Thomson Reuters Brings a Human Touch to the Virtual World with the SpatialWeb

Thomson Reuters had two weeks to transition from in-person events to a virtual networking space. They were seeking something more innovative and dynamic than simple video calls.

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"Everyone has defaulted to the rigid setting of a Zoom call. They think it's the only way to connect and interact. But the SpatialWeb brought us together in a way that we once took for granted and now long for. We have agency, we can move in and out of conversations, engage on our own terms – and work the virtual lobby bar!"

— *Nick Sdoucos*
Event Producer

THE CHALLENGE

Enable True Networking in a Digital Space

Thomson Reuters, with the help of the event management company, Plexus Productions, was hosting an online event for one of their clients. Two weeks before the event, the client decided it was imperative that they maximize attendees' ability to mingle, network, and share information and ideas.

In essence, the Thomson Reuters team needed to replicate a live networking event in a virtual setting. They needed to recreate the level of interaction and engagement that attendees experience at live events – online. A day of video calls, they knew, wouldn't cut it.

As well as needing to find an appropriate technology solution, Thomson Reuters and Plexus needed to find it very quickly. They had two weeks and no longer. As Dave Wrobel, technical director at Plexus Productions, explained it: "The impact of not finding the right technology platform would have been failing to deliver what our customer was looking for."

> **"Networking is an integral human part of the live experience, and one not easily solved in a virtual environment. Usually, this is the big downside with virtual engagents: the natural networking isn't there."**

— *Nick Sdoucos*
Event Producer

✓ THE SOLUTION

The SpatialWeb Brings Live Human Interaction Into the Virtual Space

When they first discovered the SpatialWeb, the Thomson Reuters team were hesitant. "We were hesitant to add a whole new layer of experience to our show so close to the big day," said Wrobel. "However, working with the SpatialWeb team immediately alleviated our worries. The process was easy and totally successful."

With the SpatialWeb, the Thomson Reuters team were able to introduce a novel, clever, and unexpected experience to their attendees. They were able to effectively mimic the real-world feel of human networking in a virtual setting.

"The data exchange function was key," Wrobel explained. Other features that were also very powerful were:

• Videos existing as dynamic objects within a 3D space, triggering live, unique experience for each viewer.

• Dynamic audio control adjustments, and a surround-sound effect.

• SpatialWeb admins in the space actively helping attendees navigate.
The SpatialWeb platform "removed the monotony you get with most online events," said Nick.

> **"We found the SpatialWeb, and in under two weeks we were up and running and hosting the event there – very successfully."**

— *Dave Wrobel*
Technical Director

SpatialWeb