Experience Matters

During the last 10 years, Lanari Associates has been in partnership with the Pico Group, working on exhibition projects on an international level.

For over 50-years, the Pico Group has continued to redefined an experience design approach. An approach that focuses on creating and delivering audience engagements that matter.

Experiences that use the right engagements and platforms to deliver on objectives – today and tomorrow.
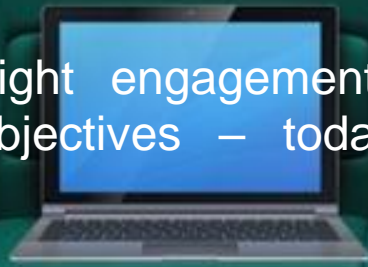
Some things haven't changed

Organisations and their staff are still working. Marketers still need to find pipeline and assist sales by building and progressing leads. Customers and prospects still want high-value experiences – potentially more than ever before. Experience still matters.
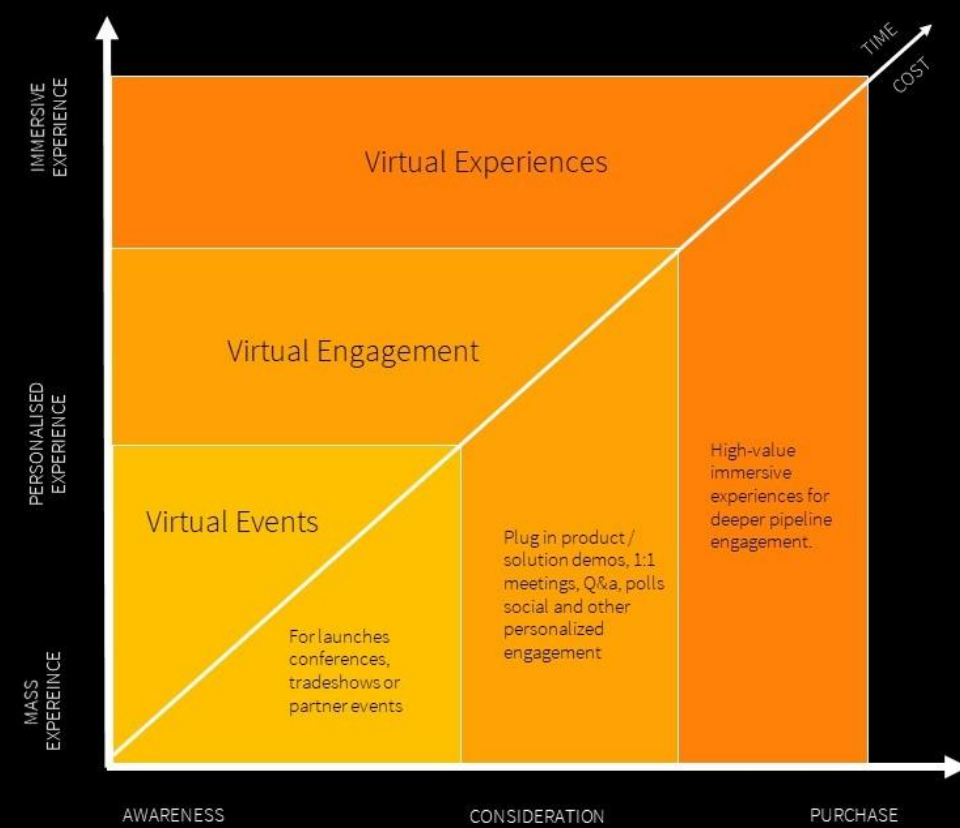
REINVENT THE WAY YOU CREATE
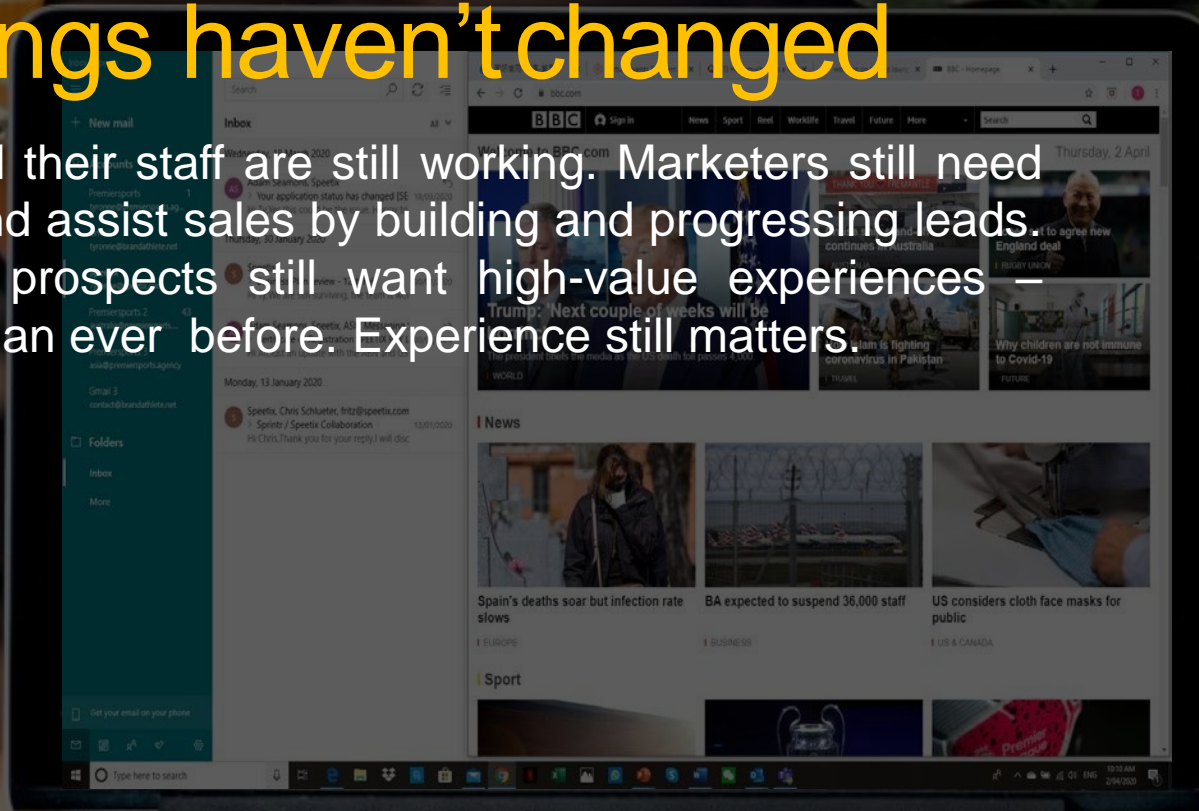
EXPERIENCE

Our Approach

Clients need a virtual solution that allows them to scale to different marketing and engagement needs. Whether it be a virtual event environment for customers, prospects or whitespace, or virtual experiences aligned to specific pipeline objectives, our modular approach covers a wide range of virtual solutions. All underpinned by our proven expertise in experience design and production so we can continue to reinvent the way you engage.

We believe the best solutions are tailored to specific requirements– our scalable, modular and bespoke solutions come together to create a powerful brand tool designed to accelerate your business growth and provide you measurable results.

TIME
COST

IMMERSIVE EXPERIENCE

Virtual Experiences

PERSONALISED EXPERIENCE

Virtual Engagement

High-value immersive experiences for deeper pipeline engagement.

Virtual Events

Plug in product / solution demos, 1:1 meetings, Q&a, polls social and other personalized engagement

MASS EXPEREINCE

For launches conferences, tradeshows or partner events

AWARENESS   CONSIDERATION   PURCHASE

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Introducing Pico Virtuosity

Our solution for the age of connectivity

A suite of innovative solutions to deliver high- performance, virtual experiences with real emotion.

Simple but clever technology to create connected events that blend physical and virtual worlds, allowing remote audiences to engage deeply, wherever they are.

Removing the constraints of travel, maximising your event budget and creating your own, powerful brand content.

High-performance, virtual events with real emotion.

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The true value of Virtuosity

ACCOUNTABILITY

Budgets are now focused on maximizing brand and marketing impact.

Full audience tracking gives you detailed analytics.

CREATIVITY

Free from constraints, focus is now entirely on the quality of event content.

Blend live and virtual, central and remote and individualise your audience experience.

SALIENCE

Stand out from your sector and your competitors.

Demonstrate your relevance by the intelligent use of technology.

Vırtuosity: fly-through, panoramic mobility

Immersive virtual reality experience system based on a HTML5 3D engine brings audiences into a realistic 3D environment, offering 360-degree imaging and a rotatable interactive map.

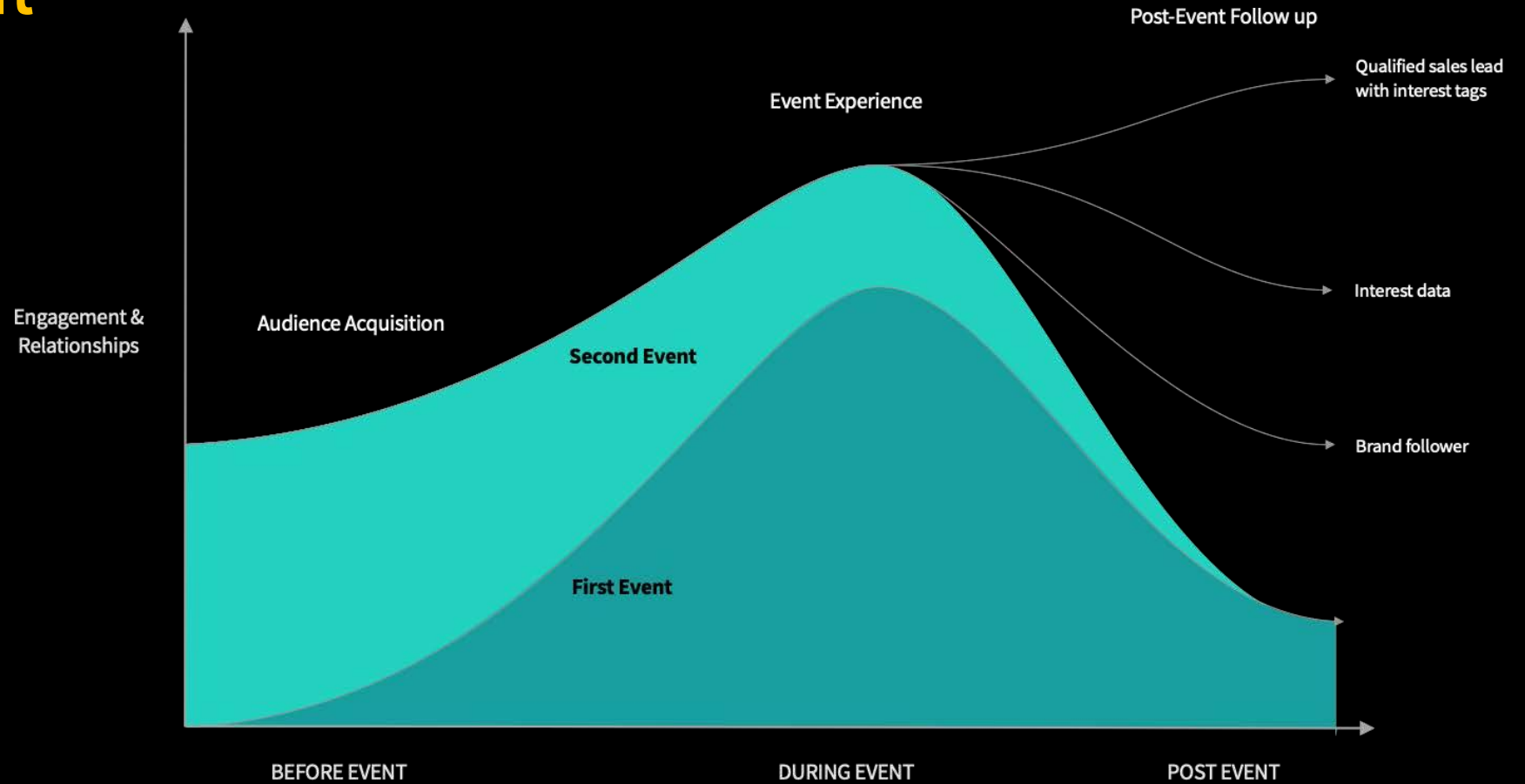It showcases the online space perfectly and allows guests to fully experience an event or venue.

FEATURES:
- Secure Registration
- 360-degree experience
- Mobile friendly
- Embedded video
- Virtual product demo

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Data
Enrichment

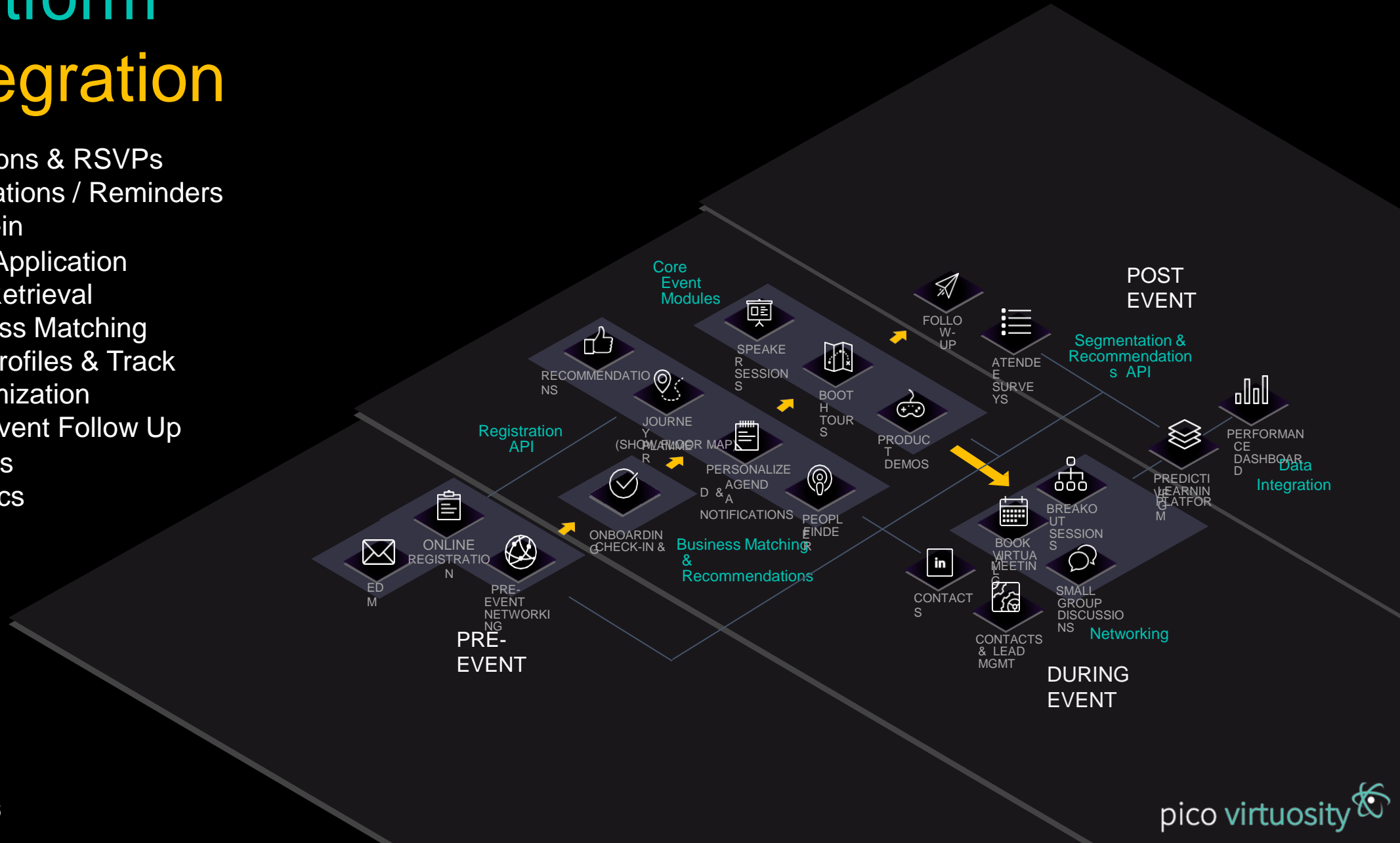From event registration and lead generation to contact management and post-event campaigns, we provide the ability to integrate systems and provide rich data and insight.

Post-Event Follow up

Qualified sales lead with interest tags

Event Experience

Engagement & Relationships

Audience Acquisition

Second Event

Interest data

Brand follower

First Event

BEFORE EVENT

DURING EVENT

POST EVENT

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Platform
Integration

- Invitations & RSVPs
- Notifications / Reminders
- Check-in
- Event Application
- Lead Retrieval
- Business Matching
- User Profiles & Track Customization
- Post-Event Follow Up
- Surveys
- Analytics

Core Event Modules

POST EVENT

FOLLOW-UP

Segmentation & Recommendations API

SPEAKERS SESSION

ATENDEE SURVEYS

RECOMMENDATIONS

BOOTH TOURS

PERFORMANCE DASHBOARD

Registration API

JOURNEY (SHOWFLOOR MAP)

PRODUCT DEMOS

Data Integration

PREDICTIVE LEARNING PLATFORM

PERSONALIZED & AGENDA NOTIFICATIONS

PEOPLE FINDER

BREAKOUT SESSIONS

BOOK VIRTUAL MEETING

ONBOARDING CHECK-IN &

Business Matching & Recommendations

CONTACTS

ONLINE REGISTRATION

SMALL GROUP DISCUSSIONS

EDM

PRE-EVENT NETWORKING

CONTACTS & LEAD MGMT

Networking

PRE-EVENT

DURING EVENT

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Why Pico?

Our Virtuosity stack of solutions is supported by our proven expertise in experience design and production.

Virtual Event Consultation

A dedicated project manager will help you identify what virtual event platforms and add-ons are right for you based on budget, KPIs, and audience profiles.

Reaching Audiences

From audience acquisition campaigns to working with core partners such as FUTR or Interpol World, we provide our clients the opportunity to reach their target audiences and drive them to your virtual events.

User Tutorials

User tutorials through videos, hosted sessions or how-to site pop-ups give attendees, speakers, and panelists the support they need.

Online Registration

Our unique Pico X registration capabilities include the ability to create custom guest profiles to generate user-specific experiences.

Content Production

With many years of experience in creating digital campaigns and hybrid-experiences, we understand the value and importance that content provides.

Full Production Management

Pico's tech teams will manage all elements of event production including:
Audio/Visual
Live Streaming
Tech
Integration
Live Polling/Q&A

Post-Event Analytics

Measure success with detailed metrics, data tracking, lead capture, post-event follow up, surveys, and analysis.

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Per maggiori dettagli e case studies i nostri contatti sono:

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Thank you