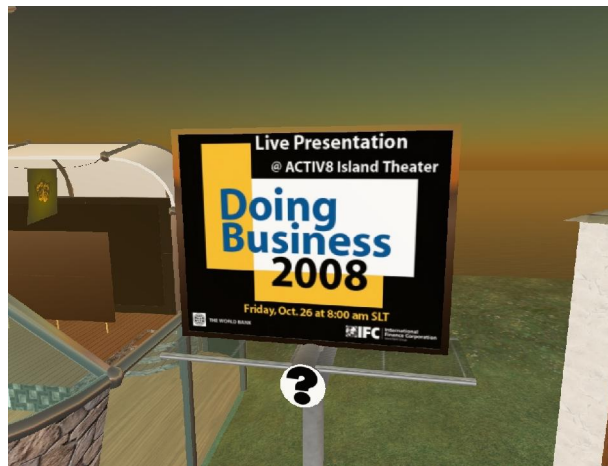




Objectives

- Leverage the best of Web 3.0 to reach a wider audience in more countries and with more global business people than in the past.
- Create an interactive event to engage interested businesspeople with the results and findings of the DB2008 World Bank report.
- Encourage user generated feedback and questions to World Bank expert staff.



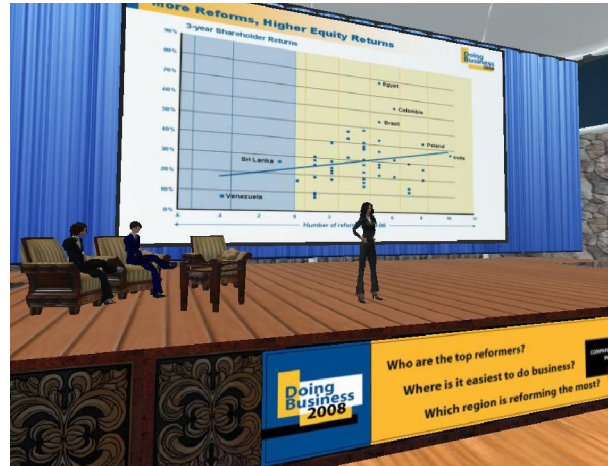
Solutions

- Produce a customized World Bank “Doing Business” event platform for the report launch on ACTIV8 Island Complex in Second Life.
- Brand the interactive event space for the in-world event and offer interactive touchpoints.
- Bring the Doing Business Report 2008 to the attention of Second Life residents using Moderne Interactive’s Second Life Interactive Media Network.
- Disseminate information via notecards and landmarks to Second Life residents via the Second Life Interactive Media Network.
- Organize and schedule a live speaker to address the World Bank Doing Business 2008 audience.
- Prepare a moderator to field live questions in both text and voice format from the audience while simultaneously acting as host of the conference.
- Fully staff and manage the event with dozens of Moderne Interactive employees.

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- Prepare and use real world media in the form of press releases and web banner ads as well as Second Life media (Moderne Interactive's Second Life Interactive Media Network) to alert the public of the event.
- Produce unique branded avatar clothing to further impress DB2008 on audience.



Results

- Campaign reached over 1,000 interested avatars and attendees.
- Reached an audience in over 101 countries in under 3 hours.
- [YouTube video posted](#) of event recap.
- Tens of thousands of impressions made in combination of both the virtual world and the real world, including press release pickups, blog mentions, Second Life promotion, and more.
- Numerous downloads of the DB2008 report which is still being downloaded and available to this day within Second Life.

Client Testimonial

"Working with Joe and his talented team at TheSLAgency (Moderne Interactive) has been a pleasure. The World Bank's Doing Business event in Second Life went off flawlessly - the professional management of the entire agency team, coupled with effective marketing and promotions, ensured that our event was attended by people from all over the world. Moderne Interactive did more than simply host an event for us - they used their real world skills of over 20 years of event management expertise to create an effective groundswell of online and in-world interest in The World Bank/IFC report. I would highly recommend working with Joe and team."

Ramin Aliyev
Knowledge Management Analyst
The World Bank Group

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