



# Mastering Metaverse Events

*The Comprehensive Guide to Use Case  
Implementation with Mext Platform*

**What's the optimal  
approach for orchestrating  
events and expos within  
the Metaverse?**



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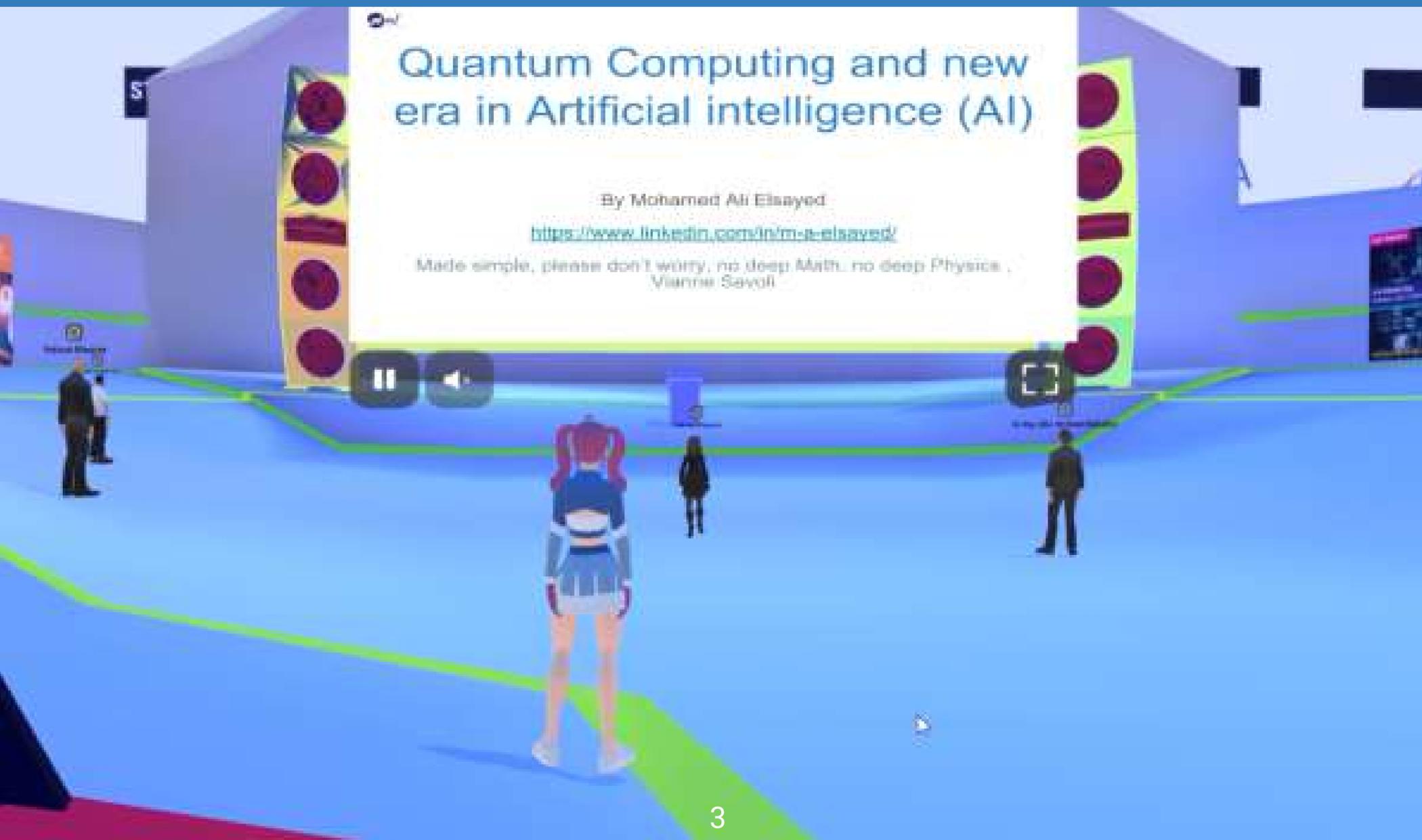
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# Mastering Metaverse Events: A Comprehensive Guide to Organizing Expos and Events with Mext Platform

## 1. Introduction

Facilitating seamless event and expo organization on the Mext platform is our commitment. We've streamlined the process by integrating all essential features into a unified platform. The Metabuilder tool empowers you to effortlessly construct your 3D interactive space, complete with avatars, AI-Avatars, booths, teleportation buttons, video meeting capabilities, avatar gatherings, live streaming, and a comprehensive statistics dashboard.

The beauty of Mext lies in its all-inclusive nature; you won't require any additional software to orchestrate and promote your event or expo. This manual serves as your comprehensive guide, walking you through every step—from defining objectives and crafting event programs to preparation, 3D space construction, and the actual execution of your event. We've covered all aspects, including partner and visitor onboarding.



# 2. Getting Started: Crafting Your Metaverse Event and Expo

## Step 1 – Define Objectives

Embarking on the journey to organize your own Metaverse event and expo requires a strategic foundation. Before delving into the construction of your B2B Event or Expo Metaverse, take a crucial first step in defining your objectives. This involves a thoughtful exploration, asking specific questions about the essential elements and tools needed to construct a robust B2B event and expo space.

It's imperative to set your goals and ideas in advance, shaping the Metaverse to align with your vision. Gain clarity on what this space will offer to your company, vendors, sponsors, and customers, distinguishing it from traditional events or other real-world communities. By articulating your goals, you not only unlock the potential benefits of your B2B Metaverse but also envision the level of immersiveness and interactivity within your 3D space.

This strategic approach serves as the cornerstone for developing an interactive 3D space that is purposeful, effective, and uniquely meaningful. Ask yourself about the options and activities you'd like to incorporate into your B2B Metaverse space and the related event and expo program. By compiling a precise list of your needs, you'll be better equipped to structure your approach. Refer to the table below for a comprehensive list of main activity options:



Activity options	Required/Not Required	Mext Platform (Admin Interface Features)
Do you require a customized form for collecting information about your attendees?	Required	Go to Admin interface/General information/registration form
Do you need a Livestreaming?	Required	Go to Admin interface /Manage Events/ Live sessions and Broadcasting
Do you need replays?	Required	Use Vods / Replays
Do you need chat rooms?	Required	Create Chatrooms
Do you need a video meetings?	Required	Use Meetings & Gathering/Video meeting
Do you need avatar gatherings?	Required	Use Meetings & Gathering/ avatars gatherings
Do you need meeting rooms?	Required	Use the Meta builder to add 3D meeting rooms
Do you need stands or booths for you and your partners?	Required	Use Manage your booths to create booths and place them

Do you need networking centre?	Required	You need to select and add 3D model in your MetaBuilder
Do you need to organize Open Networking sessions?	Required	You need to organize an avatar gathering or a video meeting and make it public or private
Do you need to organize Speed Networking sessions?	Required	You need to organize a Speed Networking session
Do you need an information center?	Required	You have the option to add a Silver booth in Manage your booth
Do you need AI-Assistant	Required	You have the option to add AI-Assistant and then place with your Meta builder anywhere in your Metaverse
Do you need gaming?	Required	You need to explore Games section
Do you need workshops?	Required	You need to organize a private meeting whatever video or avatar gathering.
Do you need to embed your metaverse on your website?	Required	Share your Metaverse section
Do you need partnership calls?	Required	Partnership calls

## Step 2 – How to build your Metaverse

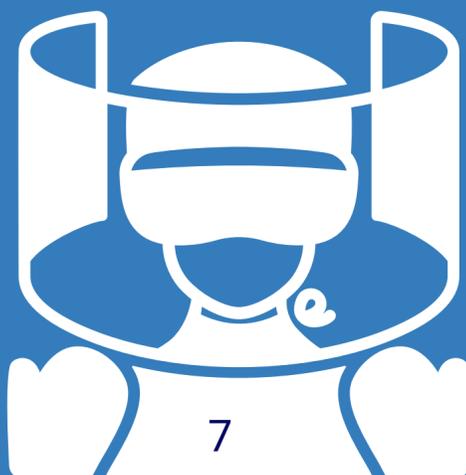
The process of building the virtual space is the next step in your events and expo in the Metaverse journey towards creating an immersive experience.

Leveraging the cutting-edge METABUILDER technology within the Mext metaverse admin interface, you'll have all the tools at your disposal to start crafting your virtual world. Begin by choosing a template scene from the available templates (if needed), adding and arranging 3D objects, rooms and other interactive elements ensuring they align seamlessly with your events and expo in the Metaverse Brand and objectives.

**1.Entrance** - The entrance serves as a vital element for offering sponsors and exhibitors an impactful visual experience. It guides individuals to the conference center, providing a clear path to explore the various features within the conference venue. Moreover, the entrance serves as a focal point for creating a positive first impression, setting the tone for the entire metaverse experience. By showcasing the way to the conference center and highlighting the features within, it not only enhances navigation but also maximizes visibility for sponsors and exhibitors. This strategic design ensures that attendees are seamlessly directed towards the core offerings, optimizing engagement and fostering a dynamic interaction between participants and the diverse array of products and services on display

**2.Networking Centre** - The Networking Centre complements the entrance's role in providing sponsors and exhibitors with a visually appealing introduction to the metaverse. Within the Networking Centre, strategic meeting rooms and a dedicated networking space facilitate meaningful interactions. Attendees can actively participate in discussions, share ideas, and explore collaboration opportunities. The incorporation of a seamless scheduling system, Speed Networking sessions and video conferencing capabilities enhances the efficiency of networking, ensuring that connections can be easily established.

In alignment with the entrance's emphasis on guiding participants, the Networking Centre becomes a hub for teleportation zones, allowing attendees to seamlessly navigate different spaces, gain knowledge, and take on challenges.



**3.Livetsreaming** - In synergy with the entrance and the Networking Centre, the Livestreaming Zone serves as a dynamic component within the metaverse. This designated space caters to a continuous flow of programs, featuring livestreams and webinars. A prominent big screen ensures that the audience can engage with a diverse range of content throughout the year.

Much like the Networking Centre, the Livestreaming Zone becomes a platform for thought leaders and experts to share valuable insights. Attendees can stay informed and inspired through a series of engaging presentations and videos, creating a sense of community within the metaverse. The seamless integration of livestreaming technology and a dedicated area for such content enriches the overall metaverse experience, providing an additional layer of interactive and informative engagement.

Additionally, the capability to host multiple live stream sessions simultaneously and/or broadcast to various platforms concurrently, such as YouTube, Twitch, and Facebook,.. is available on Mext platform

**4.Information Centre** - The Information Centre seamlessly aligns with the overall metaverse design, enhancing engagement and interaction. By incorporating a gamified element, attendees are incentivized to actively participate and explore the metaverse environment. The gamification could involve earning points through quizzes, interacting with different stands, connecting with avatars, and engaging with the AI bot housed within the Information Centre. It serves as a source of comprehensive information, providing attendees with details on how to get in touch and actively participate.

**5.Branding & Booths** - Whenever it's a year-round program or a couple of days event, the booths make brands content visible and create more interactive experience, bringing in fresh perspectives, new products, and evolving industry trends. Ensure to brand the booths, companies and everything inside the space. Stands are added as an information tool to market as well as where visitors can download materials and contact exhibitors anytime. This will keep the metaverse dynamic and encourage continuous engagement. And of course, don't forget about the immersive visuals to create an inviting and energetic atmosphere to display your esteemed sponsors and other details.



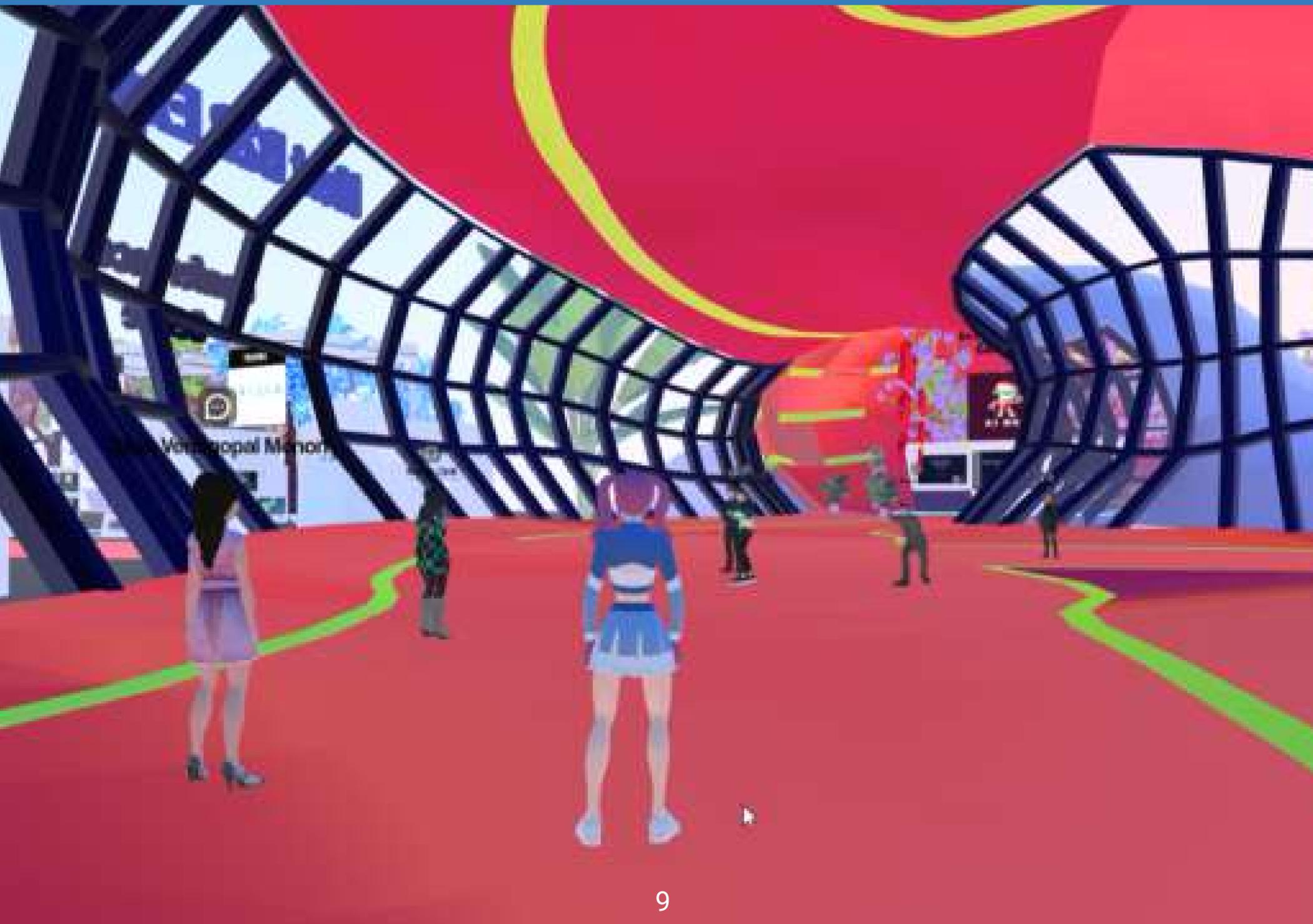
## Step 3 – How to publish & embed your Metaverse ?

Once your 3D space is prepared, conducting tests becomes imperative to familiarize yourself with the environment and address any potential difficulties or glitches.

Once any identified issues are resolved, the interactive Metaverse space is launched. This marks the point where companies and attendees gain access to the digital realm, ready to explore, connect, and build lasting partnerships.

During the embedding phase, the integration of the Metaverse into relevant websites is seamless. The metaverse admin interface provides an easy option to link directly from the Admin Interface backend, offering a convenient gateway for participants. This ensures that accessing the immersive digital realm is straightforward, enhancing the overall user experience.

The testing, launching, and embedding phases collectively contribute to the success of the Metaverse, providing a cutting-edge platform for continuous networking, collaboration, and innovation within the business community.



## Step 4 – Optimization and Technical Modifications

After adding all the 3D elements and interactive features, the optimization and technical modifications step in building this interactive space becomes crucial. Here, the focus shifts to enhancing the performance and user experience. This primarily involves fine-tuning the metaverse. Technical modifications may include optimizing 3D models for faster loading, reduced lagging, and improved overall responsiveness. This phase aims to deliver a seamless, high-quality educational environment that engages students without technical hindrances.



**1. 3D Models:** - Given the potential heaviness of GLB files, the decision to use alternative files from Sketchfab is a smart move. This ensures a smoother experience for companies showcasing their products and services in the virtual space.

**2. Teleportation Zones:** - Expanding the functionality of teleportation zones beyond mere access points is a strategic enhancement. The ability to add descriptions, images, documents, and interactive elements amplifies the utility of these zones, providing a richer and more informative experience for attendees.

**3. Scoring:** - Customizing the scoring system based on the specific needs of the Metaverse is a thoughtful approach. The varied criteria for assessment, including tasks, quizzes, challenges, and interactions, adds a layer of engagement and competitiveness, enhancing the overall value for participants.



**4. Avatar Landing Spot:** - Relocating the avatar landing spot for improved performance and user experience demonstrates a commitment to optimizing the virtual environment. This adjustment ensures a smooth and efficient entry point for all participants, contributing to a positive first impression.

These adaptations not only address technical considerations but also contribute to the overall richness and engagement within the Metaverse. It's shaping up to be an immersive and dynamic platform for fostering connections and collaborations in the business world.

# 3. How to Promote Events and Expo in the Metaverse

Promoting the events and expo in the Metaverse requires a strategic and multi-faceted approach to reach and engage your target audience effectively. Here's a comprehensive plan to kickstart your promotion:

**1. Create Engaging Content:** - Develop compelling content that highlights the unique features and benefits of the event in the Metaverse. Leverage your 3D interactive space and the Metaverse to capture captivating images and produce enticing videos and teasers for the promotion of your event.

**2. Utilize Social Media:** - Leverage popular social media platforms to create buzz and engagement. Share sneak peeks, behind-the-scenes content, and announcements. Use scenes of Metaverse to make sure you attract the visitors on social media.

**3. Email Campaigns:** - Develop targeted email campaigns to reach out to your existing community with their email address, partners, and potential attendees. Clearly communicate the value proposition of the Metaverse and provide easy registration links and joining links. Conducting email campaigns can be seamlessly executed directly from the Mext platform.

**4. Networking & Livestream events:** - Highlight the networking opportunities about the events within the Metaverse. Emphasize the potential for valuable connections and partnerships. Encourage companies to showcase their products and services in the virtual space. Leverage the Speed Networking feature to draw in networking enthusiasts, providing them with unique one-on-one opportunities to connect with their industry peers

**5. Incentives and Contests:** - Create incentives for early registration or participation. Consider running contests or giveaways related to the virtual experience. This not only attracts attention but also encourages active engagement.

**6. Press Releases:** - Craft and distribute press releases to relevant media outlets with a dedicated video. Share key details about the the past event stats in the Metaverse, including its unique features, participating companies, and any notable partnerships.

**7. Partnerships and Sponsorships:** - Partner with industry associations, organizations, and sponsors. Their support can extend your reach and lend credibility to the event. Explore opportunities for cross-promotion. Engage your partners in the immersive Metaverse experience by effortlessly onboarding them with the Mext platform. Additionally, grant them autonomous management of their dedicated spaces within the platform.

**8. Website event pages:** - Have a dedicated website event page for the promotions and to make visitors know more about the events. This event and expo webpage is automatically generated using the Mext platform. Simply embed it into your website.

Remember to monitor and analyze the effectiveness of your promotional efforts through analytics and feedback. Continuous evaluation allows for adjustments to your strategy, ensuring a successful promotion of the Mext B2B Metaverse.

## 4. How to onboard speakers & exhibitors ?

Onboarding speakers and exhibitors to your events and expo is a crucial step in enriching the virtual experience for participants. Mext equips you with tools to centralize information, ensuring a seamless onboarding experience for you, your speakers, and partners. Here's a step-by-step guide:

### Onboarding Speakers:

#### 1. Speakers registration:

Invite your speakers to register, and then effortlessly include them in your speakers list through the Admin interface under "Manage Events/Speakers." This streamlined process allows you to seamlessly add them to your event page and program with automation.

**2. Speaker Profiles:** - Create detailed profiles for each speaker, including their bio, photo, and a brief description of their expertise on a dedicated event page. This information will be displayed on the event website and within the virtual environment.

**3. Technical Rehearsals:** - Conduct technical rehearsals with each speaker to ensure that they are comfortable with the virtual platform. Address any technical issues and familiarize them with the features they'll be using during their presentations.



## Onboarding Exhibitors:

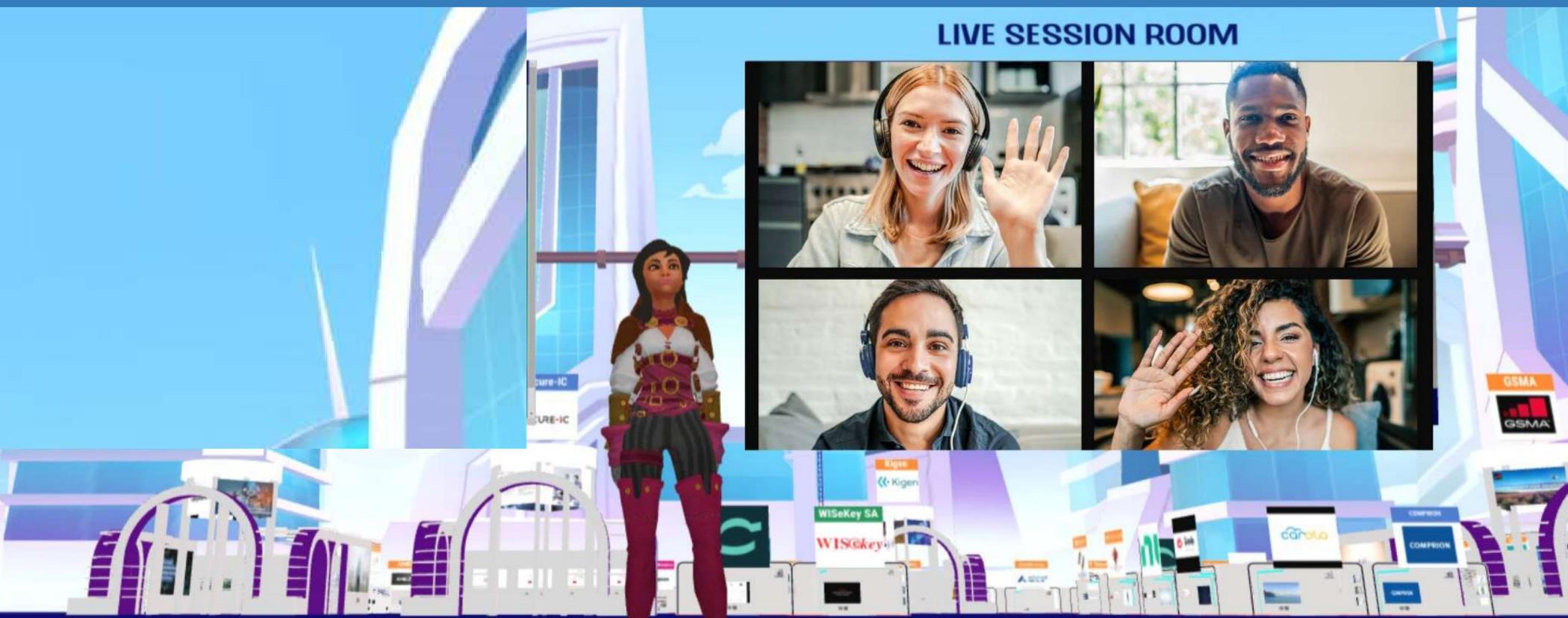
- 1. Exhibitor Registration:** - Invite representatives from your exhibitors to register, and then, using the admin interface under "Manage Exhibitors," easily create a booth for them. The creation of the booth will automatically generate a link, which will be sent to the exhibitor
- 2. Customizable Stands:** - Provide exhibitors with guidelines, tutorial and tools to help them to customize their stands.
- 3. Product Showcases:** - Encourage exhibitors to showcase their products and services through interactive elements within their stands. This could include 3D models, videos Games, AI-assistant and downloadable brochures.
- 4. Networking Opportunities:** - Highlight the networking opportunities for exhibitors. Facilitate virtual meetings, live chat options, and Q&A sessions to connect exhibitors with potential partners and customers.
- 5. Pre-Event Promotion:** - Promote exhibitors through various channels, including social media, email newsletters, and press releases. Build excitement around the diverse range of companies participating in your event.



By carefully managing the onboarding process for speakers and exhibitors, you'll ensure a diverse and engaging event experience in theMetaverse for all participants.

## 5. How to conduct an event?

Conducting a successful event in the Metaverse involves careful planning, seamless execution, and active engagement. Here's a step-by-step guide to help you navigate the process:



### Pre-Event Preparation

#### 1. Participant Registration:

Simplify participant registration with Mext's user-friendly process. Customize registration forms to gather pertinent information about your visitors..

#### 2. Technical Rehearsals:

Conduct thorough technical rehearsals involving speakers, exhibitors, and key team members. Ensure familiarity with the virtual platform and any specific features. Utilize Mext's video meeting tools for rehearsals.

#### 3. Participant Registration:

Set up a user-friendly registration process for participants. Gather essential information and provide clear instructions on accessing the Metaverse.

#### 4. Technical Rehearsals:

Conduct technical rehearsals with speakers, exhibitors, and key team members to ensure everyone is familiar with the virtual platform and any specific features being utilized.

#### 5. Promotion and Marketing:

Leverage the Mext platform for email campaigns and utilize your 3D space to create diverse and compelling content, including images and videos. Generate anticipation for your product launch event.



## Event Day

### 1. Virtual Check-In:

Open the virtual doors and welcome participants. Provide clear instructions on how to navigate inside the Metaverse, access different areas, and engage with the content.

### 2. Opening Keynote:

Kick off the event with an engaging opening keynote session. Set the tone for the day and outline what participants can expect.

### 3. Parallel Sessions:

Run parallel sessions, including speaker presentations, panel discussions, and exhibitor showcases. Ensure that participants can easily navigate between different areas of the virtual space.

### 4. Networking Opportunities:

Facilitate networking opportunities through virtual meeting rooms, live chat features, and Q&A sessions. Encourage participants to connect with speakers, exhibitors, and each other.

### 5. Interactive Elements:

Incorporate interactive elements such as polls, quizzes, and live Q&A sessions to keep participants engaged and actively involved in the event.

### 6. Exhibitor Interactions:

Provide dedicated time for participants to explore exhibitor booths. Encourage exhibitors to showcase their products, answer questions, and engage in one-on-one discussions.



## Post-Event

### 1. Access to event content/Replays:

With Mext platform you have everything to make content available after the event (event space, replays, presentations, stands,..). This allows for continued engagement and learning.

### 2. Feedback Collection:

Gather feedback from participants through surveys or direct communication. Use this information to evaluate the success of the event and make improvements for future editions.

### 3. Follow-Up Communication:

Use Mext platform (email campaigns) to follow-up emails to participants, speakers, and exhibitors. Express gratitude, share key takeaways, and provide information on upcoming events or initiatives.

### 4. Analytics and Evaluation:

Analyze event analytics to understand participant engagement, popular sessions, and overall success. Use this data to refine your approach for future events.

By following these steps, you'll create a dynamic and engaging event within the Metaverse, fostering connections, knowledge sharing, and collaboration among participants.

# Explore Additional Resources for Building Your 3D Interactive Space & Metaverse:

## Platform Documentation:

- Detailed platform documentation is available at [Platform Documentation](#).
- Access the [FAQ](#) section.
- Learn "How to build your booth?" through a comprehensive document.
- Access a document on "How to join the stage when you are a speaker?".
- Learn ["How to embed your 3D interactive space in your Wordpress website?"](#)

## Whitepapers & Use Cases:

- Delve into Mext's whitepapers and use cases.
- Access guides for use case implementation with the Mext platform.

## Tutorials Videos:

- [Video tutorials](#) are accessible for your convenience.

## Everything about 3D Models:

- Discover [how to obtain ready-to-use 3D models](#).
- Learn the [process of creating 3D models for your products](#).
- Explore [techniques for transforming any text into 3D](#).

## Mext Support:

- Reach out to Mext support at [contact@mext.app](mailto:contact@mext.app).

## Trainings:

- Engage in [bi-weekly training sessions](#) in English every Tuesday at 3 pm.
- Participate in [bi-weekly training sessions](#) in French every Tuesday at 3 pm.



Visit the use case

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