SIMPLE STEPS TO **VIRTUAL EXHIBIT** SUCCESS

It's easier than you may think!

1

SCHEDULE A DEMO

Schedule a 30 minute demonstration with the Lighthouse team to discuss your available options and find out if an interactive virtual environment is a good fit for your company's brand.

2

DEFINE SUCCESS

Assuming you're ready to entertain a virtual environment for your company, we will work with you to define what success will look like in the end and determine what goals and expectations we will need to achieve.

3

SCOPE & PROPOSAL

Your dedicated team will work with you to outline your goals, choose the best virtual solutions, select the areas for activation, and nail down the details necessary to submit a proposal to you and your team. We will all agree on the scope of the project.

4

DESIGN & BUILD

Once the project is a go, we will work with you to design the right environment for your brand just like we would for a live show. You will supply us with the content or we'll help you create it. Still renderings and graphics will be provided and revised until we reach the desired result.
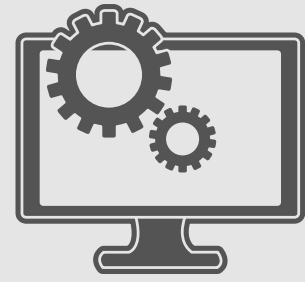
5

TEST TO PERFECTION

A draft of your environment including all animations, videos, links, and interactions will be made available on a secure site to allow for testing between your team and your Lighthouse Exhibits team. We will run tests and revise as many times as necessary to achieve your desired results.

6

LAUNCH

Once the final draft is approved, we will work with you to share your shiny new exhibit with your audience. Whether it's for a specific show, internal training, customer meeting, or a stand alone experience, we help you get it where you need it. We will also be available to assist you during your event as attendants, directors, moderators, etc.

7

GET RESULTS

We will help you to analyze the data collected via Google Analytics to track your user's interactions and gain insight into their behaviors in order to adjust your targets accordingly. You will also likely receive correspondence from your attendees through lead capture forms chat, and/or forums.