

THE VIRTUAL PARTY

IAPCO Member: AIM Group International

It happened to be a Christmas Virtual Party which engaged all of AIM Group's teams, but it could be any occasion where people want to meet, dance, chat spontaneously in a virtual world.

The traditional gatherings and parties have just not been possible this year and so to overcome distances, AIM Group chose to involve all their employees from all their offices for a unique Virtual Party which turned out to be particularly engaging and spontaneous – notwithstanding it happened to be Christmas!

The chosen platform offered distinctive features which made the interaction more personalised and as near to the actual experience as at in-person events.

The participants could for example:

Be represented by a personal Avatar

Everyone could create their own avatar by choosing its physical characteristics in detail, with clothing and a name. The avatar is able to express itself through different gestures (applause, show of hands, thumbs up, etc.) easily walk or run to explore the space, create activity, join other people.

TIME TO PARTY!

Meet and chat in a spontaneous way

When you meet another avatar, or a group of people chatting, you will hear their conversations increasingly louder as you go nearer and thus you can easily join in and start a conversation, just as happens in the real world.

Enjoy a rich 3D event location

Participants could move among different spaces (Lobby, Party Area, Auditorium, Game Park), personalised with the company brand and pictures of the AIM teams.

Be engaged by different activities

To make the experience more engaging, after free time to meet and chat with colleagues, all the participants gathered in the Auditorium to watch the video message from the President and finally had fun time playing in a Game Park or dancing on a virtual dance floor.

Time to Party!

