

A collage of images from the AGI LIVE 2021 virtual event. It features several video call windows with participants, a hand reaching out towards a glowing digital globe, and various event graphics. The text 'AGI LIVE 2021' is prominently displayed in the upper center, with 'Program' written below it. The main title 'TOP TAKEAWAYS' is in large white letters, followed by 'FROM AGI LIVE:' in a blue box, and 'THE FUTURE IS EXPERIENTIAL' in large white letters. The author's name 'BY DAVID POSTILL' is at the bottom right. A small graphic in the bottom right corner asks 'Spring Aeration: Is Your Grain Protected?' with icons of people and a globe.

TOP TAKEAWAYS

FROM AGI LIVE:

THE FUTURE IS EXPERIENTIAL

BY DAVID POSTILL

The stats are in. The number of attendees, views, and session durations of AGI Live, which replaced our tradeshow of the past, demonstrated how shifting to virtual, experiential marketing has allowed us to effectively communicate and connect with our customer base and strengthen the AGI brand.



1.
**'OLD-SCHOOL' WEBINARS
ARE A THING OF THE PAST.**

Today, virtual events are highly personalized, modular, and interactive. The content and expertise shared, need to be worth people's time.

2.
**THE NEED FOR INNOVATION
AND ADAPTABILITY WILL
CONTINUE.**

It's important to continually try out new things to provide the best customer experience possible.

3.
**EMERGING TECHNOLOGY,
INCLUDING AUGMENTED
REALITY AND AI WILL BE
INCREASINGLY
IMPORTANT.**

They will continue to offer more opportunities for event marketing.



4. VIRTUAL EVENTS NEED TO BE MEMORABLE.

Experiences make events memorable. If we can't offer them in person, we need to offer them virtually.

5. THE RIGHT BALANCE OF IN-PERSON AND VIRTUAL EVENTS NEEDS TO BE FOUND.

As the world re-opens, and live events are possible again, we should only be focusing on the live events that are the most important. Sometimes virtual events will be a better use of our customers' time and can allow for a more personalized experience.

6. PERSONAL CONNECTIONS ARE ALWAYS THE PRIORITY.

Whether in-person, hybrid or virtual, all events need to be highly personalized and focused on strengthening connections with attendees.