Virtual Experiences that Build Brand and Community
Virtual Experiences that Build Brand and Community

Drive results and engagement both online & offline. From gaming to AR, evaluate virtual experience opportunities, leverage tech and create platforms that foster inclusive storytelling.

- How to develop success metrics for virtual experiences that compare to other proven platforms.
- Engagement. Reach. Impact. Identify the results that matter most.
- Create new narratives for destinations in new spaces.
- Strategies to garner support from all stakeholders.
- Pros and cons of leveraging virtual technologies, and how to budget appropriately.
Convention Center Plaza

Located in the heart of Downtown, the Los Angeles Convention Center (LACC) is the premier venue for conventions, trade shows and exhibitions. The LACC is one of the most technologically advanced convention and exhibition centers in the world.

Location Highlights
- Contact Us
- Convention Center Overview
- Darren Green Interview
- Downtown LA Walking Tour to LA Live
- Meet Los Angeles
- To South Hall Exterior
- To West Hall Exterior
AIM AT THE SKY TO FIND THE PERFECT LA SUNSET
# Results: Campaign KPIs

<table>
<thead>
<tr>
<th></th>
<th>Oregon Weather Compass</th>
<th>Travel Oregon: The Game</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshes/Play</td>
<td>20,170</td>
<td>124,480</td>
<td>517%</td>
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<tr>
<td>Shares/Downloads</td>
<td>484</td>
<td>4,177</td>
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<td>Clicks to Deeper Content</td>
<td>2,092</td>
<td>57,008</td>
<td>2,625%</td>
</tr>
</tbody>
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LACMA x Snapchat: Monumental Perspectives

Portal for Tovaangar, 2021
Mercedes Dorame
Lens Creator: Sutu
LACMA x Snapchat: Monumental Perspectives

No Finish Line, 2021
Glenn Kaino and DJ Melo-D of the World Famous Beat Junkies
Lens Creator: Michael French
LACMA x Snapchat: Monumental Perspectives

¡Vendedores, Presente!, 2021
Ruben Ochoa
Lens Creator: Sallia Goldstein
¡Vendedores, Presente!

Artist: Ruben Ochao
Created by: LACMA

MacArthur Park (2230 W 6th St, Los Angeles)

Vendedores, Presente! responds to L.A.’s shared history with street vendors. Ruben Ochoa draws attention to the region’s familiar fruit carts, palenteros, and flower stands creating a large-scale immersive environment that calls for solidarity with vendor advocacy. This project is part of LACMA x Snapchat: Monumental Perspectives.

https://www.lacma.org

Try Lens
Directions
LACMA x Snapchat: Monumental Perspectives

Portal for Tovaangar, 2021
Mercedes Dorame
Lens Creator: Sutu