



INSIDE **GOVERNMENT**

**INSIDE GOVERNMENT  
DIGITAL EVENTS**  
INCREASING THE OFFERING  
THROUGH VIRTUAL

# A NEW WAY TO EXPERIENCE INSIDE GOVERNMENT EVENTS

The Covid-19 pandemic has changed the way the public sector operates and the way the world interacts. While we may not be able to meet in person this year, the desire to connect, share industry insights, find solutions and innovate is stronger than ever.

Inside Government has created an exceptional online events experience to support our communities and ensure continuity of business. Our state-of-the-art platform and AI matchmaking tools provide access to a qualified and engaged audience.

Connect with attendees through rich interactive tools such as audio/video/text chat, polls, product demonstrations, and videos in an immersive environment to get the conversation going.

Inside Government virtual events will be one-day or two half-day online events which then turn into an interactive marketplace for 30 days afterwards, increasing the quality & quantity of the leads you generate.

These aren't like other digital events or webinars you've seen before – however the fundamentals of our events won't change!

## Our events

 **SCHOOLS**

 **CRIME**

 **HOUSING**

 **HIGHER  
EDUCATION**

 **VOLUNTARY**

 **CENTRAL & LOCAL  
GOVERNMENT**

 **FURTHER  
EDUCATION**

 **HEALTH**

# Why sponsor?

We create opportunities for leading public and voluntary sector experts, policymakers and practitioners to share their challenges, knowledge and expertise. Partnering with Inside Government places you at the focal point of these conversations and enables you to become a key part of the solution.

**Share your goals with us, and we'll curate the best possible experience for your company.**



## Lead Generation

Our attendees are a combination of experts and front-line practitioners in their respective fields and are looking to find solutions to the challenges they face and tools that help them better implement policy changes. This gives you the perfect opportunity to demonstrate your product directly to those that will actually use your solution and influence spending decisions.



## Thought Leadership

Raise market awareness by sharing your company's vision, knowledge and skills. Place your company at the forefront of your industry by taking part in our agenda and showcasing your products and solutions.



## Increase Brand Awareness

Get your brand more visible in the right market and in front of the right people. We pride ourselves on offering unparalleled marketing opportunities and customer support to ensure you meet your business objectives.



## Networking

Learn, connect, and grow – whether you want to network with qualified leaders in your target market, strengthen existing relationships or build new ones – Inside Government's virtual events platform gives you the tools to do this and more.

# Are you trying to understand how virtual events can best meet your needs?



## Increase Sales Efficiency

Meet more leads in less time by delegating meetings to team members through the matchmaking platform. Your team can search and connect with unlimited prospects from your office or at their own homes.



## AI Matchmaking Platform

Target the people you want to meet by filtering through the attendee list, helping you find and hold 1-1 meetings with the right people. Delegates with similar interests to those you've connected with will also be suggested to you, thanks to our smart AI.



## Gain Digital Visibility

Showcase your brand – add live chat, video on demand and shareable content to your virtual exhibition stand. Stand out to attendees by running your own sessions, equipped with push notifications and other opportunities placing your brand and innovations front and centre.



## Lead Generation – Increase your ROI

Connect with delegates, track your leads, monitor session attendance, meeting requests and boost your engagement rates in real time. Never miss a sales opportunity due to lost information, you'll own and export all the data you need.



## Your Digital Marketplace

The event platform will stay live for 30 days following the live event. You will be able to continue to generate leads, host product demonstrations and network with attendees you didn't manage to speak to during the live event.

# How does Inside Government Online work?

## – The new IG App (mobile or desktop)

The Inside Government App is the hub for all our virtual conferences and so much more accessible from anywhere.

### ● Before the event:

#### 1. SET UP

You'll gain access to the event app and networking platform a week before the conference. Set up your virtual exhibition stand showcasing pre-recorded videos e.g. demos, product pitches, etc.

Your stand will also include your own resource area, giving you the opportunity to add links to a slide deck, relevant web pages and brochure which visitors can download or display videos showing potential customers how you can help them.

#### 2. CONNECT

View the list of attendees, pre-select your prospects and set up meetings in advance of the event. The AI matchmaking algorithm recommends the best people for you to connect with, based on their interests.

### ● During the event:

#### 3. ENGAGE

During the event, you can use the networking part of the platform to arrange and hold meetings with the people who matter to you, at a time that works best for both of you.

You can hold these meetings as one-to-one chats or invite others for a group discussion.

#### 4. MEASURABLE ROI

Our online platform will provide you with demonstrable ROI. You can see who watches your session, who visits your virtual stand, details of meetings scheduled and engagement with your brand throughout the event.

### ● After the event:

#### 5. FOLLOW UP

After the event, follow up with your connections. If there's anyone you weren't able to talk to on the day, you can still use the app to connect with them for 30 days after the event.

## Headline Sponsor

A Headline Sponsor is the exclusive opportunity to align your name with the chosen event across all digital collateral for the duration of the campaign and 30 days post-event. You'll be able to compliment thought leadership with maximum brand exposure and lead generation. Combining the opportunity to speak on the agenda and exhibit, we include a prime 20-minute speaking slot (delivered live or pre-recorded) alongside a host of influential, public sector experts with an exhibition profile. This ensures you enhance brand reputation, increase awareness, position yourself as leaders and establish leads all within one package.

## Exhibitor

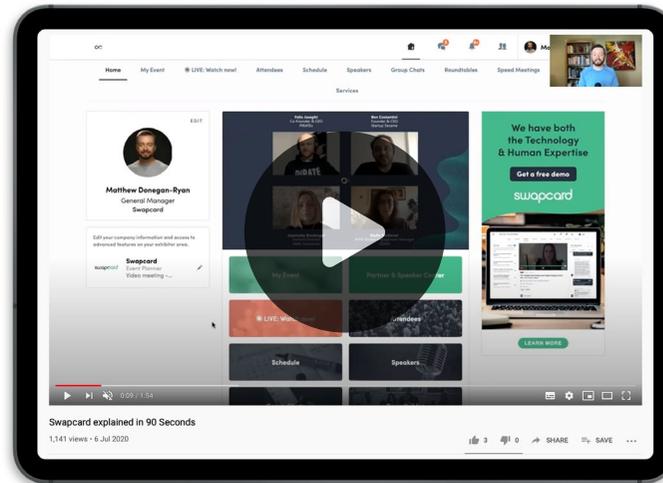
As an online exhibitor, you get all the traditional benefits – just completely digitally! You can collect and export leads, upload documents and product information (including live or pre-recorded video demonstrations of products and solutions) through a virtual exhibition stand, as well as getting a full exhibitor listing on the official event website and event platform. In addition, our AI matchmaking tool will help identify and suggest potential leads based on job titles and designated interests for you to arrange one-to-one meetings with potential clients.

# Explore the virtual platform

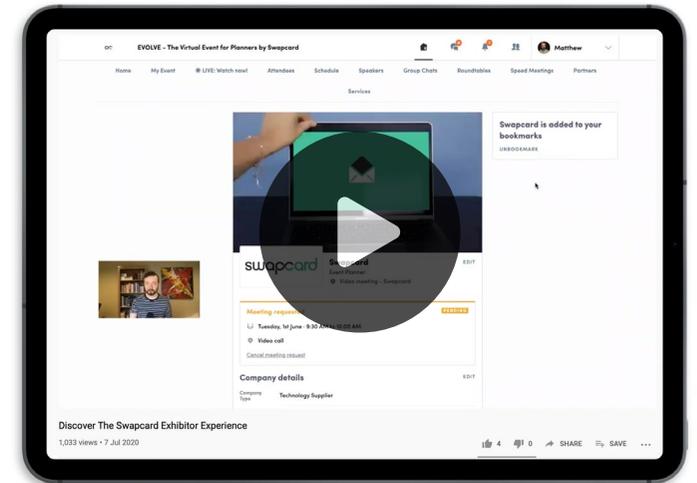
– take a video tour of our platform

Here's your inside look at what sets our platform apart.

Learn more about features including: matchmaking, scheduling meetings, building your personalised agenda, and exhibiting.



SwapCard explained in 90 seconds



Discover The SwapCard Exhibitor Experience

# Increase brand awareness. Gain new business.

Contact: [jamie.hushon-brown@insidegovernment.co.uk](mailto:jamie.hushon-brown@insidegovernment.co.uk)

or call **+44 (0) 161 200 8697** for more information.

## Next steps



### Consultation with our sales team

Discuss your company's objectives with us

### Choose your package

Select a package that best meets your goals, maximizing your company's effectiveness and visibility

### Prepare with our team

Inside Government will be on hand to help you make the most of your time

### Time for the event

It's time for the best parts. Meet future clients, catch some of our talks and network with industry peers