

# Virtual Events

We create effective collaborative online events and workshops

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The pandemic has made virtual events and workshops essential. But creating and running effective online events that deliver the right outcomes can be a major challenge. Our virtual events service helps you design, create and run effective virtual workshops and online only events. Our expertise in engaging attendees before, during, and after the event aims to make the online experience as engaging and effective as if it were face-to-face. We work with you through planning and implementation to ensure the desired outcomes are achieved.

## What is it?

We help you create a 1-3 day intensive collaborative and team-based virtual event. Attendees can range from 10 up to 100 participants. We ensure the right collaborative technologies and tools are used to best effect.

## Our virtual event format can help your organisation with...

- Rapid Innovation
- Co-creation
- Team building
- Strategic planning
- Project definition
- Initiative launch
- Problem solving
- Idea generation
- Solution design
- Project kick off

## We work with you to deliver

**Event design** – agenda build, process and event management, coordination and scheduling

**Planning** – communications to participants, pre-event briefing, training

**Professional facilitation** – coaching and guiding the teams pre and throughout the event

**Follow-up** – Post-event support to embed and realise outputs, track actions, follow-up meetings

# Case Study: UEA Co-Creation Sandpit



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## Innovation in health, nutrition & food chain sustainability

Downstream Innovation was approached by UEA and EIRA to design, create and run a one day virtual collaborative innovation event, bringing together over 70 people from academia, enterprises, SME's and start-ups. The unique challenge was to use the virtual event to co-create pre-commercial R&D projects in the food production and sustainability space which would be taken forward for funding and implementation.

### Event AIMS and Objectives

- Accelerate collaboration between business and academia
- To match research challenges with potential commercial solutions
- To co-create pre-commercial R&D projects that have the to become funded applied research projects
- To ensure the projects adequately cover key themes of diet, health and food chain resilience and sustainability
- To support research funding bids by creating preprepared consortia and demonstrating momentum.

### The outcome...

*“The event was fantastic – exhilarating and exhausting in equal measure and, most importantly, great fun and rewarding. We ended the day with half a dozen prototype research projects that stand every chance of progressing, which is a fantastic return on the investment, which was worth every penny”*

**Andrew Fearne,**  
**Professor of Value Chain Management**  
**Norwich Business School**