

It's easy to get caught up in the options when choosing the rooms and spaces for your virtual environment. Follow these do's and don'ts to stay focused on success.

- ▶ **Don't take the room metaphor literally;** it should be a guide not a crutch.
- ▶ **Don't overthink it;** while the architecture of your virtual space is very important, it's your content and messaging that will ultimately drive success.
- ▶ **Do create only the number of rooms you need;** too many rooms can result in too many clicks to reach the right content.
- ▶ **Do make sure every room has a clear purpose;** know what you want attendees to accomplish or find in that specific space?
- ▶ **Do give your rooms specific names** to help guide the attendees; Solution Center, Main Stage, Breakout Sessions, Expert's Lounge.
- ▶ **Do add unique rooms** that support your unique program: Recognition Room, Video Gallery, Sponsor Stage.



Bonus Tip

Leverage entitlement to create a unique experience for specific attendee groups, such as a Press Briefing Lounge or a Manager's Classroom.



Lobby

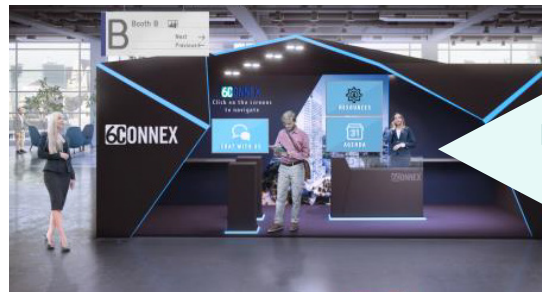


Exhibit Hall



Breakout Room



Auditorium



Lounge