

Slack Delights Conference Attendees with an Immersive SpatialWeb Experience

In an era of Zoom fatigue, the Slack leadership in Japan was seeking a new and dynamic way to host an online conference.

The SpatialWeb provided attendees with a revolutionary, immersive digital experience that saw them engage and connect in all-new ways.



“You enter the virtual – but you experience the real. The SpatialWeb is an awesome way to create a new conference experience.”

— Hiroki Takahashi
Slack Japan



THE CHALLENGE

Staging an Online Conference in an Age of Zoom Fatigue

Slack was gearing up to host a major conference, Slack Tour Japan Online. The aim of the conference was to educate attendees and customer prospects on new forms of digital transformation that have been accelerated by the pandemic. The conference would feature keynote speakers from leading consumer brands and technology companies, including Akio Yamaguchi (IBM) and Rafael Mazuyer (McDonald's Japan).

Due to the pandemic, this conference would take place online. However, the Slack team didn't want to simply host a half-day of Zoom calls. Aware that people were drained from a year of constant video calls, they were seeking something novel and fresh.

A vendor, Empire Entertainment Japan, was tasked with staging the conference in the most dynamic, interesting and engaging way possible. They needed to provide attendees with an experience that was genuinely original and delightful – but they also needed a platform that offered the practical infrastructure necessary to smoothly host a large conference. This included the ability to simulate an expo space for event sponsors

Immersive Xr in The SpatialWeb

The SpatialWeb empowered Slack Tour Japan Online to be the best possible version of an online conference

“You enter the virtual – but you experience the real,” said Hiroki Takahashi, the chief conference organizer. “The SpatialWeb is an awesome way to create a new customer experience.”

Attendees entered an XR (Extended Reality) space that felt immersive, powerfully three-dimensional, and open to infinite exploration. Attendees could move around a rich virtual space in a spirit of spontaneous connection, with a feeling of fully developed place and presence. Rather than simply staring at a grid of video feeds, they could move, connect, and engage all their senses.

Notably, in the SpatialWeb, Slack were able to effectively mimic the traditional expo space. Event sponsors, including Asana, Atlassian, Zendesk, and Dropbox, were able to showcase their services in a way that closely mimicked real life. Attendees could drop into virtual booths, interact with staff, and experience a rich product demo.

Many of the conference attendees commented on how much they are looking forward to future events powered by the SpatialWeb.

