



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.



Virtual Event 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.



Virtual Event Live & Pre-recorded

A tablet computer is shown at an angle, displaying a grid of content. The grid consists of multiple rectangular tiles, each containing the text 'THOUGHTS & TALKS' in white capital letters on a dark background. The tiles are arranged in a grid pattern, with some tiles appearing to have a video player interface. The background of the image is a dark, textured purple.

Virtual Event On Demand 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.



Virtual Event 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, whilst interactivity solutions enable both physical and virtual audiences to collaborate.



Hybrid Event Virtual Meets Physical

HYBRID EXAMPLE

Showing how a live event can be shown to online viewers

Live slide presentation complete with transitions and animation

Live multi camera broadcast quality feed

The NHS in 2017: Five paradoxes

- We're getting healthier, but we're using the NHS more
- Quality of NHS care improving, but more transparency about care gaps and mistakes
- Staff numbers up, but staff under greater pressure
- Patients highly satisfied with the NHS, but concerned for its future
- Consensus about how care needs to change to 'future proof' the NHS, versus what CQC called today's 'burning platform'

Source: Next Steps on the NHS Forward View, March 2017

Additional live sources such as subtitles

Fully brandable, including sponsor logos

million people aged over 75 with us over the course of the next decade, fabulous

14-15 June 2017 • ACC Liverpool

C7 CONFED

Allocate Software Right people, right place, right time.

15:30 31:00 HD

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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