



**CONCEPT3D**

**How Interactive Maps & Virtual Tours Improve  
Campus Communications and Student Engagement**

10/4/2022



# INTRODUCTIONS



**Guest Speaker**  
*VP of Sales at Concept3D*

# AGENDA

1. About Concept3D
2. How we can help you
3. Introducing Interactive Maps & 360° Tours
4. See it yourself – Live demos
5. Live Q&A





# WHY WE JOINED FORCES



# ABOUT CONCEPT3D

---

*Increase Engagement with Digital Communications and Interactive Content.*

 **Curated Story-Telling**

 **Explore & Navigate**

 **Events & Activities**







# Who we solve problems for



**Website Teams**



**Marketing and Communications**



**Admissions and Recruitment**



**Events Teams**



# WHAT ARE YOUR CHALLENGES?



## Poor Digital Experience

Digital experience of campus is lagging behind your actual in-person experience – PDF maps



## Web Accessibility

Current website map and tour not meeting accessibility standards



## Campus Communications

Event communication, no search or navigation function, no

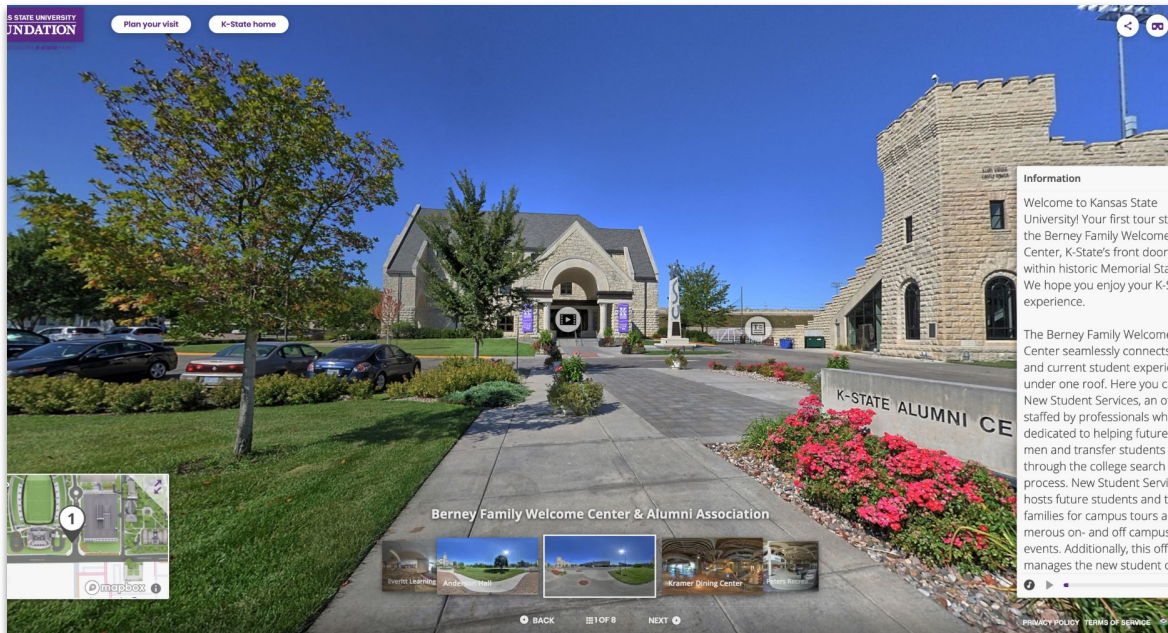


## Storytelling and Branding

Current map and tours not offering the ability to tell the story with consistent branding

# OUR SOLUTIONS

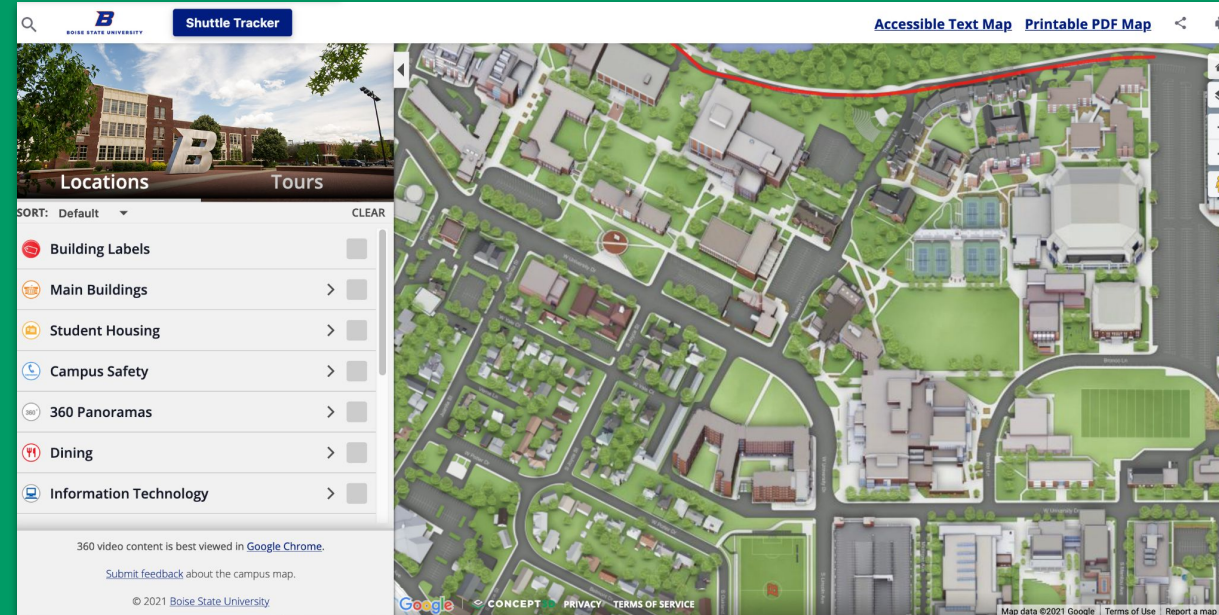
## 360° TOUR



### Use cases:

- Provide a 360° immersive view of campus life.
- Recruit targeted applicant groups (e.g. intl students).
- Increase on-site visits and application inquiries.

## INTERACTIVE MAP



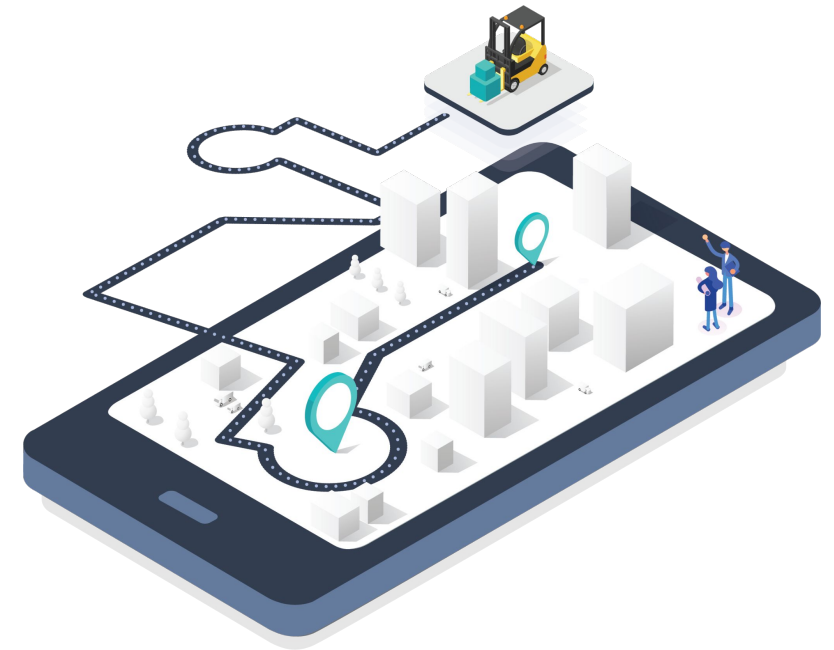
### Use cases:

- Provide an interactive birds-eye view of campus.
- Help students navigate around your university in real-time.
- Promote off-campus activities and community interests.

# POLL TIME

What % of students look at virtual tours before applying?

1. 68%
2. 52%
3. 82%
4. 34%



# 360° TOURS

## 360° Visuals

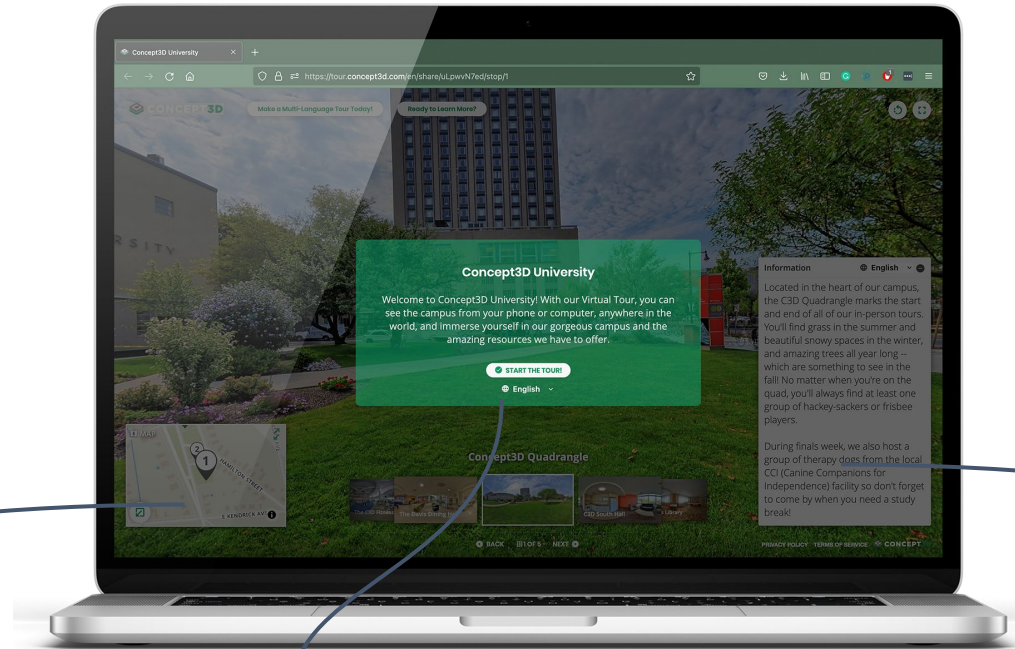
Add 360° videos or panoramas

## CMS

Change or edit your 360° Tour with our CMS

## Lead Capture

Add forms to capture interested students



## Mini-Map

To show viewers where the stop is

## Multi-Language

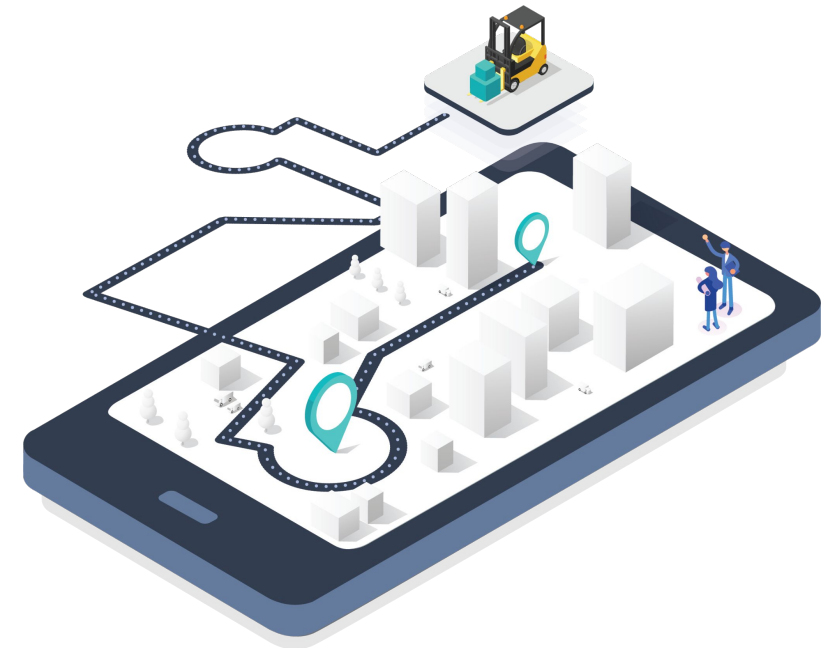
## Info/Audio

Add extra information about the stop

# POLL TIME

**What locations do users search on campus maps the most?**

1. Dining/Food
2. Student Services
3. Parking/Classrooms
4. Dorms



# INTERACTIVE MAP

## Wayfinding

Options for wheelchair accessible routes

## CMS

Edit your map with ease on our CMS

## Lead Capture

Add forms to capture interested students



## Overlays

Seasonal, fall & winter, event, construction

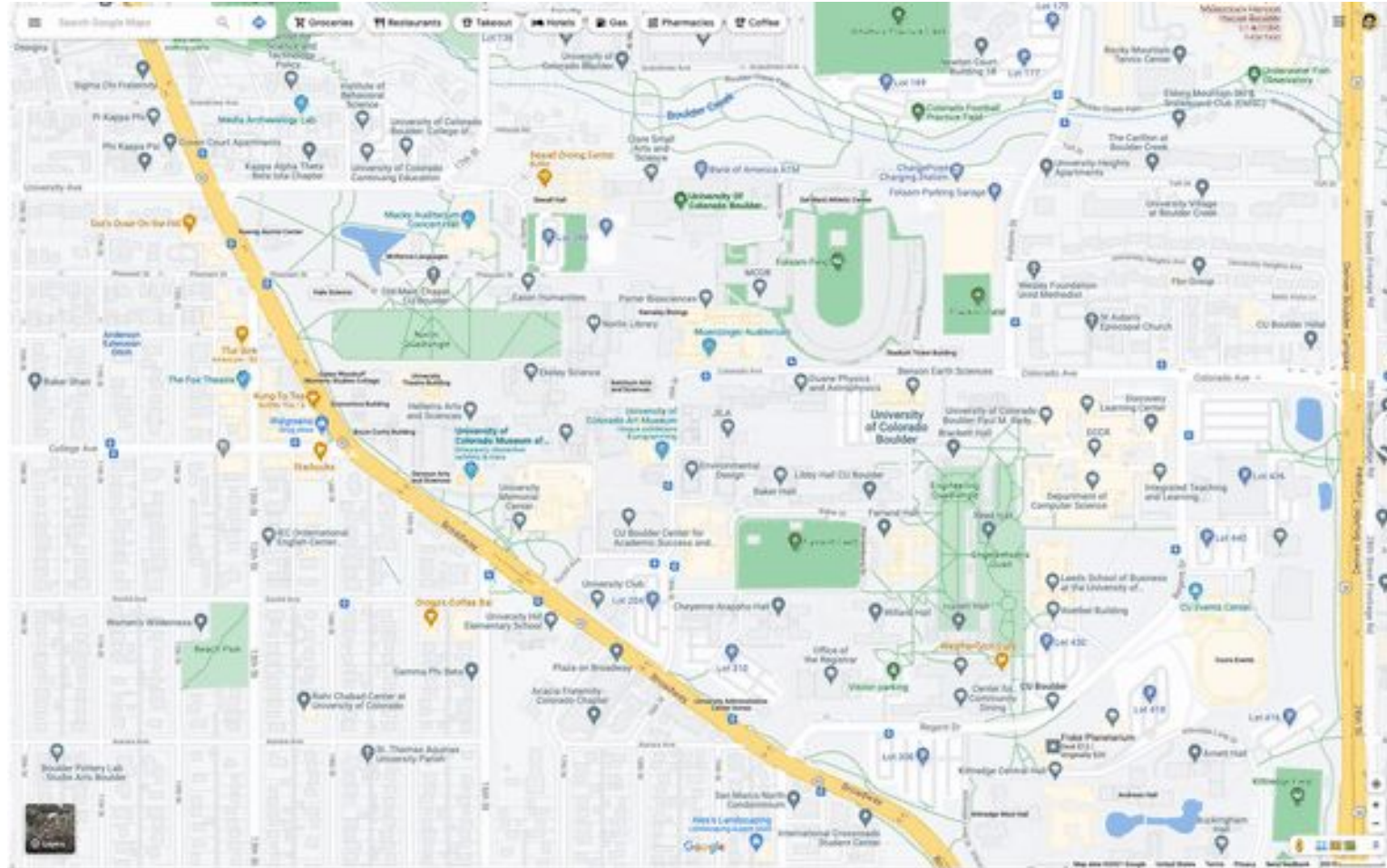
## Interiors

With multiple rendering options

## Live Data

Transit, asset, calendar, capacity, or video

# SEE THE DIFFERENCE



# DELIVERY

MOBILE

PRINT

DESKTOP

KIOSK

ACCESSIBLE





# We bring your campus to life.

Let me show you some examples.

# Why Concept3D?

We offer location-based interactive and immersive digital experiences that...

**Make it amazing  
and bring it to life**

*We differentiate and  
showcase your  
location. On-brand*

**Communicate  
more effectively  
and engage your  
audience**

*We tell your story  
more effectively and  
better communicate*

**Allow you to  
control, own and  
manage your  
content**

*We are your  
partner to deliver  
on your business  
goals*

# Limited time offer

We want to give you the opportunity to see the power of Interactive Maps and 360° Tours

**Schedule a meeting to learn more and get a free upgrade**

- **Free Widget Templates**
  - Select a design from our exclusive template menu and the Localist CX Team will customize it to reflect your unique brand when adding it as a new default option to your platform.
- **Free upgrade to Emphasis**
  - Enjoy a free upgraded and rebranded calendar experience, led and implemented by the Localist CX Team.  
**Meeting must be held by 12/31/2022. Offer expires year end**

Schedule here:

[resources.concept3d.com/localist--offer](https://resources.concept3d.com/localist--offer)



# POLL TIME

Are you interested in learning more about  
Interactive Maps or 360° Tours?

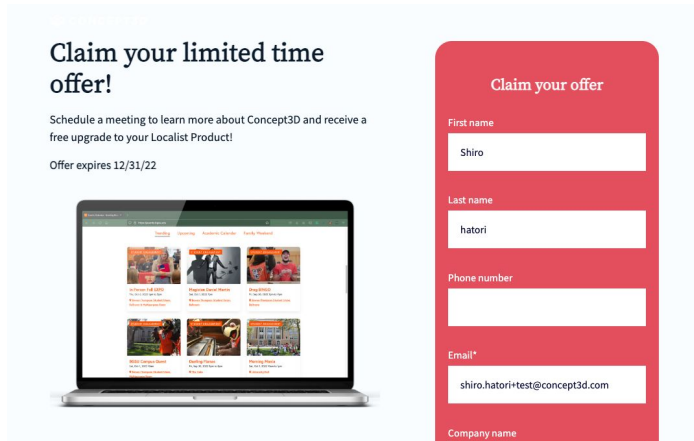
1. Yes
2. No
3. Maybe



Questions?

**Q&A**

# Learn More



- Sign up to learn more
- We'll help you understand how we can help you specifically
- Get your gratis product upgrade
- <https://resources.concept3d.com/localist-offer>

- Come see us at HighEdWeb!
- October 9-12
- Little Rock, Arkansas

- Follow us on LinkedIn
- [www.linkedin.com/company/concept3d-inc/](http://www.linkedin.com/company/concept3d-inc/)
- Value adding content