

Virtual Events

The New Era.



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Virtual Events - The New Era

Introduction.

Covid-19 has changed the way that many events are staged, a trend that may be temporary or may become an integral part of the new era we find ourselves in. There is a whole new - and potentially confusing - world of virtual events to explore. There are hundreds of different platforms and virtual solutions, a veritable minefield that CSL is perfectly placed to help you navigate.

With hundreds of different platforms available now and new ones coming online each day, choosing what is right for you can be difficult, even mind blowing! Which platform is best for you will be determined by objectives, requirements and of course budget. With the CSL team's knowledge and experience, you will be guided to the perfect platform for your event. And whether this be a simple Teams meeting or a fully bespoke platform built to your required specification, CSL will be there to help with as much or as little support as is required.

Some frequently used types of virtual meetings are as follows:

VIDEO CONFERENCING

Routine Meetings (eg Zoom or Teams).

WEBINARS

Multimedia Audio and Visual Meetings

BROADCASTS

From a studio - live or pre-recorded.

INTERACTIVE CONFERENCES

Full Webcasts with multiple functionalities.

LANGUAGE AS A SERVICE

Where simultaneous translation is required.

HYBRID EVENTS

A mix of a virtual and live content.

Making It Work Online



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Making It Work Online

Choosing the Right Mix of Content.

Flexible platforms allow for multiple ways to stream your presenters.

They can be connected from an office, from a specific venue, or from their home via webcam and microphone- or even via the “studio in a box”.



Virtual Studio

Presenters can connect to a broadcast studio via their webcam and microphone via a website link sent out in advance

We arrange a test day leading up to your event to make sure everything is working before we get to rehearsals and the live event itself.



Video Production

Need help with content production? No problem, we can introduce a tried and tested team of professionals who will look after all your content for you.

Whether you have a single presenter, panel discussion, pre-recorded video and/or PowerPoint presentations on screen, everything will be seamlessly transitioned to give your event the polished look and feel required.



Remote Presenters

Once connected the technicians will have access to presenters' webcam and microphone so they can seamlessly mix them into the live stream.

Multiple presenters can be connected at once, plus if necessary, we can set up a greenroom and send presenters across to link up with the studio once it is time for their slot.

Making It Work Online

Breakout and Network Rooms

Create a personal journey for the delegates to build their own virtual event experience.



Breakout Rooms

Multiple breakout rooms are possible, with you able to direct your delegates to different parts of the event.

The delegate will just click a link on their personal agenda to take them to the next destination, whether that be another live stream, a networking room or a pre recorded video.



Networking

Networking rooms are great for face to face engagement.

There are platforms that can set up networking 'tables' where delegates can join in and have discussions. This is all managed within the platform meaning no additional software is required.

Keeping Delegates Engaged



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Keeping Delegates Engaged

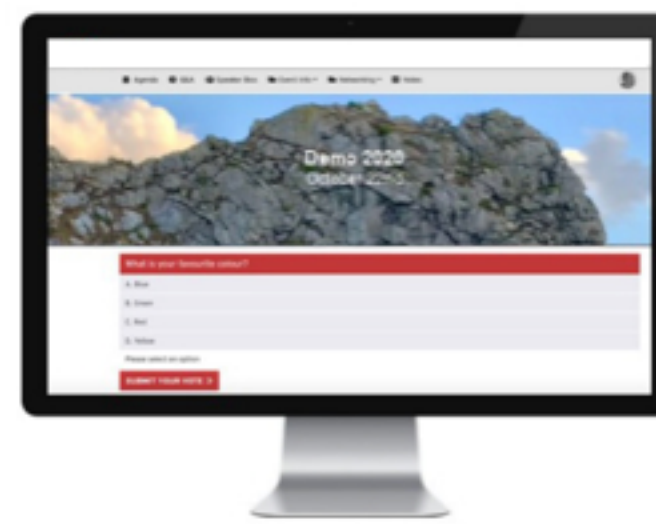
Keeping Your Virtual Crowd Engaged

One of the biggest challenges with virtual events is keeping your guests captivated for the event duration. Here are some of our favourite ways to surprise and delight your guests.



Personal Message Wall

A fun, interactive area on the streaming site for your guests to post photos and leave messages for each other. This is always a really popular feature as it lets your guests get involved throughout!



Polling and Quiz

Add some light-hearted engagement between sessions or during breaks with a multiple-choice polling or quiz.

This is a good way to break up your virtual event and keep them fully engaged.



Notes

Let your delegates jot down important notes while watching the stream.

These can be downloaded and saved as a document at any time.

Case Studies



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International Meeting Online - 8 Languages Required

Client: Multinational public transport company

Event: Full day meeting for employee representatives and management

Platform: KUDO – through Microsoft Teams

The Brief.

With more than 60,000 employees across the UK, Europe and beyond, it has been vital for this company to maintain their solid employee relations programme, which brings together employee representatives with the management team. CSL has worked on these meetings for this client for many years, previously delivering periodic two-day events, in several countries. Current restrictions forced this vital meeting online and the client looked to CSL to make sure the interactions between representatives and management were of the same high quality as is usual.

International Meeting Online - 8 Languages Required

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Platform: KUDO – through Microsoft Teams

CSL Solution.

With excellent knowledge of the client and of the likely participants in this meeting; also understanding how crucial these communications are; CSL was well placed to investigate and suggest the best platform for this event.

The key requirement here was to explore and find a platform which allowed for simultaneous translation for up to potentially 12 languages. We found a few options and did a lot of thorough research into these to see which would work best.

We knew that most of the meeting consisted of discussions, with only a few power point slides involved. The KUDO platform was a great fit for both, with the added benefits of many other useful functions, some of these as follows:

- Facilitating simultaneous translation for up to 32 languages
- Easy access for delegates, via a one click link
- Can be fully branded and personalised to required specification
- Allows for Polls and Voting

- Ability to share screens and share presentations
- Messaging function to private message an individual, the technical support team or the whole group
- Ability to upload documents prior to the meeting
- Secure and certified platform for data handling, storing and sensitive information

CSL undertook all delegate communication, starting with a 'Save the date' which was followed with a formal email invitation. Responses allowed us to establish what languages would be required, then interpreters were sourced and engaged. It is key to have two interpreters for each language so that simultaneous translation is constant and consistent across sometimes quite long sessions. Rehearsals were arranged for some of the presenters to ensure they were confident with the system and knew how it all worked, a really big help with ensuring the live day ran smoothly. We then sent across relevant information and pre- reading to all participants, along with the one click link that ensured a quick and easy log in for all concerned.

The meeting was a huge success, and with meeting restrictions still in place for 2021, we have already started planning for the next one!



Awards Evening Online

Client: A European leader in the field of luxury sanitary products.

Event: 1 hour Awards and Recognition Evening

Platform: Teams plus add ons

The Brief.

At the beginning of each year, CSL assists this client in staging a kick-off conference for approximately 250 of their employees. There is one very special evening during this conference, that is dedicated to the recognition of staff who excelled during the past 12 months. With the live conference being postponed, and many of the workforce working from home, the client realises that it's very important for both morale and retention to show how much they value their employees by still organising an awards and recognition evening.

Awards Evening Online

CSL Solution.

As the client had no knowledge whatsoever of online events and the costs involved, the first step was to let them see what they can get for their money. After an initial discussion to establish a wish list, CSL put together some budget options, so the client could decide what they wanted to keep and what would be too costly to pursue. With an estimated budget then decided, CSL has been able to put plans in place for an evening to remember.

It's important to the client that ALL employees - not just the award winners - are shown how appreciated they are for their hard work over the year. CSL suggested and will source and deliver, a hamper posted to all employees, to include their favourite tippie, some snacks for the evening and a bespoke branded gift to keep as a memento of the event. A further something special will be sent to award winners post event.

Client: A European leader in the field of luxury sanitary products.

Event: 1 hour Awards and Recognition Evening

Platform: Teams plus add ons TBC

The Managing Director was not comfortable to deliver his content live, so we have arranged a broadcast studio for him to pre-record his input, this can be seamlessly tied in with any other live sections on the night. As each winner is announced, their live video feed will pop onto the full screen so everyone will be able to see their reactions! For other presenters, there is an option offered for a 'studio in a box'. This is useful if a presenter cannot make it to a studio and does not have a reliable camera and microphone at home.

As all employees are familiar and comfortable with Teams, this is the base platform that will be used, with extra functions added to deliver the client requirements. Obviously it's important there's a marked differential between the Teams meetings they are used to and this event, so after a CSL brainstorm (and some hard negotiating to get to the right price point!) the 2020 Britain's Got Talent winner, comedy pianist Jon Courtenay, will be making an appearance to delight and surprise this audience.

We love going the extra mile for our clients so one of the suggestions on the table had been that we get a team at each of the winner's houses to put on a display outside and personally present a trophy (socially distanced of course). Unfortunately, as the event is scheduled for the end of February, it's unlikely that government restrictions will allow this to happen.



Interactive conference with studio space

Client: National retail chain store company
Event: A fully interactive two day conference
Platform: Custom Built

The Brief.

Our client did not think it would be possible to put together a full conference after their event got cancelled, but they knew they needed to speak to the troops to keep them informed and motivated. They asked CSL to show them what could be achieved virtually.



Interactive conference with studio space

Client: National retail chain store company
Event: A fully interactive two day conference
Platform: Custom Built

CSL Solution.

CSL started with a call to establish the client's vision for this event, how they wanted it to run, its objectives, requirements and the all-important finer details and finishing touches. Having absorbed all the information, we then scheduled a zoom call to the client's full team for a demonstration of a customisable platform, showing its capabilities and the possibilities on offer.

After a couple of months of further planning, the virtual conference has come together well, with the client still able to provide all the key elements of the original live event. These include:

- Studio space – there were 5 speakers taking part from an amazing, customised studio, all of whom were able to present live during the conference. Other pre-recorded content was seamlessly included.
- Breakout sessions (with facility to allocate delegates to different groups for different sessions)
- Networking (delegates randomly assigned to a 'coffee table')

- Virtual exhibition stands were created, with time slots for delegates to go and chat one to one with each stand
- Voting and feedback tools available throughout the event
- Q and A sessions
- Messaging function – delegates able to pick who to catch up with privately
- Customised event report data – allowing the client to see which sessions most engaged the delegates.

The client was delighted with the conference and loved this platform, finding it easy to navigate. They also made full use of the facility for a fully branded landing page, using it for a welcome note, an agenda and access to much more information, for example speaker biography notes and exhibitor details.



Educational Meetings Online

Client: A Global Biopharmaceutical Company

Event: Various Medical Education Events

Platform: Zoom and Bespoke

The Brief.

Conference Solutions had been working with this client for just over 2 years, helping deliver a successful programme of live educational meetings for various levels of health care professionals around the UK. CSL were delighted to have achieved status as the clients preferred supplier, but then Covid 19 hit, and all live events were suspended. The client was severely disappointed at the thought of losing the momentum that had been gained, so came to CSL to ask what could be done to keep this programme going without interruption.

Educational Meetings Online

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CSL Solution.

With a dedicated Event Manager, Conference Solutions directed a seamless transition from live to virtual with user-friendly registration and virtual event platforms. Initially, zoom was used for all events, but as the technology and platforms developed, so CSL was able to advise the client what would work best for each meeting, now facilitating everything from simple Go To webinars to fully bespoke solutions. Our team ensured the client, presenters and delegates were comfortable every step of the way from the initial planning stages up until the event itself, regardless of which medium was chosen.

It has been a steep learning curve for the whole meetings industry, this client and all their customers, but Conference Solutions has, as always, exceeded expectations and delivered some exceptional events.



Want to know more?



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WANT TO KNOW MORE

Read our handy Q&A sheet about Virtual and Hybrid Events

Can delegates in the room and online still “network” with each other?

This can be easily managed using either chat windows/private messaging/connect buttons or links to third party video conferencing meetings, All integrated within the virtual event platform.

Is there still a way to fund our events through sponsorship?

Some virtual event platforms have an inbuilt “sponsor area” with company bios and logos. Logos can also be used in the video stream itself as either backgrounds/graphics or overlays.

Can I still monetise my event ?

As part of many platform packages, paid online event passes can be offered via the registration page.

If we want a speaker from another location how can they connect?

With the right platform, we can send them a link to dial in and “remote present to the room” using nothing but their webcam and an internet browser.

What can be done if someone asks inappropriate questions?

We can give you or someone from your business a link to moderate all questions before they’re public or shown to presenters.



WANT TO KNOW MORE

Can I have subtitles for my online event?

Absolutely! We can offer both simultaneous captions and translation if needed.

How many external speakers can you have virtually at any time?

As many as you like! Depending upon platform, if you need more than 8 we can integrate a third-party video conferencing platform to offer as many as you need!

How do the virtual attendees, attend?

They simply login to a web page either with just the link or with a username and password.

Can attendees and speakers break off into virtual rooms for 1-1s or smaller group chats?

This can definitely be accommodated, so in short- yes!

If the program is originally in person and then has to swap to a hybrid event, what time frame is needed to implement this change?

This is dependent on the client brief; however a lower tiered packaged solution can be turned round in as little as 24 hours.

Can we involve the in-room audience in the stream too?

Certainly, by using camera shots and taking in room questions from the audience, stream viewers can see both online and in room participation, the same can be applied vice versa

WANT TO KNOW MORE

Can in-room delegates also see presenters joining through video?

Yes! It is possible to display any online presenters on the video and sound systems in the room.

How does the online audience see the slides?

The presenter's slides are displayed as a picture in picture on the online stream.

Will my event be recorded?

If required, yes, so the event can be made available to watch again for delegates who may have missed something

Can in room attendees vote on online polls and ask questions from their phones?

Yes! For example, by either scanning an in room QR code or giving them a link to an event interaction page built purely for in the room attendees.

How many virtual attendees can join one hybrid event at the same time?

As many as you like! Your viewer numbers aren't capped.