

NETA:CAMPUS

AUSTRIA ROOMS 360

PLAYBOOK

The Austria
Upgrade for
your Event



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01

REGIONAL AND DIGITAL Starting Situation

Since knowledge transfer and cuisine, networking and culture, innovation and folk tradition are not mutually exclusively, but spur one another on, Austria has always been an incredibly special setting for events. Breathtaking scenery, historic palaces and modern architecture have the power to transform an event into an unforgettable experience.

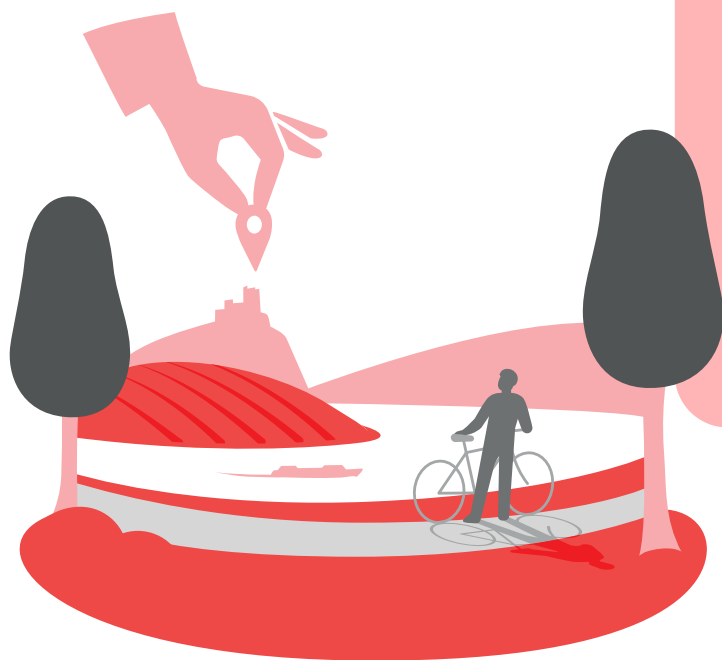
Nevertheless, the trend towards digitalisation has left its mark on the domestic event industry. Lectures, congresses and seminars are gradually moving into the digital space where they complement classic face2face events. Hybrid events are becoming the concept of the future.

In 2020 this trend accelerated at a speed no one could have anticipated. Out of nowhere the Covid crisis upended an entire industry, challenging its day-to-day business model at one stroke. Since spring last year, it has been virtually impossible to hold live events. In these extraordinary circumstances it was vital to find effective solutions as quickly as possible.

“Austria rooms 360” is part of one such solution. Austria’s dream locations conquer the digital space, offering an authentic flair, a connection to Austria and real added-value for online events. This makes it possible to engage more effectively with the guests in front of the screen.

Your benefits:

- Playbook, teaser video, video tutorials, terms/pricing
- Individual branding possibilities
- Integration of business partners
- Multi-purpose use:
 - Stand-alone event
 - Integrated element in an existing platform/event
 - Website integration
- Technical possibilities:
 - Individual landing pages
 - Integrated links to websites + services (e.g. Zoom, Wonder.me, Webshop)





Conventions with Cake.
Seminars with Splendour.
Summits with Valleys.
Meetings with Mozart.
Workshops with Waltzes.

02

360 DEGREES AUSTRIA

One year after the outbreak of the pandemic, an unfulfilled longing to travel has become the new normal for many people. Travel restrictions will almost certainly remain in place for some time to come and while trade fairs, congresses and further training programmes were always a great opportunity to get to know new places, all these events are currently taking place at the desk, if at all. This is precisely where “Austria rooms 360” comes in: NETA and the Austrian National Tourist Office have pooled their technical and tourism know-how to develop a tool tailored to the needs of event organisers and their partners.

The virtual and interactive world of “Austria rooms 360” invites the guest to take a journey of the mind, conjures up Austrian flair with the click of a mouse and offers additional information and insights. The application can be used as a platform for partners, as a virtual display window, a special service for guests and as a calling card for players in the tourist industry.

“Austria rooms 360” can be integrated into an existing website or implemented as a stand-alone platform. It can be used for presentations or as an agenda with visualised programme items. In the standard version, typical Austrian locations are prepared and set up. They can be used as they are, but can also be easily adapted. In addition, users can of course realise completely new ideas of their own.

The integration of multiple features – from a Zoom room and a web shop to the Spotify playlist and a newspaper subscription – ensures a perfect 360° experience for users. A range of branding options and service elements allows the uncomplicated integration of business partners and suitable content.

Invite your online guests to a creamy melange in the Hotel Sacher, accompany them on a walk through the historic centre of Salzburg or show them stunning spectacles of nature.

“Austria rooms 360” creates feel-good moments within the digital world and in the process becomes a living room, break-out room or your event stage, depending on your individual needs and requirements. This way you can offer your guests added value that really fits and turns your web event into an experience.



The Viennese Café is a favourite destination. An institution. Where cakes and desserts are served with history and stories. And of course, always with a glass of water.



03

THE VIRTUAL CAFÉ An example

A meeting point, a place to relax, a source of inspiration. Waiters, writers engaged in lively debate, Bohemian desserts. The typical Viennese coffee house is more than just a place to eat cake and drink coffee - it is an unmistakable part of Austria's heritage. With "Austria rooms 360", the coffee house has arrived in the digital age and invites users to enjoy a virtual visit.

In the standard version, the Café at the Hotel Sacher opens its doors, invites guests to step inside, to take a look around at their leisure and to sit down and relax.

Our coffee house comes complete with a suitcase full of instruments, with which the seminar break can be made even more surprising and entertaining. Inspiration, communication channels and a host of practical tools can all be found at a glance. There are (almost) no limits to the creativity with which this gadget can be used: encourage your guests to bake a Sachertorte together or enjoy a virtual wine tasting – arrange "Austria rooms 360" the way that suits you best.

Navigate your visitors through the café with the cursor. Various interaction points – so-called hotspots – are strategically positioned throughout the virtual environment and can be selected by mouse click.



Your benefits:

- Individual branding possibilities
- Integration of business partners
- Multi-purpose use

Standard Functions for the Virtual Café

Background information

Informative articles, inspiring videos, fantastic images – the hotspots are linked with the appropriate content. On a visit to our virtual coffee house, for example, users can learn more about Austrian café culture or download attractive screen-savers.

Spotify

This is where guests can find the ideal soundtrack to your event. A variety of playlists are available on the Austrian National Tourist Office channel to get that perfect Austria feeling. Of course, if you prefer, you can compile your own playlist and link it.

Newsadoo

What would a coffee house be without a well-stocked selection of newspapers? And our virtual Café Sacher is no different. Newsadoo lets you put together your own digital newspaper with content from leading international media.

Wonder

Striking up a conversation is easy with the “Wonder” app. The click of a mouse opens the doors to the “Virtual Coffee House” where guests can chat and exchange ideas with others.

Make my day!

Are you getting a taste for it? Using this app, you can plan your next stay in Vienna from the comfort of your computer screen. “Make my day” asks users about their holiday preferences and then creates individual sightseeing tours for the capital.

iVie

Even more insights into the city can be gained from the Vienna Tourist Board’s “iVie” app – a digital tour guide that not only provides a list of the sights, but also curious snippets of background information and interesting anecdotes.

Zoom, YouTube & Co

All common online conferencing services can be easily integrated. Furthermore, it is also possible to integrate your own technical solutions.

Even more features

Social media, blogs, weather reports and much more. The list of possible features and plug-ins is a long one. We will be happy to advise you on how to integrate suitable services.

Please send an e-mail to rooms@austria.info.



Hosts and organisers want to sweep your guests off their feet: their art is to create an environment in which visitors want to linger. It's no different on the internet.

04

HOW, SPECIFICALLY, CAN I USE “AUSTRIA ROOMS 360” FOR MY EVENT?



Design your virtual space as a ticket for your event.

Whether as a digital bridge to your live event or as a preview for your online event – send your participants a link to your virtual room when they register. This way, your guests can get into the mood for an event beforehand, find practical information and know that they are welcome.

Use your virtual space as the foyer for your online congress.

The virtual space acts as a bridge, the website forms a kind of landing page from which participants can access the desired content – it is the gateway to your event. This makes more of an impression than a simple link to Zoom or Facebook and leaves positive memories.

Celebrate an After-Show Party

Debrief with a live chat, supply materials via download links – then after your event, use your virtual space to supply participants with information and to keep in touch.



Austria rooms 360:
This is what the
platform of the future
looks like

05

FAQ

How can I best integrate my partners?

Especially when you want to find a suitable presentation space for sponsors and cooperation partners online, “Austria rooms 360” offers a variety of individual branding options. The intelligent linking of content and advertising creates added value for all parties.

Choose the hotspots in the virtual space that are a strategic fit for your platform.

In our coffee house, for example, the link to the fashion label can be found in the cloakroom, whereas the cake manufacturer can be found on the menu. In this way, the partners blend smoothly into the tool and enhance the user experience. Be it a web shop, company profile or image video – all common formats can be easily integrated.

Is “Austria rooms 360” also suitable for companies that are not part of the events industry?

Definitely! Even though it was designed for use within the MICE industry, the tool offers numerous possibilities for use by other tourism players. The digital space is the perfect place right now to stay in touch with your guests – precisely because physical contact is not

possible in the vast majority of cases. Be it as an add-on to an existing website or as a stand-alone solution – “Austria rooms 360” is an innovative and yet charming Austrian extension to your business in the digital space.

How does “Austria rooms 360” work?


“Austria rooms 360” is built on a CMS based on Wordpress. All features can be easily adapted. For easy handling, we provide a detailed manual containing step-by-step instructions as well as practical how-to videos. This way, you can integrate logos and quickly change texts yourself. Use detail and information pages for your content as well as links to

practical services and other websites. Additional programming services are of course also possible by individual agreement.



06

CHECKLIST: Step by Step

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- Step 1:** Are you planning to hold an event online and would you like to use “Austria rooms 360” for it? Select one of the rooms that has already been designed and then contact us. Together we will put together the optimum package for you. And for a certain period, use is even free of charge! Simply send us an e-mail to rooms@austria.info.
 - Step 2:** You have now received your access data. Allow a few days to familiarise yourself with the CMS and to incorporate your content. You can make changes yourself free of charge. Of course, we are always available to assist you. Additional adaptations are possible for a fee via the Austrian National Tourist Board.
 - Step 3:** “Austria rooms 360” has been adapted for your purposes. Send your customers the link. If you use video chats, let your guests know when you will be there.
 - Step 4:** The event takes place. Your visitors use your personalised link to get to the platform. From there, they can intuitively navigate through the event and all the offers.
 - Step 5:** Your event is over. Use “Austria rooms 360” for follow-up, update content as needed and stay in touch with your participants.

The “Austria rooms 360” concept can also be used for many other purposes. If you are interested in learning more, you can contact us at any time to discuss and implement personalised concepts. For enquiries, please send an e-mail to rooms@austria.info.

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