

# Virtual Events

**Comprehensive Collection of Virtual Meeting Capabilities**

PRESENTED BY



## Section 1

# Solutions Overview



# THE SHOW MUST GO ON.

You were planning a world-class live event – one that represented a significant investment – to engage, inform, and motivate your audience, and to grow your brand.

And yes, circumstances have changed; but in times like these it's even MORE important to reach your audience.

The show must go on! Now is the time to maximize your investment, to gain - rather than lose - ground. To connect to employees and customers in a way that extends the personality of your organization, demonstrates leadership, and generates excitement.

In times like these, your event can do more than just survive; it can thrive.





# MAKE IT REAL EVERYWHERE.

Staging Solutions can help you transform your experience NOW, with strategic and creative planning that brings your event to the world in entirely new ways. We've been crafting world-class live-event experiences since 1997, and right from the start we've been broadcasting those experiences LIVE to audiences around the world... using satellite, video conferencing, and the internet.

The secret is to make sure you stay true to your story, and to your audience.





# KEEP THE LINES OPEN.

Your broadcast can include any number of presenters or panel members, with or without an audience. Individual presenters can be integrated from any location, or - when it becomes possible - small groups, panels, and audiences can be included from a studio location, or multiple live locations.

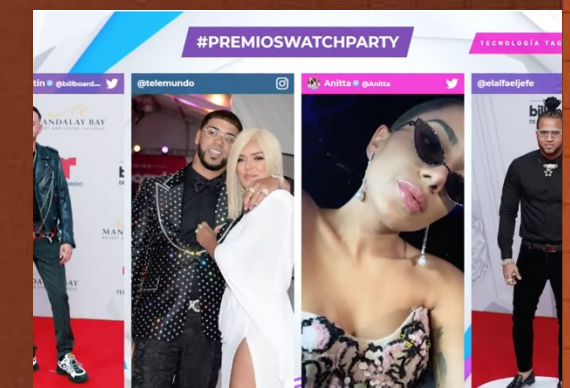
We provide these services either independently or in coordination with internal IT teams, wherever they are. Our capabilities are accessible to online, direct feed, and satellite broadcast modalities. We can also include chat, polling, and interactivity options in various platforms.





# ALL THE POSSIBILITIES.

- Pre-Show Marketing
- Pre-Show Experience
- Opening Experience
- Presentation Design
- Broadcast Graphics Package
- Breaks & Commercials
- Sponsorship Opportunities
- Audience Interactivity







**VIRTUAL**

**STUDIO**

**HYBRID**



A large orange circle is positioned on the left side of the slide, containing the text 'VIRTUAL PRE-RECORDED'.

## **VIRTUAL PRE-RECORDED**

All presenters are in remote locations and can be mixed with pre-recorded segments that are delivered live in one cohesive program.

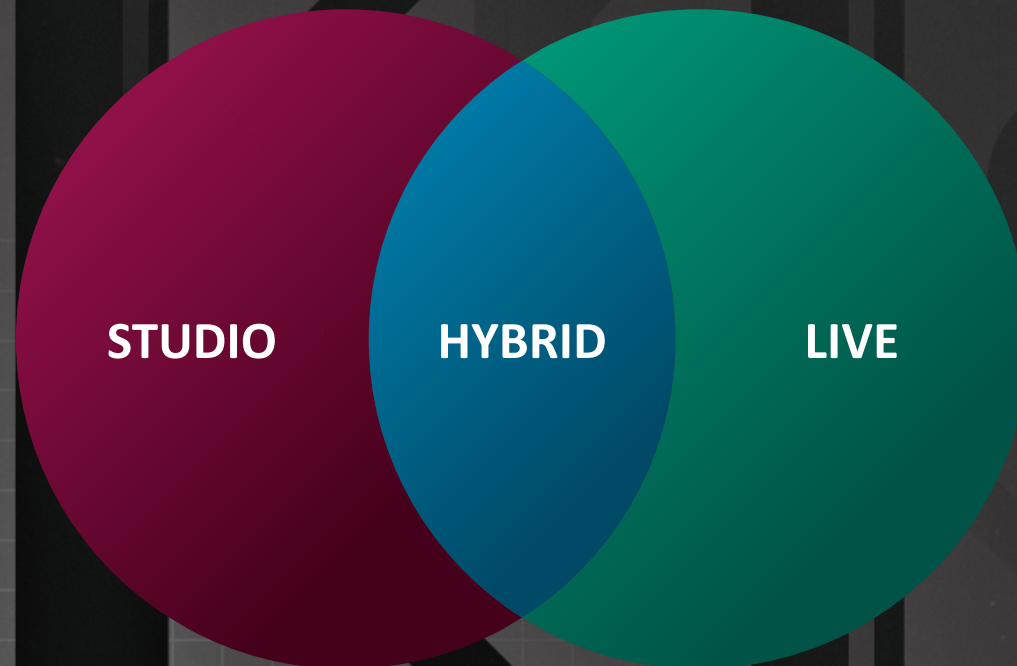
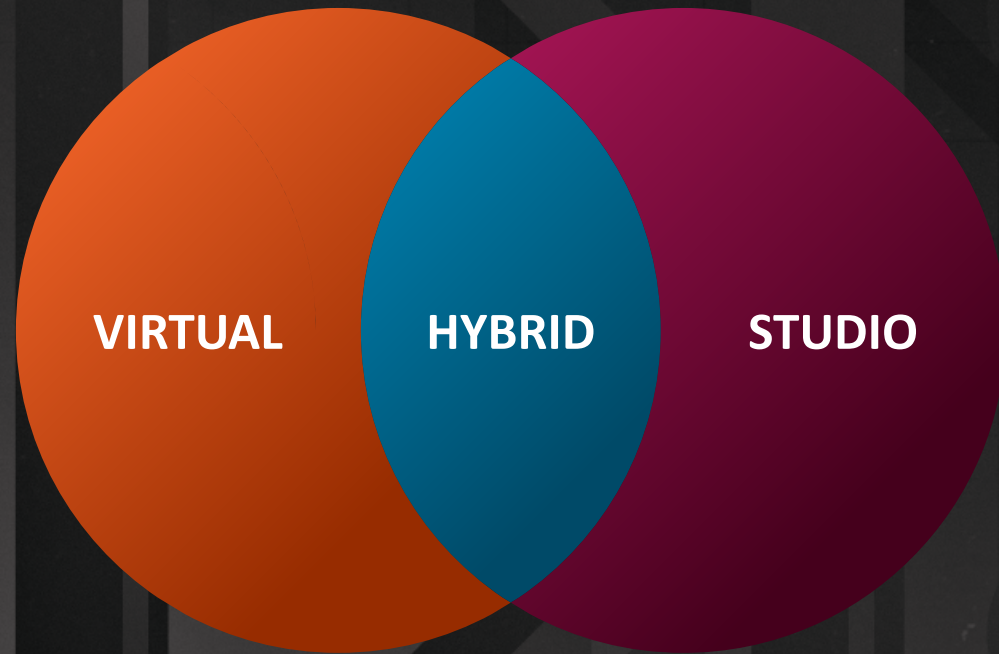




## **STUDIO LIVE BROADCAST**

All presenters are in one location where they interact, and the show is delivered live. A host or group of hosts anchor the program. The studio at Staging Solutions is available as a hosting location; alternatively, the broadcast can be hosted from any location such as a corporate office or a hotel ballroom.





This event combines the virtual and studio broadcasts where some presenters are in a studio or in front of an audience and other presenters are remote or pre-recorded. The program is delivered live including studio, remote, and recorded presentations and is developed to engage both live and virtual audiences.





**SET DESIGN &  
CONSTRUCTION**



**LIGHTING  
DESIGN**



**CONTENT  
DEVELOPMENT**



**PRESENTATION  
SUPPORT**



**GRAPHIC  
DESIGN**



# EVOLVE.

You're not settling for less or "making do"; you're making better - pro-acting, instead of reacting.

Staging Solutions can map out options to transform your event into a live broadcast that retains the impact and style of your live event, building on the investments you've already made to preserve your theme, creative assets, personnel, and visual assets.





# Switching Systems

For large productions with a studio or live element, the need for broadcast-quality switching is essential, and even more so when the event is virtual.

Broadcast Switching can incorporate graphics content, playback, and overlay graphics into all remote presenter feeds in real time. This makes for a seamless full-screen program that is more engaging than a simple conference call.





# Remote Presenter Kits

Staging Solutions can provide light kits, upgraded cameras, and microphones for all remote presenters.

Remote Presenter Kits are shipped to each presenter, and our experts are available to assist with remote setup. Where appropriate, Staging Solutions can send a technician to set up equipment, and provide a small camera crew to shoot the presentation on location.





# Studio Production System: Houston

At our GRB Studio in Houston, we offer a fully installed studio space with an intelligent lighting grid for your host and plenty of floor space for other workstations,. The facility also includes full catering, meetings spaces, and all the amenities that you would expect from a world class convention facility

Our Studio setup includes:

- Switcher system with engineering bay
- Comm system for crew
- IFB system communication with moderator
- Manned and robotic cameras
- Audio system including mix-minus capabilities
- Graphics computers for content and notes
- Video playback systems
- High Quality HD recording and archiving









# VISIT Houston

GEORGE R. BROWN CONVENTION CENTER













## Section 2

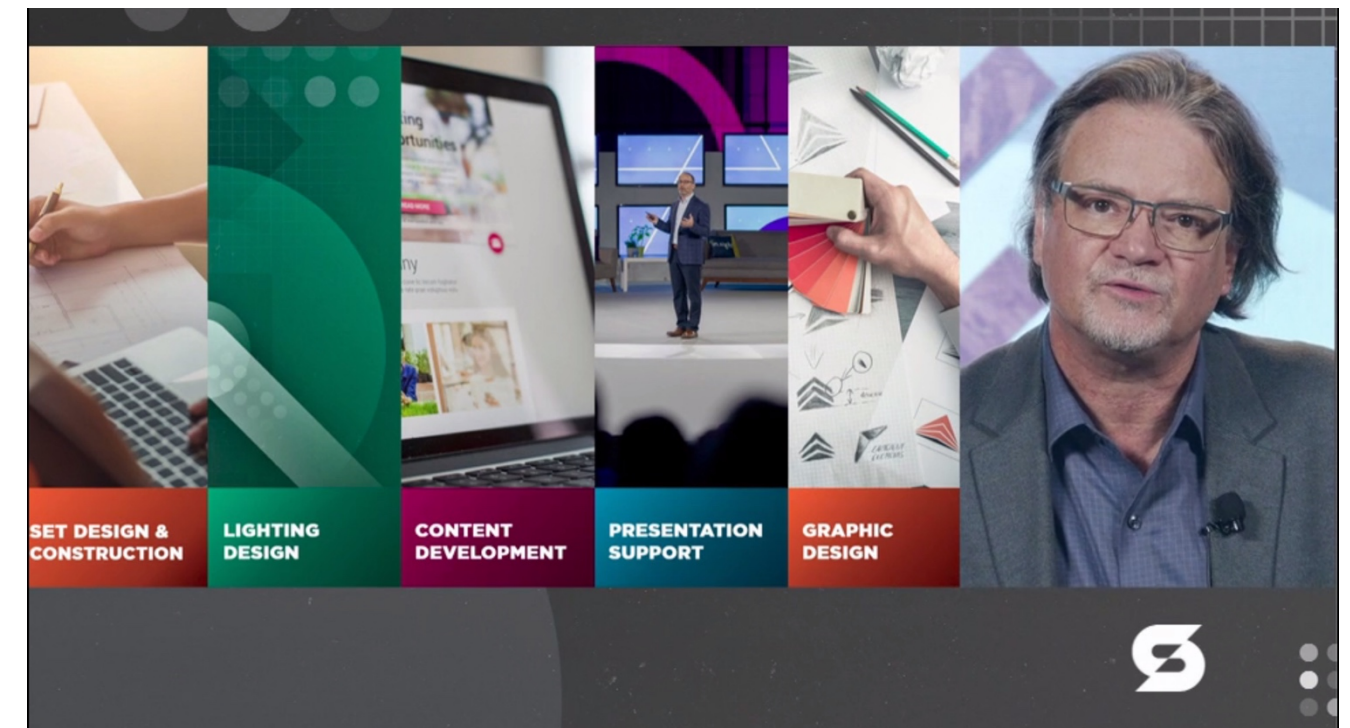
# Services



## Not Just Another Video Conference

With Staging Solutions' Live Broadcast workflow, your program takes the leap from familiar everyday video conference calls to network-level programming. We combine enhanced presentation sensibilities with practical navigation features to deliver an unmatched interactive experience.

Our goal is to ensure that the audience experience of your virtual event is just as engaging as if attendees were there in person. We bring your event to life with interactive components and improved presentation features that create a seamless, must-see broadcast.



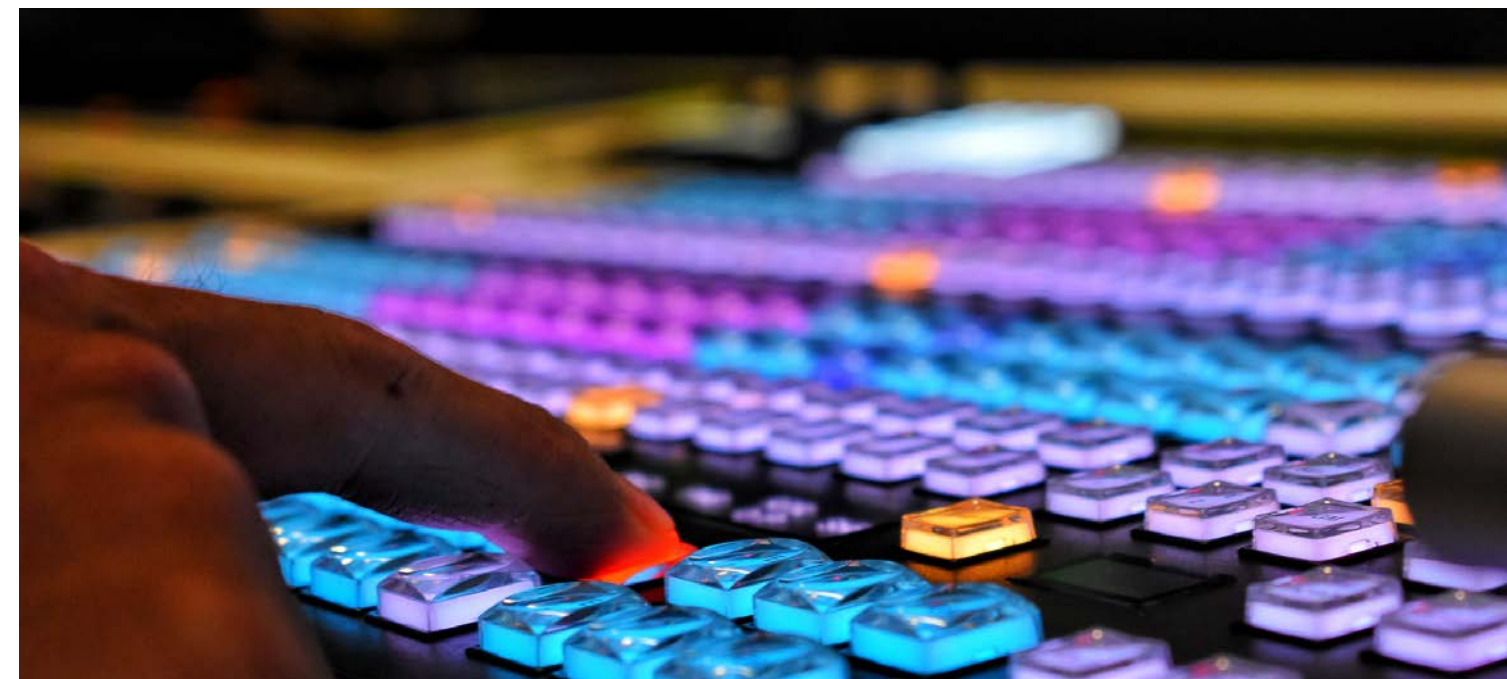


## Live Video Broadcast

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By now we know that working remotely is productive, and that you can move your business forward in spite of logistical challenges. When it comes to bigger meetings or large-scale events like the ones you usually attend in person, a virtual panel discussion or multi-day meeting can meet your objectives and exceed your expectations!

We produce virtual events featuring presentations of any size, with any number of presenters or panel members, with or without an audience, anywhere in the world. The holistic approach at Staging Solutions maximizes your investment and adds value to your business by engaging – and expanding – your audience.





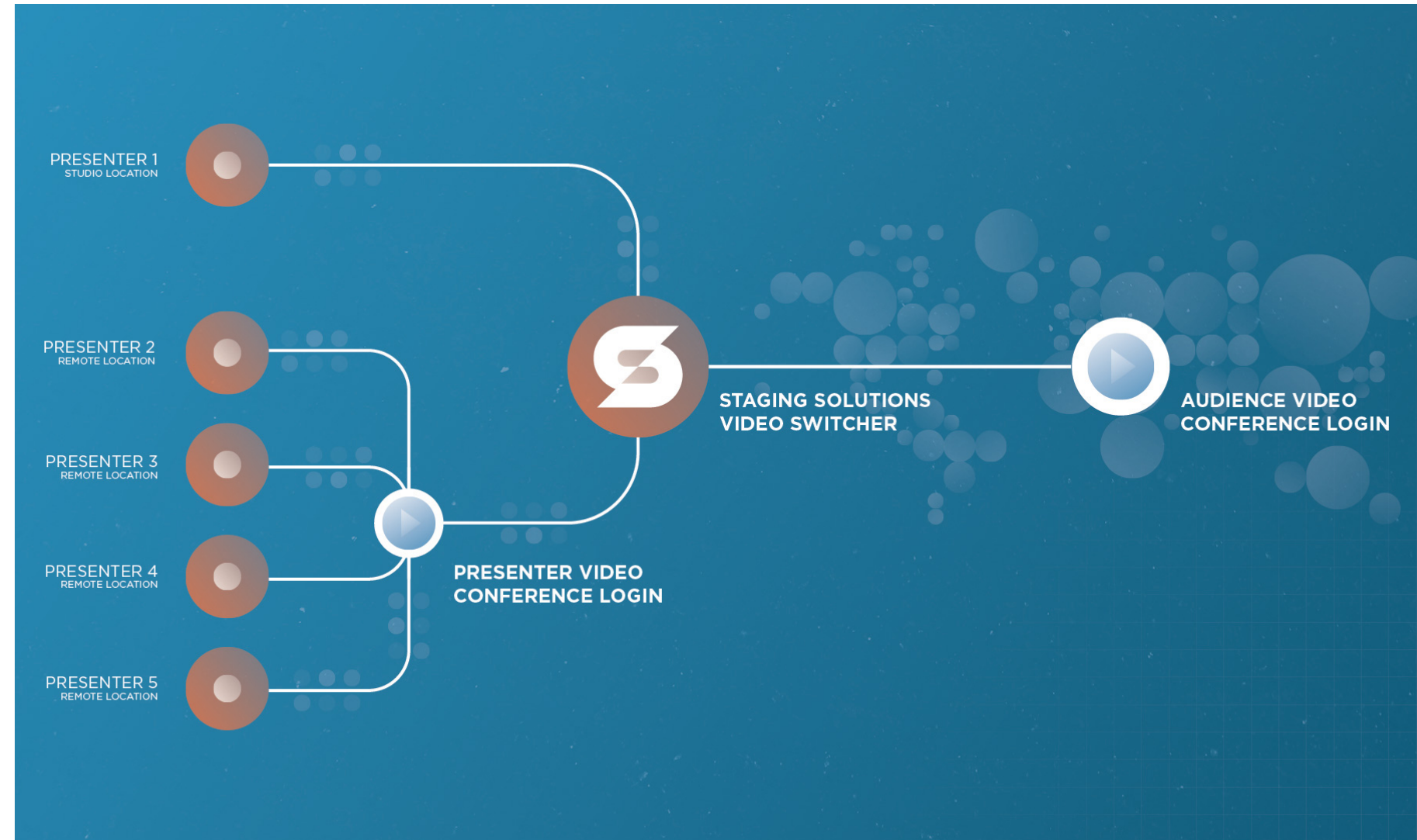
## Focus on Production

Our technical expertise allows you to present your message in the most effective way, on the platform that works best for you and your audience.

Seamless access across desktop, web, and mobile capabilities puts the focus on your content, and maximizes opportunities for your audience to tune in and participate.

Cutting-edge interactive features engage viewers, and allow you to gather information, measure learning, and capture feedback. You can also provide additional components like webinars and podcasts, or integrate these components into your broadcast.

Your viewers deserve to be dazzled – as they would be at a live event! Our design capabilities ensure the clarity and quality of your message on whatever platform you choose.





## Opportunities

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Maximize your investment and take advantage of the time your attendees have already booked to attend your event by providing a live, online experience!

A live conference, panel discussion, or multi-day meeting can move your business forward despite logistical challenges and travel restrictions. Live broadcast accommodates presentations of any size, with any number of presenters or panel members, with or without an audience. Our holistic, long-term approach maximizes your investment and adds value to your businesses by engaging and expanding your audience.





## Technical Capabilities

Our show producers and directors can connect remote offices or conference rooms; incorporate or live switch to presentation content, including videos and slide decks; support live or remote Q&A; split screens to show simultaneous multiple feeds; and include speaker identification on screen.

All these services are available independently, or in coordination with internal IT teams at remote locations; our capabilities are accessible to online, direct feed, and satellite broadcast modalities.





## Customization

Custom set pieces, professional technical direction, broadcast-quality equipment, rehearsals, and two-way communication provide the most comprehensive alternative to a conference or in-person event. We can record your broadcast for re-broadcast on subsequent dates or archive it for future reference.

- Corporate Engagements
- Shareholder Meetings
- Panel Discussions
- Two-Way Communication Events
- Presentations



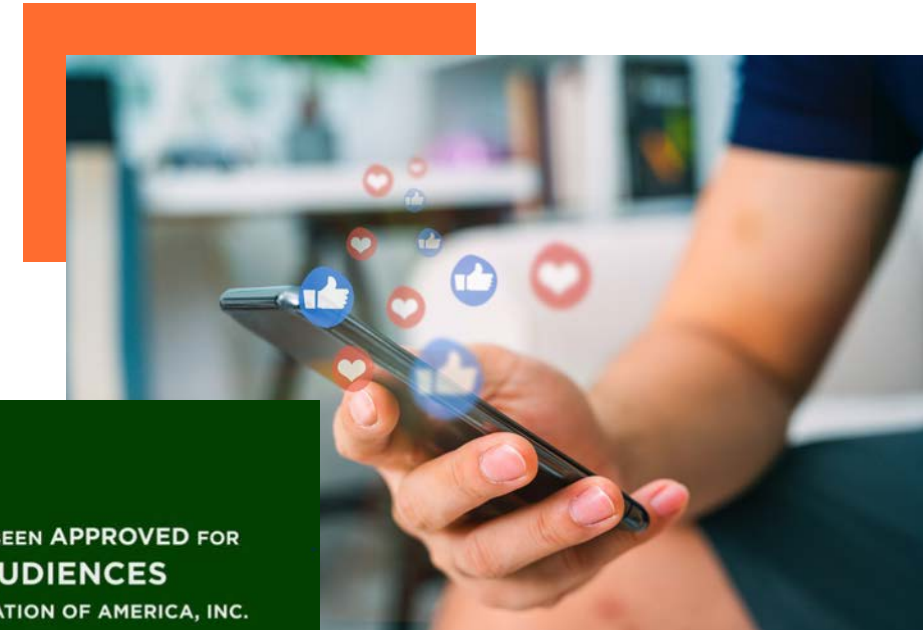


## Marketing

Build excitement and anticipation to engage your audience and let them know your virtual event will be bigger and better in every way.

Implement a strategic Pre-Show plan that builds on your marketing techniques and incorporates virtual tools: Start with an interactive invitation and registration program, include an integrated social media campaign, and engage your audience months or weeks prior to your event. Keep the momentum throughout the experience with a custom app, and maintain contact beyond the event with on-demand viewing and additional digital content.

Embrace this opportunity to build your audience! Without travel constraints, and with the ability to re-play content for anyone with scheduling conflicts, you may have more attendees than ever.





## Virtual Set Design

Shooting on a physical set in a studio or adding a virtual or green-screen background at your remote location sets the tone of your event. Visual consistency adds excitement and cohesiveness in a way that focuses attention on content and presenters.

We can design and build a physical set at our Houston studio location, adapt stock pieces, or use assets you own; we can also construct and ship a custom design, or send a design to be built on location anywhere the world via our partner network. If virtual is your preference, we can design and provide digital files and ancillary equipment compatible with your setup.

- Physical set design with decor and furniture
- Programmable LED backdrop and custom digital content
- Green screen virtual environment design and live technical implementation





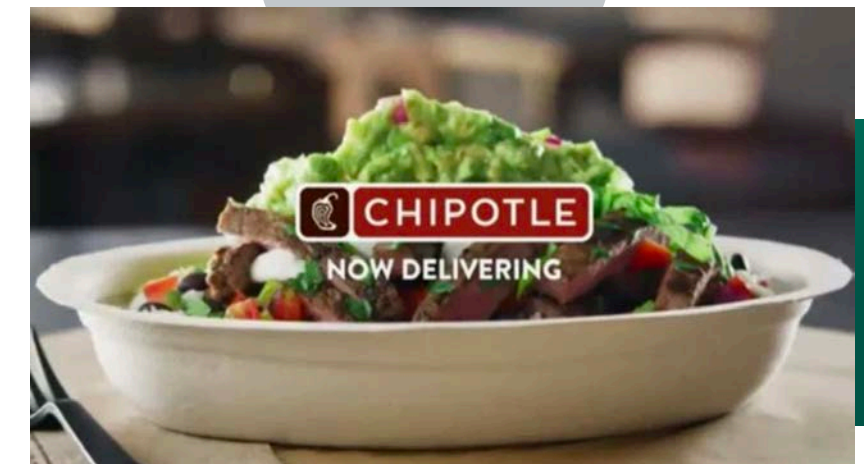
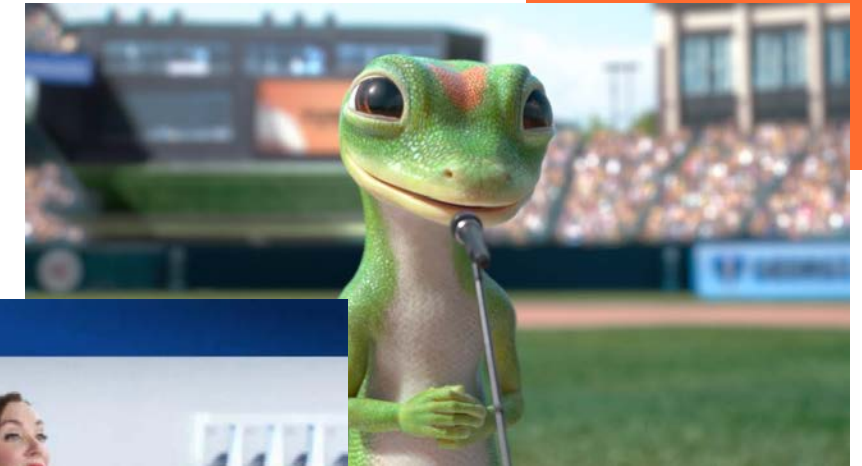
## Sponsorships & Commercials

Do you have sponsors who like to be recognized? We've got you covered! Commercials and sponsor highlights that are thematically integrated with the look and tone of your event celebrate the sponsors who made the event possible.

Partners and event exhibitors can get the same visibility - or more! - during virtual events, trade shows, and broadcasts. We have creative and strategic ways to build in revenue opportunities and develop a thorough marketing plan that includes sponsorship and commercial opportunities.

Elevate messaging opportunities by including your brand or partner presence during speaker breaks or breakout sessions. From custom landing pages to lower third video integration, sponsors and partners can be highlighted during:

- Opening Experiences
- Interstitials
- Miniseries
- Pre Recorded Presentations





## **Section 3**

# **Online Portal and User Experience**



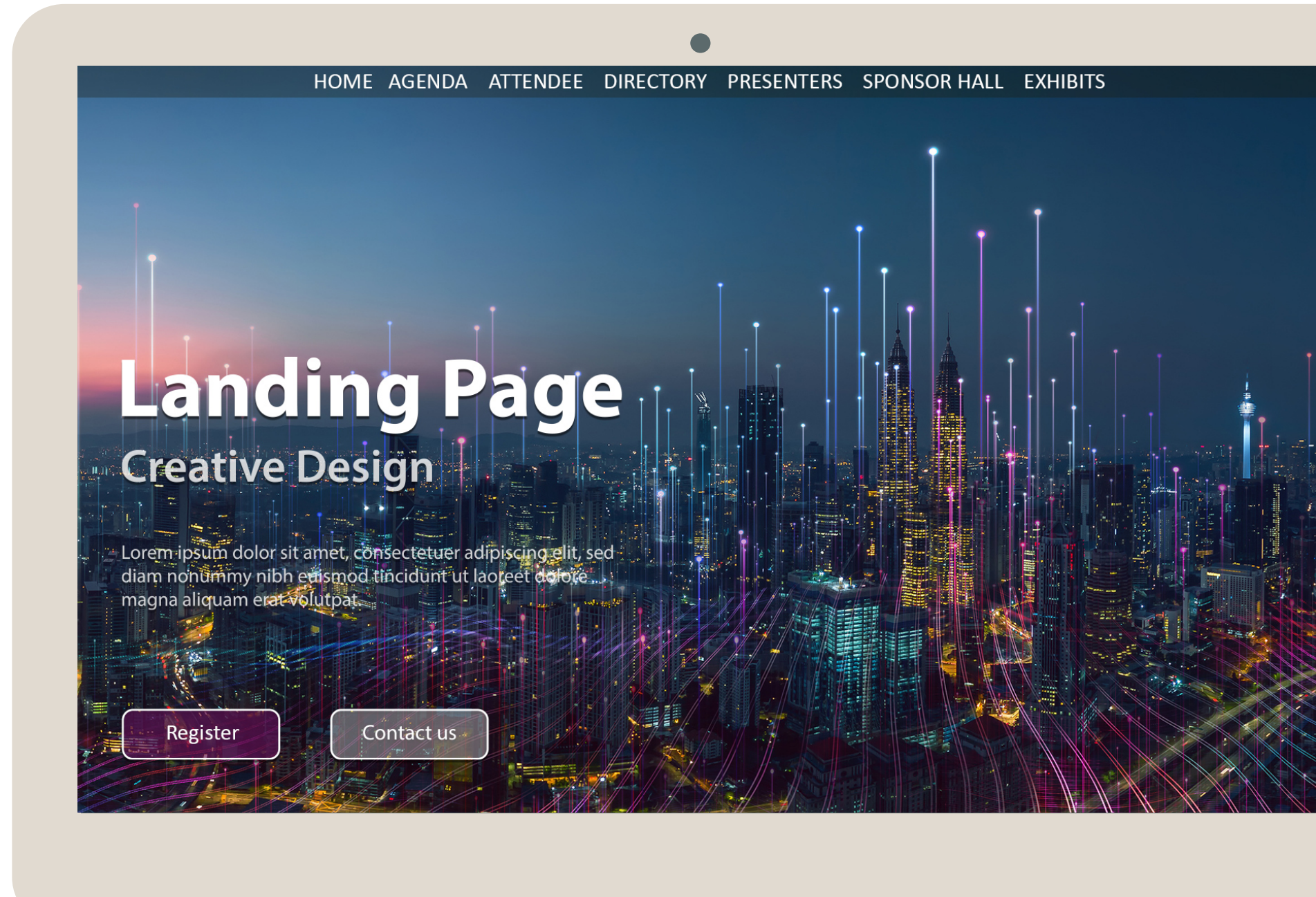
## Log In & Navigation

Streamline the virtual experience!

Integrate your registration platform and provide a navigation package that generates a unique on-line experience for each attendee as they access live-streamed sessions across devices with a single click. You can assign or allow attendees to create a unique profile including a personalized agenda.

We can leverage technology that works as fast as you do, so that any changes made to your sessions will update across all event assets.

Opt for a fully embedded virtual solution that provides a seamless experience – for everyone.

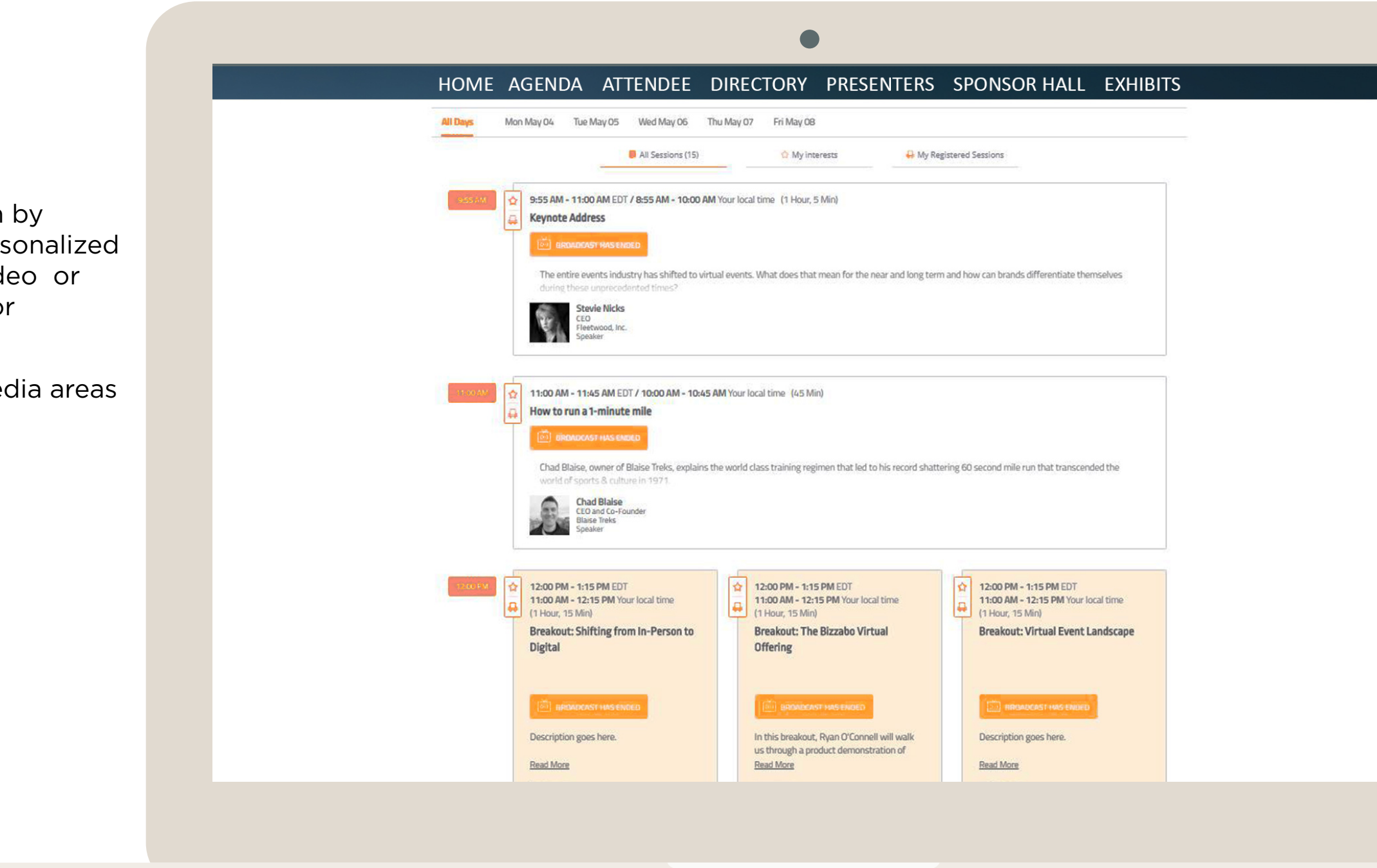




# Seamless Navigation

Attendees move from session to session by clicking links that are built into their personalized agenda. Sessions can offer streamed video or interactive platforms such as webinars or conference room chats.

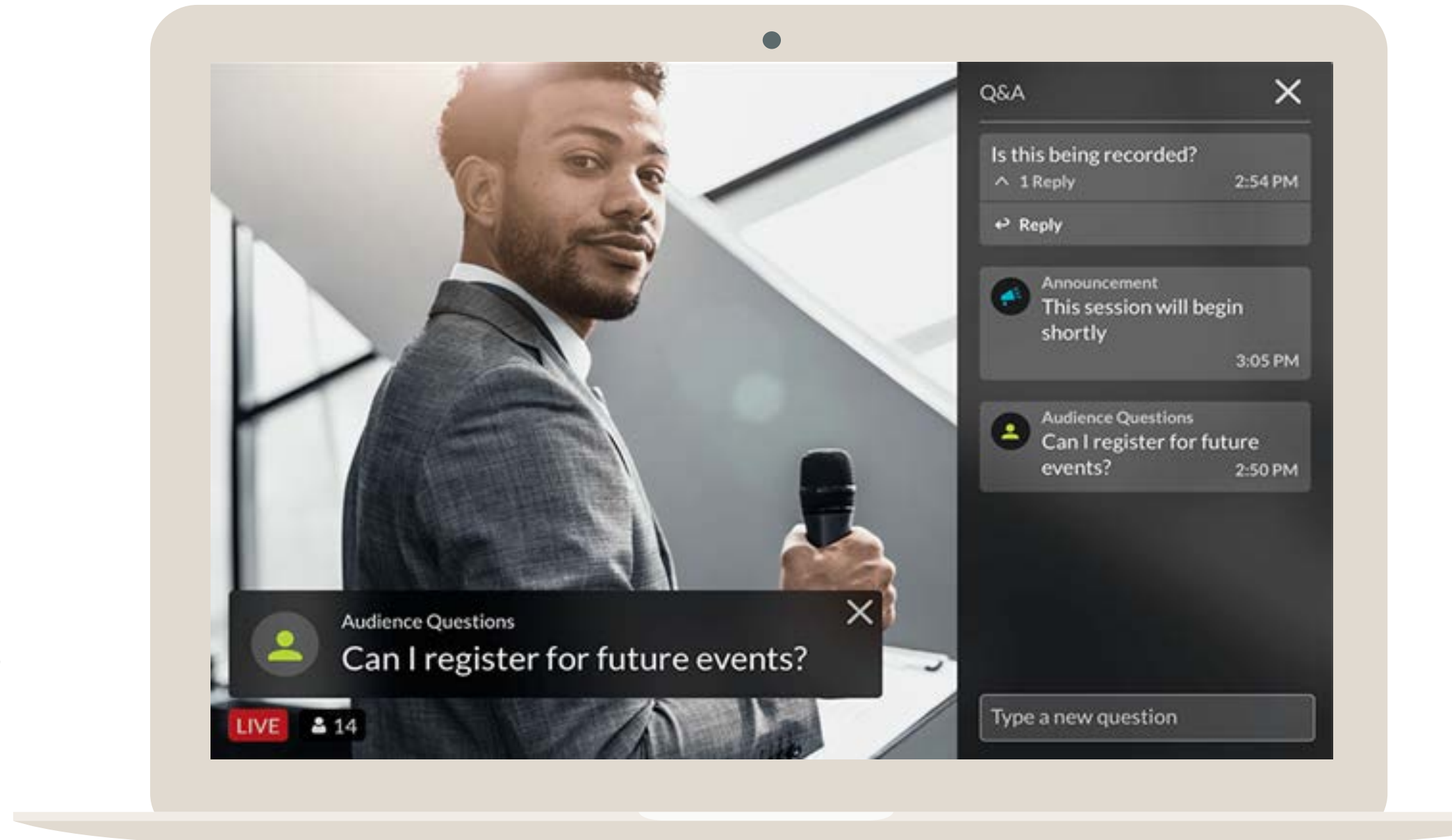
Exhibit areas, chat rooms, and social media areas are easily accessible with one click.





## Bizabo/Kaltura Streaming

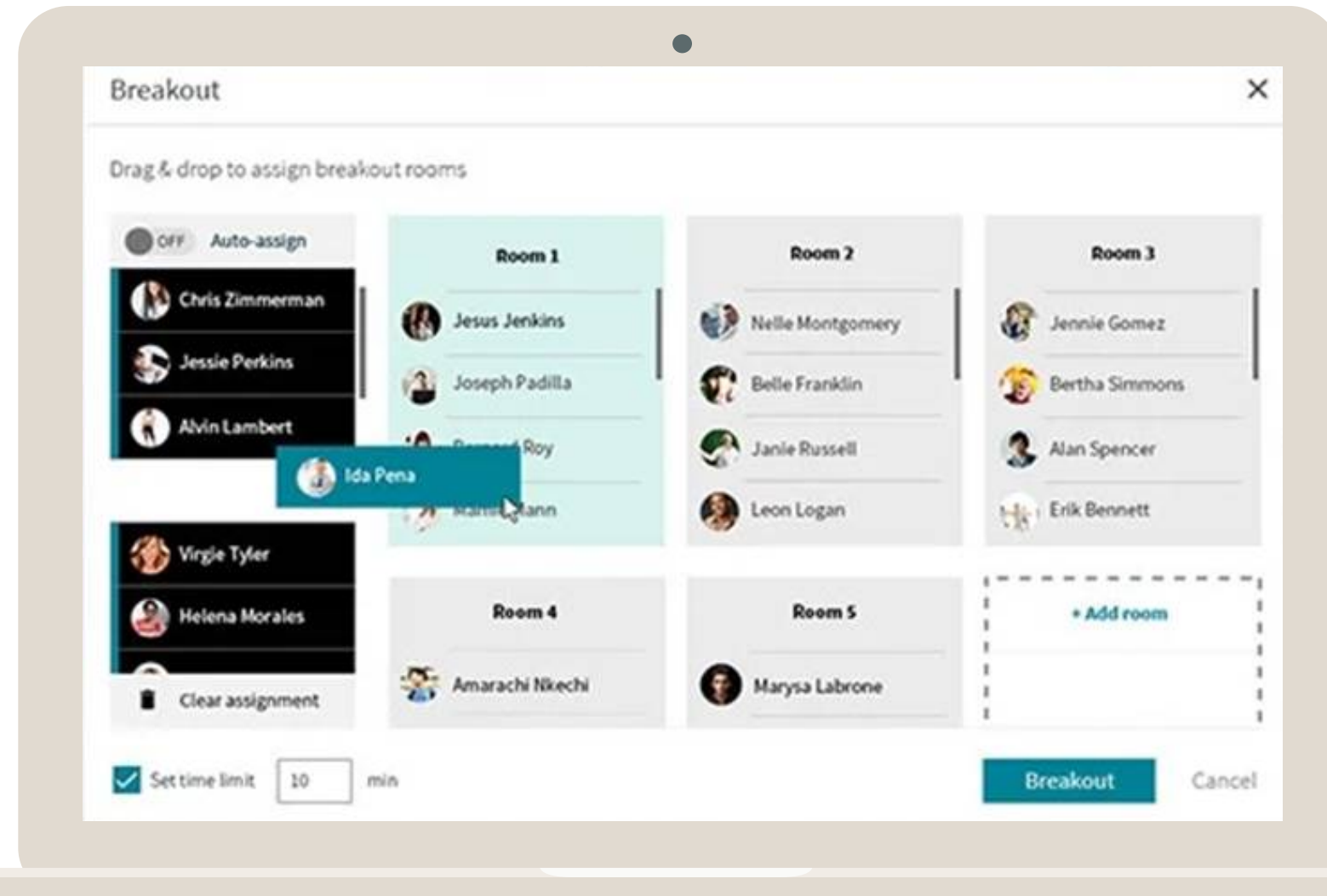
- 10,000+ Attendees
- Primarily a one to many presentation format
- Interactive features include, Moderated text Q&A, Onscreen Polls, Chat, & Announcements
- I think we could also work out a method of sending Vmix links to bring live Q&A from attendees.





## Bizabo/Kaltura Webinar/Breakouts

- 300 Attendees
- Fully interactive meeting environment
- 2 modes:
  - Meeting up to 110, all cameras/mics ON by default, attendees can control their own
  - Webinar up to 300, all cameras/mics OFF by default, attendees can be activated by moderator
- Interactive features: Group Whiteboard, Advanced Chat, Q&A, Quizzes, Polls
- Either mode can be broken up into sub-breakouts. Much more flexible than Zoom. Allows attendees to move between breakouts





# Comparison

<b>Bizabo - Kaltura</b>	<b>Attendees</b>	<b>Q&amp;A Style</b>	<b>On-Screen Audience Participation</b>	<b>Interactive Features</b>
Webcast - Streaming	10,000+	Digital Questions	Primarily a one to many presentation format. Attendees join the stream via link.	Moderated Text-Based Q&A, Onscreen Polls, Chat & Announcements
Webinar	300	Raise the Hand	All cameras/mics OFF by default. Moderator promotes attendees and turns on camera and mic.	Group Whiteboard, Advanced Chat, Q&A, Quizzes, Polls. Attendees can break up into sub-breakouts. Allows attendees to move between breakouts
Video Conference	110	Each User has Audio & Video	All cameras/mics ON by default. Participants can turn their own mic and camera on/off.	Group Whiteboard, Advanced Chat, Q&A, Quizzes, Polls. Attendees can break up into sub-breakouts. Allows attendees to move between breakouts



## **Section 3**

# **Showcase/Exhibits**

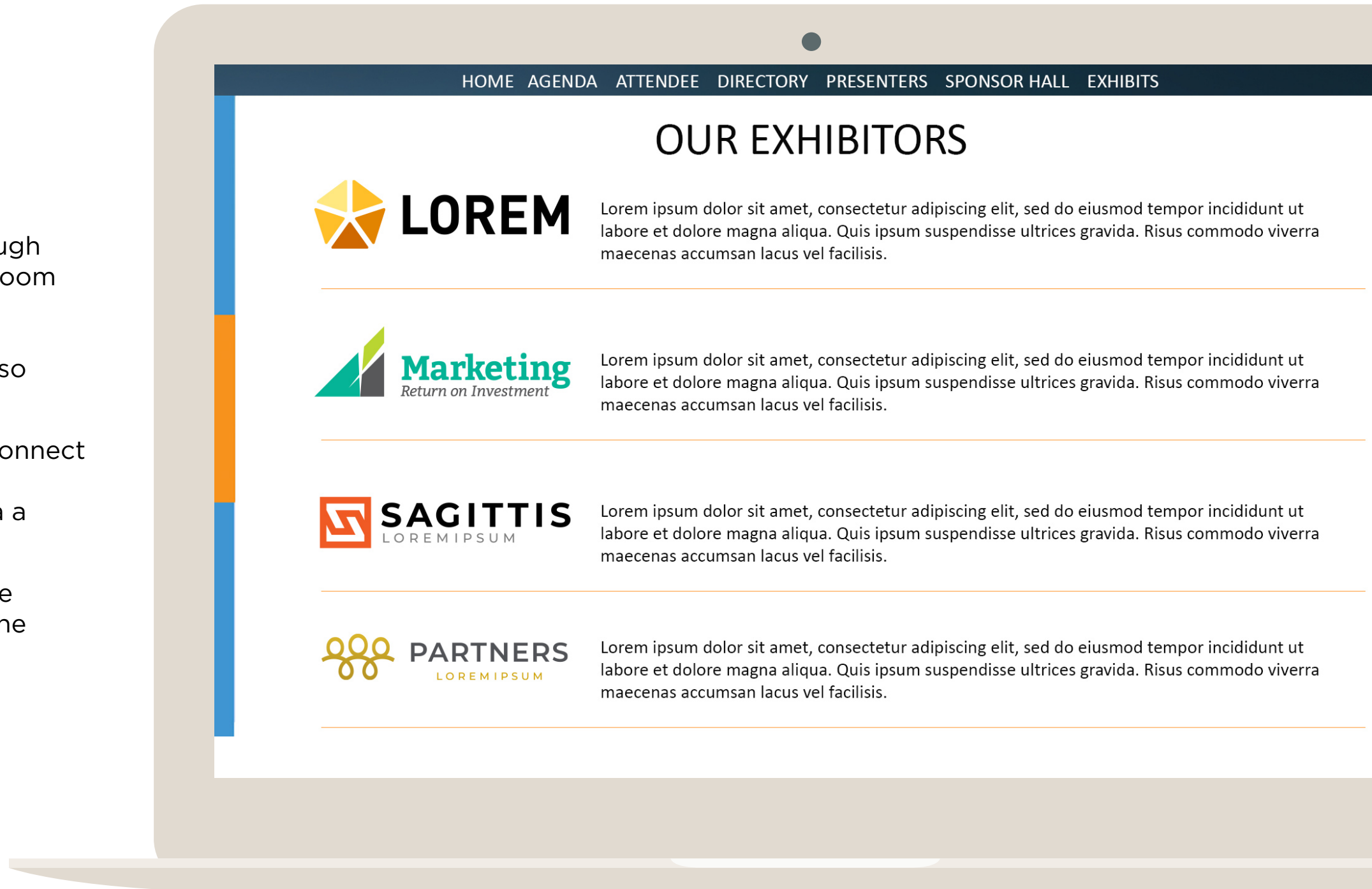


## Gallery / Booth Page / Chat Bot Feature

Provide a virtual gallery page where attendees are welcome to browse through event offerings and click into a virtual room with additional information. Direct downloads of product spec sheets, whitepapers, and other collateral are also available in this space.

This functionality allows attendees to connect with the gallery representative to ask questions and get more information via a virtual meeting.

Chat Bots could be used to enhance the attendee experience as they navigate the exhibit floor.





# Virtual Exhibit Booths

Welcome to our virtual exhibit booths!

In this space each exhibitor can host videos, add links to their website, interact on social media, offer downloadable literature, conduct surveys, or simply host a branded space from which to chat with attendees.

Our optional chat bot is here to help: The Bot can answer questions, qualify leads, or facilitate a meeting with a live representative via text or video conference.





# Registration & Navigation

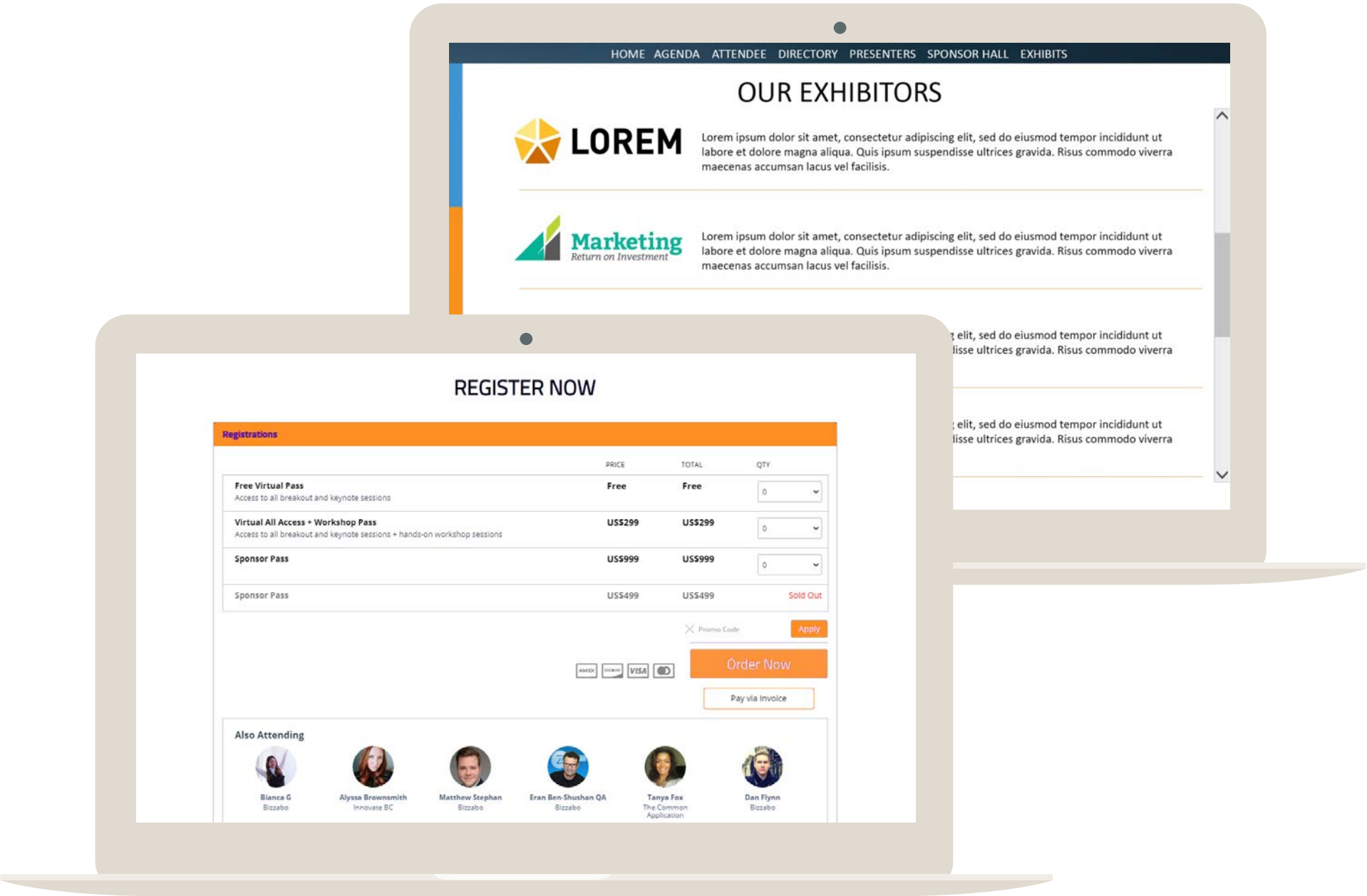
Attendees begin their journey on a landing page that offers a compelling case to attend, enticing information about content, a roster of presenters and, if desired, info on other attendees.

Registration is accessible with one click.

Sponsors enjoy a highly-visible platform and lots of recognition.

The landing page is a go-to reference for attendees, and easily updated to include additions, changes, and announcements.

Click [here](#) to see a live example.





## Registration & Navigation

Viewers are welcomed by Brand Ambassadors. After a brief introduction, viewers are able to follow the Ambassadors throughout the tour and then explore each product at their own pace or explore the products along the way as they are introduced.

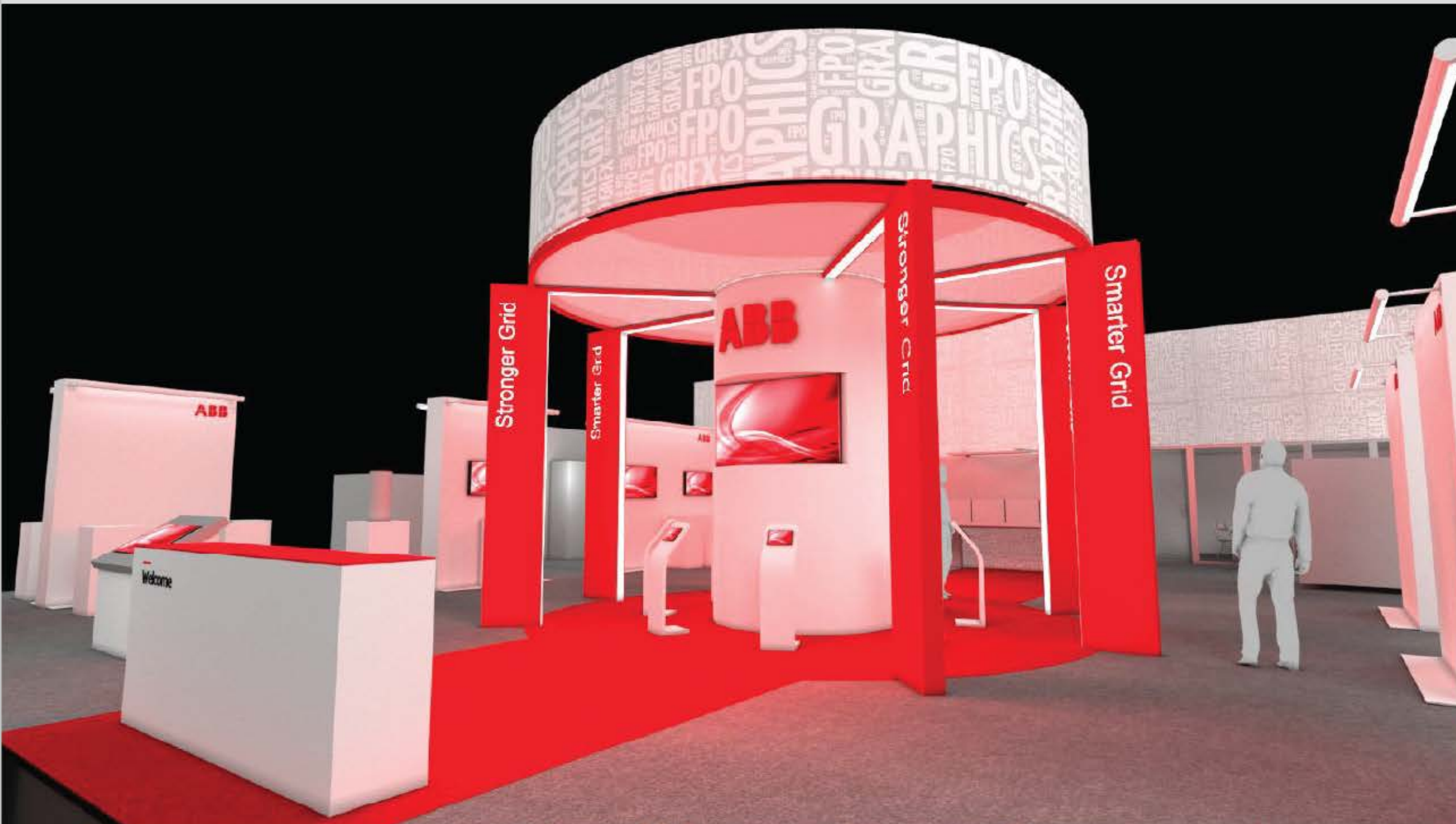
The screen content is interactive, and at each juncture the viewer has the option to dive into additional content or click through.

At the conclusion of the tour a floorplan of the exhibit space fills the screen, with a menu bar on the left-hand side listing each product. Viewers may click on the menu bar or click on the product in the exhibit to explore each item; once a product has been selected, a screen appears with all videos, downloads, and additional product information.

The VIEW SHOWCASE MAP button takes the viewer back to the exhibit floorplan.







## Navigate the Experience

- ▶ View Showcase Map
- ▶ Booth Directory
- ▶ Video Library
- ▶ External Links





## Navigate the Experience

- ▶ View Showcase Map
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## Product Demonstrations

Each product offers a demonstration video featuring a product expert. These videos are shot remotely and incorporated into the virtual tour led by the Brand Ambassadors.

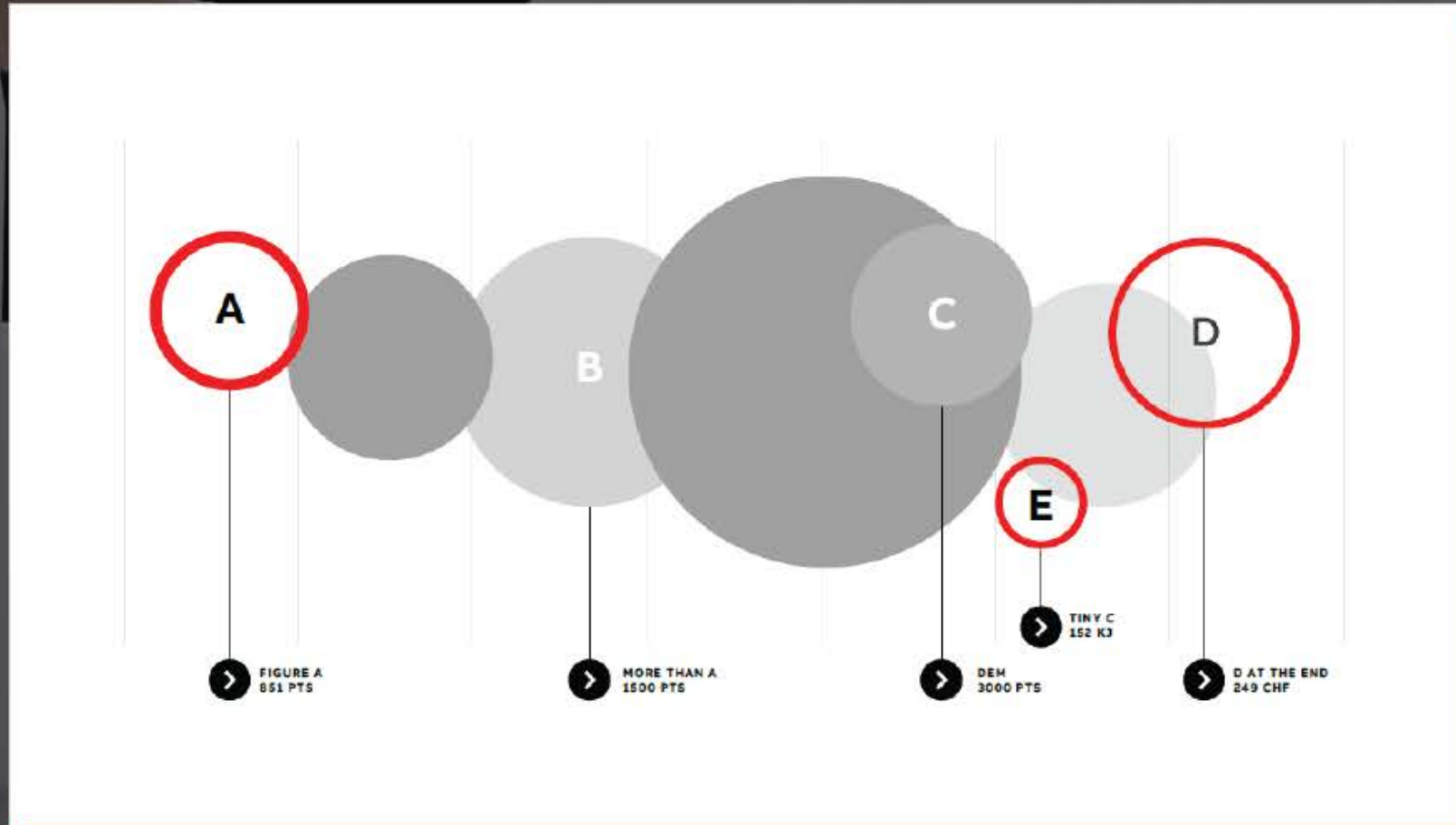
Each product demonstration video is 3-5 minutes. Viewers will be able to download additional materials or request an appointment with a product expert on the product resource page by clicking the appropriate icon.

The viewer is welcome to explore a product resource page as long as they like, and are welcome to rejoin the Brand Ambassadors on the tour when they are ready.





## Introducing a New Way to Work



## Navigate the Experience

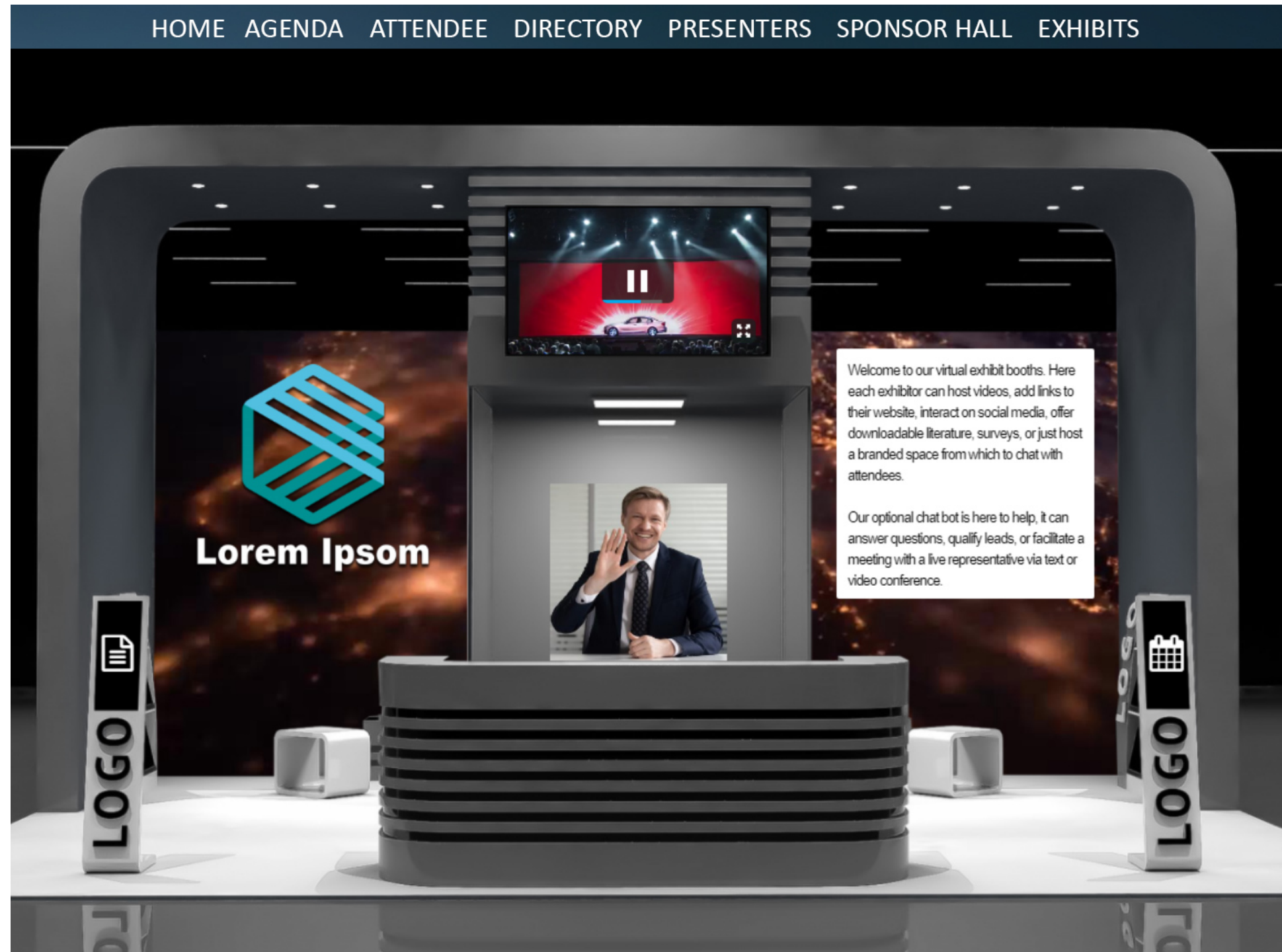
- ▶ View Showcase Map
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- ▶ External Links



## Virtual Booth

Staging Solutions can develop a custom virtual booth, or you - or your exhibitors - can choose from our library of existing booths.

Each custom-branded booth features engaging navigation and has links to existing company digital assets, digital collateral libraries, videos, and scheduling apps. Exhibitors can use links to a chat rooms to connect attendees with brand ambassadors and product specialist.





## Virtual Exhibit Space

For the ultimate exhibit floor experience, Staging Solutions offers a virtual show floor featuring vendors and areas of interest.

Attendees select exhibitors from either a pulldown menu or by clicking around the floor. Pop-up windows identify vendor and destination locations.

Entering a booth can be as simple as a dissolve into the booth site, or as dynamic as a virtual flythrough that mimics the attendee's arrival in the physical space.









# Thank you.

View Our Portfolio

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