

We use cookies on this site to enhance your user

experience
(<https://www.linkedin.com/groups/8615742>)

[f \(https://www.facebook.com/CorporateEventNews\)](https://www.facebook.com/CorporateEventNews) [I accept](https://twitter.com/CorpEventNews) [More Info](#)
[\(https://twitter.com/CorpEventNews\)](https://twitter.com/CorpEventNews)



By clicking any link on this page you are giving your consent for us to set cookies.
(<https://www.instagram.com/corpeventnews/?hl=en>)



LOGIN
(/USER)

REGISTER
(/USER/REGISTER)

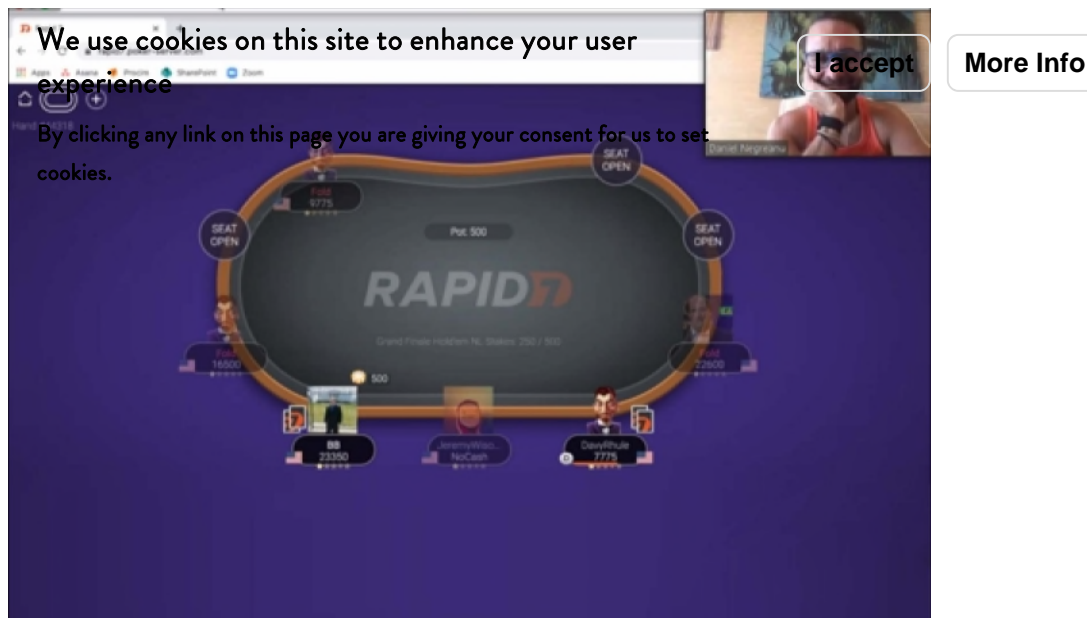


HOW RAPID7 AND EMC3 CREATED A LAS VEGAS-THEMED VIRTUAL CONFERENCE CLOSING PARTY

September 24, 2020

Ann Shepphird (/blog-author-node/ann-shepphird)

22
Shares



For more than 20 years, the [Black Hat USA conference](https://www.blackhat.com/us-20/) (https://www.blackhat.com/us-20/) has brought together attendees from the world of cybersecurity research, development and trends. As with many other live events, this year’s conference — originally scheduled for Aug. 1-6 in Las Vegas — was held virtually for the first time in response to the pandemic. Transferring the content was one thing; translating the usual end-of-conference party was a challenge in itself.

Conference organizers and cybersecurity company [Rapid 7](https://www.rapid7.com) (https://www.rapid7.com), which sponsored the party, wanted to create a similarly immersive experience in a virtual setting. To do that, they partnered with [emc3](https://emc3.com) (https://emc3.com), the full-service event company Rapid 7 had worked with once before on an early 2020 event.

“Having partnered with emc3 for our company kickoff in January, they were our natural choice when looking for an agency to help with our virtual event,” said Sue Fontes, senior director of experiential marketing for Rapid 7.

Rapid 7 and emc3 started by going back to the objectives for the gathering: a chance for the Black Hat conference attendees to unwind after days of content-filled sessions and for the opportunity for Rapid 7 to interact with customers. Because of the original Las Vegas location, the event team chose a gaming theme. Emc3 created a custom, non-cash-exchange poker site that was coupled with Zoom integration and featured Rapid7 custom branding throughout — including on the playing cards.

The event began with a virtual greeting from professional poker player Daniel Negreanu. Players were then assigned to breakout rooms where they played against table opponents, with Negreanu commenting on the play from Mexico and answering questions from attendees.

With virtual settings and no money at risk, players from all over the world — even those who might not have been able to attend the live conference in Las Vegas — were able to participate. The top nine earning players from the first round were then invited to the grand finale and a chance to win a trip for two to the 2021 World Series of Poker in Las Vegas.

“We were pleased to have an opportunity to curate an immersive virtual experience,” said Saskya Liney, emc3 account manager. “Businesses everywhere are missing the power of human connection right now so it’s vital we provide creative solutions that enable teams to connect virtually while we can’t meet in person.”

Don't miss any event-related news: sign up for our weekly e-Newsletter [HERE](http://www.corporateeventnews.com/subscribe) (http://www.corporateeventnews.com/subscribe) and engage with us on [Twitter](https://twitter.com/CorpEventNews) (https://twitter.com/CorpEventNews), [Facebook](https://www.facebook.com/CorporateEventNews/) (https://www.facebook.com/CorporateEventNews/) and [LinkedIn](https://www.linkedin.com/company/11198177/) (https://www.linkedin.com/company/11198177)!

Add new comment

Your name

Email

Comment

Comment

CAPTCHA

This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.



What code is in the image?

Get new captcha (/image-captcha-refresh/comment_comment_node_news_blogs_form)

We use cookies on this site to enhance your user

experience

I accept

More Info

By clicking any link on this page you are giving your consent for us to set

Cookies.

Preview



PARTNER VOICES

VISIT SEATTLE: ESSENTIAL FOOD & DRINK EXPERIENCES (/VISIT-SEATTLE-ESSENTIAL-FOOD-DRINK-EXPERIENCES)

Weaving local flavors into your event can help attendees experience and enjoy the destination even more. Happily, Seattle is known for its array of regional selections, with most hotels, venues, and restaurants offering a wealth of locally sourced bites and sips. Keep the tasty times going with these other delicious starting points. OYSTERS

[Learn More \(/visit-seattle-essential-food-drink-experiences\)](/visit-seattle-essential-food-drink-experiences)

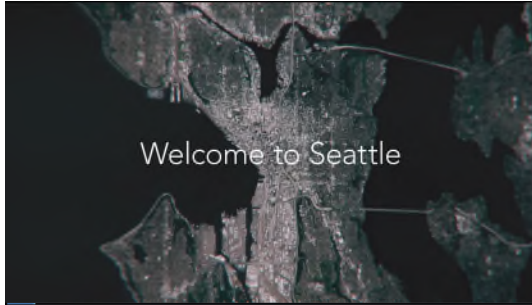


Seattle. A
City
Ready For
You

We use cookies on this site to enhance your user experience
By clicking any link on this page you are giving your consent for us to set cookies

I accept

More Info



MOST READ NEWS

1

8 New York Venues Offering Hybrid Meeting Options as NYC Enters Phase 4 (/news/8-new-york-venues-offering-hybrid-meeting-options-nyc-enters-phase-4)

2

Visit Spokane Replaces

Membership
We use cookies on this site to enhance your user

I accept

More Info

Dues Based

Model with
By clicking any link on this page you are giving your consent for us to set

Community-

Benefit

Partnership

(/news/visit-

spokane-

replaces-

membership-

dues-based-

model-

community-

benefit-

partnership)

3

Rockford, Illinois

Gains First Full-

Service

Convention

Hotel, Plays to

Drive-In Market

(/news/rockford-

illinois-gains-

first-full-

service-

convention-

hotel-plays-

drive-market)

4

3 San Diego

Hotels Reveal

Renovations in

Anticipation

of Welcoming

Groups Back

(/news/3-san-diego-hotels-reveal-rooms-anticipation-welcoming-groups-back)

We use cookies on this site to enhance your user experience. By clicking any link on this page you are giving your consent for us to set cookies.

I accept

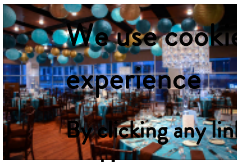
More Info

5

New Exposition Center to Open in Green Bay, Wisconsin, in January 2021
(/news/new-exposition-center-open-green-bay-wisconsin-january-2021)



SUPPLIER DIRECTORY



We use cookies on this site to enhance your user experience

I accept

More Info

By clicking any link on this page you are giving your consent for us to set cookies.

More than 2,500 meetings industry suppliers at your fingertips.

Supplier Name/

- Supplier ▼

City

- State - ▼

- Country ▼

Add/Manage Listing (/how-get-added-our-listings)

🔍 Search

VENUE DIRECTORY



US directory of over 400 exhibit halls, convention

centers with
We use cookies on this site to enhance your user
exhibit space
experience

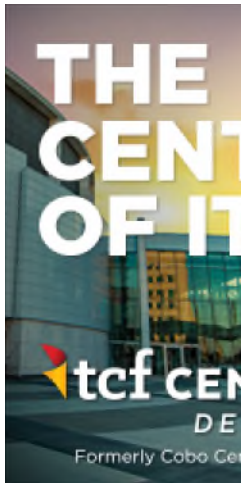
I accept

More Info

listed.
By clicking any link on this page you are giving your consent for us to set

cookies.

(<http://venuedirectory.tsnn.com/venue-listing>)



(/signup-our-newsletters)



(/newsletter)

We use cookies on this site to enhance your user experience



By clicking any link on this page you are giving your consent for us to set

HOME (/) NEWS (/NEWS) BLOGS (/BLOGS)

CONTACT (/CONTACT-US) ADVERTISE (/ADVERTISE)

SUBSCRIBE (/SUBSCRIBE) ABOUT (/ABOUT)

PRIVACY POLICY (/PRIVACY-POLICY)