



# The University of Edinburgh's annual EIE conference goes virtual – connecting investors and high-growth tech ventures online

Located in Scotland lies one of the top universities in the world, the University of Edinburgh. Each year, the University has the pleasure of hosting Engage Invest Exploit (EIE), an annual technology investor readiness program and showcase event. Since 2008, EIE has supported almost 500 tech start-ups and scale-ups who have raised over £750 million. These include FanDuel, Mallzee, Current Health, ZoneFox, Two Big Ears, pure-LiFi, Float, Citruslabs, Amiquis, and more. While EIE has taken place in the physical form for 11 years running, 2020 had something else in store.

## The Challenge: Successfully Connecting Investors and High-Growth Tech Ventures in a Virtual World

Like many other organizations around the world, the staff at the University of Edinburgh understood the vital need to shift their event strategy once the COVID-19 pandemic hit. The team pushed out their April 2020 conference to October later that year. However, after just a few short weeks, it became more apparent that the pandemic sweeping the nation was here to stay for quite some time. The events team at the University of Edinburgh knew they had options; thus, they took no hesitation in exploring them.



The team did their due diligence, conducting proper research and taking advantage of the demos offered by different virtual event platform providers on the market. Some providers failed to offer eye-catching visuals, while other virtual environments felt “flat” and non-immersive. Understanding that they needed to replicate what they typically offer in-person, the team needed a virtual platform that would provide the “wow-factor” like a physical event would. From the very first features down to the price point, the virtual event platform that made the grade and met the requirements set forth by the University was none other than 6Connex.

### **The Solution: Evolving with the Landscape by Embracing Virtual**

EIE, Scotland’s biggest and best technology investor showcase, went virtual for a global audience in October 2020 on the 6Connex virtual event platform – and it didn’t stop there. June 2021 marked the second EIE conference hosted by the University of Edinburgh within a 6Connex virtual environment.

One of the team’s main concerns was regarding sponsors and investors. How could the team reassure their event sponsors that a virtual environment will be just as successful as having a booth at their typical, in-person EIE? Another valid concern was regarding the usage of the platform, and the unfamiliarity of something so foreign to the sponsors. However, just as the team improvised and evolved with the landscape by choosing to host their event virtually, they had answers to address these concerns.

Thanks to the features available on the 6Connex platform, the event managers were able to take sponsors on their very own virtual tour of the EIE environment, showing them how the event works prior to live day. If sponsors are unable to attend the virtual tour, the event team has the opportunity to record the tour, and share it with sponsors so they can help themselves to become familiarized with the virtual environment for EIE.

Engage Invest Exploit is the place to be each year if you’re an organization seeking an investor. Now, it’s even easier to make it to the event and network with like minded individuals, no matter where you are in the world.

## University of Edinburgh + 6Connex Case Study Results

Sponsors, attendees, and the University staff were pleased beyond words. Unsure of what a virtual event might look like for EIE, the “wow-factor” the event team was looking for was certainly there. “The matchmaking services are fabulous and the networking opportunities are great. During our event, our goal was to keep engagement up, and we did just that,” says Johnston. “Sponsors and attendees provided us with positive feedback alike regarding the chat features. It was so easy for investors and organizations to get in touch with one another, as opposed to them waiting in lines to get a chance to meet.” The sponsors were delighted as they were impressed; so much so that every October 2020 sponsor signed up to sponsor the June 2021 EIE virtual event after seeing the benefits of the virtual platform.

- ▶ **513 Attendees**
- ▶ **35 Companies**
- ▶ **120 Investors**
- ▶ **2+ Hours Attendee Participation & Interaction**

There’s more to a virtual event than the environment itself, with good content and great visuals being just a start. By creating an immersive experience, attendees are much more likely to stay engaged. Keeping content interesting and providing event attendees with the options to move about into different areas is what turns just another event into an outstanding, unforgettable virtual experience.

Virtual event planning is by no means easy, but with the help and guidance of the 6Connex team, the event planners at the University of Edinburgh rest assured knowing that the support was always there, whenever they needed it. “The training sessions were extremely helpful, and the management has been amazing,” says Ronnie Johnston, Events Manager at the University of Edinburgh. “Jenni Weech led the way and offered continued support, and Jackie Clark was able to highlight all of the features available within the platform so we can use our environment to its fullest potential.” Johnston continues, “We’ve built and have maintained a great relationship with our 6Connex team. We’re looking forward to hosting EIE virtually in 2022, as well as switching to a hybrid model with 6Connex in 2023 and beyond.”



## About 6Connex Virtual Event Solutions

### Our Digital Experience

6Connex is the leading provider of virtual and hybrid event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities to make for successful online events around the world. Our product portfolio includes virtual environments, learning management, and webinars. Demand more from your virtual and **hybrid event platform**. Request a **virtual event demo** with 6Connex, or **contact our event software experts** for more information.

[www.6Connex.com](http://www.6Connex.com)

Have Questions?

Please call 1.800.395.4702 or email us at [sales@6connex.com](mailto:sales@6connex.com).