

Morressier[★]

**Driving audience
engagement for your
content and conference**



Our Story

About Morressier

Inspired by the vital exchange happening at conferences around the world, co-founders Sami Benchekroun, Justus Weweler, and Rino Montiel launched Morressier in 2014 to bring meetings into the online realm. Supported by renowned industry experts, and a fast-growing team, Morressier supports innovation and scientific breakthroughs by making previously hidden conference content and discussions discoverable. Today, over 200 of the world's leading professional and scientific organizations trust Morressier to support their virtual and hybrid meetings, engage their users, and unlock new revenue streams.



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Introduction

What does it take to engage your audience?

Conferences are powerful. At content-rich conferences, the ideas, breakthroughs, and discoveries that are shared are critical to our progress. But there are challenges. In-person conferences aren't as accessible as virtual conferences in terms of travel, and both need a way to organize the intense amount of information that is presented over the course of a few days. So how can you engage your audience, especially one already facing online fatigue and one that is used to the immediacy of digital forums. Every audience has its own nuances, but there are three key ingredients that help keep them engaged.



The first is **consistency**: providing an experience that they recognize from an organization they trust. The second is **flexibility**: online audiences need variety with different ways to network that work with their preferences. The last is **content**: your virtual conference isn't a sustainable investment without keeping the ideas alive after the presentations are over. This eBook is your introduction to our products, and it will show you how managing your event content, customizing your event experience, and focusing on networking together create a powerfully engaged audience.

Consistent experience with customized controls



Manage your conference from beginning to end, and keep your attendees engaged with flexible options.

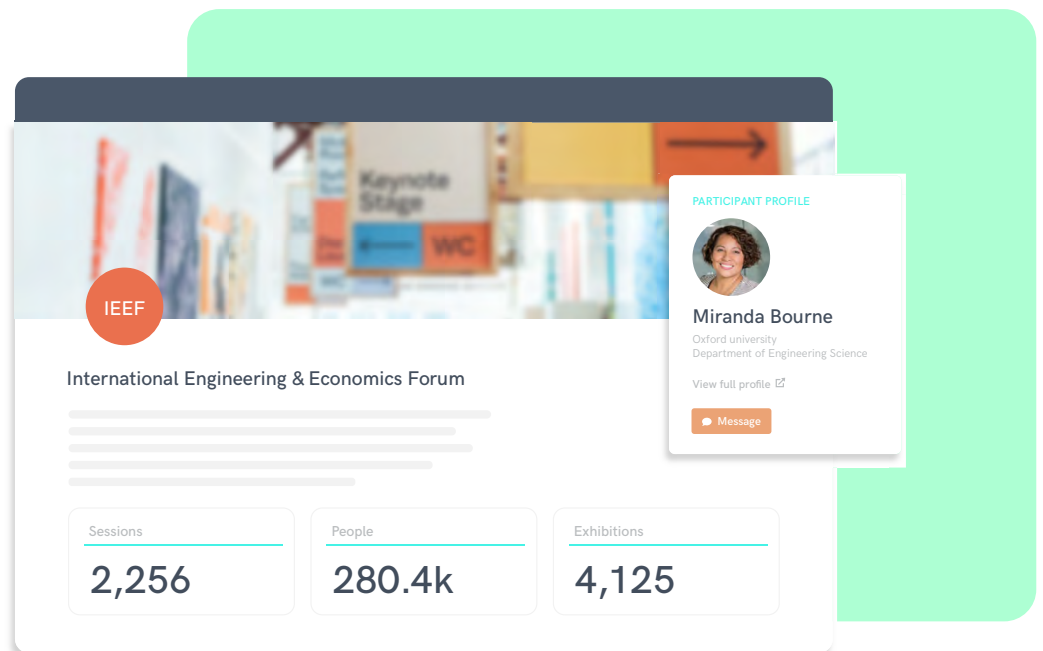
Consistent experience

Branded Event Hub

Brand plays a big role in whether your attendees invest in attending your conference. They have to trust your brand and recognize it as a critical part of your community.

When they participate in your conference, they need to see and feel that brand experience. With our new administrator options, you can make your event homepage a consistent experience for those attendees. You have options to add your visual identity directly to the homepage and throughout the program, your audience will not forget whose event they're participating in.

Branding your conference website is all about awareness, and we want your brand associated with a seamless experience from start to finish.



That means you control what participants see from your conference website before, during, and after the event. Until you're ready to share the full microsite, no one will be able to access your in-progress program design. And after the conference is over, you can use our event analytics to feature the most popular sessions, speakers and presentations from your event. Customizing these details remind your audience that you have their best experience in mind.

Virtual & hybrid events

Streamlined Session Navigation

The last thing you want is attendees scrolling through your event website, trying to find the session they want, or that is starting in two minutes. That experience is likely to make your audience disengage.

Our navigation tools allow you to highlight key sessions or presentations that bring in the biggest crowd.

With virtual events, many attendees will engage with sessions in their own time, listening to presentations on demand, or reading up on topics they missed. But we also want to encourage live engagement, with discovery that makes your event easy to organize and easy for attendees to understand.

On the front page of your conference hub, attendees can immediately see which sessions are Happening Now and which are Upcoming. Better yet, your landing page will update in real time as your program continues, with no required manual changes on the backend.

Scrolling and browsing is simple with the ability to organize what you want to feature. Our platform helps you create a more personal experience for attendees. We also have a powerful search feature that makes it simple for attendees to search for certain topics or presentations (made even easier by the taxonomy you put in place during planning).

Happening Now and Upcoming sections

Real-time, automatic schedule updates

Select Featured Sessions for event homepage

Exhibitor list in top navigation

One-click joining for sessions

Announce news via general chat channel



Virtual & hybrid events

Organizer Controls for Peace of Mind

Control doesn't stop with the ability to integrate your brand to your event hub, it also applies to every level of event planning. And we are on-hand to help you make the most of the control you need.

We will help you onboard to our platform, and we'll support your session moderators live. With our enhanced product offering, you are guaranteed a reliable, scalable experience that is quick and easy to pull together.

You also have the option to control what gets shared before the conference. While you're customizing the program and designing your branded hub, you can set events private, so your eager participants don't get a sneak peek before you're ready. In sessions, you also have new control features that allow moderators and organizers to queue up topics while the audience waits in the program. This creates a superior experience for your attendees and keeps them engaged throughout your event.



Morressier has demonstrated remarkable agility and flexibility as we pivoted to an entirely new form of online meetings. Our partnership is a tremendous asset and we are happy to be working with them through these unusual times.

Scott Ritchey, CTO at SPIE



Virtual & hybrid events

In-Person, Hybrid, and Fully Virtual Flexibility

One thing we know for sure about audiences today is that they want options. The world transitioned to exclusively virtual conferences largely overnight in spring of 2020, and we've made amazing strides toward creating virtual networking options that mimic that in-person experience.

But there is still a vitality to in-person engagement. It is much harder to get distracted if you're in a convention center or a hotel.

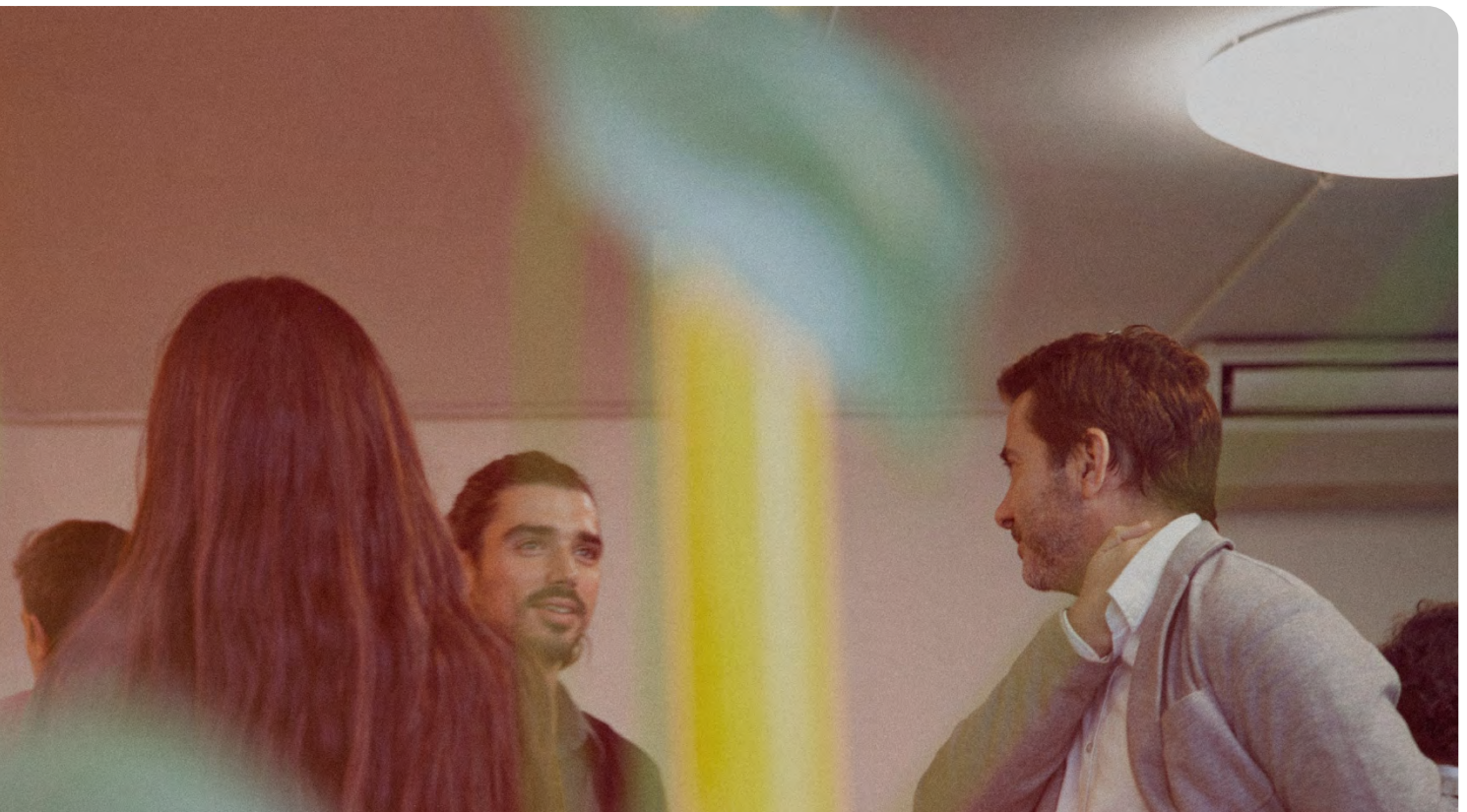
We started out with in-person conference apps, to archive and digitize the critical knowledge exchange that happens at conferences. Our virtual conference solutions have expanded since then, and they have the potential to be more accessible, broadening audiences and welcoming diverse new voices to your discipline.

We explore the future of hybrid meetings in our eBook, and we're proud to offer solutions for all types of conferences.



Our eBook explores the future mix of hybrid, virtual, and in-person conferences.
[Click to download.](#)

Flexible Networking Options for Your Audience



The people make the event. All our platform features are designed with audience experience in mind, especially our networking solutions.

Audience engagement & networking

Video Networking

For those who like to turn on their video, we've also expanded our networking solutions to accommodate groups of up to fifty people. As an organizer, you have the option to assign chairs to networking sessions to help them run more smoothly. The sleek gallery view makes communicating simple, and attendees will feel like they're meeting in person.

When a participant visits the networking session page, they will see information on the session.

We bring a personal touch to our networking sessions as your attendees join. When participants land on the networking session page, they'll see the first seven participants and their photos displayed (with more than seven participants a new joiner will simply see the total number of people already talking). If the session has started and no one has joined, we welcome new participants with a message to **"be the first one."**

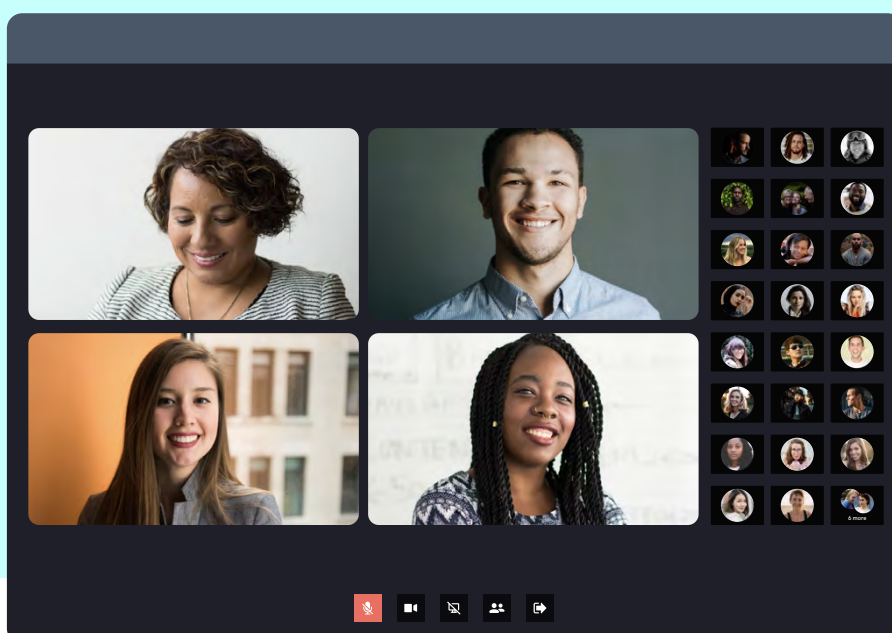
Networking sessions can also be customized.

Chairs can save spots for key participants, or if your networking sessions are more of a structured Q&A, then you can make sure your speakers are able to attend.

Participants in networking sessions have the option to raise and lower their hand to communicate, which can be helpful if the conversation is lively.

Moderators or chairs also have some control features. You will be able to ask participants to turn the mic on or off, and mute or unmute to avoid distracting background noise.

Networking is an integral part of in-person conferences, and a primary reason many people attend. The option to mimic the experience virtually ensures that audience needs are met and they continue to attend virtual and hybrid conferences.



Audience engagement & networking

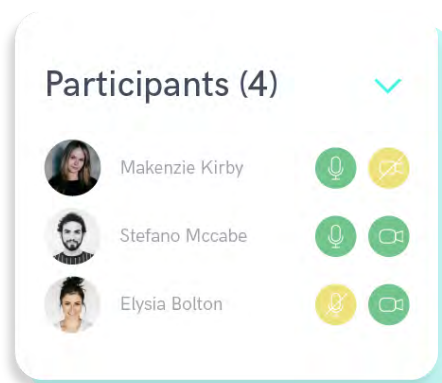
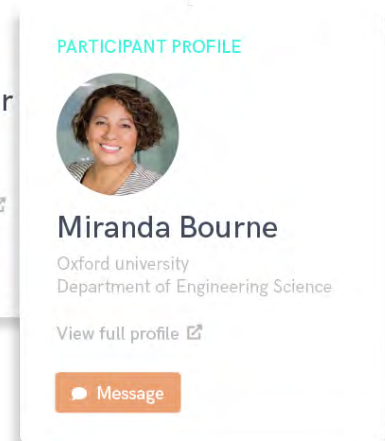
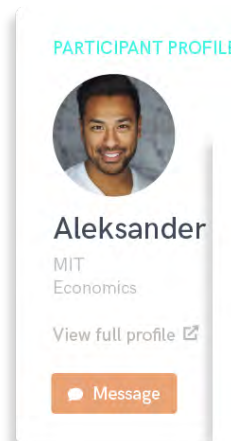
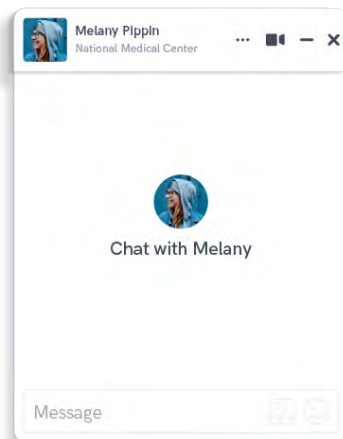
Chat Opportunities

Video networking isn't for everyone. Some attendees might prefer the option to connect with the rest of the audience in a presentation or to have a conversation one-on-one.

To accommodate that need, and to establish an easy way for organizers to share announcements and general messages, we've introduced chat across our event platform.

Each session has its own chat for the audience to engage with each other and the speakers.

Q&A's are easy to moderate and are also saved alongside the presentation once the live session is published as an on-demand resource. In our virtual backstage space, speakers can also chat with one another and their moderator to make sure everything transitions run smoothly and to troubleshoot any audio (Morressier support will also be on hand to help out with any technical difficulties).



Audience engagement & networking

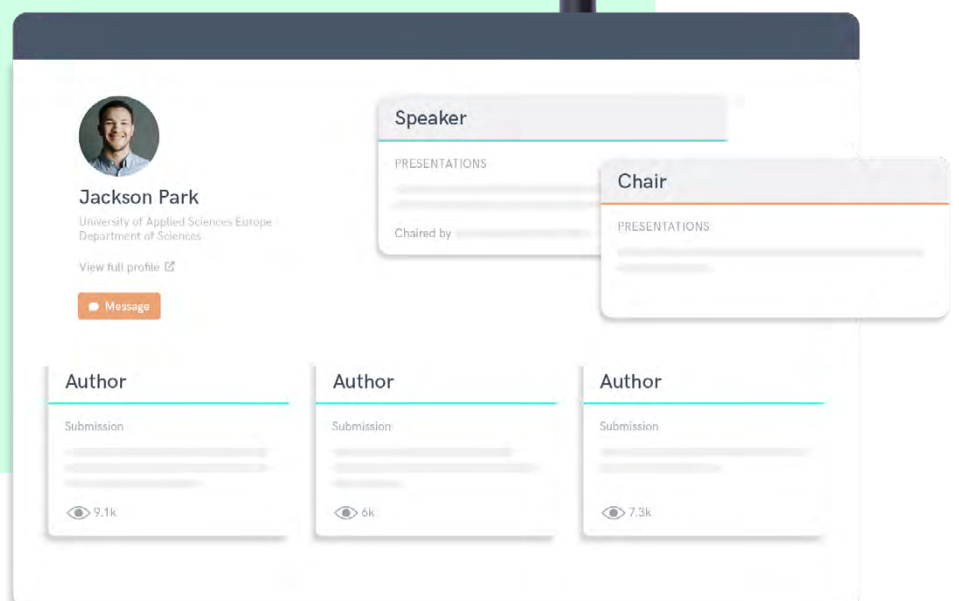
Event Profiles

Some people like to chat, others like their video, and others prefer to browse. That's why we also have newly improved event user profiles. Attendees can browse through speakers, moderators, chairs, and their fellow participants to find people with similar interests and connect with them one on one.

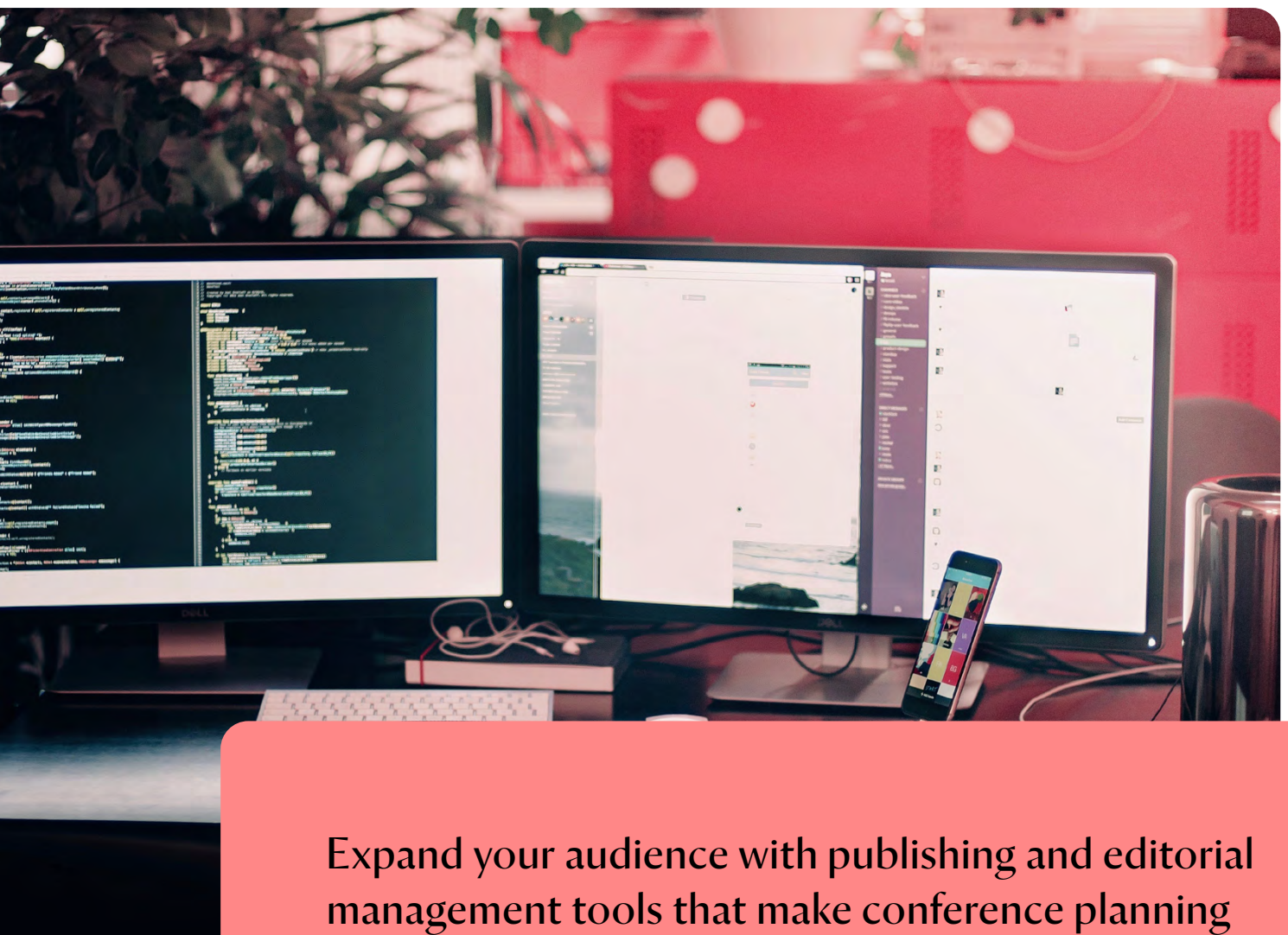
Event profiles identify each individual as a speaker, author, chair, or delegate. Everyone is able to customize their profile with the name, photo, institution, etc., and their profile will be linked to their presentations and submissions. If an individual has participated in multiple conferences through the Morressier platform, their full profile will all of their contributions across multiple conferences will be featured. Attendees can also message an individual directly from their profile.



This variety – video networking, chat, and event profiles – ensures that we have at least one engagement or networking tool that's right for every attendee.



Content-rich meetings increase event longevity



Expand your audience with publishing and editorial management tools that make conference planning easy and improve event longevity.

Planning

Abstract Management

Our abstract management system can be fully integrated with your existing content management tools and brings all planning directly into our event platform.

Our abstract management workflows help you attract and accept more submissions, building an enthusiastic community of participants before the event has even begun.

As an administrator, you can customize your messaging and receive real-time data on the abstracts that have been submitted.

You can:

- . Make a checklist to manage abstracts
- . Create a taxonomy for abstracts that easily organizes into categories
- . Customize the submission process and capture only the information you need
- . Abstract submission is clean and minimal, making it easy for attendees to fill out.

Our abstract management is very easy-to-use and self-service. We make it simple to move directly from gathering submissions for your content-rich conference to organizing the program all in one place.



Working with Morressier allowed us to help presenters broaden their audience, it enabled wider sharing and discussion of the research, and it allowed us to accept more submissions from a more diverse group than ever before.

Professor Helen Hermann,
World Psychiatric Association President



Planning

Submission & Review Workflow

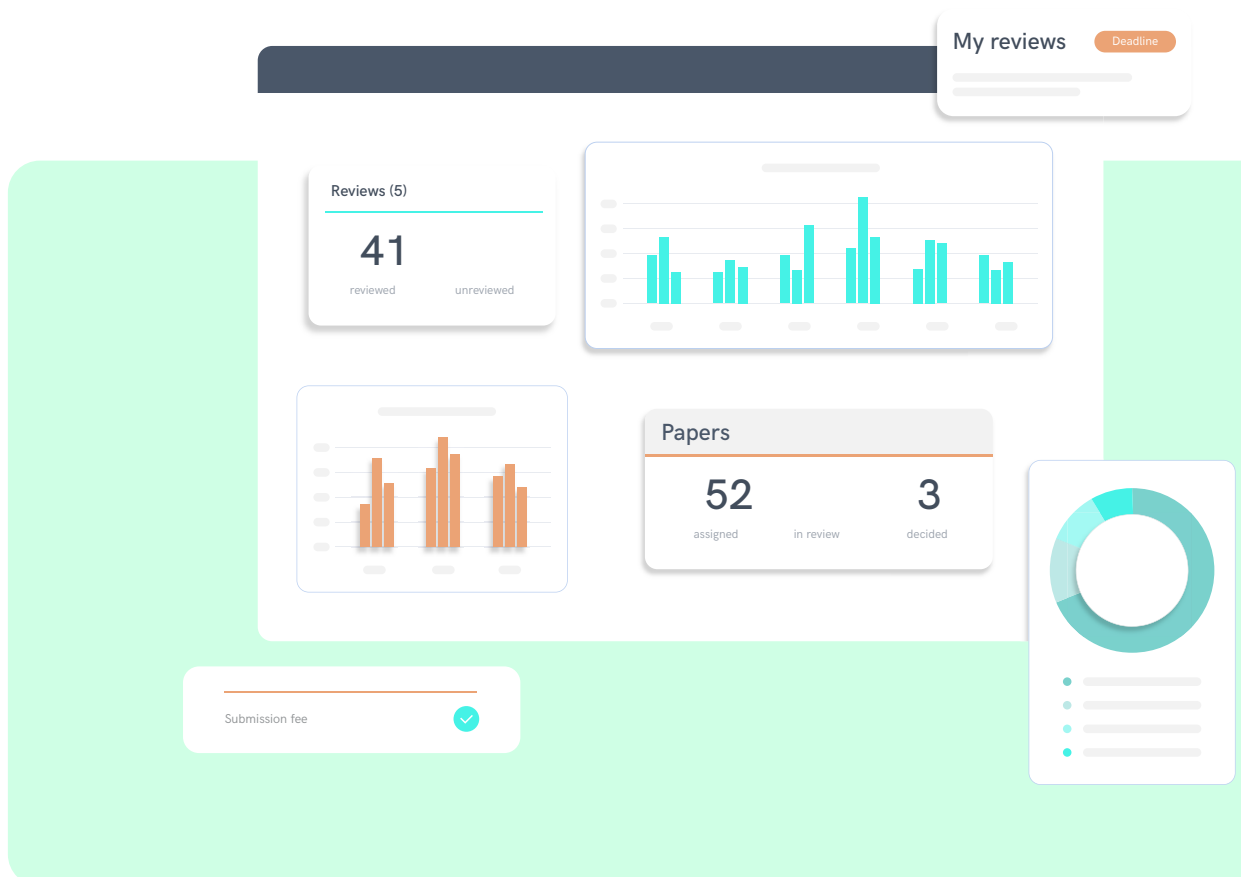
For content-rich conferences to be as engaging as possible for your audience, you need the best content possible.

With Morressier, you have a simple-to-use, modular workflow that helps you manage your submissions.

- . Assign reviewers directly in-platform, and our simple scoring system makes it easy to see the status of peer review.
- . Customize the scoring system you need based on your discipline's standards.
- . Make decisions and communicate with participants all through our platform.

Peer review is a critical step to ensuring the quality of your conference. Working with your community to bring your conference to life makes them more invested in the outcome of the conference. A seamless peer review experience drives audience engagement.

And for those participants who aren't part of the peer review process, they will be even more confident in the value of your conference knowing there's a robust peer review process in place.



Planning

Conference Proceedings

The best way to maximize your event's impact is to make it last. That means the broadest audience possible needs access to the discoveries shared at your conference.

Publishing your conference proceedings is a way to re-engage your audience (both those who participated in the event and those who couldn't attend) and get more eyes on your conference content.

Much like with abstract management, we offer a modular workflow. You can control the review and publication of your conference proceedings, and then at the end you'll have files ready to send to your journal for publication.

Wondering if conference proceedings are right for your conference? Here are a few reasons why they would help you engage your audience and improve your event experience:

1. Proceedings present research in a less formal setting than peer-reviewed journals.
2. They expand your event audience to those who couldn't attend in person.
3. They secure the new ideas and cutting-edge research covered at your conference as part of the scientific record.

Your conference content extends the life of your event, which leads to a greater return on investment.



Planning

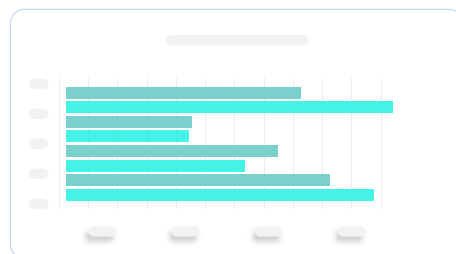
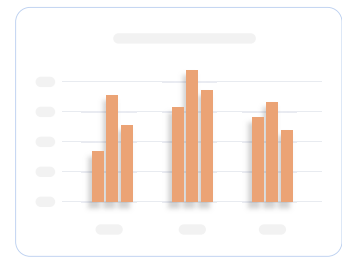
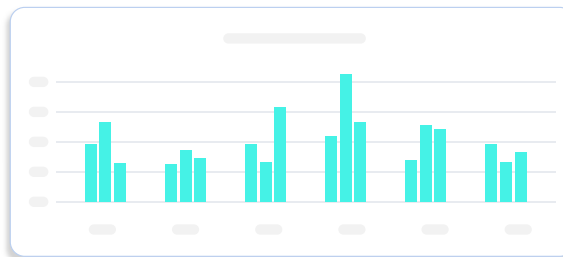
Event Analytics & Insights

How do you know whether your conference was a success? If you're working with the Morressier platform, the answer is simple: you analyze our dashboard capturing event analytics and insights.

Easily see traffic to your event platform, attendance records for all sessions, and how many views your posters or abstracts are receiving across all your conference content.

Event analytics can give you a strong sense of what topics were most engaging for your audience. You can use this information to prepare future events or think about where to focus next year's conference. Continuously making decisions based on attendee behavior will help you make strategic decisions that lead to future events with an even more highly engaged audience.

Learn some of our other strategies for measuring your event's success in our recent article in Meetings Net.



Planning

Content Library

Whether or not you publish your conference proceedings, our content library is an amazing resource for re-engaging your audience and making sure the ideas, discussions, and discoveries live on.

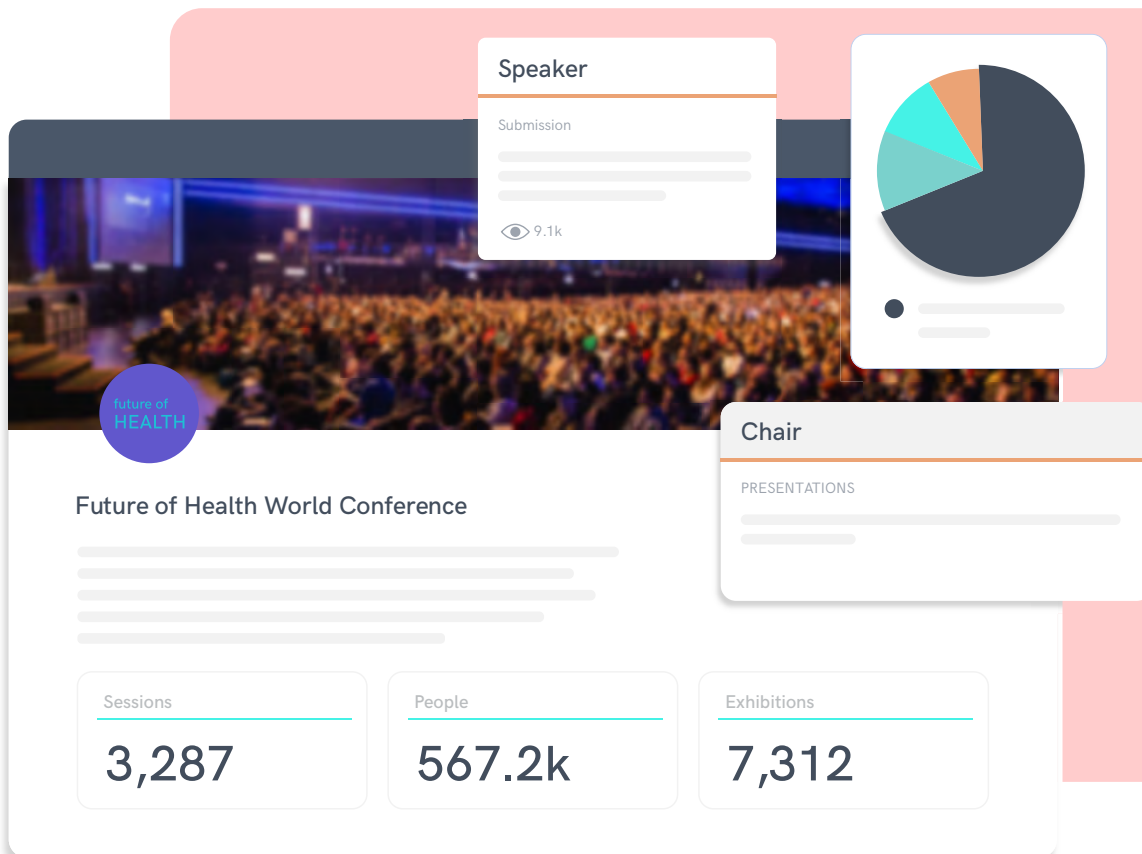
The content library will continue to generate value and interest over time, and ongoing engagement continues to provide a branded and consistent experience for your audience.

Content libraries can be open to the public or you can limit access to members or subscribers. They are a powerful tool to grow your audience and to make sure your event continues after the presentations have passed.

You can organize the conference library to apply what you've learned from our event insights and analytics to your conference content.

Based on which sessions were the most popular during the conference, you can highlight featured presentations and popular topics to curate a more customized experience for your audience.

With powerful search and the option to integrate the taxonomy, your readers can easily navigate and find the presentations they were most interested in from your conference.





Morressier

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If you would like a demo or if you have any questions, please contact your account manager.