



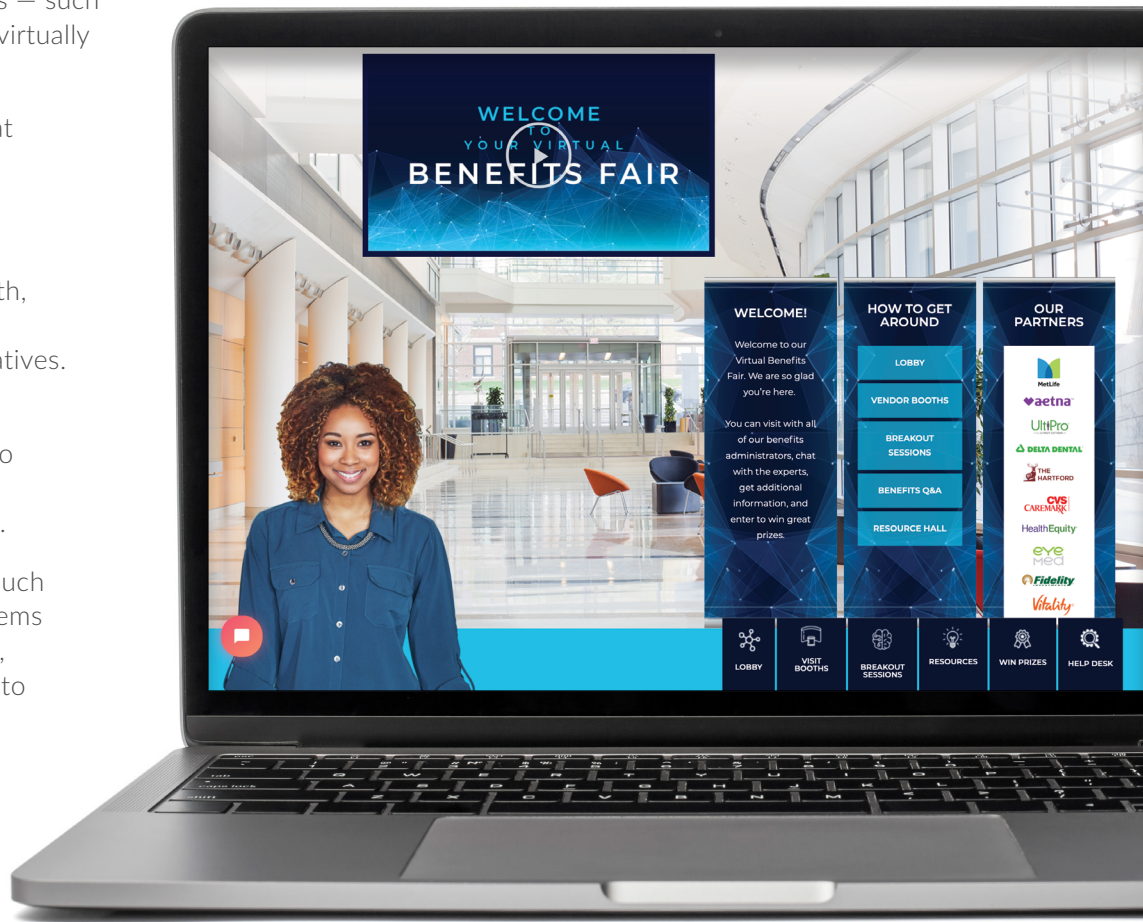
**Does your communications strategy include virtual capabilities to help your employees feel connected and informed? Now more than ever, you need to reach employees and capture their attention where they are... in their life and their location. Spitfire can help you create that virtual experience.**

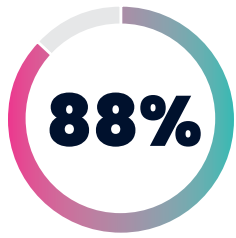
Your virtual platform can be used for a variety of events:

- Open Enrollment
- Wellness Fairs
- New Benefits Rollout/Special Events
- HR Self-Service Knowledge Base
- Onboarding
- And more!

## CUSTOMIZE YOUR PLATFORM

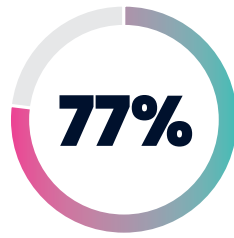
- Feature personalized videos – such as a “welcome” video – to virtually connect with employees.
- Create vendor “booths” that can include resources and decision tools.
- Highlight timely benefit reminders such as telehealth, the Employee Assistance Program and wellness initiatives.
- Make it fun by adding gamification and rewards to incentivize employees to participate and take action.
- Link to existing resources such as your intranet, HRIS systems or call center for questions, additional information and to assist with calls-to-action.
- Integrate automated chat features and on-demand webinars or offer live chats, webinars, events or conferences.





In 2022, 88% of companies hosted at least 1 virtual event, and 46% hosted at least 4 virtual events.

(vFairs, 2022)



77% of employees prefer virtual events because of how easy they are to attend.

(vFairs, 2022)

## CUSTOMIZE IT TO YOUR NEEDS!

- Pop-up welcome video on the home page for easy access
- Updated and streamlined booth graphics
- Optional top page banner feature to promote live chats or webinars
- Quick Links menu added to all booth pages for an improved user experience

### WHY GO VIRTUAL?

- Give your employees an opportunity to safely attend events previously held in-person.
- Connects with employees through an easy-to-access experience.
- Allows spouses/dependents to access events.
- Provides analytics to track and analyze engagement.
- Have a resource available that can be transformed throughout the year for various events.



### HOW CAN SPITFIRE HELP?

- Create custom virtual events designed specifically for your unique teams, culture, branding and goals.
- Full-service strategy and planning, including development of a variety of supporting communications to promote events.
- Virtual event project includes:
  - » Concept, design and development
  - » Information architecture
  - » Content creation
  - » Hosting/domains
  - » Launch and analysis
  - » Ongoing site updates
- Responsive design for devices (laptops, hand-held and mobile).



If you'd like to learn more, please contact:

KAREN SCATTERGOOD  
Account Executive

[kscattergood@mySpitfire.com](mailto:kscattergood@mySpitfire.com)  
860-992-9056