



# ONLINE EVENTS

Trusted by Industry Leaders



PROVIDING DAILY LIVE UPDATES  
DURING THE COVID-19 PANDEMIC



# DEMYSTIFYING TERMS

Online Conferences, Webinars, Livestreaming, Video Conferencing, Virtual Meetings, Hybrid Events, the list goes on. What does it all mean?

There are numerous terms out there for similar services, with varying features.

- Livestreaming is generally just a video stream of what's happening in a particular location at that time, and often viewers can comment along.
- Video Conferencing / Virtual Meetings are usually smaller groups where everyone can participate in the same way.
- Webinars are more geared to a number of presenters being able to work together to present to a wider audience, with abilities for the audience to ask questions, and presenters to take polls etc.

# TECHNICAL SUPPORT

During the Covid-19 lockdown a lot of businesses and individuals turned to existing online tools such as Zoom and Skype for meetings and webinars. As these are hosted in the cloud, these services have continued to operate while venues and travel were not an option.

We've provided clients with tech support for these events, from running through rehearsals with hosts and presenters, providing on call technical support, to hosting the meeting and being immediately on hand to facilitate presentations in a professional manner, including managing polling and so on.

We can host these on our accounts, or work with a client's existing account.

This has taken away the stress of the unknown for these companies and helped them focus on their meeting.

We can also provide local and toll free numbers to dial in for support when needed.



# ONLINE EVENTS

Often you will want a more professional look than a video call over Zoom or Skype can give you, and you may want to reach a wider audience than these meetings allow. This is where our streaming services step into action.

We have a variety of ways presenters can connect into our service, from high quality video calls, to a simple phone call if they don't have a reliable internet connection. Most of the time we can host all the presenters on a single platform, where they can see each other, chat privately, and easily advance slides in presentations. What we then do is create a professional layout of presenters and content, which includes your corporate branding, and the custom look that you want. This can then be streamed around the world to audience of any size, giving you and your brand more exposure and a more professional and polished end product.



Whether you want 1 or 9 presenters on screen at a time, we'll build the layout(s) that works for your event.

# HYBRID EVENTS

Even outside of extraordinary times, it's simply not always possible to get everyone into one place for an event. And even with all the best planning, sometimes a presenter or attendee simply doesn't make it due to a cancelled flight.

Our options include streaming in remote presenters so they can still present that important message to your attendees, or streaming out to other regions or countries for those that can't attend in person.

There's benefits of planning ahead to streaming in presenters such as, less money spent on travel and accommodation, increases your events sustainability, free up costs to re-invest in higher calibre speakers and fitting into sought after presenter's tight schedules.





# HYBRID EVENTS

By adding a streaming element to your event you will also reach a wider audience and help build awareness and interest for future years of this event. Interaction still happens with online viewers through online polling and Q&A, so there is still inclusivity for those viewing remotely.

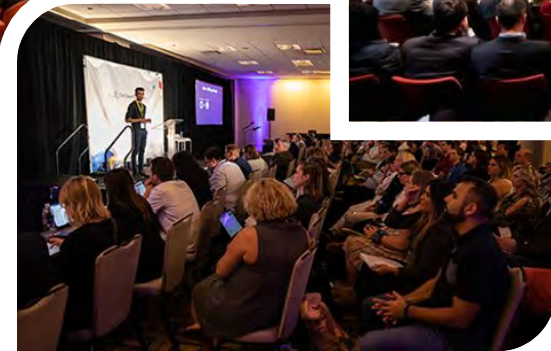
We can stream to an unlimited number of people and collect analytics on viewers which helps build a picture of the value you got out of the online event. We generally record all streams so clients can offer this on demand post event for those who missed the stream.



# CONNECTING MULTIPLE SITES

Rather than having everyone travel to one location for a conference, you may prefer to save costs, and your carbon footprint, by hosting smaller regional events, whilst still hosting a real life event, but connecting each region together.

This doesn't just have to be a one-way stream either, we can connect multiple locations together so they can hold back and forth conversations in real time, just like they would if they were in the same room.



# PRE-RECORDED PRESENTATIONS

Pre-recording a presentation takes the pressure off a livestream, ensures quality of the stream, and creates a professional presentation that can then be streamed as part of the event. To the online viewer there is no difference, as we can standardise the look and feel for all the presentations.

The presenter or another colleague can also be available for Q&A at the end of the broadcasted session.

Our technicians can work with the presenter to record their presentation, edit if needed, and share with the presenter for review all prior to it going “live” for the event.

Alternatively, if local, the presenter can come to our recording studio where we can professionally record for a refined end product.

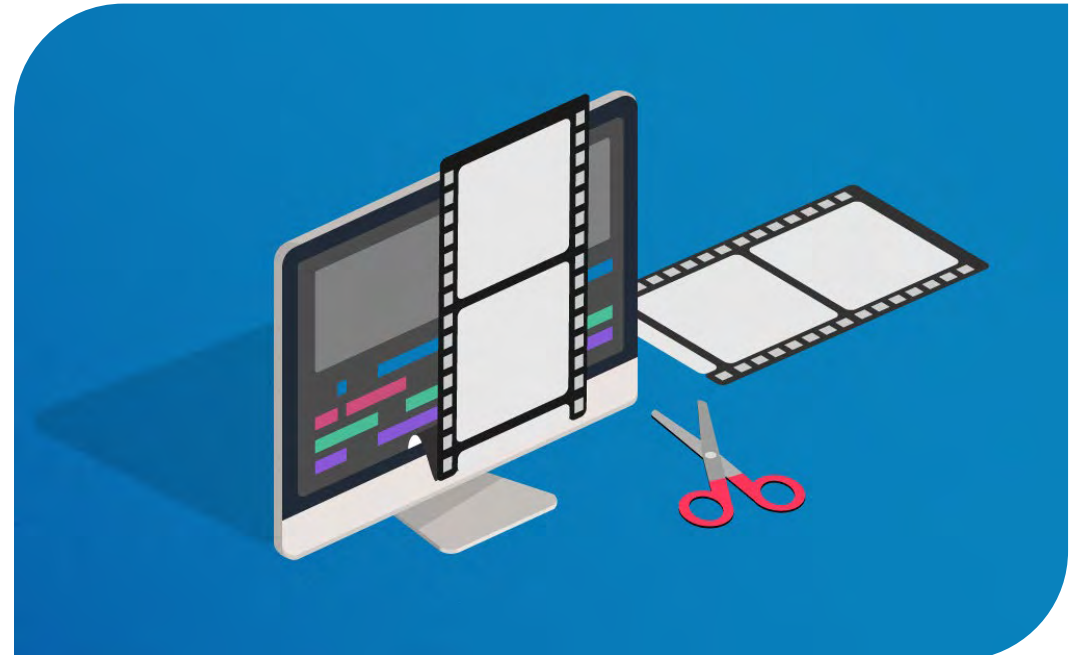




# POST EVENT PRODUCTION

We record all our streams, so you can then make the video available on demand after the event, or use extracts of it for future promotions.

Depending on your requirements, we can simply give you a top and tailed video of the entire stream, or split it up into individual sessions with professional titling, whatever meets your requirement and budget.



# MONETISATION

Any of the content can be promoted or made available as a pay-per-view content during or after an event.



## BRANDING

You've worked hard to establish your brand, so we promise to work hard to increase your brand exposure by working with your marketing team.

This might include editing pre/post-session videos, including pop-up banners, or crawler messages across the screen with logo presence throughout.

## SPONSORS

As with branding, sponsor exposure is vital to your event and we can offer the same options here to include them throughout your event.

## EXHIBITORS

Your online audience deserves to visit your exhibitors too. Create an online area where exhibitors can promote products, conduct meetings, share video content if there is a live exhibition & capture contact details.

## BREAKS

Just as an event in a venue will have breaks throughout the day, streamed event can also have breaks, during which time sponsored or host content or any chosen message can be played.



# AUDIENCE INFO LEAD CAPTURE

Capture contact details of who has watched your stream. We can record information such as Name, Phone, Email on entry to the stream, and pass this onto you as a CSV or spreadsheet at the end of the event.

## Lead Capture

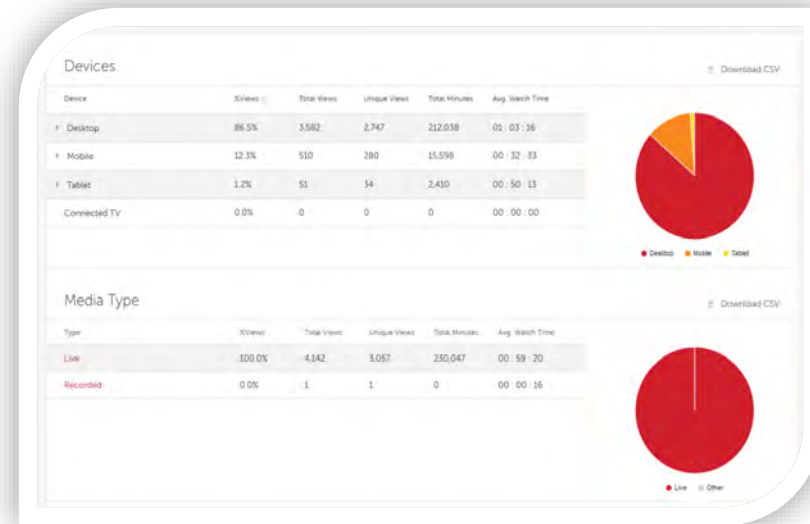
Please provide these details to view

By submitting this form, you consent to sharing your information with Vidcom, who may contact you.

# POST EVENT ANALYTICS

Post event analytics also provides information on how many people watch the stream, where they are geographically based, and even what sort of device they watched on.





## PRIVACY

Your event can be password protected, so only those people you want watching your stream can. A great option if you want to make an internal company presentation to the nationwide, or even international business.

You may also like to include the stream in your own website and restrict viewers access, so your IT / web team can control access through their own existing platform.

## VIEWER LIMITS

The great news here is there are no limits, and the cost remains the same whether 10 or 100,000 people are watching your event.



## SIMULCASTING & EMBEDDING

Do you have a lot of followers on social media platforms such as Facebook and YouTube?

We can post your livestream to these types of platforms simultaneously.

If you have a website you'd like showcase the livestream on, we can give you the code for your website designers to include this in mere minutes too.



## EVER EXPANDING POSSIBILITIES

We are working hard to bring more features to your online events, so if there is something we haven't mentioned here, just ask as we may have already thought about it and be working on adding it in.

# PREPARATION

## CONNECTING IN PRESENTERS

We send through instructions to the presenters on how to connect in with us for their rehearsal / recording / livestream, and provide contact details of our technicians should they have problems setting up for this.

Guides on how to look their best are included that advices on camera positions, lighting, backdrop etc. We ensure that we get presenters connected in successfully.

## REHEARSALS WITH PRESENTERS

We run rehearsals to ensure presenters can connect with a reliable connection, and comfortable with the process, so they are relaxed to do the most important thing of all – deliver their presentation.

Rehearsals include buffer time to ensure we cover everything in the unlikely event of technical challenges.

Presenters can also click through their own slides, and even share demo's from their device. We make this as seamless as possible, just like we are all in the same room.

# WATCHING THE LIVESTREAM

## THE LOOK AND FEEL

Our livestreams use a transmission encoder that uses a high-speed internet connection with three 4G mobile networks as redundancy. This ensures an uninterrupted viewing experience.

Pre-recorded presentations can be a camera feed, a PowerPoint, or a combination of both. We commonly combine a camera and PowerPoint feed in what is called a 'picture in picture' (PIP) format.

PIP are fully customisable.

We start livestreams early with a holding slide with background music and a moving element so viewers can check their video and sound. Additional time to play sponsor videos and advertisements.





# WHAT DOES AN ONLINE EVENT LOOK LIKE?

As mentioned, we can tailor the look of your event to your brand. Here are some common layouts of how we put together streams for clients. Transitions between presenters and presentations is seamlessly controlled by our technicians.

A 'picture in picture' format could include:

- PowerPoint slides
- A webcam feed of the presenter
- The presenters name
- A header including the session name and event logo
- A ticker footer detailing the sponsor of that session

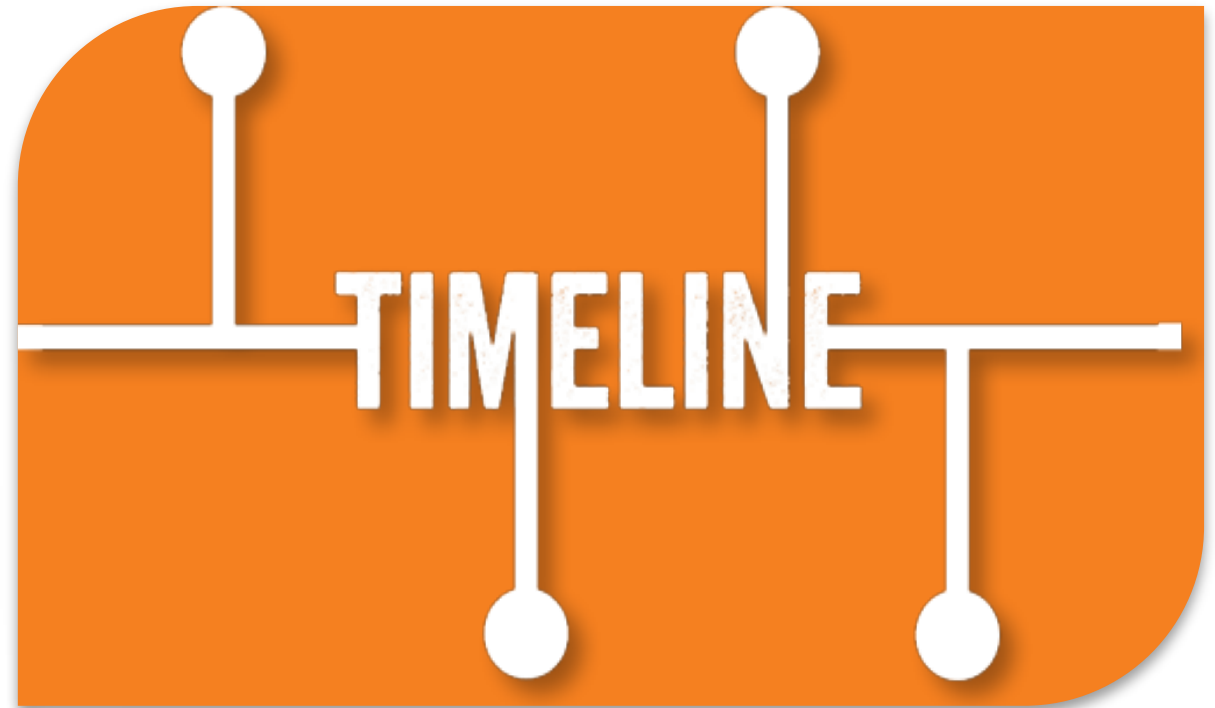




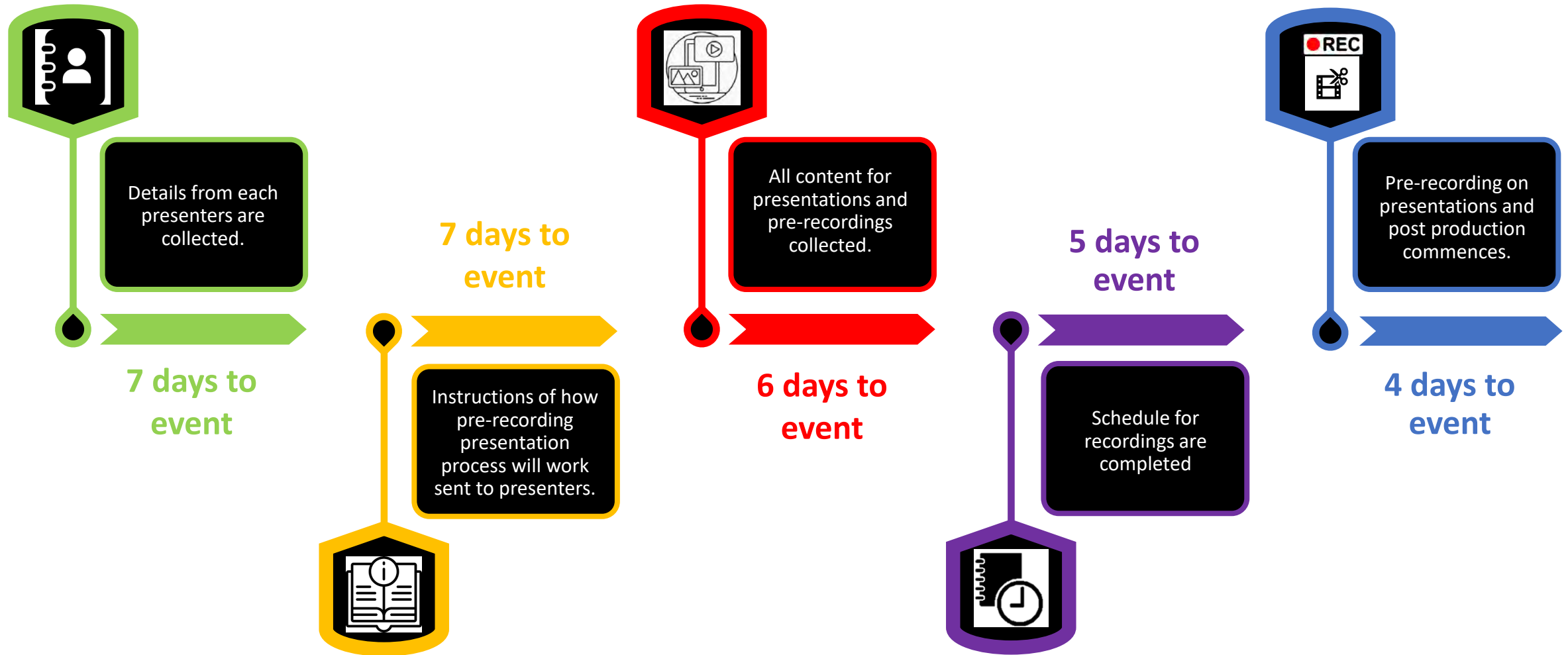
# LOGISTICAL TIMELINE

The following timeline is an example of key dates and suggestions. Aim to pre-record presentations close to livestream date to minimise information obsolescence between recording and the airing, but with enough time for editing.

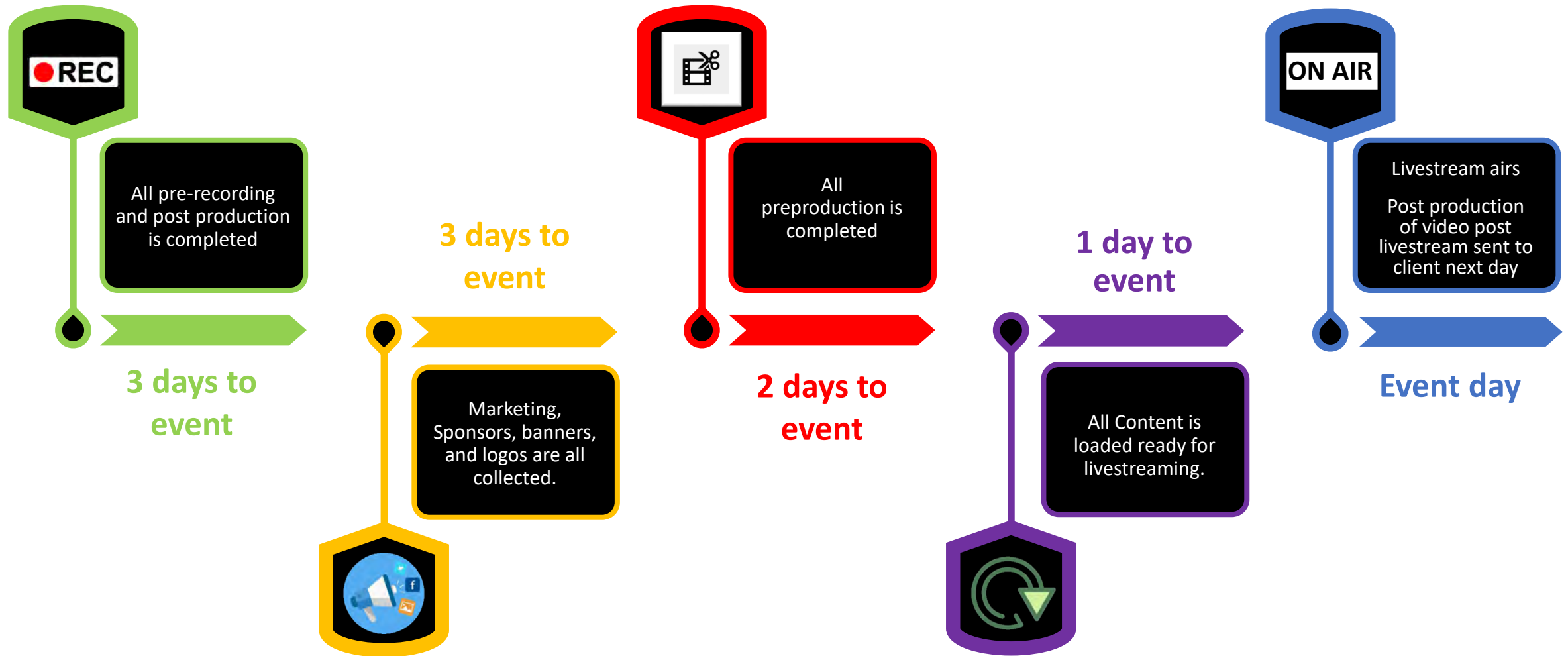
Dates for preparation and rehearsals are flexible and can be finalised closer to the event.



# PROPOSED TIMELINE



# PROPOSED TIMELINE



Thank you for the opportunity to present  
our capabilities for **your** livestream

[www.vidcom.com/livestream](http://www.vidcom.com/livestream)