

# Make It

Elevate your Virtual Event



**encore**<sup>SM</sup>

EVENTS THAT TRANSFORM

# Make It Virtual

If you find yourself suffering from Zoom-fatigue, then you're not alone. With many people's calendars packed full of company video conference calls, webinars and virtual happy hours, we're all spending more time than ever in front of our screens.

Virtual events are a curse and blessing at the same time: While it may be easier to attend a virtual event, it's also easier to leave one. Distraction is only one click away. Online audiences are value conscious, and they expect more—more interaction, more entertainment and more conversation.

Now more than ever, it's vital that organisers invest in their virtual events, up the production values and boost the experience for their attendees. We've put together our top ten tips to help you elevate your next virtual event and keep your audience glued to the screen.

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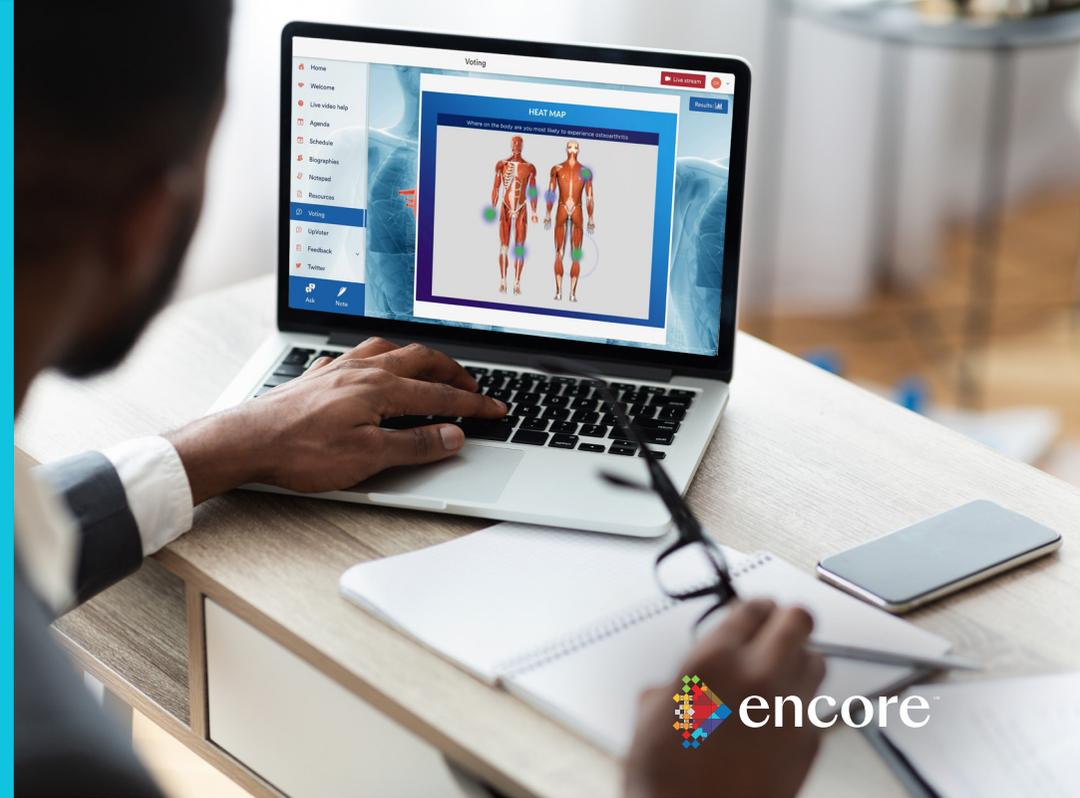
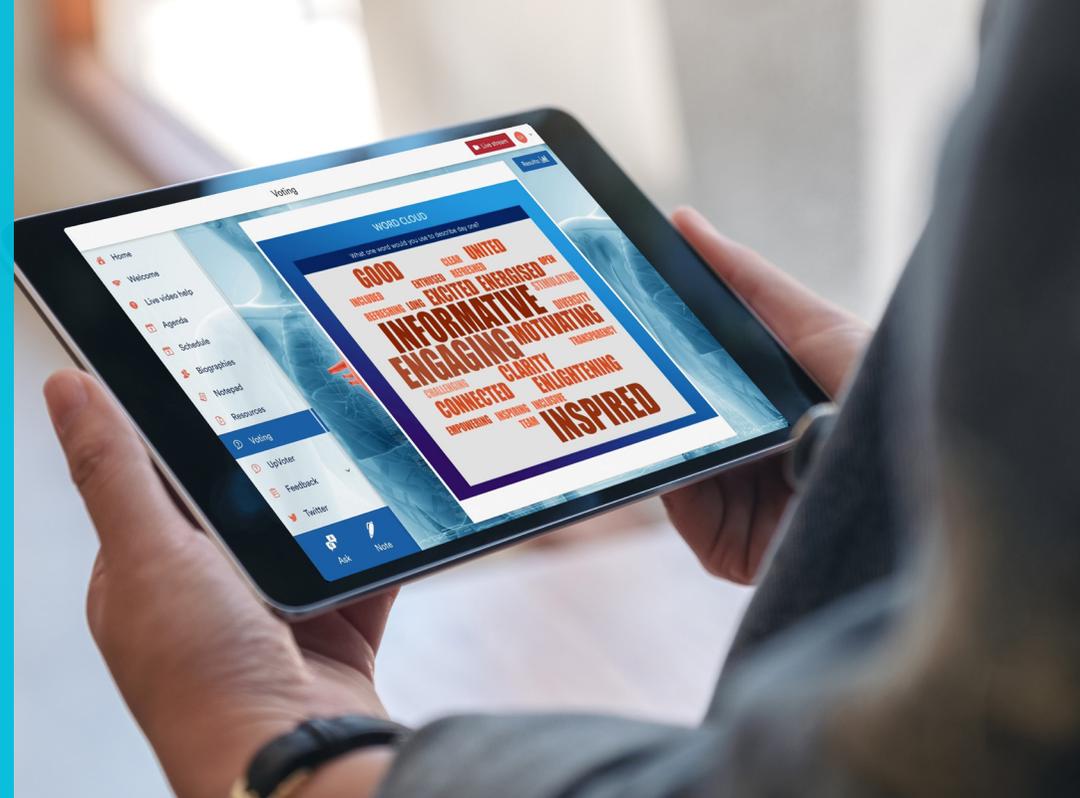
Tip 01

# Make It Engaging

## with Interactive Platforms

As any event organiser knows, it can be challenging enough to engage your attendees at your in-person event. When you move that experience online, you're suddenly faced with a whole new level of distractions. Bursting inboxes, ever-scrolling social news feeds and online shopping are all just one click away. Utilise an interactive virtual event platform that includes advanced features enabling you to make your event as multi-faceted and engaging as an in-person equivalent.

Our Chime Live app is a flexible solution that elevates the virtual meeting experience. It combines high quality video streaming with interactive features such as polling, word clouds and Q&A opportunities, all within the award-winning Chime attendee platform to deliver engaging, transformative and insightful meetings.



Tip 02

# Make It Stand Out

## with Broadcast Studios

If you want to make your online experience to stand out from the crowd, upping your production values are vital and studios are a great way to ensure the quality of your broadcast. Broadcast studios offer a premium level of quality and professionalism for your event. The environment is free of distractions and professionally equipped with branded LED backdrops, furnishings, stage lighting, microphones and broadcast quality cameras.

Studios provide organisers with the freedom to get creative and tailor the environment to suit a huge variety of designs and events. Think about using multiple cameras for different angles to entertain your audience, just like they do for TV. Transforming your speakers into different virtual environments by using green screen technology or utilising LED screens is also a great add on for your audience. If you prefer a studio in your office/HQ, think about pop-up studio solutions that are flexible to your needs. What's more, all our studio solutions come with the support of our expert technical teams to ensure you and your attendees get the most out of our studio spaces - delivering a great experience for all.



Tip 03

# Make It Professional

## with Remote Presenter Kits

Another excellent way to boost the production values of your next virtual event is utilising Remote Presenter Kits (also known as RPKs). Not only do these kits remove many of the obstacles your presenters might face when remotely presenting at your event, they also optimise how they appear to your audience. Our RPKs can be customised to your specific objectives and consist of easy-to-use lighting and audio equipment such as ring lights and USB mics, capture devices such as HD cameras and even backgrounds to further boost your environment. Even network cabling is considered to elevate your event and remove possible risk. And if you are located in a rural area where the bandwidth is not ideal, don't worry we will bring the bandwidth to you. Used together, these kits provide an experience that is straight forward, professional and consistent for your presenters.

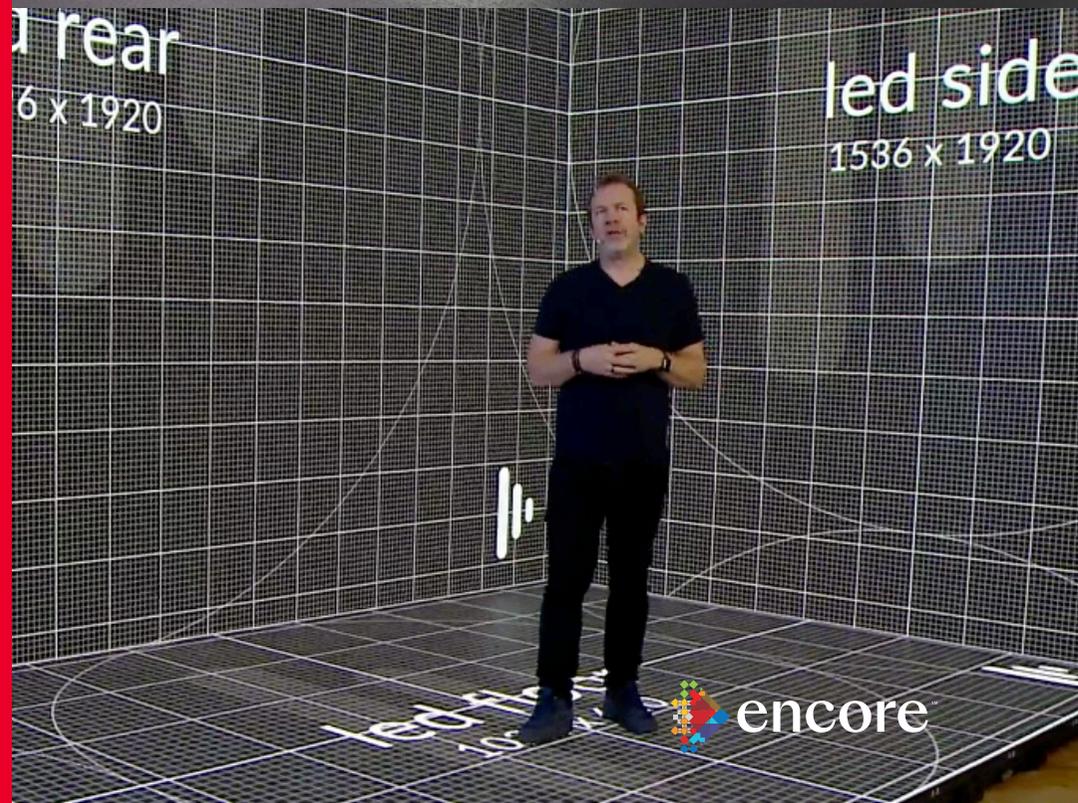


Tip 04

# Make It Larger Than Life

with Mixed Reality

Mixed Reality combines real-world experiences with people in non-real or virtual situations. This immersive technology is a great way to boost the imaginations of your virtual event attendees and bring an added dimension to what they are seeing and feeling. For example, do you want to launch a product but don't have a physical prototype ready to go? Use MR to showcase it! Presenters can interact with 3D objects that can appear in the space, spin or open up. You can even perform a parts explosion to show off specific product details. If you have tricky data to visualise in 2D then bring it to life with mixed reality graphics that presenters can interact with in real-time. If you want to transport you presenter(s) to other worlds to showcase your product using MR technology.



Tip 05

# Make It Memorable

## with Engaging Content

Content is king when it comes to making sure that you get your message heard. In fact, with virtual events your content is one of the single most important considerations that will make or break your success. With all those at-home distractions we've talked about, you need to be able to grab your attendee's attention and keep hold of it. That means there is much more pressure on your content to pack a punch.

Create goose bumps with an emotional opening video and set the tone for your theme and message right from the beginning. Keep your sessions short and supplement them with vibrant content and downloadable assets. A keynote speech which might have been an hour or more at a live event should be cut down to 15-30 minutes for a virtual event. Transform dull PowerPoint slides with dynamic content that sparks the interest of the audience and keeps them from clicking away.



Tip 06

# Make It Sociable

## with Virtual Networking

We all know that in-person events are great for networking. Whilst conversations in the coffee queue or swapping business cards over a beer might be off the table right now, you can still deliver excellent networking opportunities for those attending your virtual event. Utilise an interactive event platform, such as our Chime Live platform, to host breakouts and networking sessions. Or add Wonder, NetworkTables or Clubhouse to your virtual event so that attendees can connect with others based on common interests or shared event goals or get to know each other during interactive workshop activities to help them make those valuable connections.



Tip 07

# Make It Branded

## with Branding Opportunities

If you're looking to increase your brand awareness, events are powerful tools for creating those all-important touchpoints between attendees and your brand. As with in-person events, brand visibility is a key part of your virtual event design. Immerse your attendees in your brand by leveraging your brand colours, fonts and imagery.

We love producing event branding that's visually stunning and highly effective. From virtual backgrounds to bumpers and lower thirds to name just a few, we work closely with our clients to ensure their branding elements take centre stage, no matter what virtual solution they choose.



Tip 08

# Make It Seamless

## with Technical Testing

A camera fails. The presenter can't unmute. The connection drops. In the world of virtual events, one technical failure can spell disaster for your success. Whilst there is always a small risk with technology, it's vital to allow time for testing to minimise this as much as possible. Our technical teams deliver onboarding sessions for your speakers to test all their equipment ensuring everything is working as it should be. This includes sound, lighting and connections checks and also speaker coaching, ensuring your audience receives the best possible experience.

We have also developed VirtuallySAFE, a risk assessment specifically designed to analyse potential risk points in the run-up to virtual events. We work together with our customers to define individual countermeasures for possible challenges that will hopefully not even occur. By utilising the VirtuallySAFE risk assessment, we can be prepared and ensure we react immediately in case of an emergency.

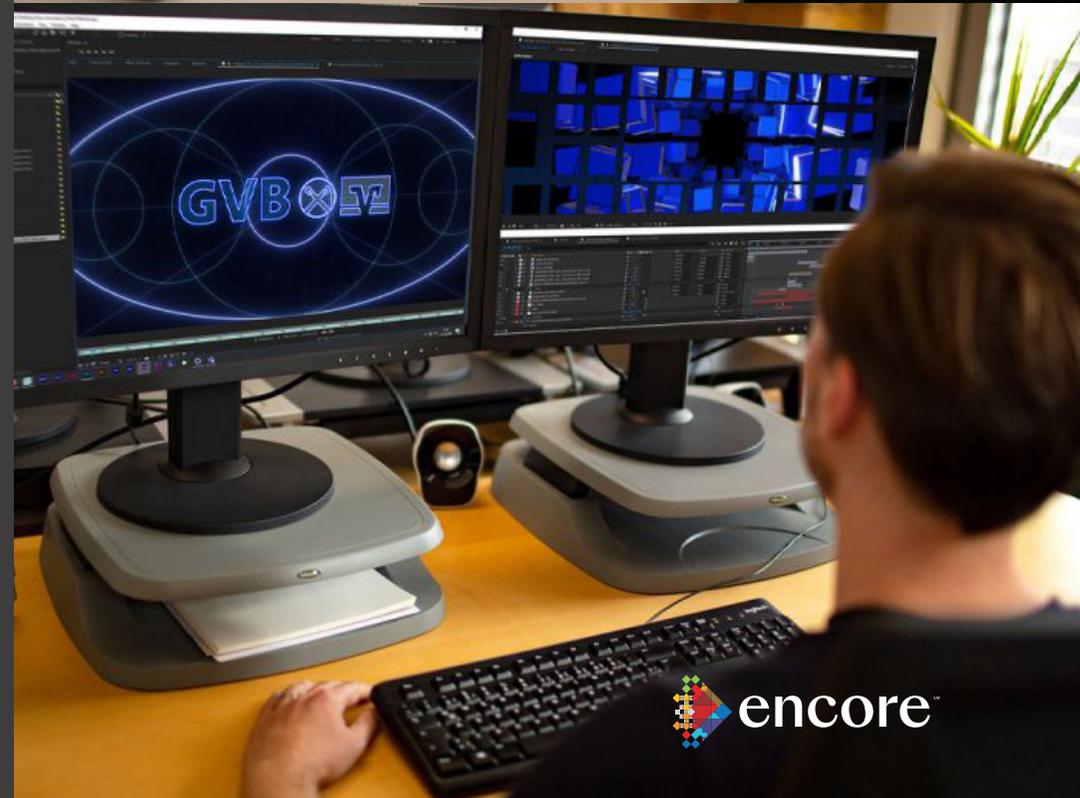


Tip 09

# Make It Different

## with Creative Services Support

To guarantee you're making your event different, engage the services of industry experts that live and breathe creative content. Whether it's designing some stand-out branded backdrops, bumping up the quality of your PowerPoint slides or creating emotive videos, get support from a talented and trusted creative services team. Here at Encore, our award-winning creative content teams will develop assets that bring your message to life and captivate audiences, all with an understanding of your audience, event type, and strategic goals.



Tip 10

# Make It Encore

## Your Trusted Event Production Partner

The world of virtual events can still be a challenging concept for many so it's really important that you get a trusted event production partner on board from the very beginning of your event planning. Not only does this make your whole event planning process much simpler, it also opens up a whole new world of possibilities. At Encore, we know that every virtual event deserves the same care and attention to detail as in-person events. We take the time to understand your specific needs and help you choose the perfect solutions to meet your individual objectives. Whether it's a glamorous award ceremony, innovative product launch, large virtual conference or a small meeting, we focus on your needs and those of your attendees. Get in touch to find out how we can help you make the best decision and elevate your next virtual event experience.



# Elevate Your Next Virtual Event

Our virtual events team is one click away:

**United States**

[encoreglobal.com/virtual-events](https://encoreglobal.com/virtual-events)