

Analytic Events Achieves Spontaneity and Serendipity with the SpatialWeb

Tasked with providing immersive and innovative technology for a networking event, the Analytic Events team delivered immersive new forms of connectivity and sensory experience with the SpatialWeb



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— Brent Cohen
Founder, Analytic Events



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THE CHALLENGE

See and Be Seen

“We were tasked with providing innovative and immersive technology for a networking event,” said Brent Cohen, one of the founders of Analytic Events.

Their client, who usually ran regular in-person events, had been forced to pivot to digital conferencing due to the pandemic. However, they were struggling to find a solution that catered to their complex networking needs. Platforms like Zoom could not offer them a complex, immersive experience that effectively replicated a real world experience.

Adding pressure was the fact that all of the client’s global member events had been cancelled. This was to be their one and only “live” of a disrupted 2020. “Had a solution not been found, the event would still have proceeded, but it would have failed to meet the highest needs of its members: to see and be seen.” said Brent.



Spontaneity and Serendipity in the SpatialWeb

To meet the needs of the client and their members, Brent and his team enlisted the help of the SpatialWeb platform – with highly positive results.

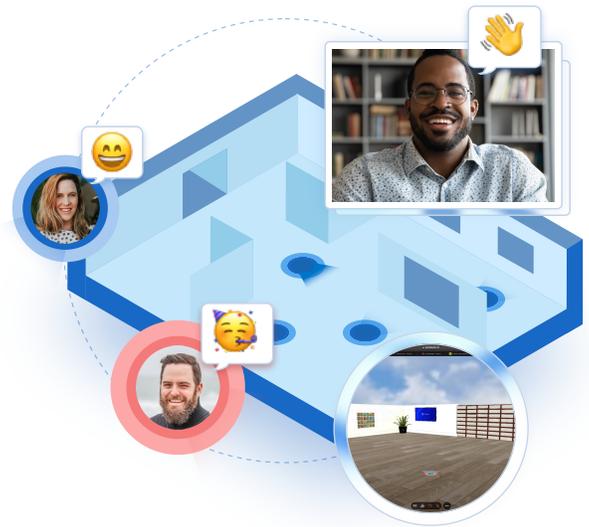
“It was a great success,” said Brent. “Users took about five to ten minutes to get up to speed, but once that was accomplished, spontaneity and serendipity ensued.”

The Analytic Events team facilitated conversations with crisp and 3D audio, while video chat added another layer of connectivity. Crucially, the structure of the SpatialWeb allowed for a multifaceted, organic space where groups spontaneously gathered and reformed in a way that mimicked a real event. The platform allowed for “plenty of space to spread out and have groups of different conversations going on simultaneously,” Brent said.



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The Analytic Events team also utilized the platform’s capability to create vatoms – dynamic digital objects that can move seamlessly and instantly between users and across devices, connecting brands and consumers.

“We experimented with placing a 3D object into the 2D space, and we created some interesting visuals,” added Brent. The group found vatoms to be a totally novel feature that was deeply compelling to attendees.

Overall, Analytic Events and their client found the SpatialWeb to be a great experience. The platform had on their steep expectations. “The best measure of success?” Brent said. “The client wants to try the SpatialWeb again for future events.”