**[United Partners](https://united-partners.com/) launches a new service – Virtual Congress & Meeting**

*The platform is an alternative to the many cancelled conferences and congresses*

*(Sofia, March 18th, 2020)* The outbreak of Covid-19 not only did alter the plans of many of us, but it caused and will continue to cause damage to the business. Due to the cancellation of almost all mass events, the ones which business is related to events and conferences were the most effected. Companies rely on this type of marketing to reach key groups in order to share news, information and details about products and services.

United Partners, a leading integrated marketing communications agency in Central and Eastern Europe, together with their Western European partners, offers a solution for those who are looking for ways to modify their marketing tactics in the face of difficult and challenging situation.

Thanks to [the new service in their portfolio – Virtual Congress & Meeting](https://united-partners.com/thinking-about-cancelling-your-event-dont-make-it-virtual/)**,** users have the opportunity to create their own virtual reality - simulating a congress or conference with few easy steps. By creating an account in the system, thousands of users around the world can communicate in a “virtual congress room”. The virtual reality is easily personalized. For example, it can be branded with the company logo. An eAuditorium offers a live stream, which can be saved and viewed by the users at a convenient for them time. What is more, with the help of a personal avatar, the user engagement in the virtual reality is stimulated.

Virtual Congress & Meeting offers a solution for product marketing as well: product showcases, live demos, 3D renderings and many more interactive opportunities.

[United Partners](https://united-partners.com/) new service is not only cost effective, but gives the opportunity to reach more people in the form of a live event.

Additionally, the software is able to deliver behavioral analytics while turning engagement into actionable data – thanks to such insights, quality leads can be identified and accelerated.

Last but not least, the service allows users to build long-term customer relationships.

Thanks to Virtual Congress & Meeting organizing events can become easier and change business once the crisis is over. Crises like this stimulate us to be innovative and adaptable.

Short demo of the service can be found [here.](https://www.dropbox.com/sh/f1sg8wimdou3d9t/AAA-NSBi5H0TgDt7E22ETQVra/Images_Video/Mockup_Demo_Intro?dl=0&preview=Intro_Mockup.mp4&subfolder_nav_tracking=1)

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[*United Partners*](http://united-partners.com/) *is one of the first communication agencies in Bulgaria that offers holistic services in integrated marketing communications. For the past 20 years, the agency has developed multiple product and corporate campaigns, public affairs projects, digital marketing campaigns for leading companies from ICT, pharma, FMCG, fashion and beauty industry. Through the years, United Partners has received multiple awards from organizations in the PR industry, among which are the special award for PR campaign for digital implementation in EU in 2014 and for the best international PR campaign in 2016 from IPRA GWA.*