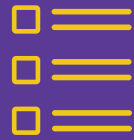Gartner
**peer**insights™

# Transform Your Events Into a Digital Experience

All-inclusive guide on how to run a successful digital event and collect reviews
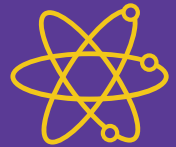
# Contents

# Overview

How to leverage Gartner Peer Insights for your
digital events

We designed **Gartner Peer Insights** from the ground up as an enterprise
reviews and ratings platform that allows you to virtually extend your
personal network. It's open to everyone (and their teams) free of charge.

Gartner is transforming the way enterprise software is bought and sold
by creating the industry standard for reviews and ratings. Each rating
is verified by Gartner professionals. Reviews cover the entire IT life cycle
(product evaluation and implementation to service and support) and
represent the unfiltered, firsthand experience of enterprise technology buyers.

This guide explains how you can implement Gartner Peer Insights as a customer
advocacy tool and referral program for your products at your digital events.
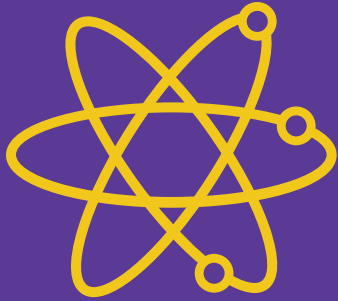
# The How-To Guide: Going Virtual

# Going Virtual

A virtual conference requires a different approach compared with an in-person event. Unlike a physical space where you can control the environment and the complete tech setup, a virtual conference is not so forgiving. If you make a mistake or lose connection, you can lose the audience completely. Keep your audience engaged! The nature of virtual conferences requires teams to be well-prepared. We are here to help!

**Here are four essential elements to executing a successful virtual event:**

1. Technology
2. Team staffing and help desk
3. Event design
4. Communication and content

The following sections will cover tips and best practices for each of the essential elements.

# Essential checklist

## ❯ Technology

- ❏ Go through events platform training with your Gartner Peer Insights Program Manager
- ❏ Integrate Gartner Peer Insights into event experience
- ❏ Create space for customers to submit their reviews
- ❏ Determine process and tech needed for customers to ask for help
- ❏ Architect the review sourcing area to run continuously
- ❏ Identify POCs to troubleshoot various problems
- ❏ Consider how your staff can be available to help reviewers digitally

## Team staffing and help desk

- ❏ Finalize staff and how they will support
- ❏ Train staff on your event software
- ❏ Train staff on Gartner Peer Insights
- ❏ Help: A help desk team member must be able to troubleshoot the issues by email, phone or screen share and resolve issues quickly
- ❏ A chatbot would be most user-friendly and help immediately while a reviewer is stuck. Be sure to have immediate and continuous support set up

## Event design

- ❏ Design a custom review sourcing experience that is visually in line with your digital event branding
- ❏ Generate Gartner review sourcing links and embed "Write a Review" as a CTA
- ❏ Finalize digital incentives for reviewers
- ❏ Provide full-time "staffing" to support reviewers

## Communication and content

- ❏ Encourage attendees to visit your digital review experience
- ❏ Provide a high-level overview of Gartner Peer Insights
- ❏ Set expectations for writing a review
- ❏ Offer a digital incentive in exchange for writing a review
- ❏ Create a sense of urgency by sending out a push notification or pop-up for attendees
- ❏ Send pre- and post-event email campaigns
- ❏ Generate buzz with publicity pieces
- ❏ Use the #GartnerPeerInsights hashtag
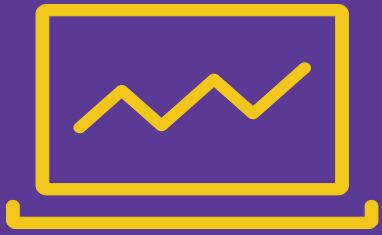
# Technology

# Technology

Appoint a digital events point of contact and another for technical support on the virtual platform

- **Suggestion 1:** Use a virtual networking app and be proficient at it. Many people go to events for networking, and you can offer this capability to your attendees.

- **Suggestion 2:** Take time to evaluate your virtual meeting platform of choice.

  Are you using all of its features or does it even have everything you need or want to enhance your meetings? If not, look for something with tools such as chat boxes, Q&A features, screen sharing, polls, annotation and more.

  It is an added bonus if it includes track participation data so you can see how effective it is for your team or attendees!

# Team Staffing and Help Desk

# Team staffing and help desk

- Running a virtual event takes a different approach for a team than an in-person event. For in-person events, certain traits shine, such as charisma, situational awareness and ability to improvise. Virtual events work best with an entirely different set of skills, such as attention to detail, timeliness and direct communication. If something goes wrong, there is little time to waste. Everyone should be able to work together in a crisis.

- Clearly divide roles and explain expectations of each team member.

- All team members must go through training and demonstrate they can handle the detailed and most complex elements of the software. Every staff member should have had training on how to use the Gartner Peer Insights platform and how it is integrated into the virtual event.

**Help desk**
Many attendees will have trouble or get stuck with technology. A help desk team member must be able to troubleshoot the issues by email, phone or screen share and resolve issues quickly. We recommend that you have a tech support person readily available or on call during the event. A chatbot would be most user-friendly and able to assist attendees right away if a reviewer gets stuck.

**What if a reviewer is unable to register?**
Reviewers are required to use their company email address to register with Peer Insights. Free accounts such as Gmail or Yahoo are not accepted.

# Event Design

# Best practice checklist for hosting a digital event

❑ Create a custom **event review sourcing landing page** that is branded in line with your digital event

    ❑ Hyperlink your event review sourcing link(s) for an easy reviewer experience

    ❑ See reporting on number of reviews submitted and published for each link created

    ❑ Leverage the Gartner Peer Insights promotional video (provided by Gartner)

❑ Set expectations appropriately on the landing page. Highlight who can/cannot write a review, how long a review takes, link to example reviews, etc.

❑ **Offer a digital incentive** in exchange for writing a review (ex. digital $25 gift card, customer loyalty points)

❑ Encourage attendees to visit your digital review experience:

    ❑ Add event bonuses such as additional sessions exclusive for reviewers or "Become a Customer Advocate!"

    ❑ Develop publicity pieces that direct people to your event landing page (blog, articles, social posts)

    ❑ Create a sense of urgency by sending out a push notification or pop-up for attendees

❑ Consider sending a pre- or post-event email campaign

❑ Do a test run through the landing page and site; go through all steps and submit a test review
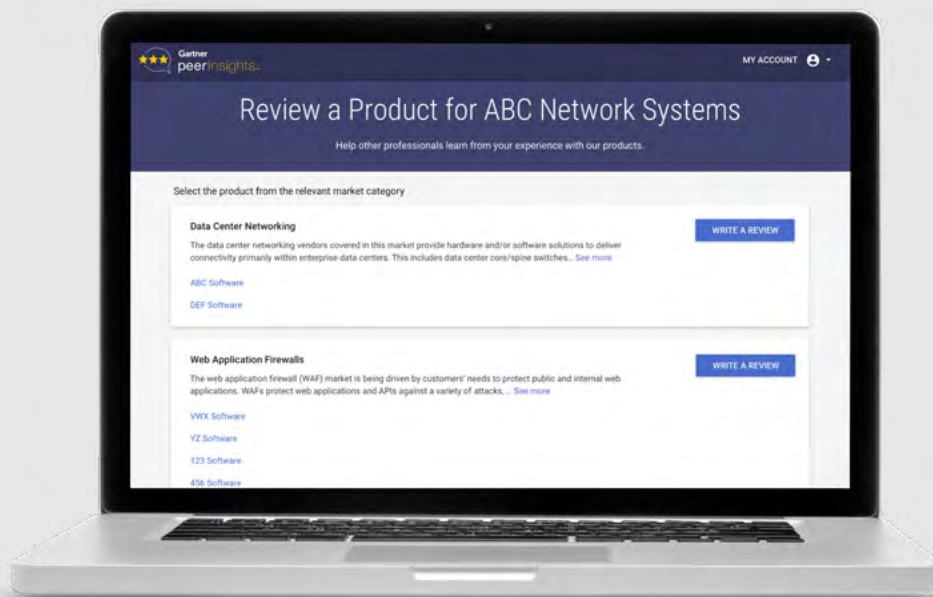
# Setting up your digital event

- Build the Gartner Peer Insights experience into your digital event.

- Design the event so it's entertaining. Attendees have other options during a digital event. It is even more important that you keep them engaged throughout.

- Add event bonuses such as additional sessions exclusive for reviewers or "Become a contributor to your community" (join our Customer Advocacy Program hook).

- Create a custom event review sourcing landing page that is branded in line with your digital event.

- Create your TPT event campaign link.

- Hyperlink your event review sourcing link(s) for an easy reviewer experience.

- Leverage the Gartner Peer Insights promotional video (provided by Gartner).

- Set expectations appropriately on the landing page.

- Highlight who can/cannot write a review, how long a review takes, link to example reviews, etc.

- Architect the event to run continuously.

- Provide an email where people can ask for help if they cannot access your content.

# Landing page and review collection form

Gartner Peer Insights provides all organizations with the ability to generate custom review sourcing links via the Technology Provider Tools (TPT) back-end vendor portal. These custom review sourcing links serve as unique URLs for your customers to directly submit reviews on your products, and provide you with custom reporting on the number of reviews submitted and published for each link. Please see our Getting Started Guide for steps to create a custom link for your digital event.

Once you create a campaign link, take the bit.ly generated through the TPT and direct your customers to complete the survey via Google Chrome. This browser provides the best compatibility for our survey experience. The bit.ly will open up to a kiosk landing page that is customized to your campaign under the markets and products you are collecting reviews for.

For the best digital experience, make sure the review sourcing link you generate is the "call to action" to write a review and directs to the landing page with product selections. This should be set up as a section within the virtual event. Prior to coming to this product page, an overview of the platform and instructions should be available to the attendee.

# Track your success

The best way to enable measurement of the success of your digital events is by leveraging and utilizing the complimentary review sourcing links. Each link you generate provides you with detailed custom reporting on the volume of reviews being submitted to each link, which you are then easily able to report on at the close of your digital event.

Experiment with various communication methods until you identify the most valuable review sourcing strategies for your business. Track the success of each outreach by clicking on the deep dive page of each campaign. On that page, you'll see a funnel (shown below). This funnel will refresh every 24 hours with the most up-to-date information.

**Things to consider**
- Create a separate campaign for each method and message.
- Maintain a tracker to understand the success of each outreach.
- Consider replacing review sourcing links each day of your digital event, or for each session from the agenda throughout the day, to measure success incrementally.

**Campaign Review Funnel**

150

88

87

79 — **8** Not approved

79 — **79** Published
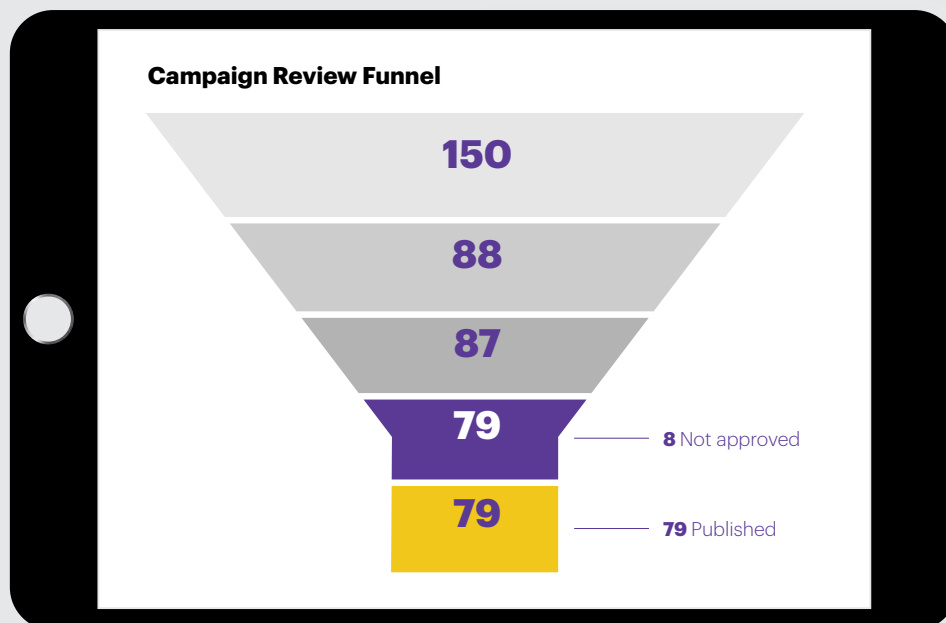
# Helpful review sourcing reference information

We provide you with tools and resources to help you collect customer reviews of your enterprise business software on Gartner Peer Insights. Once your product(s) is listed on the website, attendees are able to write a review.

## Review submission information

**Tips: Review process**
- Ensure all products you want reviewed during the event are available on Gartner Peer Insights at least four weeks prior to the event (if there are any discrepancies, please email peerinsightsvendorsuccess@gartner.com).

- Clients should use their current company email address and employment details when registering for their Gartner Peer Insights reviewer profile.

- Remind users to provide their honest feedback. Their reviews will be posted anonymously to Peer Insights and no personal information will be shared.

- Reviews are robust and generally take 10 to 15 minutes to complete.

**Gartner Peer Insights Rules of Engagement**
These rules of engagement constitute a legal contract between you and Gartner that describes how you, the user, are permitted to use this Gartner Peer Insights website (the "site"). The terms of service ("terms"), located in the footer, set forth the high-level legal terms that govern your use of all Gartner websites linked to gartner.com.

**How does Gartner Peer Insights use reviewer contact information?**
- Gartner has a comprehensive privacy policy that explains how we collect, use and safeguard your contact information listed on our Rules of Engagement page.

**Validation and moderation process**
Please refer to validation and moderation questions in FAQ for more details.

**Other helpful links:**
- Vendor Community Guidelines

- Vendor FAQs

# Communication and Content

# Communication and content

It is important to establish trust with your attendees through virtual communication. The more authentic and consistent your messaging is, the more your attendees will be willing to submit a review. Be sure to encourage attendees to visit your digital review experience. Offer a digital incentive in exchange for writing a review (e.g., digital $25 gift card, customer loyalty points) and include in your attendee communications:

- Provide an overview of Gartner Peer Insights to the attendee.

- Provide expectations for writing a review: how long it takes, what are the categories of questions asked, etc.

- Create a sense of urgency by sending out a push notification or pop-up for attendees.

- Create pre- and post-event email campaigns using the campaign link you created in TPT.

- Develop a media/press release.

- Develop publicity pieces (blog, articles, social posts, etc.).

- Create a social campaign, use #GartnerPeerInsights.

# Attendee communication examples

## Push notifications



## Daily newsletter

# Social media cheat sheet

## Before the event

**The power of the # (hashtag)**
- Create buzz by encouraging attendees to use a hashtag.
- Keep hashtags as short as possible due to limited character counts for posts.
- Campaign idea: Create friendly competition — write a review with #GartnerPeerInsights and be entered to win a (fill-in-the-blank).

**Paid social promotion**
- Create a targeted social ad campaign to reach people based on their interests.
- Measure, evaluate and adjust your efforts so you can use your learnings in the future.

**Event-related content**
- Publish blogs featuring guest speakers from your event in the months and weeks leading up to it.
- Have guest speakers promote the content to their social networks to help increase your social reach.
- Share promotional videos from past events to build excitement.
- Don't forget to use your event hashtag when posting any related content!

## During the event
- Make sure the event hashtag is visible in various locations during your digital event to encourage attendees to post on social media.
- Post about the event multiple times a day on your own platforms to engage attendees.
- Respond to any attendee questions or comments in real time.

## Post-event
- Keep an eye on your hashtag after the event. True success is when the conversation continues!
- When sending your post-event satisfaction survey, ask attendees to tweet event highlights or suggestions for next year.
- Don't forget to thank your attendees via social media to make them feel appreciated and to make those who did not attend feel like they missed out.

# Incentive program

If you'd like to offer incentives in exchange for customers writing an honest Gartner Peer Insights review, here's a few things we suggest:

- Gartner policy states that any incentive must be made available to all reviewers who submit honest reviews, regardless of the rating they ultimately give the product they are reviewing.

- Incentives of nominal value ($25 or less) are acceptable to give away in exchange for a review submission. Popular items we've seen include Amazon, Starbucks and Apple gift cards.

# On-site support from Gartner

**If you are still experiencing technical issues, please contact peerinsightsvendorsuccess@gartner.com. Please start your subject line with "URGENT TECH ISSUE."**

Your Program Managers are here for support and will be on call during your event to address any questions throughout the process. Please be sure to get their contact information prior to the event. If you are not sure who your Program Manager is please use the above email to contact Gartner Peer Insights.

# Design assets

TPT resources

Gartner video

## Debrief with Gartner

Set up a meeting with your Program Manager to review your reflections and take-aways.

## Post-event follow-up email

**Download Template**