



IGF 2022 BANGALORE

India Global Forum Bengaluru 2022 Successfully
Executed Audience Engagement with 50350+
Attendees in a Hybrid event with MultiTV.





About India Global Forum (IGF)

The UK-headquartered India Global Forum (IGF) is the agenda-setting forum for international business and global leaders. With an array of platforms as its offerings, international corporations and policymakers can leverage to interact with stakeholders in their sectors and geographies of strategic importance.

IGF has an unparalleled track record and unmatched network around the world to convene leaders from across large corporations, multilateral institutions, national governments, fast-growing start-ups, innovators, defense & intelligence, media, entertainment and culture.

Goal

IGF and MultiTV have a long standing partnership. We have empowered IGF Dubai and UK Summit in 2021.

The Bengaluru summit was hybrid. Our Goal was to simultaneously engage 350+ audience at the venue and 50000+ people registered for the live event. It had to be seamless integration between offline and live audience. The event had multiple screens, breakout sessions and networking features.

The main sessions were addressed by respected dignitaries such as finance Minister of India ms nirmala sitharaman and overall had 30+ India's Unicorn business founders.



Solutions

MultiTV worked with the IGF team to create an end to end event plan. We explored a list of engagement and networking opportunities for dignitaries and participants alike.

- ▶ Digital and Physical sponsor booth for higher sponsor exposure.
- ▶ Networking lounges for both offline and virtual participants.
- ▶ Contest, games, polls and chat option for a higher engagement.
- ▶ Live streaming across social media platforms.

Results

The IGF team has been delighted with its results. Manoj Ladwa, Founder of India INC and lead organizer of India Global Forum, noted that they are not only seeing an increase in engagement across all channels, but also a higher quality of discussions and participation with a larger set of virtual and in person audience.

Mr. Ladwa noted that working with an all-in-one solution like MultiTV has made their engagement efforts easier to implement and track.

“There are so many avenues that you can reach to your audience these days – social media, live streaming, and in person– and that is actually one of the reasons why I like working with MultiTV. Whatever the solution is that I need, I’m able to go to the same place. It really makes it convenient for me.”

Manoj Ladwa
Founder & CEO, India Inc Group



Audience Engagement Insight

The IGF team also utilized MultiTV Inbuilt analytics to get unique insight into how audiences were engaged throughout the event and after the event through its on-demand content.

The team collected the actual participants' feedback through our communication channels and about to collect granular data on engagement.

“It was just very eye opening to understand how each breakout session and the speaker performed and maybe the parts that I was missing. MultiTV’s team of event specialists were there to support at every point of engagement,” Mr Ladwa said. The IGF team implemented a new 3D Networking lounge for their virtual audience to engage and network. This made the event highly engaging and fruitful for each participant.



KEY STATS

50+
HIGH PROFILE
SPEAKERS

350+
IN-PERSON
PARTICIPANTS



50000+
ONLINE PARTICIPANTS
FOR THE FIRST TIME
EVER

30+
INDIA'S UNICORN
BUSINESS FOUNDERS

Looking to reach a large audience?

MultiTV's Virtual Town Hall provides an easy and efficient way to network with more than any number of people in a single virtual space. Our platform is designed for businesses of all sizes and offers a variety of features that make networking easier than ever before.

Our exhibitor lounge provides the perfect opportunity for sponsors to showcase their products and services. With multiple TV screens and an exhibitor map, attendees will have no trouble finding your booth. Plus, our 1-to-1 networking option guarantees that each sponsor will have the opportunity to connect with every attendee.

**Sign up for our Virtual Townhall today!
You won't regret it.**