



Digital and hybrid event platform in an ISO-certified AWS environment

About VOK DAMS

VOK DAMS worldwide is an international communications agency for events and live marketing. Across the company's 19 locations, its approximately 300 specialists create brand identities via events, exhibitions, roadshows and showrooms – in live, digital and hybrid versions. VOK DAMS has offices in Berlin, Frankfurt, Hamburg, Munich and Stuttgart with headquarters in Wuppertal. It also has international subsidiaries in Beijing, Shanghai, Hong Kong, Bordeaux, London, Madrid, Tallinn, Vienna, Prague, New York, Philadelphia, Sao Paulo and Dubai.

Summary

Over the last year, digital and hybrid events have experienced a real boost and will become an established fixture in future marketing communications. While technology defined digital and hybrid event capabilities last year, the focus today is on strategy and concepts. As a result, it is virtually impossible now to create a modern digital or hybrid event without a flexible, simple technical solution. The VOK DAMS Open Platform for Hybrid Events is a flexible white-label solution that meets the requirements of digital and hybrid events while seamlessly integrating additional IT systems. Due to VOK DAMS' collaboration with reliable partners like AWS and the AWS Premier Consulting Partner AllCloud, its platform is extremely scalable and provides the highest level of security. Certified in accordance with ISO 27001 and ISO 27017, GDPR-compliant and with servers in Germany, there are no limitations to the VOK DAMS Hybrid Event Open Platform solution, even in sensitive use cases.

The Challenge

Organizers are faced with the challenge of running their events on stable platforms and ensuring a positive experience for everyone, whether they are keynote speakers, partners or customers. In addition, the digital participants need to be involved in a creative way, such as by encouraging interaction. This is why hybrid events require a different dramaturgy to traditional live events. The smooth and secure implementation of a hybrid

event – one that stands out and provides a memorable experience for people – is dependent on using a platform like the VOK DAMS Open Platform for Hybrid Events. It differs from other solutions due to its masterful interlinking of cloud computing, IT, event and live marketing. These are just some of the multiple, complex requirements for such a platform:

Content flexibility

A hybrid event platform needs to be tailored to the relevant presentation mode as well as to the industry. An automotive company's management meeting has different requirements to a showroom for kitchen and bathroom fittings or a trade show.

User experience

The platform and the hybrid events running on it must meet the needs of the participants and provide an enjoyable user experience. Interactive applications and tools that give users added value are crucial, especially when physical presence is impossible.

Security

The digital component of hybrid events potentially opens up new attack vectors and security vulnerabilities. This is why a secure platform that meets the highest security requirements should only be set up and operated together with proven experts.

The solution

By using AWS, VOK DAMS was able to form the VOK DAMS Open Platform for Hybrid Events. With AllCloud's help, the VOK DAMS Open Platform solution has been optimized with AWS best practices and upgraded to the highest level of cybersecurity. AllCloud now runs the solution as a Managed Service Provider (MSP).

The VOK DAMS platform can now be integrated as needed with relevant applications depending on the event type. Single sign-on ensures that user access is secure and straightforward, while combining the applications into a user-friendly and company-branded interface.

Reliable partner

With AllCloud, the VOK DAMS Open Platform has become extremely scalable and very flexible while meeting the highest security standards.

Scalability

AllCloud has set up the platform on AWS in a way that ensures optimal scalability. This guarantees that events run according to plan and at top performance for all applications – even with very high participant numbers.

Flexibility

The world of digital technologies is as fast-moving as it is multifaceted. A closed system with no interfaces will soon be too limited. That is why being open is the key – and not only in order to host hybrid events that offer a unique experience. As the leading public cloud provider, AWS thinks so too, which is why they offer a wide range of native services. They are also continuously working to integrate existing and new applications, including Zoom, WebEx, Vimeo, Mentimeter, Sli.do, REMO, Conceptboard, YouTube and IBM Watson Media. For its part, AllCloud has set up the platform in a way that makes it quick and easy to integrate additional applications supporting VOK DAMS as its MSP.

Security

AllCloud is ISO 27001 and ISO 27017 certified and uses this expertise to support our customers. As such, the VOK DAMS Hybrid Event Open Platform complies with the highest security level, enabling VOK DAMS customers to run hybrid events that meet the strictest security requirements.

“Our production environment went live within just two weeks of us starting to work with AllCloud,” reports an enthusiastic Nils Ruthe, Account Director of the Digital Unit at VOK DAMS. “In addition, AllCloud provides 24/7/365 support with a maximum response time of 15 minutes. With AllCloud and AWS, we have the foundation we need to build innovative digital and hybrid events for our customers with no constraints.”

The results

From exhibitions and product launches to anniversaries, there are many reasons to run a hybrid event. Going forward, the ability to make an event both live and digital, merging the two together will continue to play a key role in marketing.

With the VOK DAMS Open Platform for Hybrid Events, VOK DAMS has a turnkey solution that enables real engagement. The key features of hybrid events that take place on the VOK DAMS platform include customer proximity, interaction, simultaneity and flexibility.