

## Hybride / Digital Events Service Description Websessions

August 2021

### Product/ service general description

Websessions are seminars, events, conferences in which people can participate via the Internet (online event):

1. Interactive & live: information is transmitted live within a program with a defined start and end time. Participants can actively participate and contribute to the webinar (e.g. by asking questions via a chat system).
2. On demand: recorded video stream that starts at a specified time or can be started or retrieved individually (as desired).

Websessions can be freely accessible (e.g. public marketplace for online seminars), in most cases registration is required.

With the "Websessions" module, websessions are offered as part of a hybrid or virtual event or a fully digital event. This module offers the exhibitor the opportunity to present or conduct a websession as a moderator on the events website. In this web session the exhibitor can, for example, present the latest products, processes or general topics to the registered trade audience.

### Process description ("Websessions")

The requirement to offer websessions as an exhibitor is the successful completion of the online registration for the respective online event. All the necessary details for the websession (including content, language, moderator, etc.) are to be transmitted to the service providers commissioned by Messe Düsseldorf; these details will be indicated on the event website.

Requirements for the exhibitor to offer web sessions:

- Transmission of information about the web session, including title, content, language of the presentation, the exhibitor's contact person/moderator, etc.
- Separate conclusion of a declaration of consent by the speaker for publication of the speaker's information
- Coordination (including content and technical aspects) with the trade fair team and service providers
- Technical equipment for image and sound transmission (e.g. webcam, microphone)
- Adequate Internet connection (see below)
- Successful installation of the specified conference software
- Successful registration with the specified conference software

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Specific system requirements for this are as follows:

1. The bandwidth requirement is at least 1.2 MB/s download speed, otherwise good quality cannot be guaranteed.
2. The camera used should preferably have a resolution of 1280x720 pixels.
3. Microphone

A fixed and binding period of time will be agreed separately for the presentation, which will be taken into account in the event's online program.

There is the optional support service (e.g. technical support) to prepare the live sessions. This includes the following items:

- Arrangement of a test appointment in advance of the live web session.
- Exhibitor is invited to a zoom meeting
- Joining via link (the zoom client is installed)
- Testing of microphone + camera
- Presentation of the rough process for the upcoming webinar from a technical point of view
- Answering open questions

Our partner "The Hackathon Company" is available for this.

### **The Hackathon Company GmbH**

[messewebsession@thehackathoncompany.com](mailto:messewebsession@thehackathoncompany.com)

The implementation of the web session itself is the exhibitor's responsibility.

After the websession has been carried out, the information of the registered portal users (see below) will be made available to the exhibitor in the exhibitor area of the industry portal via download for thirty days.

## **Additional information**

Visitors or interested participants are given the opportunity to participate in web sessions via the online event.

Requirement to participate in a web session:

- Successful participant registration (including DOI confirmation) for the online event
- Registration for each websession
- Download and successful installation of the conference software provided and successful registration with this software

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- Successful registration with the specified conference software
- Adequate Internet connection

After successful registration for the selected websession, the participant will receive a link to the websession to the email they have specified as well as the date and time when the websession will take place. By clicking on this link, the participant registered with the conference software will be directed to the websession.

In order to participate in a free websession, the participant agrees that their contact data (title, surname, first name, email, company, country, position) may be passed on to the presenting exhibitor, in particular for their own marketing purposes.

If participation in a websession is subject to a fee, the registration for a websession is preceded by purchasing the corresponding ticket through the ticketshop. In this case, the declaration of consent for the transfer of data is voluntary.