

CLAIMS

1. A system for a virtual event comprising:
 - a computer system comprising one or more computing devices having at least one processor and memory storing registration data of participants of a virtual event hosted in a virtual environment, the registration data comprising one or more matching criteria, the computer system being programmed to perform steps comprising:
 - matching the participants into different matched groups based on the matching criteria;
 - generating a location in the virtual event and metadata for each of the matched groups based on the matching criteria;
 - assigning an instance of the virtual event to a first matched group;
 - sending invitations to join the first matched group, wherein the invitations comprise a portion of the metadata of the first matched group; and
 - in response to participants accepting the invitations to join the first matched group, granting the participants joining the first matched group membership and access to the first matched group to enable the joined participants to communicate with other members in the first matched group.
2. The system as in claim 1, wherein the access that is granted to the participant joining the group comprises enabling audio and video access.
3. The system as in claim 1, wherein the first matched group can contact other matched groups.
4. The system as in claim 1, wherein the metadata of the first matched group comprises the matching criteria for the first matched group.

5. The system as in claim 1, wherein the matching criteria of the first matched group comprises at least one of a topic criterion, a betting criterion, a game choice, a media interest, a social relationship, a brand interest, or an age group.

6. The system as in claim 1, wherein the matching criteria for the first matched group comprises a geolocation and distance in the real world between participants in the first matched group.

7. The system as in claim 1, wherein one or more properties of the scene in the virtual event of each matching group are customized to match at least one of the matching criteria.

8. The system as in claim 7, wherein the properties of the scene in the virtual environment comprise the visual design of the selected location, the audio of the selected area, applications available in the location of the virtual environment, or a combination thereof.

9. The system as in claim 1, wherein the remote computer system is further programmed to enable users to search for relevant groups based on the matching criteria.

10. The system as in claim 1, wherein the virtual environment is a 3D virtual environment, and wherein the participants are represented within the 3D virtual environment as camera-generated user graphical representations of themselves.

11. The system as in claim 1, wherein the virtual event is a 2D virtual event, and wherein the participants are represented within a 2D virtual environment as avatars that, when selected, spawn a video conference enabling communication with other participants.

12. The system as in claim 1 wherein the virtual event comprises a speaker queue.

13. The system as in claim 1, wherein the computer system is further programmed to position matched participants of the first matched group closer to each other based on a higher matching relevance score, and to position matched participants of the first matched group farther to each other based on a lower matching relevance score.

14. A system for virtual events comprising:

a remote computer system comprising one or more computing devices having at least one processor and memory storing registration data of participants of a virtual event hosted in a virtual environment, the registration data comprising matching criteria, the computer system being programmed to perform steps comprising:

assigning at least one of the matching criteria to each of a plurality of locations in the virtual event;

matching the participants to a matched location of the plurality of locations in the virtual event based on the matching criteria;

assigning an instance of the virtual event to the matched location based on the matching criteria;

sending invitations to the matched participants to join the matched location, wherein the invitations comprise a part of the metadata of the matched location;

in response to the participants accepting the invitations to join the matched location, granting the participants joining the matched location access to the matched location of the virtual event, spawning the participant directly in the matched location and enabling the joined participants to communicate with other participants in the matched location.

15. A method comprising, by a computer system comprising one or more computing devices having at least one processor and memory:

registering registration data of participants of a virtual event in a registration module linked to a virtual environment, the registration data of participants of the virtual event comprising one or more matching criteria;

matching the participants into different matched groups based on the matching criteria;

generating a location in the virtual event and metadata for each matched group based on the matching criteria;

assigning an instance of the virtual event to a first matched group;

sending invitations to join the first matched group;

in response to participants accepting the invitations to join the first matched group, granting the participants joining the first matched group membership and access to the first matched group to enable the joined participants to communicate with other members in the first matched group.

16. The method as in claim 15, wherein the metadata of the first matched group comprises at least the matching criteria for the first matched group.

17. The method as in claim 15, wherein the matching criteria of the first matched group comprises at least one of a topic criterion, a betting criterion, a game choice, a media interest, a social relationship, a brand interest, and an age group.

18. The method as in claim 15, wherein the matching criteria for the first matched group comprises distance in the real world between participants in the first matched group.

19. A non-transitory computer-readable medium with instructions which, when executed by at least one processor, trigger a computer system to perform the steps comprising:

registering registration data of participants of a virtual event in a registration module linked to a virtual environment, the registration data of participants of the virtual event comprising one or more matching criteria;

matching the participants into different matched groups based on the matching criteria;

generating a location in the virtual event and metadata for each of the matched groups based on the matching criteria;
assigning an instance of the virtual event to a first matched group;
sending invitations to join the first matched group;
in response to participants accepting the invitations to join the first matched group, granting the participants joining the first matched group membership and access to the first matched group to enable the joined participants to communicate with other members in the first matched group.

20. The non-transitory computer-readable medium of claim 19, wherein the matching criteria for the first matched group comprises a geolocation and distance in the real world between participants in the first matched group.