providers?

Like any agency, bXb Online is a la carte in its solution offerings. We know and work alongside many agencies and technology providers adjacent to the technology platform. When we have an opportunity to impact an online event technology platform decision, we work with our partners at INXPO.

Will creating an online events program be able to replace our face-to-face events?

This is the easiest of all questions to answer - No. Face-to-face communication is, and always will be, as irreplaceable as water in our existence as people.

Importantly, in many instances physical event owners are seeing uptick in interest in attending future physical events given online attendees' exposure to those same events through online extensions.

We're just starting to consider incorporating hybrid events into our current event schedule. Can bXb Online – The Agency help us at this point?

Any agency for any communications initiative is best brought into the discussion at onset. bXb Online is no exception. Your most important decisions are your first decisions as you develop your online event strategy. From there as you develop and deploy your strategy, an agency is there every step of the way to take on as much or as little of the initiatives as your organization needs, given the extent of internal resources inside your organization.

Call us. 312.235.1223

For more FAQs, visit www.bXbonline.com