

events · production · communication

Your Guide To Virtual & Hybrid Event Broadcasting

Event Types

Virtual Events

- Entirely online audience
- Remote presenter technology
- Online interaction
- Production managed broadcast
- Continuous live Tech support
- TV quality broadcast
- Fully branded bespoke player
- Secure event video platform
- Content recorded for on demand
- Detailed viewer analytics

Hybrid Events

- Physical / digital attendance
- Flexible physical to online ratio
- Content available on secure platform
- Live feeds internally and online
- Blended physical and online interactivity
- Moderated Q&A
- Viewers can experience and interact from any location.

Broadcast Management

With a move to Virtual and Hybrid, production value cannot diminish. Having your event production managed as you would at a physical event is vitally important as there are often as many if not more obstacles to overcome.

Virtual Events, still require speakers to be briefed, remote links to be tested and connections to be monitored to optimise output.

During each event our remote presenter system allows us to discreetly communicate directly with the presenter without the delegates hearing.

Storage and playback of your content is important, therefore hosting it on a secure platform is critical.

Live Event With Remote Presenters And Hosts

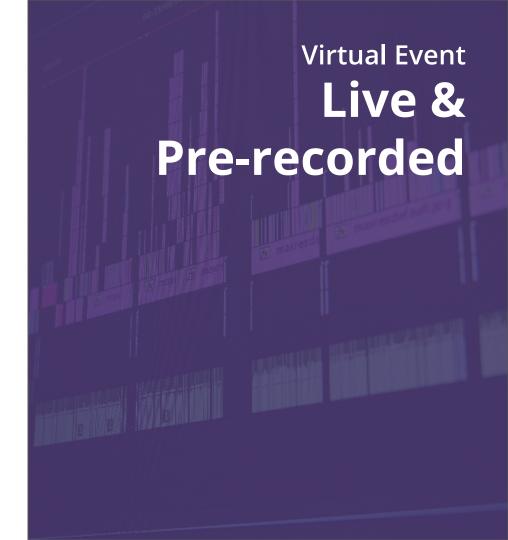
Live events with remote presenters are the most traditional in appearance as the whole event is live.

Our studio manages inputs from remote presenters who are able to share their video, audio and multimedia feeds. We then dynamically compose these to allow keynote presentations, panel discussions and Q&A sessions to take place.

These are all viewable through our Event Video Platform and live social media channels.

These Virtual Events allow for a blend of Live and Pre-recorded content. Presenters can submit recordings of their presentations in advance, which are then checked and edited before playout.

During the event the recordings can be seamlessly integrated with live content from remote presenters to create a dynamic and interactive Virtual Event.



On Demand Event Events

Where live content would not be possible for example during events with delegates across multiple timezones, the On Demand Events service allows pre-recorded presentations to be watched back on the Event Video Platform.

R&B Group manages the whole production of On Demand Events from media ingest, video editing and production management to content hosting and analytics.

Implementation Of Technology

- Zoom
- Skype
- Youtube
- Vimeo
- Slido
- Live Social Options

You would not give a presenter a microphone and a pair of speakers and expect a professional result at a physical event. Sound engineers, lighting designers, videographers, production managers, artist liaisons all have their roles to play to ensure a quality event.

At a virtual event with multiple attendees the list of programmes and tools opposite are useful, however require management, an ability to bring them together cohesively is key to creating a successful event with a professional output.

Hybrid events utilise all previously mentioned aspects of virtual events and by collaborating with R&B Group bring those elements to enable an in-person event to be broadcast to a digital audience.

Remote control cameras minimizes crew and can even be operated from different rooms or remotely.

Multi Room events can be simultaneously streamed live, whist interactivity solutions enable both physical and virtual audiences to collaborate.

Hybrid Event Virtual Meets Physical

HYBRID EXAMPLE



EVP

Event Video Platform

- Storage and playback of your content is important, hosting it on a secure platform is critical.
- The EVP operates as a fully customisable "business netflix"
- Implement members only areas, paywalls, sign in functionality.
- Custom mobile app
- Brandable layout, pre and post roll adverts
- Detailed analytics
- Secure on and offline hosting
- Fully managed service

We Work With Some **Marvellous People**













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Questions Or Consultation

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