

GOING LIVE AND ONLINE

A Guide to Virtual Meetings & Events

LIVE EVENTS GO DIGITAL

We all understand the value of face-to-face interaction, but there are times when live events just aren't possible. Engaging your audience remains a priority though and is, perhaps, more important than ever.

But how do you turn the usual multi-faceted live experience, filled with inspiring presentations, networking opportunities and educational sessions into a virtual one? And once you do, how do you ensure attendees are engaged throughout?

Hosting a virtual event requires the same care and attention as an in-person event and our team are here to support you in this process. We will collaborate with you to create an impactful experience that extends well beyond a computer screen.

We produce bespoke online solutions and have a variety of tools, ideas and activities to promote your event, enhance communication and inject creativity, helping you connect effectively with remote audiences.

”

The feedback we've had from both events has been brilliant – I'm so pleased it all came together so well in the end! Thanks for all your help - and in particular your patience with a non tech-savvy person (me!) in getting this all off the ground. A great job! Thanks again.

Business Partnering Advisor



Event Production

Virtual Event Platforms & Production

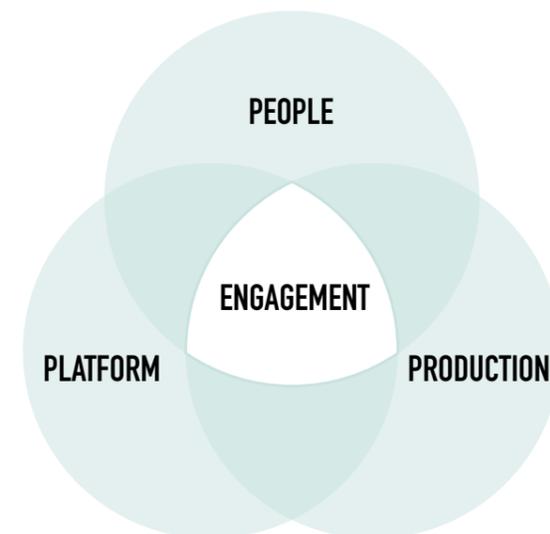
Producing an effective online event experience is about finding the right blend. The platform, production and people combine to influence the level of audience engagement – and therefore affect the impact of your event.

Identifying a stable and secure platform, with all the functionality you need, is only part of the solution. How information is presented - and

how professionally and seamlessly – will be hugely influential in driving the messages.

People – planners, presenters and audience – need to be informed, prepared, supported and involved.

The better this blend, the better your presenter and audience experience, and ultimately the level of audience engagement.



WHICH PLATFORM?

Guiding your choice of online platform

Live Event

The event runs similarly to a conference, centred around a plenary session with keynote speakers and on screen content; typically the solution is a **Webinar** or **Webcast**, where the audience can listen to and view the speaker, but the speaker cannot see the audience.

Meeting

The event requires a level of collaboration and runs similarly to a more informal gathering such as a team meeting; online meeting tools such as Zoom are most effective.

Hybrid

A blend of multiple platforms, seamlessly integrated using a fully customised Event Hub.

And if you want to take it to the next level, there's the option to **go from 2D to 3D**. Ultimately, we will guide your selection based on your objectives, requirements, audience and budget.



Agenda

13th May

Wednesday 13th May

SP21 TIMA Day 1

09:00 Virtual Sporting Activity

10:15 West Strategic Download

Peter Kilburn
Territory Sales
Director

ASK A QUESTION >> JOIN LIVE STREAM <<

11:15 Shades of the Season

12:00 Lunch Break - Team Activity Cooking Sessi

13:15 Very

13:45 Next

14:15 FA

13:15 Working Time & Connect with your teams

14:45 Close

Thursday 14th May

SP21 TIMA Day 2

09:00 Virtual Sporting Activity

WEBINAR

High end broadcast technology

A webinar, or webcast, is a web-based broadcast. It's a video that is broadcast across the internet using streaming media technology. Typically, the transmission of information is one-way only, from speaker to audience - like a TV broadcast, but on an internet stream reaching a large audience, up to thousands, or even tens of thousands, of people.

Using a custom streaming platform enables multi-presenter meetings and live broadcasting across social channels, on demand viewing and event assistance.

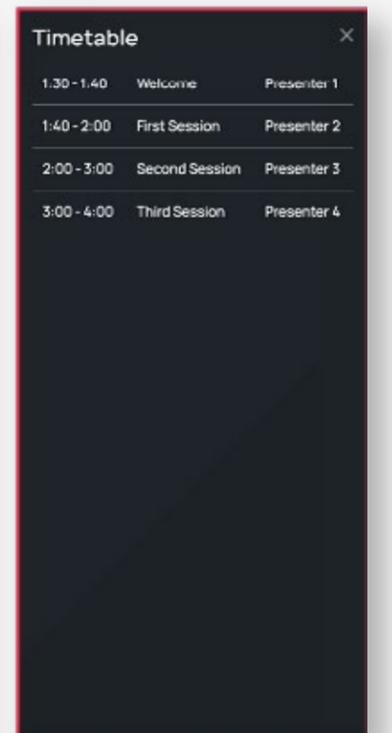
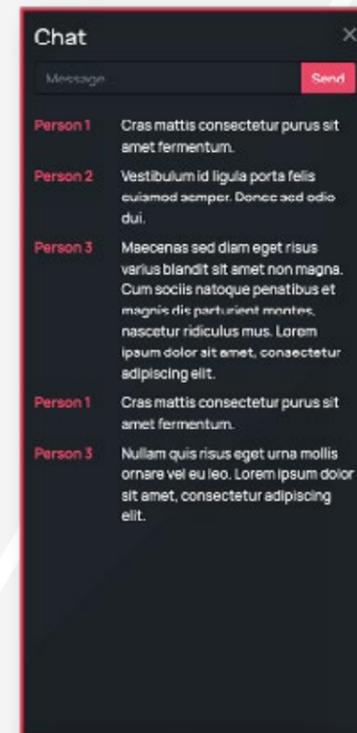
Our service will include your hardware and software requirements such as portable production unit, digital sound desk and highly experienced webcast engineers. This will allow you to deliver a professional, high-quality and seamless event with multiple remote presenters.



WEBINAR

Bespoke platform tailored and branded to your event

- Branded landing page with secure registration and access
- Live HD stream
- Q&A and Poll functionality
- Presenter biogs
- Agendas
- Video on Demand
- Technical event assistance



WEBINAR

Presenter Support

- **Dedicated Bespoke Multiviewer** – including all content feeds and other presenters
- **Virtual Clicker** - all content can be played from the Studio
- **Virtual Green Room** – a place for presenters and the tech team to connect prior to appearing on screen
- **Virtual Comms** – 6 channel virtual comms system, enables production team and speakers to communicate directly



WEB MEETING

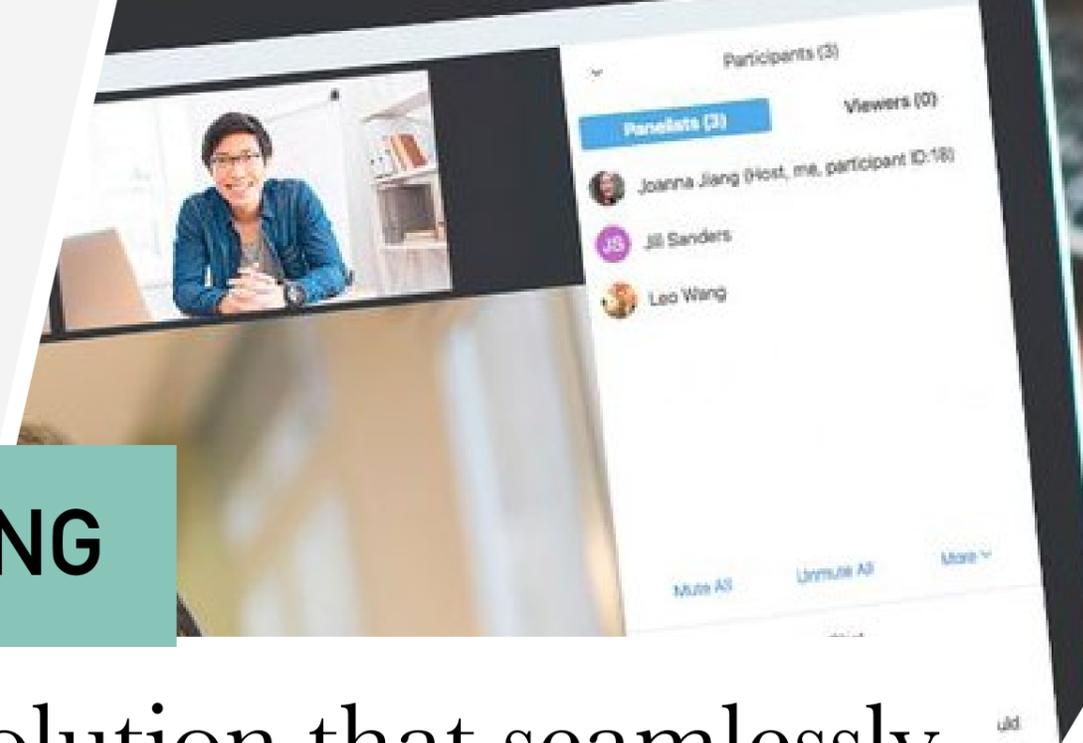
A hybrid solution that seamlessly integrates multiple platforms

For meetings, or elements of event programmes, where a high level of collaboration is required, a platform such as Zoom Meetings can be used.

As well as allowing multiple presenters, the platform has the capability of hosting interactive sessions for up to 1,000 participants. Built-in collaboration tools allow 2-way video and audio, the ability to share screens, conduct live polls and add comments through the chat function.

The platform also has the ability to move attendees to breakout rooms, in order to work in smaller groups.

We can provide technical and event assistance to ensure the smooth running of the experience. The platform can also be used alongside a Webcast and integrated using our Event Hub.

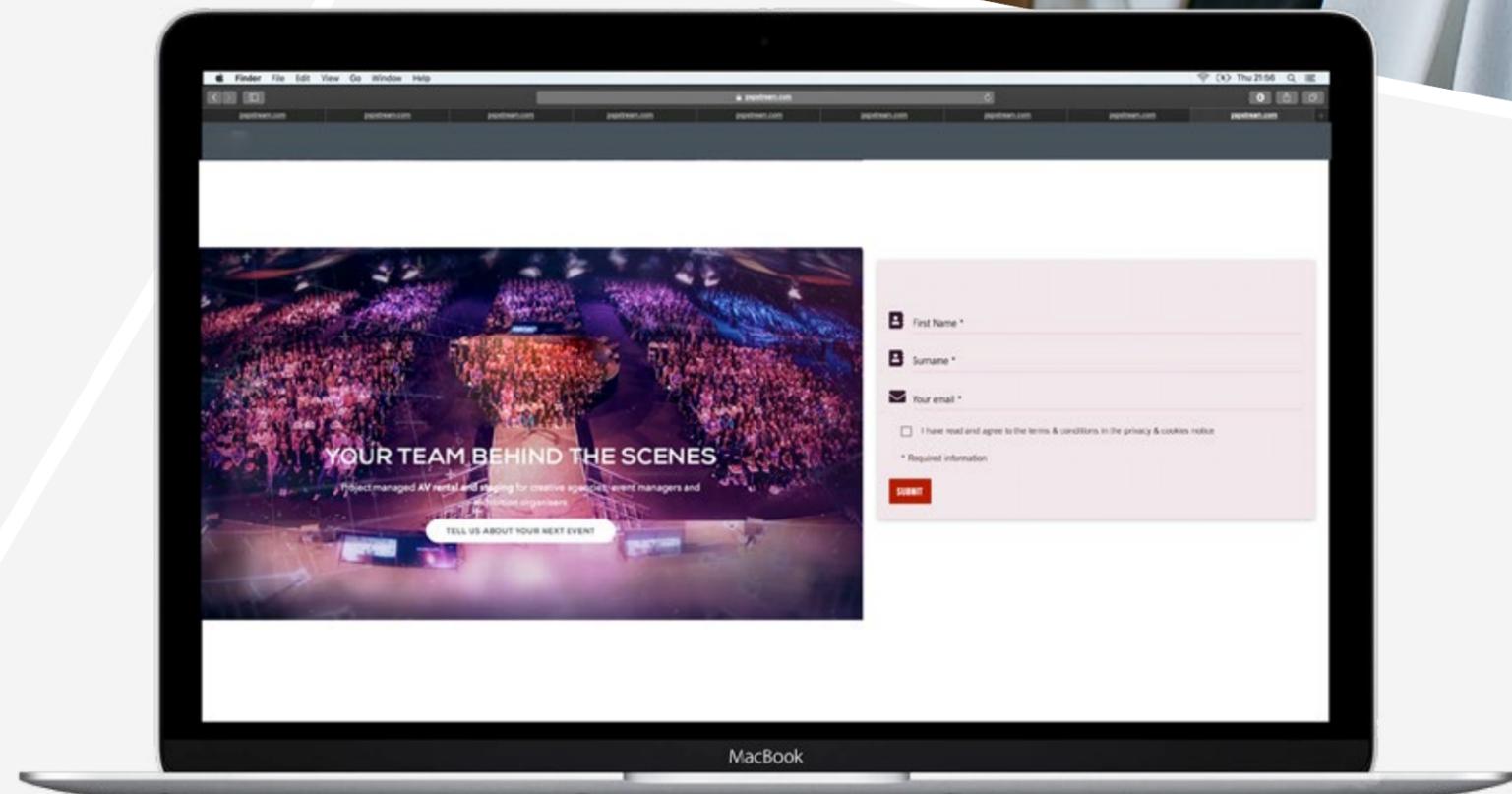


EVENT HUB

The Virtual Event Platform offers a complete bespoke solution to your event

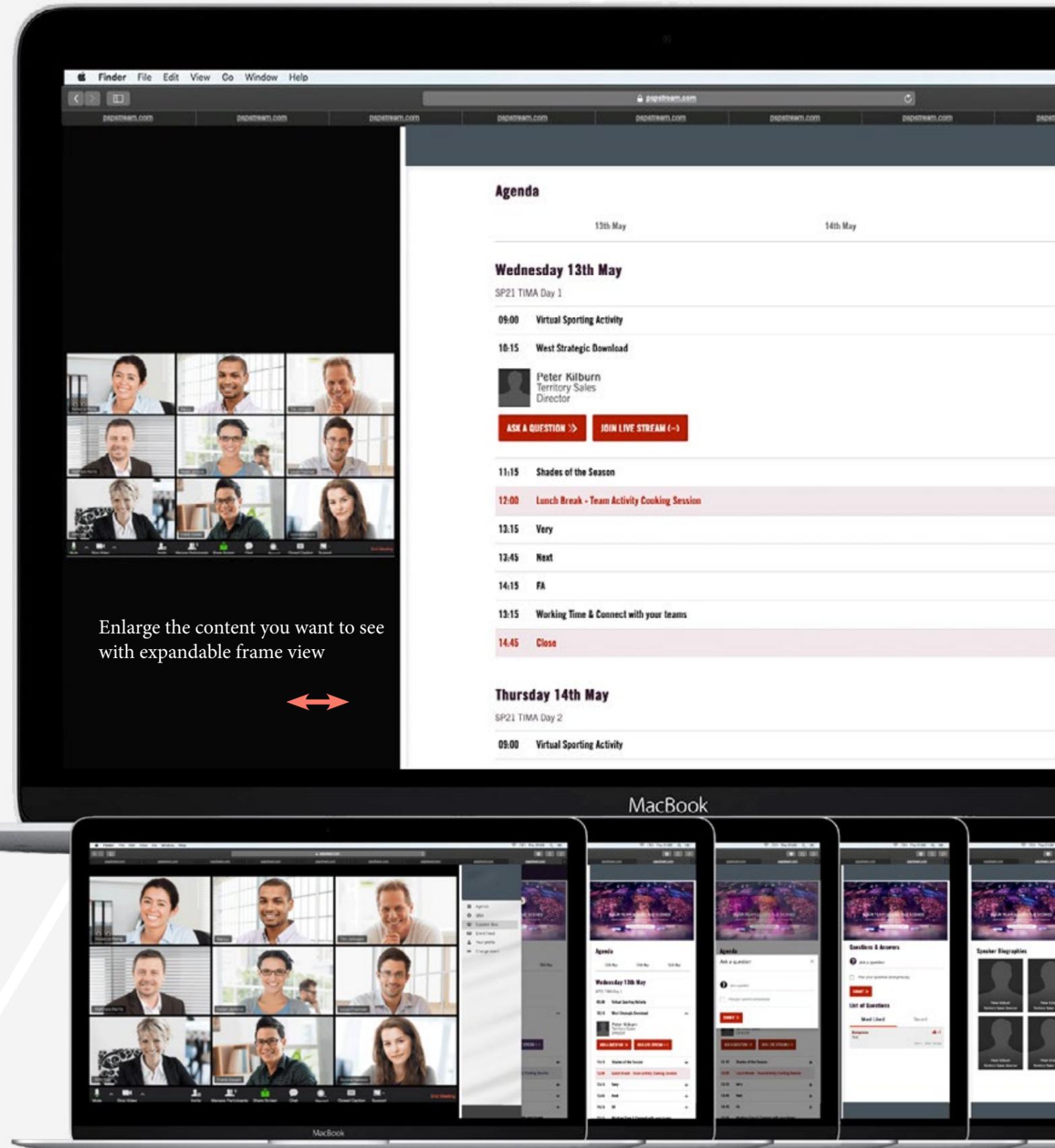
We can create a completely bespoke Event Hub, fully branded and capable of incorporating multiple platforms. This enables you to host all information related to the event in a fully branded and totally customised single location. It's an effective way of integrating webcasts, collaborative platforms, webinars, gamification, speaker information, event agendas, exhibitors and networking.

The Hub can extend the life of the event, through pre event and post event engagement. It can also incorporate event registration.



Key features include:

- *Dynamic customised content*
- *Secure registration and access*
- *Full integration of multiple platforms and event feeds*
- *Live HD streams*
- *Interactive sliding menu*
- *Event agendas*
- *Gamification*
- *Speaker bios and delegate profiles*
- *Q&A & Poll functionality*
- *Panel discussions*
- *Exhibition & Networking Areas, including two-way meetings*
- *Social media feeds*
- *Live caption translation*
- *Sponsorship opportunities*



The Event Hub is particularly effective for large events and multiple events across multiple platforms.

HYBRID EVENTS

Hybrid events involve presenters being streamed from a physical location to an online audience.

The physical location could be a purpose-equipped studio or a temporary set-up in your chosen location (e.g. office, venue).

Virtual Event Studio

We have access to virtual event studios across the country, with a range of facilities and suited to a range of budgets.

Mobile Webcast Studio

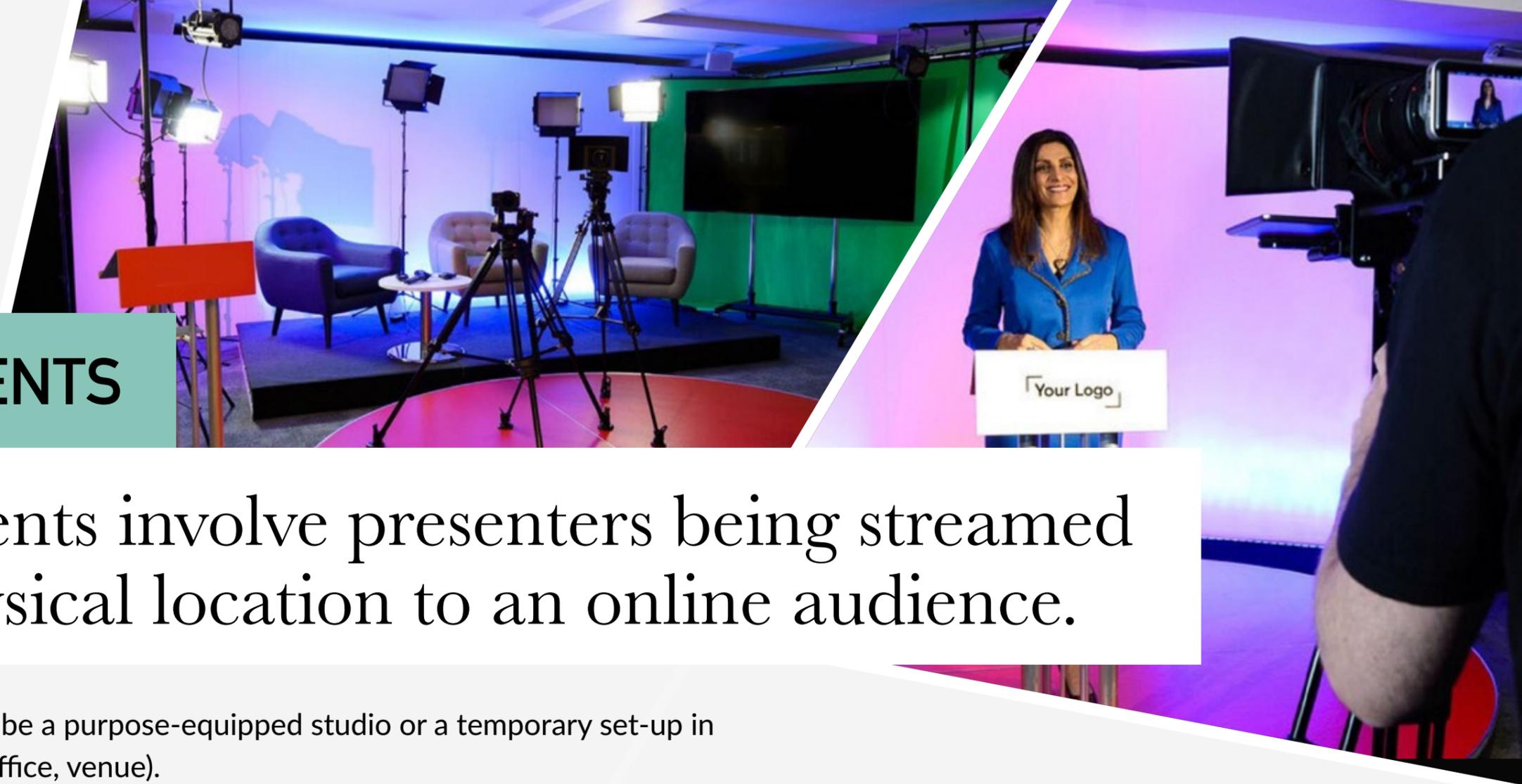
We can provide a fully functioning mobile or temporary studio to bring to any location.

Remote Broadcast Packages

We are able to send out remote presenter broadcast packages to improve the quality of the production. Packages include: broadcast camera, microphone, LED panel lights, 4G routers, green screens and laptops.

Virtual Environments

Using the most up to date technology we can place presenters in a customised virtual environment to professionally deliver your message without ever leaving your home office with no additional equipment required.



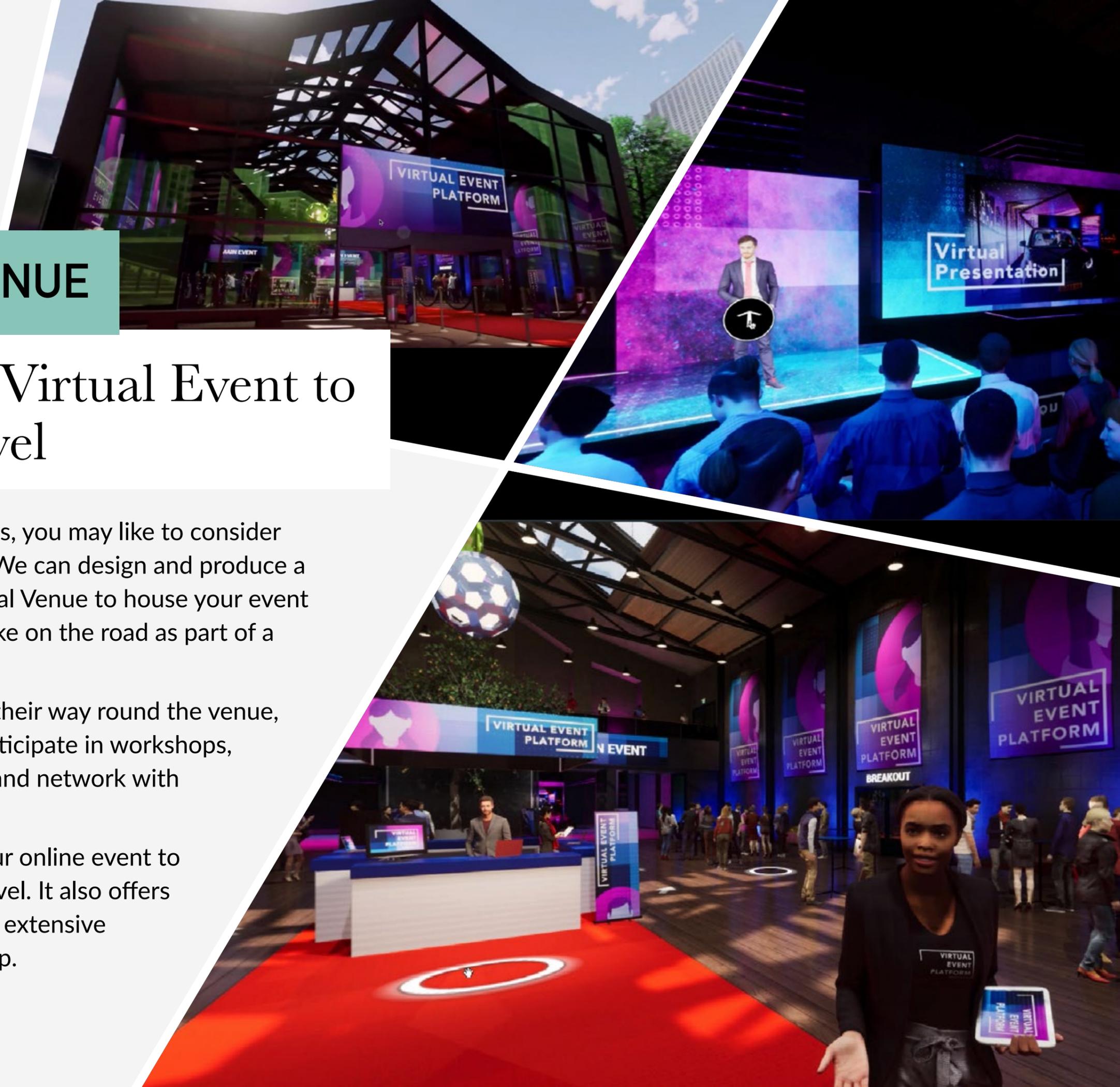
VIRTUAL VENUE

Take your Virtual Event to another level

For high end, large events, you may like to consider moving from 2D to 3D. We can design and produce a comprehensive 3D Virtual Venue to house your event – and it's very easy to take on the road as part of a roadshow!

Attendees can navigate their way round the venue, visit different rooms, participate in workshops, interact with exhibitors and network with fellow delegates.

A virtual venue takes your online event to a completely different level. It also offers an excellent platform for extensive branding and sponsorship.



Engagement

Creating the audience experience



CONTENT

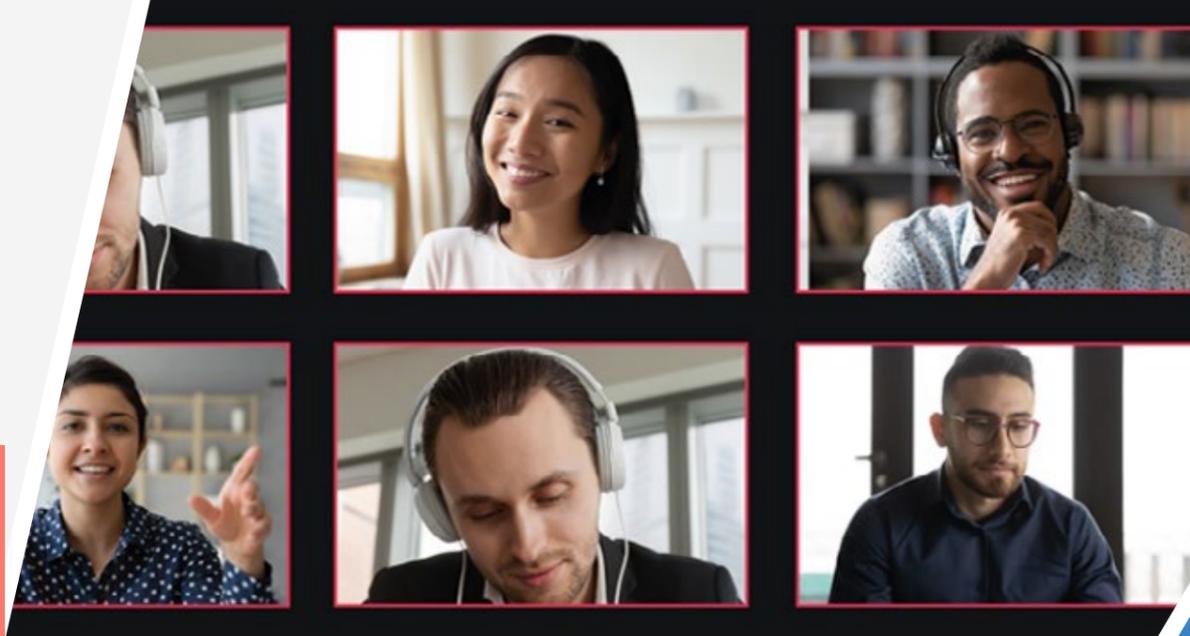
Eye-catching visuals, absorbing presentations, and interactive sessions

Keeping your online audience interested is a big challenge. And a new experience for many. Whether it be the compulsion to touch the screen of a smart phone or track an Amazon delivery, we can all be tempted to multi-task or get distracted – or bored!

So keeping your audience engaged is critical. You want them actively listening and participating to ensure your message cuts through. We can help build the online audience experience through programme design and content development.

It's also important to remember the three types of learning, which will affect how your audience absorbs information. Some will be kinaesthetic learners, some visual and others auditory. Content should reflect this.

We can help create eye-catching visuals, absorbing presentations, and interactive sessions to drive messages and inspire action.



INVOLVE

Tools and activities to engage and involve your audience

- **Wellness & Workouts** - *short sessions to inform and invigorate*
- **Workshops** - *from cookery to comedy*
- **Guest Speakers** - *professional moderators and inspirational stories from outside of your organisation*
- **Digital Scribing** - *graphic facilitators to capture key messages through artwork*
- **Energisers & Ice Breakers** - *keeping energy levels up*
- **Team Activities** - *from an online Pub Quiz to structured team building activities; app-based gamification to involve audiences of all sizes, designed to drive effective teamwork.*
- **Entertainment** - *from live musicians to digital magicians*
- **Event in a Box** - *our home delivery service to your remote workers, getting them involved from the comfort of their own house*
- **Augmented Reality** - *bring a product or venue to life in 3D digital format*



Production Team

Project & Event Management



Event Production

We offer a Total Event Production solution. We take a partnership approach to live event production, and can support you with all, or a selection of, the following services:

- *Concept development, creative direction, identity and branding*
- *Project management and event planning*
- *Event content development (including speakers, activities, tech)*
- *Audience engagement tools, from energisers to live polls*
- *Digital and print communications*
- *Attendee management, including web registration*
- *On screen content creation, including video, presentations and motion graphics*
- *Technical and presenter support*
- *Third party sourcing, recommendation, negotiation and management*
- *Management of social media content and streams*
- *Budget planning, management and reconciliation*
- *Event feedback, measurement and evaluation*

Technical Support

Whatever platform is selected, we can offer the following Technical Production Support to offer a seamless experience for you, your presenters and your audience.

- *Broadcast Studio – virtual, fixed or mobile*
- *Hybrid Event – combine physical location with set-up and webcast*
- *Presenter packs for remote speakers – essential equipment as required sent out prior to the event e.g. high-spec webcam, webcam light, microphone, headset*
- *Presenter consultation - comprehensive advice and guidance including technical set-up, lighting and backgrounds*
- *Technical support, including testing audio and video*
- *Rehearsals, including testing media e.g. video*
- *Producer and Showcaller*
- *Manage on screen content, including switching between media*
- *Host support to manage feed of questions to your presenters*

Evaluation

A significant advantage of online events is the availability of data and ability to connect easily (and immediately) with the audience.

Used effectively, this can help assess the impact of the experience and return on investment or objectives.

We can help measure engagement and capture attendee data. Our team can also create and collate feedback surveys and event analytics in order to examine ROI, understand your audience's journey, plan follow up and help you make improvements for your future online meetings and events.





For more info...

Simply connect with us, share your thoughts and we'll share our ideas

☎ 01992 558820 🌐 www.rockitfish.co.uk ✉ hello@rockitfish.co.uk

🐦 [@rockitfish10](https://twitter.com/rockitfish10) 📷 [@rockitfishcreative](https://www.instagram.com/rockitfishcreative)