

Virtual Events

JULY 2020



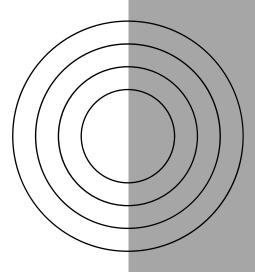
What we do

VISION + MISSION

Our vision is to influence mindsets; to drive a positive, lasting impact with every event.

We deliver brilliant events through clever thinking, sustainable solutions and exceptional customer service. Whether that be in a real or digital world.

Traditional, face-to-face or "real life" events are amazing, but virtual events open up new possibilities - whether delivered on their own or twinned with an existing conference, virtual events broadcast your message to the world without sacrificing the interaction and engagement that delegates need.





Virtual events

AN INTRODUCTION

We build virtual communities. We will support you every step of the way to produce a virtual event with options, motivating people to get involved and stay connected. Creating a community that shares content long after the event.

We don't take a typical agenda and try to cram it into a digital space. Instead, we put your objectives at the heart of our work, building a virtual event driven by your audience and powered by the right tech. From multiday conferences that build communities through to high-impact learning events that deliver change, we don't limit your ambition.

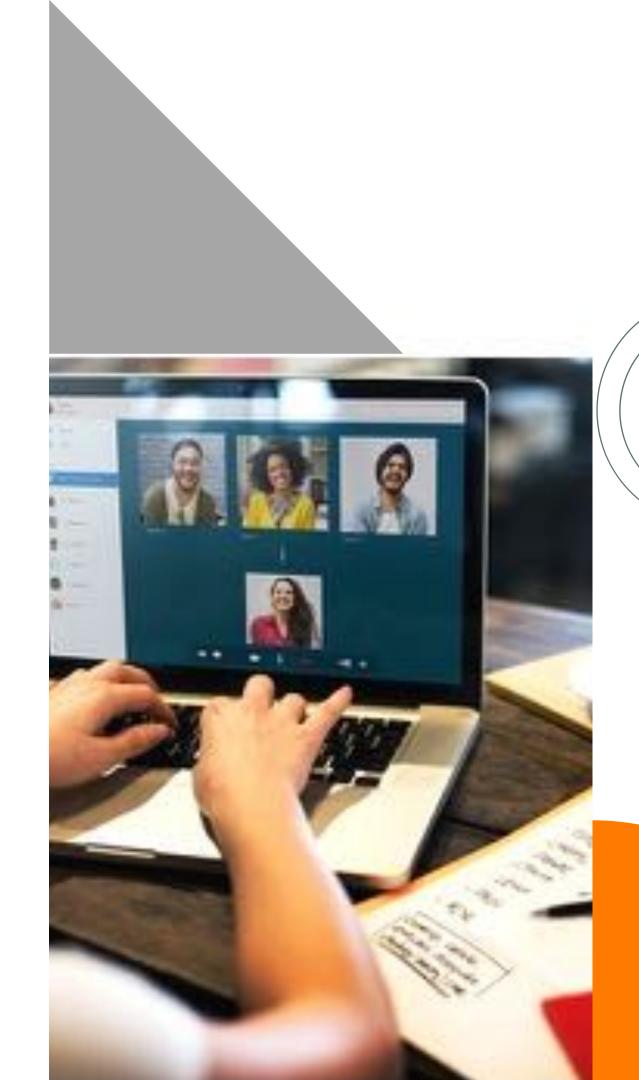


What you can look forward to

A VIRTUAL EVENT THAT ENGAGES AND CONNECTS ALL

We'll listen to your needs and find the right online platform for your audience. Picture this...

Simple registration. A selection of live and pre-recorded content to watch. Opportunities for everyone to share their voice, network, get involved. Your participants prepared, coached to present to a digital audience and guided through every step from logging on to technical assistance throughout.



Our Approach









CONNECT

Enabling valuable conversations across the globe through webinars, online conferences, virtual expo, broadcast keynotes and digital networking.

TECHNOLOGY

Virtual events are increasing in popularity as is the tech we use to access them. We'll choose the right platform for your audience.

SUPPORT

We don't just find the platform and leave you to it. We create content, share best practice with your audience and manage pre-event familiarisation.

SECURITY

We'll check platform security with certified cyber security experts to ensure a clean bill of health and we'll share investigation results with you.

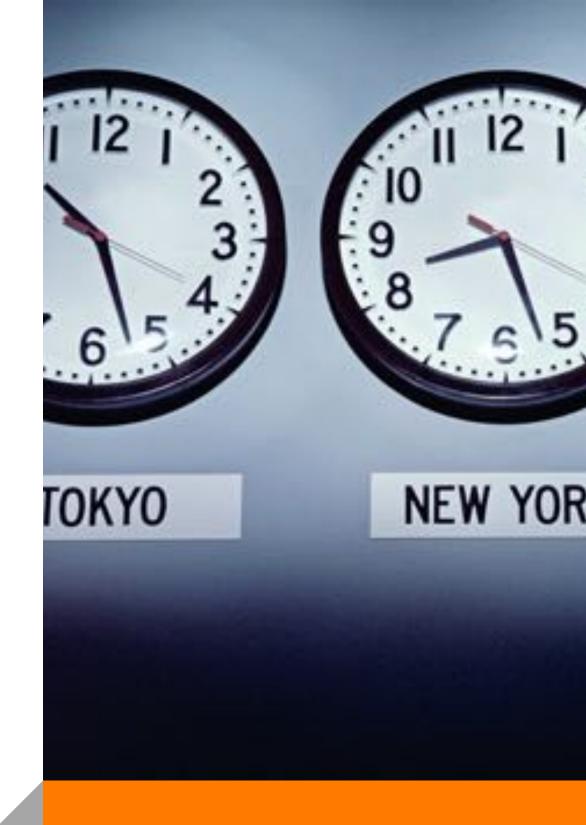
Practicalities

HOW VIRTUAL BECOMES REALITY

We don't believe in 'one size fits all'. For your virtual event to become reality we'll work with you to understand the practicalities and introduce a platform that offers the correct solution whether that be flexible session formats, interactive opportunities, live multi-site presentations, multiple time zones, concurrent break out sessions, broadcasting pre-recorded material or participant led networking.

Our online community managers will look after event participants in the lead up to and during the event, supporting with technical queries, connection issues and providing the helping hand required to enable everyone to join and enjoy the experience. We can arrange a full 'dress rehearsal' and speaker briefings pre-event to instill confidence for all those involved back stage.

We will work with you to build themes and content to help make the most of your virtual event and the endless opportunities that embracing the digital world offers.

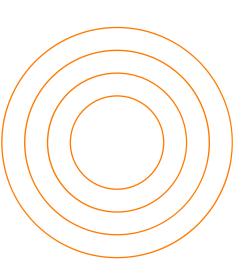


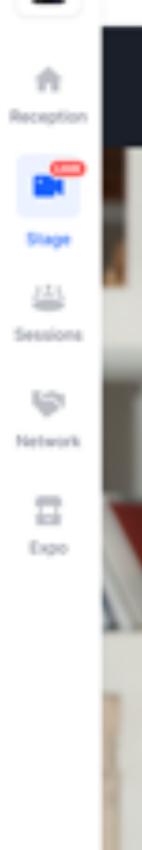
Technical

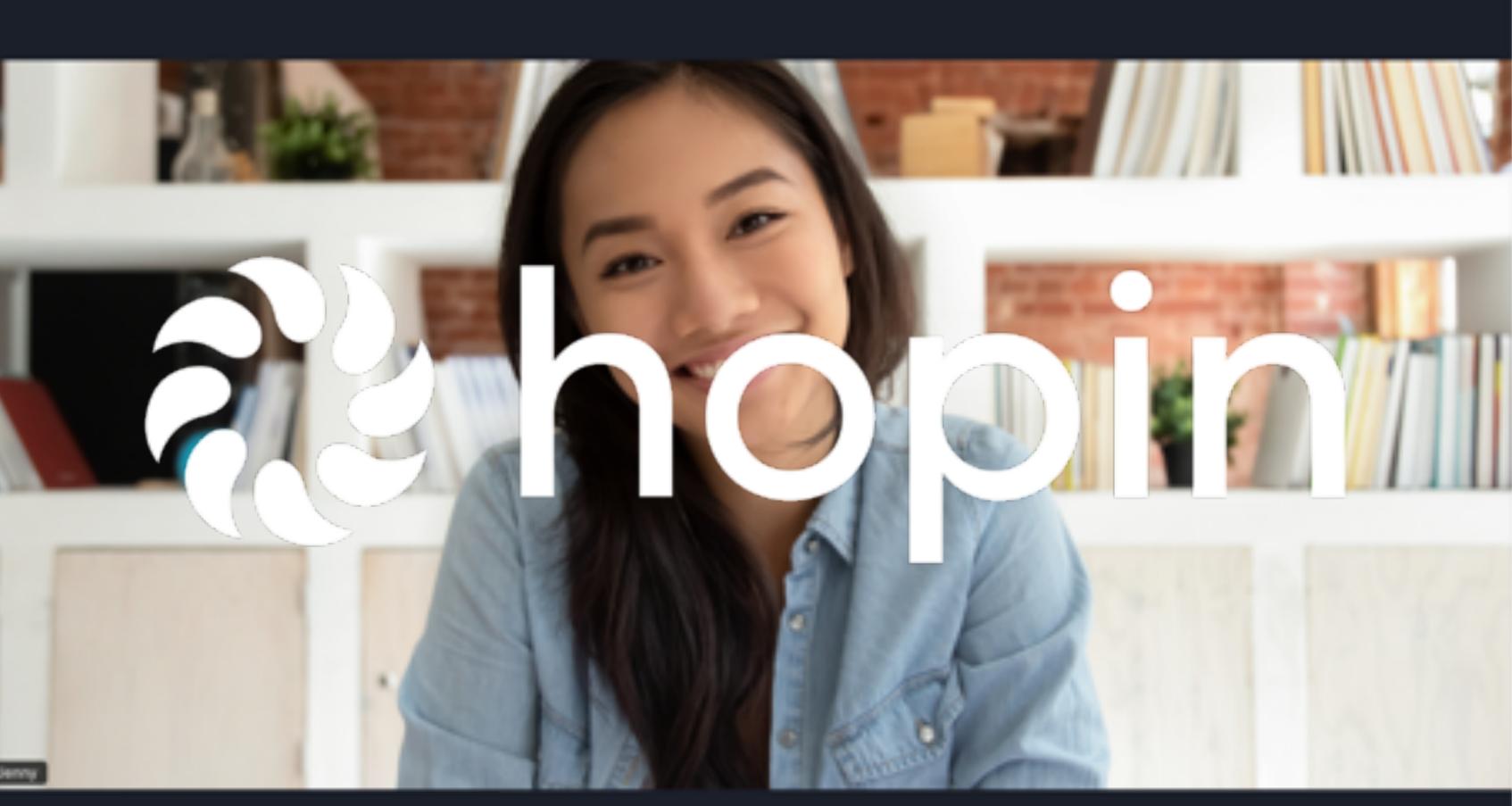
REQUIREMENTS

We are exploring new virtual platforms all the time due to the fast moving advancements in this space and the changing requests of our clients. We are using the platform 'Hopin' here to paint a picture of some of the more common requirements in virtual conferencing:

- Landing site / branded front page
- Digital agenda
- Ability to broadcast to large groups of people
- Collaboration space
- Networking 1:1 connection / collaboration
- Backstage for presenters / facilitators to engage with each other
- Breakout spaces
- Polling / surveys
- Q&A / chat







27,











Network





Enter Stage

16 April



course

10th International IT Forum

Hosted by keyspace















+ BRANDED FRONT PAGE

Chat

Jane - 12:00

Rose 1201

upcoming speeches?

The day has finally come! #

Event

The been waiting for this event so long.

Hey geveryone, I'm so excited for the

People

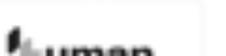
Messages

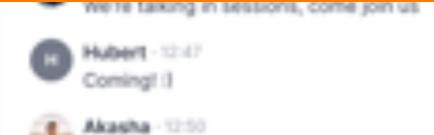
+ DIGITAL AGENDA

+ STREAMING TO LARGE GROUPS

+ Q&A / CHAT

















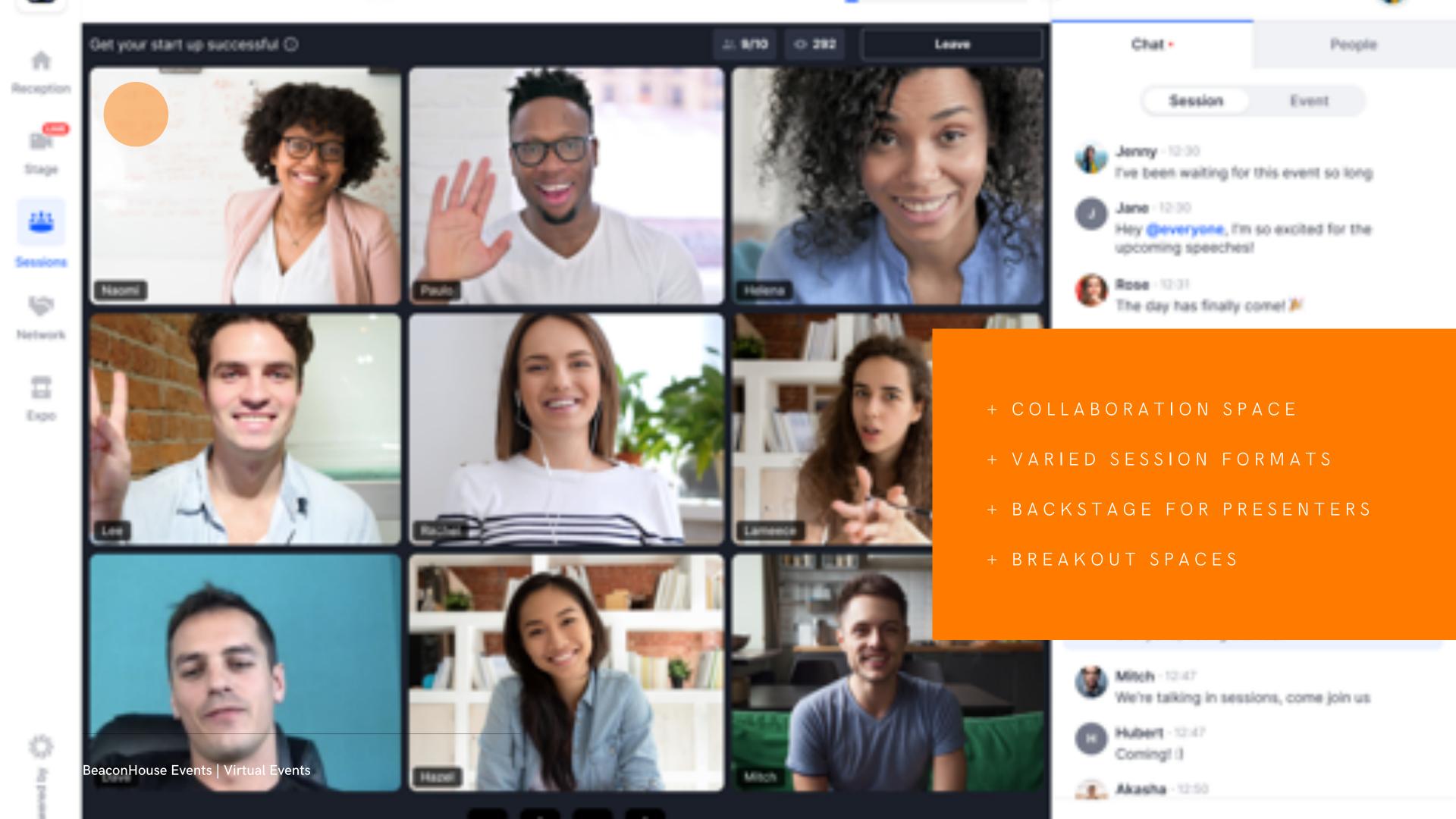


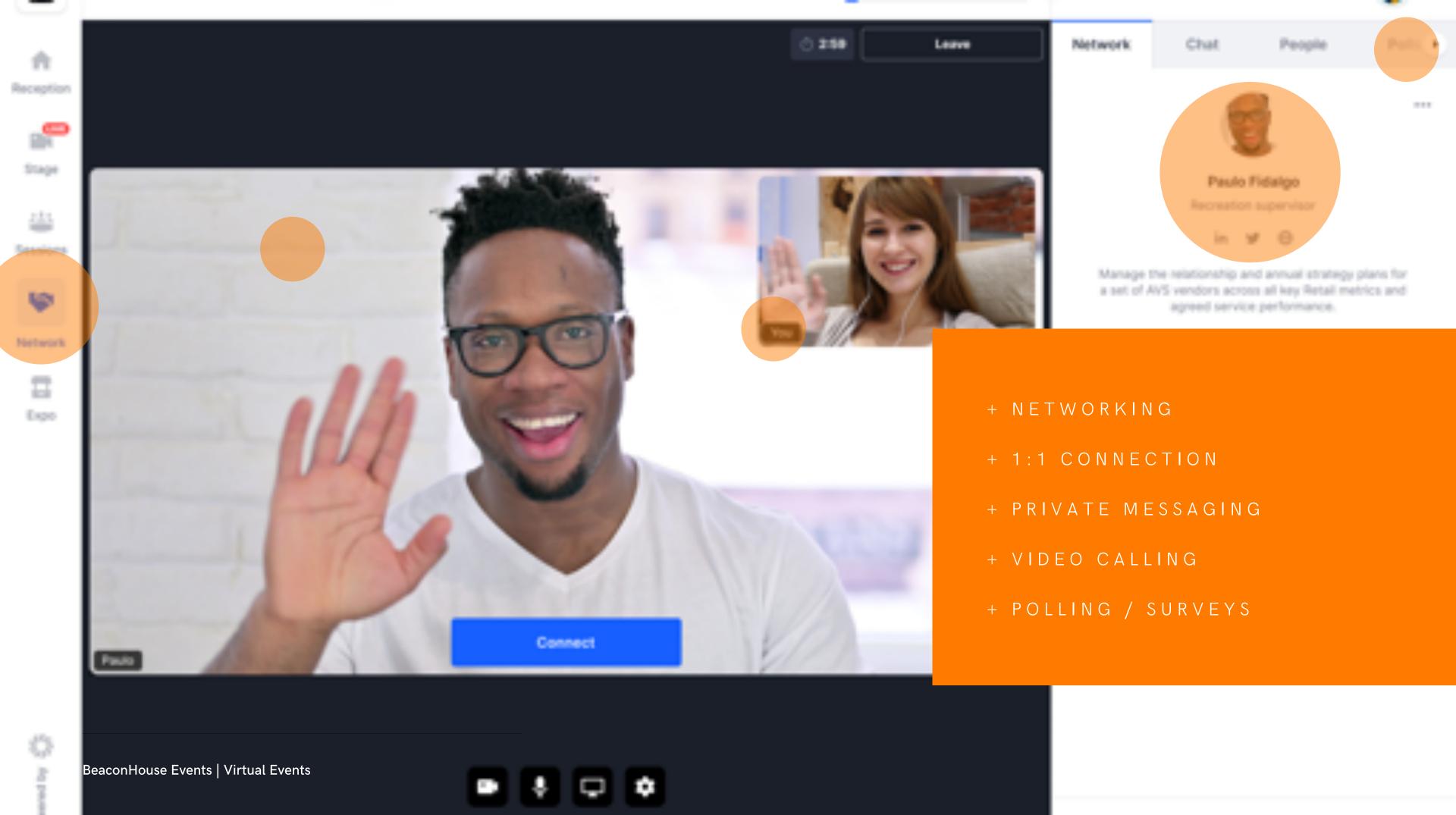












Technology

SOLUTIONS OUTSIDE OF HOPIN

When demand requires we will either work with the software team at 'Hopin' to create a new solution or seek alternate support using alternate tech. A few examples of what we have found solutions for to date:

DIGITAL WHITE BOARDING

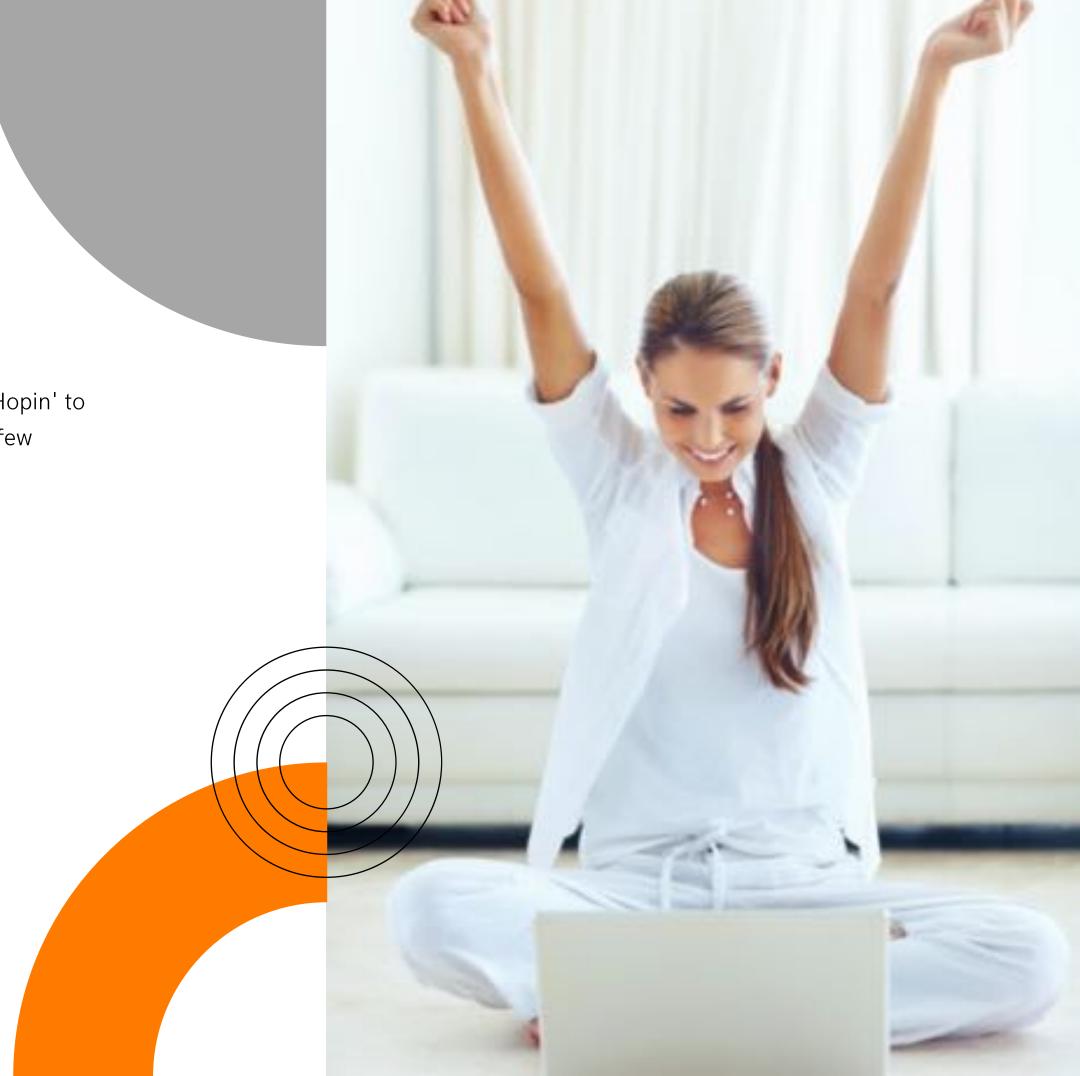
- + Coggle
- + Miro

GAMIFICATION

- + Offline collaboration
- + Event app / VR / AR experience

TEAM MANAGEMENT CAPABILITIES

- + MS Teams
- + BeaconHouse Events online helpdesk



Event Planning

FACILITATOR COACHING + PREPARATION

We will provide bespoke speaker briefing guidelines (option to create an explanatory video if budget available), we will offer a speaker test call prior to the main event to test all speaker connections, and to ensure they understand their role/the technology on the day.

PRODUCTION SERVICES

We will oversee a full production schedule for your event. We will also source and manage any suppliers, write briefs, running orders, oversee editing of pre-produced content, test any apps built and liaise with technology platform providers.

HELPDESK SERVICES

Lead up to and on the day event team to cover all onsite responsibility including programme queries, technology issues, ad hoc requests, directional and information announcements on the day.

PLENARY SESSION SUPPORT

We will manage the backstage area on the day, manage any live streamed content, pre-records, and stage manage the speakers backstage prior to presentation going live.



Event Planning

IDENTIFYING 'MOMENTS THAT MATTER'

We know that an event is an experience. And that experiences can be different for each attendee. We would learn from you how your attendees would like to interact at this event, what is important to them, and then manage the platform in the best way to match those expectations. Often those informal conversations and coffee break moments are where the ideas are sparked. The roundtables, 1:1 networking and direct/private calls and messaging will enable participants to have those serendipitous moments.

PARTICIPANT ENERGY LEVELS

Engagement can bring attendees together and give them a sense of shared experience. We will work to identify existing platforms and technologies outside of the event platform, to engage your audience throughout the day. Alternatively, we could look to commission a provider to build an event app/VR experience for your event.

SUPPORTING ATTENDEES

We will provide thorough joining instructions prior to the event to inform people on the platform and hints and tips for getting the most out of the day.

Services

EVENT MANAGEMENT SERVICES | COSTS PROVIDED FOLLOWING BRIEF

Budgetary control and financial management

Event direction and production planning including virtual client meeting attendance

Programme curation support and liaison – working with client team

Online platform set up and management

Event marketing

Adherance to strict data confidentiality guidelines - GDPR policy

Video production oversight and direction

App/VR provider briefing and management

Attendee registration management and queries

Speaker management including:

Sourcing external keynote speakers (if required)

Speaker liaison and briefing

Briefing session facilitators

Speaker test call management

Services

VIRTUAL ONSITE EVENT MANAGEMENT

Operating all live streams – switching from backstage to live
Helpdesk – handling queries
Room monitors – welcoming attendees to each session (on screen or off)
Announcement throughout the day on the in-event chat

PRE-EVENT TEST FOR INTERNAL TEAM

Pre-planning of schedule using all areas (with limited number of speakers)
Onsite management and delivery 'as live'
Using existing content for the videos/live stream/gamification elements

WE STAND BEHIND YOU

"An excellent event. Behind the scenes we've had an army of experts who briefed rehearsed, pre-recorded topped and tailed...this is where the magic has come in! What a first for online events..."

CHARLIE HOULT | FOUNDER | DYNAMO NORTH EAST

WE STAND BEHIND YOU

"Who would've thought it - a professional, well thought out, put together virtual conference that worked perfectly for me WELL FLAMING DONE!"

EMILY BENTLEY | CLIENT | TEES VALLEY BUSINESS CLUB





Thankyou

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