

Virtual Edge Institute™

About The Virtual Edge Institute

The [Virtual Edge Institute](http://www.virtualedgeinstitute.com) (VEI) is an organization dedicated to advancing the development and adoption of digital event and meeting technology and best practices for collaboration and marketing. Founded in 2008 by Michael Doyle, the Institute does this by supporting and contributing research, education, thought leadership, promotion, and professional networking. Learn more at <http://www.virtualedgeinstitute.com>.

Company Services

VEI offers a wide-range of consulting services to help companies integrate digital solutions for their events, meetings, learning and community initiatives that align with business objectives, including:

- **Digital Assessment:** Identify the technology, process and timelines needed to produce a successful event or persistent environment based on business objectives.
- **Strategy and Planning:** Creates a strategy and plan that identifies the strategic milestones, marketing plan, technology issues, timelines and other elements necessary to achieve business objectives.
- **User Experience Mapping:** Understand the desired user experience, event flow and points of interaction of the virtual event experience.
- **Technology Direction and RFP:** Assist organizations in understating various technology options based on returned RFPs.
- **Content Strategy and Program:** Create a unique program with compelling content that meet the needs and objectives of the target audience.
- **Tracking, Measuring & Reporting:** Assist in understanding how to measure actions that are initiated at the event but develop and come to fruition over time after the event.
- **Post Event Communication:** Plan out and execute follow-on activities and communications that keep corporate brand or messages in the minds of attendees.

Company Milestones

- **2008:** VEI founded by Michael Doyle
- **March 2008:** Virtual Edge Summit, the first and only conference focused on digital solutions for meetings, events, learning and community, launched
- **February 2011:** VEI announced the introduction of the first program to certify Digital Event Strategists
- **July 2011:** VEI, in collaboration with Professional Convention Management Association (PCMA) and UBM Studios, issues first industry research to focus on “Business Motivations and Social Behaviors of In-Person and Online Events”
- **October 2011:** VEI receives strategic investment from the PCMA

About Michael Doyle, Executive Director, VEI

Michael Doyle is the founder of the Virtual Edge Institute and launched the Virtual Edge Summit the leading hybrid event serving the industry. He is a frequent consultant to companies trying to map virtual experiences to their portfolio of physical events. He is a 20-year veteran of trade shows, magazines and online publishing with extensive marketing, content and business development experience. Doyle has also served as Publisher at Reed Business Information's Cahners Publishing Company, Director of Business Development and Publisher for Interex's HP World, General Manager at Online Market World, Executive Director of the Solution Provider Institute, and Group Publisher at Gordon Publications.

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