

WEB SUMMIT 2020

Our highlights





Europe's largest and most influential technology conference welcomed over 100,000 in a completely online format.

This conference focuses on creating a valuable networking experience and enabling participants to meet the most successful companies worldwide.

In its efforts to do so, Web Summit 2020 raised the bar for digital conference expectations.

The VOQIN' team participated in force, and so we gathered our highlights for you.





OVERALL IMPRESSIONS



- Technology is absolutely a force for good, but for good to prevail, we must pursue what is good for humanity and not just what is good for businesses.
- 'Purpose' will continue to be a keyword in 2021 and beyond.
- Human detail will never be replaceable, no matter how technology evolves. It's in the intersection of human detail and technology where the magic happens.

- Diversity and inclusion should top every marketer's agenda in the next years.
- Mingle is the best thing to ever happen to online networking!





WHAT WE LOVED

- Functional, stable and intuitive host technology platform.
- Outstanding mobile experience.
- Excellent content, speakers and moderators.
- Excellent dynamic between the moderator and the audience on the chatbots.
- "The Schedule" was an excellent tool to organize time.
- AI behind Mingle and its filters.
- The host, Filomena Cautela.
- "The perks" areas were a pleasant surprise.
- The "recommended" people tool offered an excellent way to meet people and allowed users to export connections to their database.
- Suggesting profiles similar to ours is a great feature.



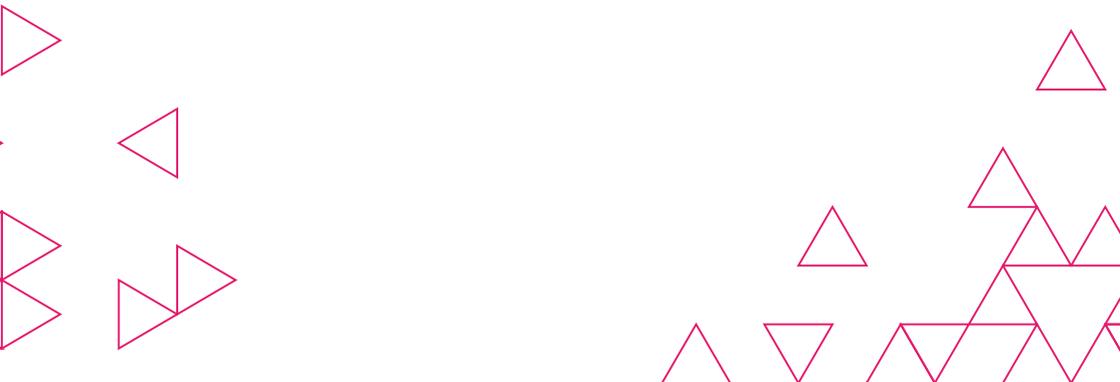


WHAT WE COULD BE BETTER

- The matching did not always meet our expectations.
- Parallel sessions meant tough decisions on which one to join, and in the end, we were always in a rush for the next talk.
- We would like to see more fun moments of interaction with the audience.

WHAT WE DIDN'T LIKE

- It's hard to stay focused while continuously looking at the screens while sitting at home. We (really) missed the human connection.
- Not being able to view the talks on-demand, on our schedule, was disappointing.





THE STAR OF THE SHOW: MINGLE

In a year where human connection is what everyone is craving, Mingle was a tool developed by Web Summit to help network connections online.

WHAT WE (ABSOLUTELY) LOVED ABOUT IT

- The AI that connected us with similar profiles.
- The Russian roulette-style created a good tension, a sense of surprise and ice-breaking moments between users, an excellent tool for introverts.
- Three minutes of conversation was the ideal amount of time for first interactions but not for making a genuine connection.
- It was an excellent way to relax and take a break from the non-stop schedule.



- You didn't have to connect to the person that was selected; you had a choice.
- "Mingle Hour" made assure that many people were at Mingle at the same time.

WHAT WE DID NOT LIKE THAT MUCH

- The abrupt ending to conversations was sometimes rude.
- Rebound time could have been more than just 5 seconds to allow us to prepare ourselves for the next conversation.





SESSION HIGHLIGHTS

We attended many sessions throughout the three days of Web Summit 2020, and so we have picked some of our favourites along with our key takeaways.

SESSION: Q&A WITH WIKIPEDIA FOUNDER JIMMY WALES

Key takeaway: Social media companies are trying to make money from our clicks and optimizing their algorithms. We need to re-evaluate the business model to create a new purpose for the internet.

"We need to reimagine the purpose of internet and most importantly search for truth in every business model we are working on."

- Jimmy Wales, Creator of Wikipedia



SESSION: MORE THAN A VOICE: YEARDLEY SMITH AS LISA SIMPSON

Key takeaway:

"The perfection we seek in our era makes us lose big and important things along the way if we are only focused on perfectionism"

- Yeardley Smith

SESSION: HAS SOCIAL MEDIA FOUND ITS SOUL?

Speaker: Jeff D'Onofrio, CEO, Tumblr

Key takeaway: Tumblr maintained its purpose during the pandemic, and the social media landscape may have changed for the better. Tumblr hosts a blog that aims to be the cosiest place on the internet. It allows people to anonymously express their creativity, passions and thoughts while creating a space for activism, inclusion and diversity.



SESSION: HOW TO SELL A GREAT STORY

Panellists from DLD Conference, Harvard Business Review, Gong.io and That Lot

Key takeaway: The importance and the power of storytelling cannot be underestimated. By reflecting on your purpose and the weight our words carry, as well as your tone of voice, you are able to sell your story and communicate powerfully, human-to-human.

SESSION: 2021 SOCIAL MEDIA TRENDS. HOSTED BY FALCON.IO

Dino Kuckovic, director of community and events guided us through 5 trends.

#1

Social E-commerce: Covid-19 has been the perfect storm to make this become a trend. People spend more time than ever on social media.



#2

Ephemeral Content: Content that disappears after a short period. It is a powerful tool, used in stories and Snapchat. It takes advantage of the fear of missing out and eliciting an immediate call to action.

#3

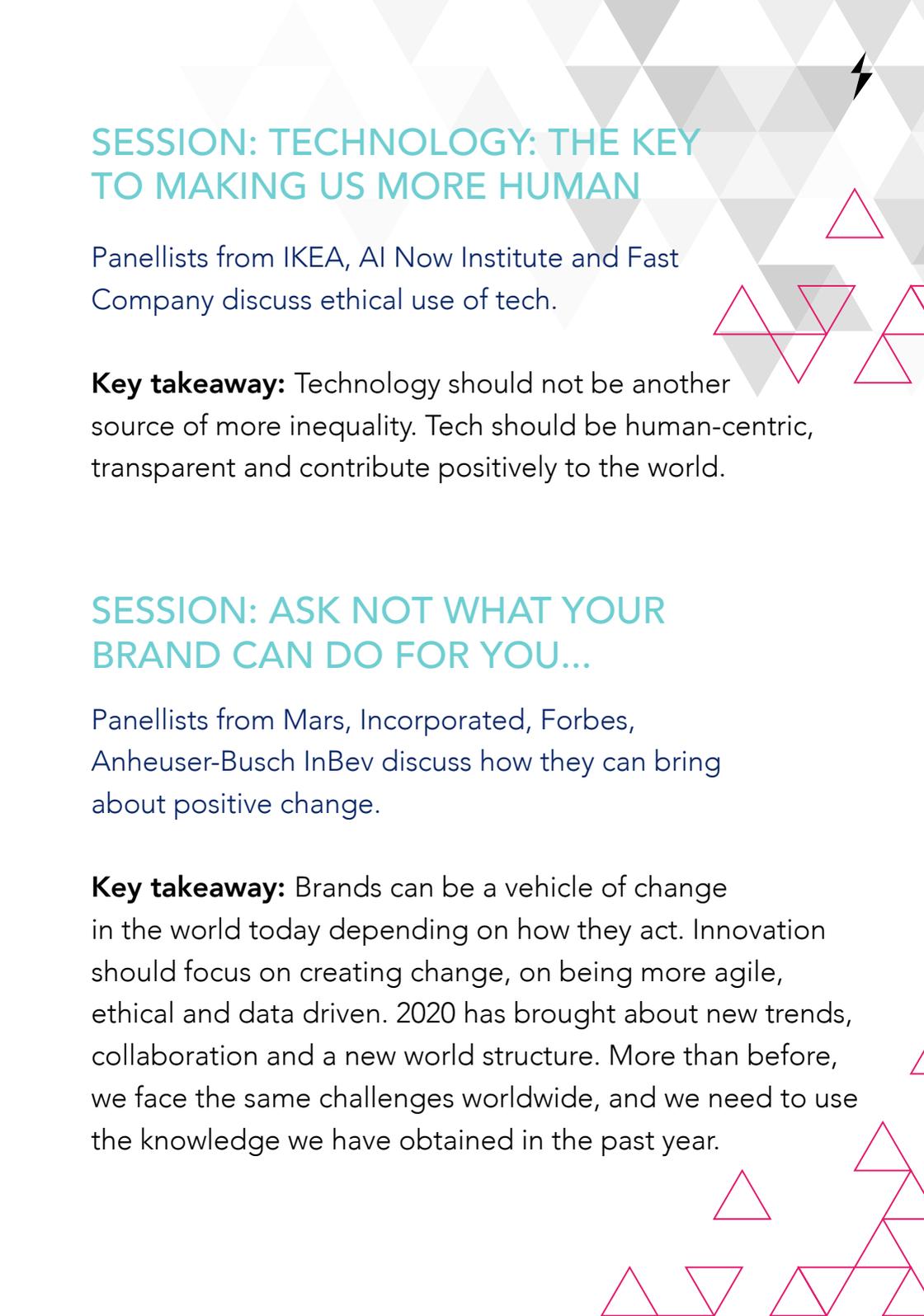
Niche social media platforms: They may be the key to unlocking new audiences because they evolve fast, cheaper, and produce more immediate results.

#4

Personalized advertising: An expected increase in the use of personal data to customize ads. However, the rise in usage has resulted in the surge in Ad blockers' use as consumers question personal data use.

#5

Social media as public relations 2.0: PR's democratization offers a new way to connect with the audience. Co-creating content with consumers.



SESSION: TECHNOLOGY: THE KEY TO MAKING US MORE HUMAN

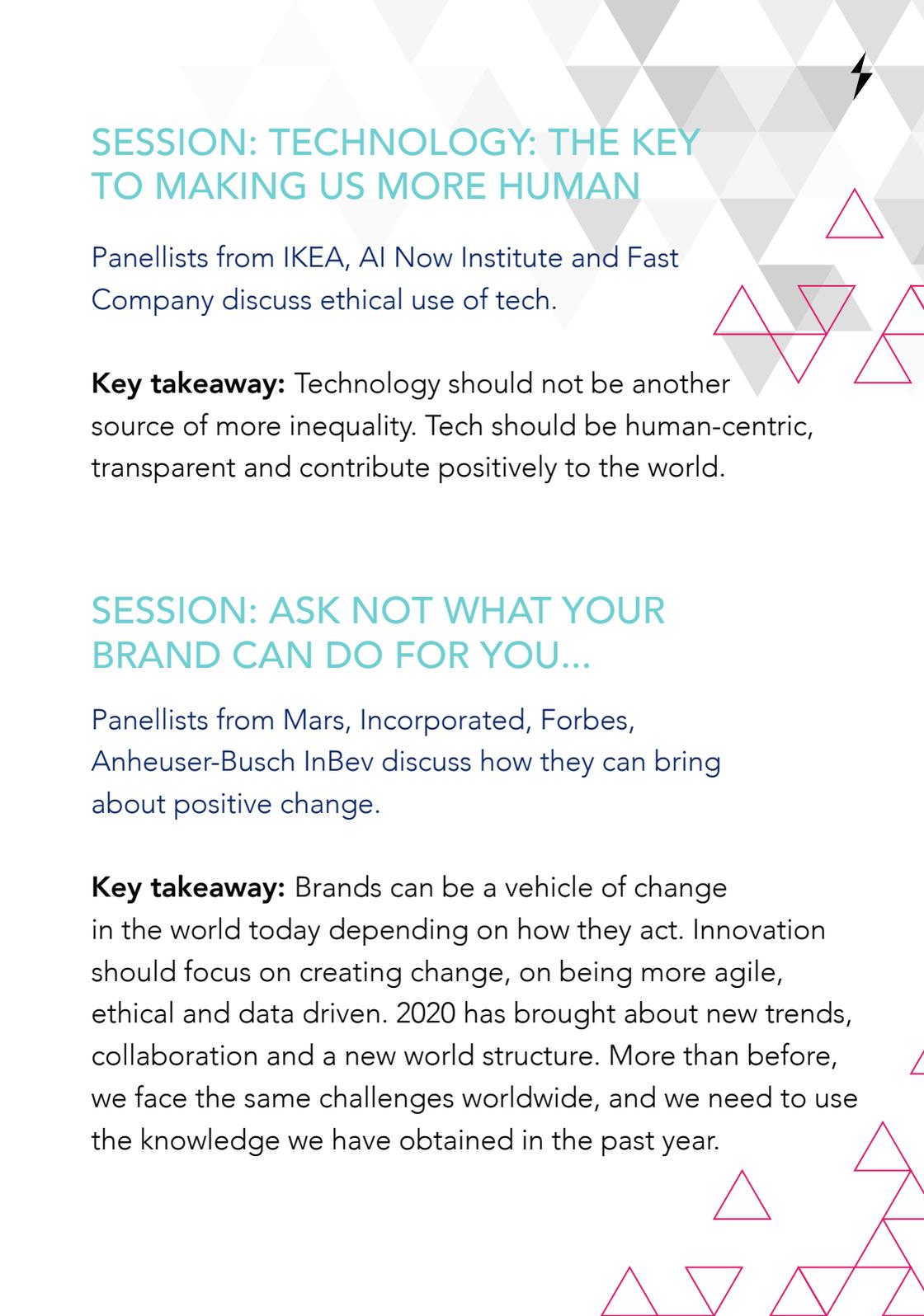
Panellists from IKEA, AI Now Institute and Fast Company discuss ethical use of tech.

Key takeaway: Technology should not be another source of more inequality. Tech should be human-centric, transparent and contribute positively to the world.

SESSION: ASK NOT WHAT YOUR BRAND CAN DO FOR YOU...

Panellists from Mars, Incorporated, Forbes, Anheuser-Busch InBev discuss how they can bring about positive change.

Key takeaway: Brands can be a vehicle of change in the world today depending on how they act. Innovation should focus on creating change, on being more agile, ethical and data driven. 2020 has brought about new trends, collaboration and a new world structure. More than before, we face the same challenges worldwide, and we need to use the knowledge we have obtained in the past year.





SESSION: HOW AI CAN ELIMINATE THE WORLD'S LANGUAGE BARRIER

Speaker: Vasco Pedro, Co-founder & CEO, Unbabel.

Key takeaway: Communication forms bonds and creates trust. Real-time translation is very challenging but by combining AI and real humans, we can create authenticity and allows for a unique experience.

SESSION: HOW TO BUILD AN INCLUSIVE INNOVATION CULTURE [HOSTED BY BP]

Speaker: Meghan Sharp, the global head of BP ventures

Key takeaway: Diversity will offer more perspective and ways of thinking. It is essential to create a safe space where people feel comfortable and safe interacting and sharing ideas. By building trust, you encourage more questions and generate more ideas.

"Companies with above-average diversity in their management teams reported that innovation revenue was 90% higher than others."





SESSION: NEWS OF THE FUTURE

Panellists from Poynter, LA Times, CNET and Kinzen discuss news in the future.

Key takeaway: Content is created extremely fast and is delivered straight to your phone. The challenge is misinformation and getting people to understand how to identify a reliable source.

SESSION: BUILDING TECHNOLOGY THAT HELPS PEOPLE DO MORE FOR THE PLANET.

Speaker: Urs Hölzle, SVP Technical Infrastructure, Google Cloud

Key takeaway: Google's view on the importance and urgency in developing programs that enable Google in the mission of helping others to do more for the planet. Hölzle explained how Google focuses on more efficient data centres, carbon-free protocols, sustainable workspaces, and the circularity of Google's products.



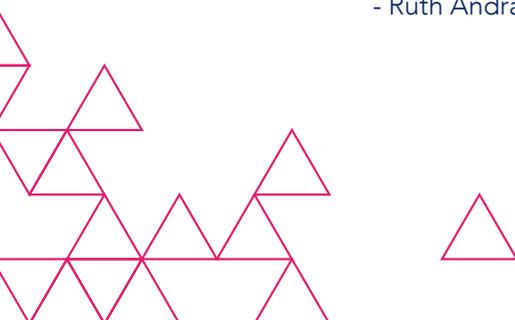
SESSION: DOES SUSTAINABILITY HAVE A BRANDING PROBLEM?

Panellists from Collings, Lush, Doha Debates and Ikea discuss the current state of sustainability.

Key takeaway: Words matter, and the word sustainability does not suggest that changes need to really combat climate change. To sustain, does not reflect action or change.

"First, we need to ask if the issue is a matter of maintaining or sustaining? Do we really want to just sustain the world? A passive meaning it is not equal to an active doing: Say do no harm it is different than say you can do good. Sustainability definitely needs regeneration".

- Ruth Andrade, Chief Sustainability Officer, Lush





SESSION: ACCELERATING THE FOURTH INDUSTRIAL REVOLUTION

Speaker: Pekka Lundmark President & CEO, Nokia

Key takeaway: Despite 2020 being the year of remote work, only 10% of the global workforce can work from home. Physical Industries like manufacturing, healthcare and farming still rely on a manual labour force. Technology, however, can optimize workflows in an unprecedented way. Sensors can collect data real-time, software, and analytic tools can analyse data and enhance machine learning to ensure constant improvement of workflows.

"Ironically, the Covid-19 pandemic has one advantage: ICT investment has become more important than ever before."

- Pekka Lundmark, President & CEO, Nokia





SESSION: TAKEAWAYS FROM 2020

Speaker: Will Shu, CEO, Deliveroo

Key takeaway: Food delivery had to reinvent itself and become more digital in 2020. The new challenges include contact-free interactions, larger grocery orders, building virtual restaurants, and most importantly, placing restaurants front and centre as the main stars. Food delivery companies are only enablers.

"Opportunity for food delivery is massive since food is emotional, like music or art is how we celebrate with each other our victories."

- Will Shu, CEO, Deliveroo

SESSION: UNLOCKING HUMAN POTENTIAL WITH AI. DEEPAK CHOPRA.

Key takeaway: AI can unlock human's potential and reach more people in areas such as wellness. Chopra's avatar was leading the audience through a meditation session. The commentary during the session was very divided, and many questioned the use of AI in wellness and wellbeing.



SESSION: HYBRID EVENTS: HERE TO STAY?

Roundtable session with eight senior meetings industry leaders

Key takeaway: Virtual events are still a complex subject, and the industry has a lot to learn. Hybrid events will be part of the industry's future. Regardless, the format will depend on the client. Until we have a common understanding, it is challenging to create new frameworks for it.

"We are doing our best to create a hybrid model for the new future but is a marriage in heaven? No, we do that because we have to and because it is the second-best option."

- Michael Degen, Executive Director, Messe Dusseldorf

Investment will be the greatest challenge we face as an industry along with the opportunity to define how hybrid models will create demand for both virtual and physical events.



SESSION: RE-SHAPING THE EVENTS INDUSTRY

Roundtable session with eight senior meetings industry leaders

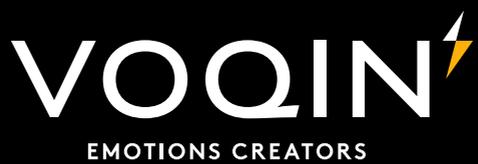
Key takeaway: There is a resistance to a significant change in our industry. As an industry we have realized we are not a priority for governments and policymakers. We need a new framework to move forward, and we need to incorporate and embrace technology.

"The world was digitalized about 20 years ago, but we never really invested in technology as it was not the main focus, so today is payback"

- Laurent Nizri, Founder & CEO, Paris Fintech Forum

"It is giving all us some time to think what we have been doing and repeating processes that probably needed to be changed and to learn new skills and make investments"

- Senthil Gopinath, CEO, ICCA



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EMOTIONS CREATORS