

Virtual Edge Institute Press Conference

Accelerating education, learning, conversation and growth for the digital meeting & events industry

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Representatives



Michael Doyle
Executive Director
Virtual Edge Institute (VEI)



Deborah Sexton
President & CEO
Professional Convention
Management Association (PCMA)



Susan Katz
Chairman, Board of Directors
Professional Convention
Management Association (PCMA);
Director of Corporate Events & Travel,
True Value Company

Agenda

- ▶ Announcement
 - Message from PCMA CEO and President
 - Message from PCMA Chairman, Board of Directors
 - Message from Executive Director of VEI
- ▶ Questions
- ▶ Media Contact
- ▶ Additional Resources

Strategic Investment in VEI

- ▶ Virtual extension is an integral part of event strategies for PCMA members
- ▶ The line between face-to-face and digital is blurring
- ▶ As VEI is the only **independent organization** dedicated to digital meetings, events, learning and community
- ▶ PCMA is making a strategic investment in VEI today

Spotlight on Virtual and Hybrid Events

- ▶ VEI is a pioneering organization that has continually shone a spotlight on the value of digital for face-to-face
- ▶ Face-to-face events industry recognizes the power of virtual extensions for:
 - Collaboration, marketing, selling and relationship building
- ▶ Important milestone for the industry – both face-to-face and virtual

Accelerate Digital Meetings & Events Industry

- ▶ Develop standards for digital events industry
- ▶ Establish best practices and education
- ▶ Collaborate with leading associations and organizations
- ▶ Drive education, conversation and growth of industry
 - Digital Event Strategist Certification Program
 - Industry-leading research projects
 - Virtual Edge Summit: Only conference dedicated to digital meetings, events, learning and community

Questions



Additional Resources

- ▶ [Virtual Edge Institute Corporate Overview](#)
- ▶ [*Business Motivations and Social Behaviors of In-Person and Online Events*](#), July 2011
- ▶ Infographic, [*Business Motivations and Social Behaviors of In-Person and Online Events*](#) and [individual graphics](#)
- ▶ Press Release and logos: [Virtual Edge Institute Receives Strategic Investment from Professional Convention Management Association](#)

Media Contacts

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