

Virtual events & meetings

from Sparq Digital

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Sharing your message

Live events are a fantastic way to get everyone together to communicate a message, let's face it they're unbeaten in terms of engagement, interactivity and networking. However, we know sometimes that true face-to-face interaction simply isn't possible. Digital or virtual events are becoming increasingly popular due to increased flexibility, enhanced security, and reduction in costs; not to mention the sustainability and safety benefits of forgoing long-distance travel.

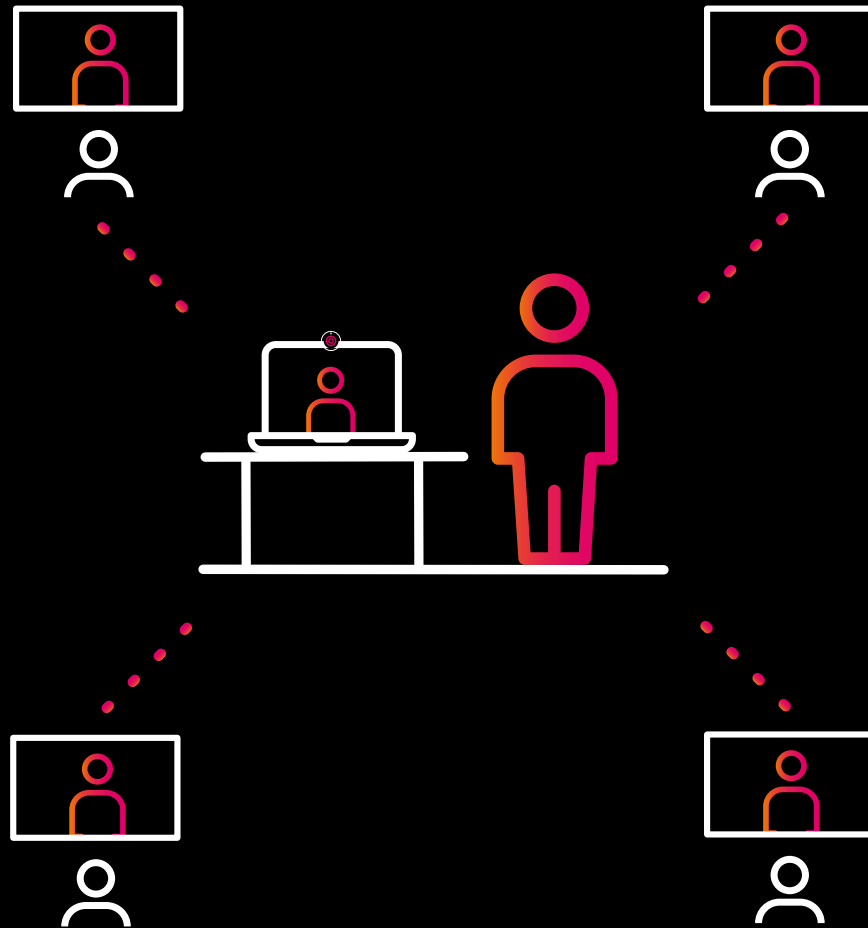
There isn't one size fits all when it comes to communicating your message effectively and engagingly, and the same applies to online experiences. So, what options are available to ensure you can still connect with your audience...



Live streaming

Our secure and intuitive live-streaming technology enables global event reach, helping you to communicate your message to audiences from 10 to 10,000+. Onsite multi-camera productions are distributed via our content delivery network, enabling your delegates to tune-in on any device, in any location, **live** or on-demand.

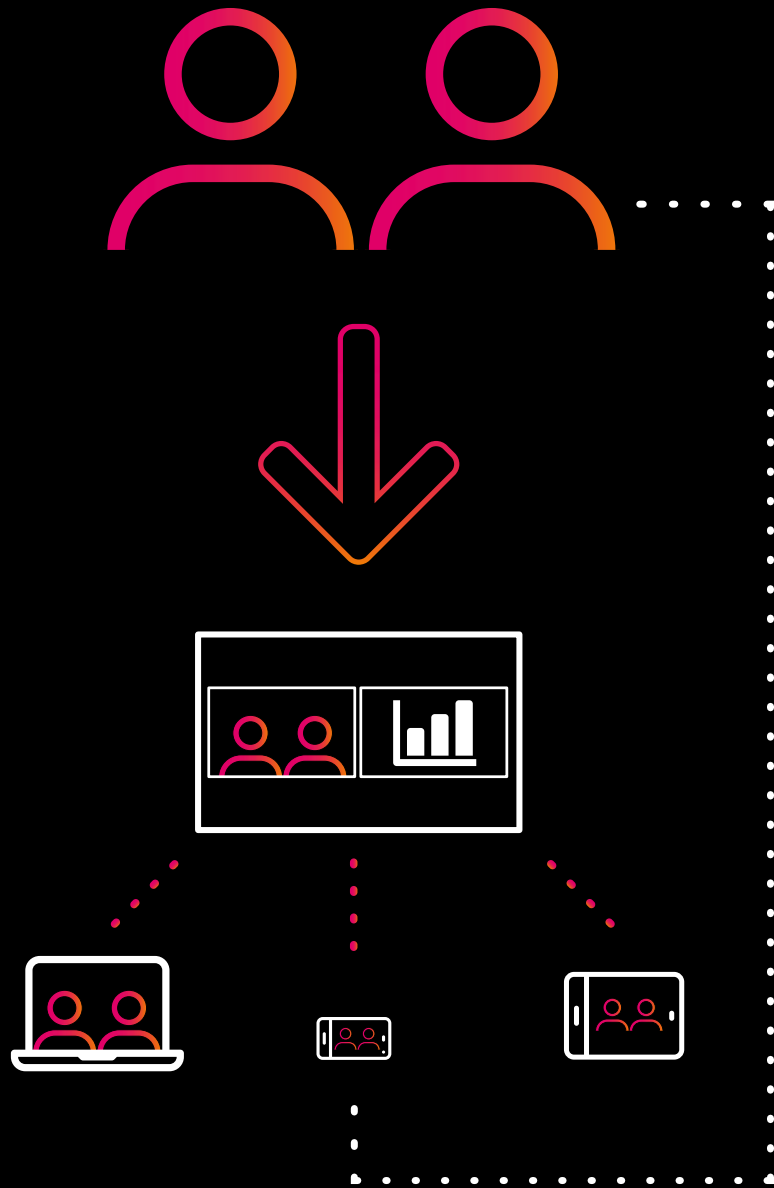
Our digital team have been delivering online video since before it was a part of everyday life, we have broadcast hundreds of live events on the Mediasite platform since 2008, in 38 countries worldwide. Our secure webcast player authentication can link directly to your company logins via single sign-on, meaning no tricky passwords or problematic links to email.



Live streaming **REMOTE MANAGEMENT**

Our team are set-up to deploy complete remote live streaming from any location. Wherever you're based, our team can help you communicate with your audience, simply logging on to your device (whether that's a laptop, tablet or phone) remotely and creating a secure platform for you to address colleagues, delegates or stakeholders.

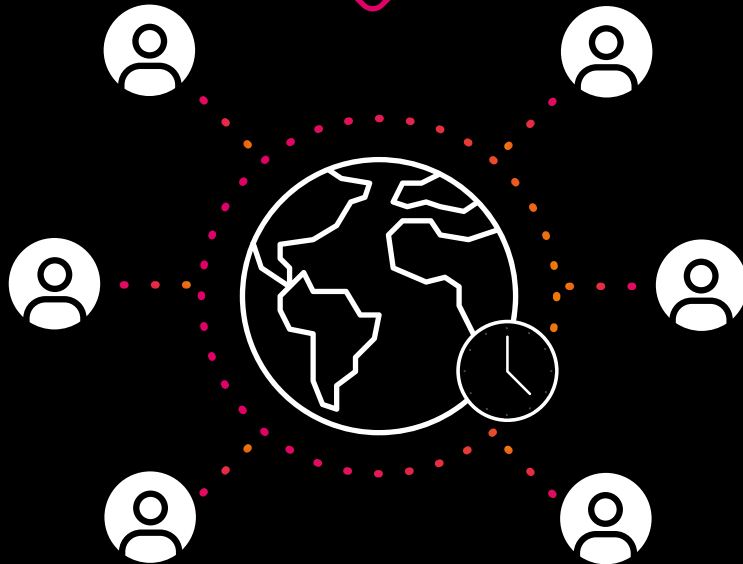
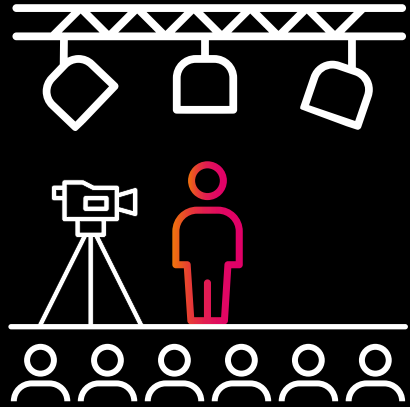
We are utilising a combination of platforms to meet a wide variety of webinar, webcast and meeting solutions for our clients, with AGMs, Court Cases and Corporate Updates being delivered and keeping important communication happening.



Live streaming **ONLINE MEETINGS**

If getting all attendees together in one location is a challenge, we can deliver a high-quality online production to get your message out there, and dynamic interaction to gather insight back in. With the support of our technical team this method allows presenters to deliver content together from one location, with the audience joining remotely.

These online meetings can be delivered from the usual event venues or alternatively from your own premises if suitable. Additionally remote presenters can be 'brought in' from video conferencing suites, desktop, laptop, tablets and smartphones.



Live streaming **HYBRID MEETINGS**

This allows you to run the event as usual, but with a potentially smaller audience onsite and other delegates tuning in virtually. Technologies are put in place to join the two different audience types facilitating engagement whether you're there in person or joining remotely.

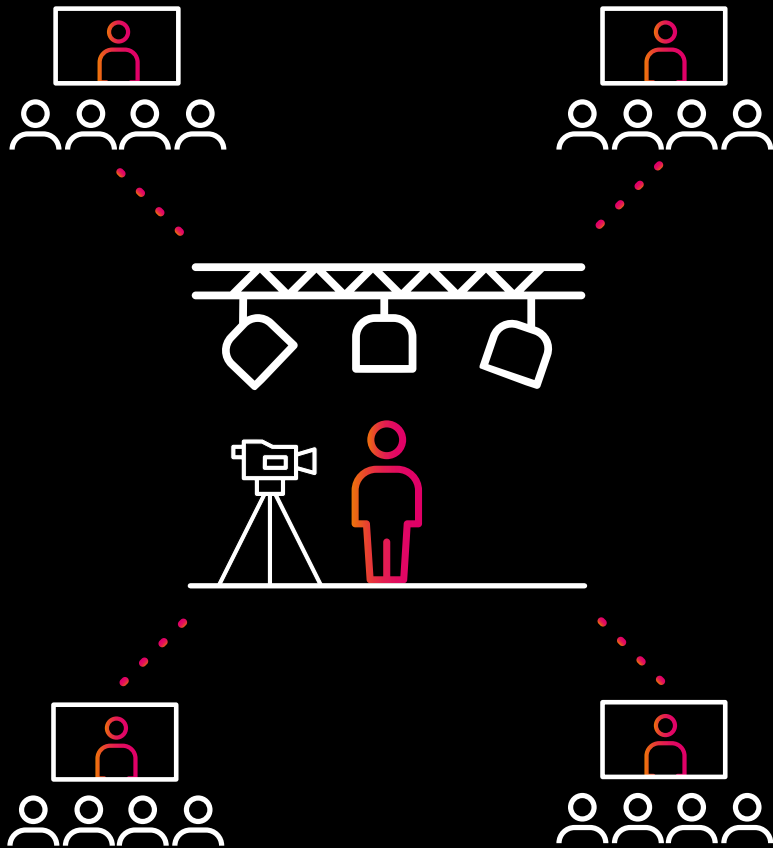
These hybrid meetings can be easily published into a 'meeting-in-a-box' which gives users the ability to virtually attend the event and take part in all interactivity at a time that suits them, even generating client branded certificates for taking part.



Live streaming **VIRTUAL MEETINGS**

For those who want to fully work in the cloud, virtual meetings allow attendees and presenters to experience the event from any location using their own devices in a virtual managed environment.

Our remote video teams will produce and direct the fully-online event, switching between presenters, enabling Q&A sessions with two-way audio and uploading presentation content from the global presenter base. We offer a wide range of support packages, even getting webcams, microphones and lighting shipped to presenters, it's all about you looking your best!



Live streaming

HUB & SPOKE WEBCASTS

Ideal if you have colleagues in multiple business locations, get groups together in their workplace to watch a broadcast from the main event. This offers all the benefits of webcast and VC, with the added extra of interaction from all sites. You can be creative with event design and have different presenters in each location and set challenges to colleagues watching from other sites.

We can provide all the tech needed to make this happen at your workplace or integrate with existing meeting room technology. Utilising this style of broadcast is great value as you are only streaming to a small number of sites rather than hundreds of individuals.



Live streaming

ON-DEMAND

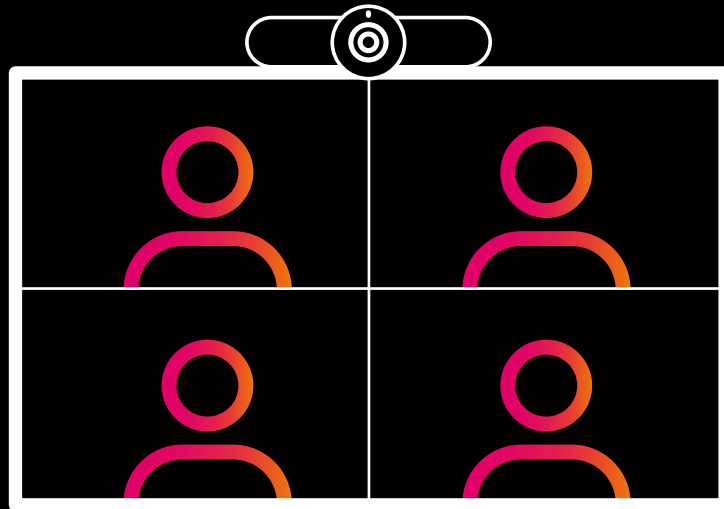
This is an online video experience available for individuals to view at any time. It could be an archived version of a live stream, or one that has been developed specifically for this purpose. All interactive features are still available, with Q&A going straight to the presenter or facilitator which can be directly followed up.

A very effective way to update the wider business, we support a wide range of clients with their town hall style meetings that typically last around 90 minutes.

A man with a beard and mustache, wearing large white headphones, is looking down at a laptop screen. The background is dark and out of focus, suggesting an office or home workspace. The overall tone is professional and focused.

Video conferencing

Video conferencing is an efficient and ever-growing tool to connect global attendees. It's not only cost-effective but ensures individuals don't relinquish that face to face interaction they'd experience in a real-life meeting. Creating a consistent experience for attendees can sometimes be a challenge internally, but we can help...

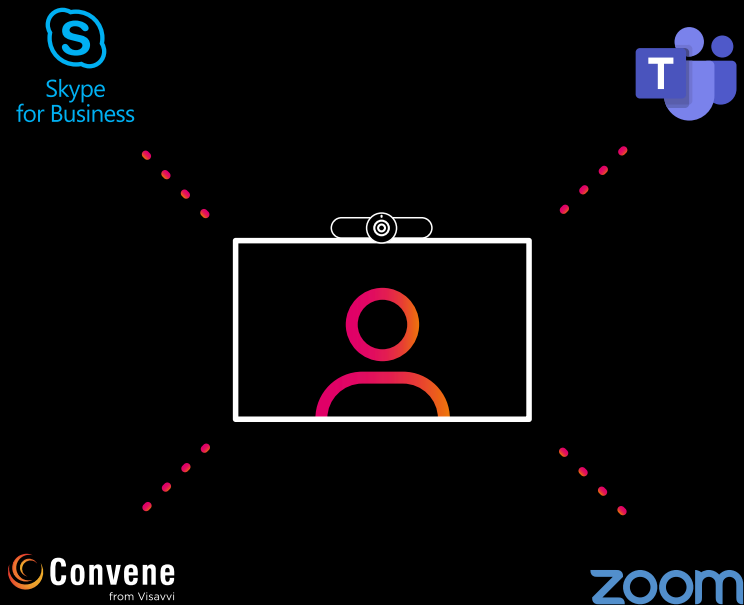


Video conferencing

CONVENE

Developed and deployed by our sister company Visavvi, Convene enables colleagues, stakeholders or clients to come together from different locations in a virtual meeting space, utilising the platform's high quality audio and video. What's more, the platform is extremely simple to use and allows participants to share documents easily and efficiently.

No specialist hardware, software or knowledge is required, and participants can join using laptops, tablets, smart phones or VC equipment. Meetings can even be broadcast out to YouTube to watch live or on-demand.



Video conferencing **BUSINESS SUPPORT PLATFORMS**

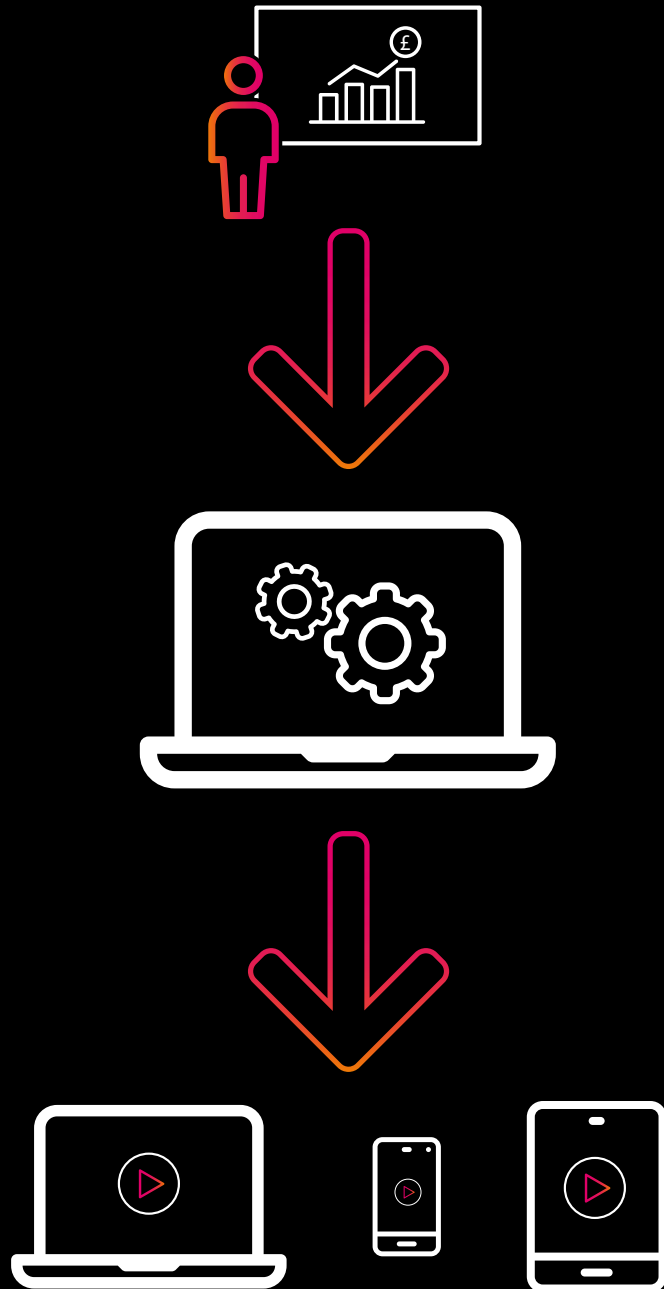
The likes of Convene, Skype, Zoom or Office 365 are useful and popular video conferencing platforms which offer a range of benefits enabling attendees to virtually raise their hands, through to file and document sharing.

We can advise on how to optimise these popular services to ingest high quality video and audio into any platform, putting the days of dark webcam images and crackly sound firmly behind us.



Video production

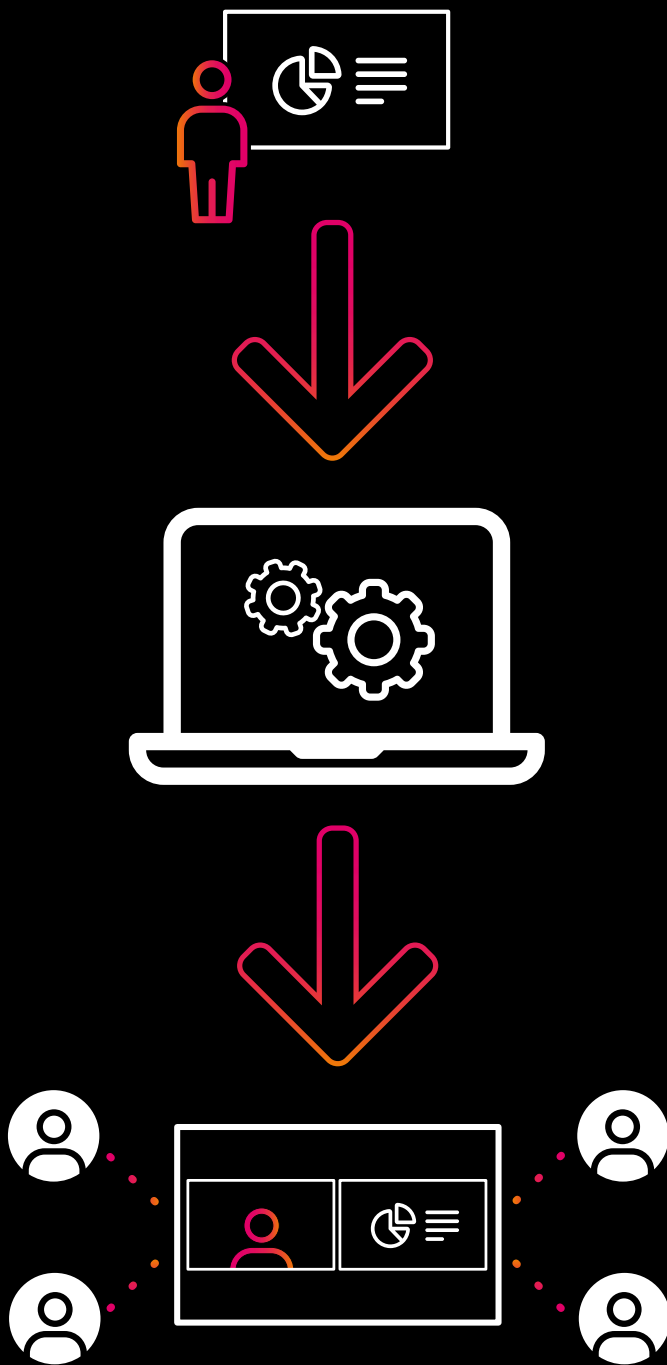
Capturing the energy of a live event through video production is a well-known practice for live events. For organisations that need to reach team members in multiple locations, in different time zones or conflicting shift patterns, pre-recorded video ticks all the boxes. Our team can produce powerful video content that will deliver your message to your target audience.



Video production

STAKEHOLDER PRESENTATIONS

We know talking on camera doesn't come naturally to everyone, so pre-recorded interviews or presentations are the obvious choice for those wishing to communicate a specific message but not on a public platform, such as an event. They can also be filmed from a destination or location of choice, whether that's a workplace, hub site or at home.



Video production

TRAINING VIDEOS

Onboarding staff in multiple locations can be tricky, but a slick video can help communicate your business message wherever they're located. The same applies for training materials, whether this is for employees or suppliers. We can combine traditional slide content with engaging visual and presenter overlays in our Sparq capture studios, immersing the presenter right into the content and delivering key messages without distraction.

Our house blend of interaction is combined with user tracking to deliver insightful results and detailed analytics.

**Extraordinary.
Delivered.**