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2020 Virtual Events Guide

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Go Virtual!

One call does it all... It's really that simple!

Scheduling and Coaching Speakers

Media Management for Presentations

Multiple Remote Location Logistics

Benefits and Features

- No Additional Work for You – We Handle All Logistics
- Professionally Produced Content
- Opportunities for Sponsor Impressions
- Links to CE Credit
- Live Streaming and Pre-Recorded Options
- Dedicated Technical Director and Video & Audio Engineers
- E-commerce Options to Create Revenue for Your Conference

We bring it all together for Live and On Demand sessions.

Your remote attendees just log on and learn!

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Go Behind the Scenes and Meet Your Virtual Team

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e-Attend™

Our project team designs, manages and executes the virtual process from pre-planning to post-production.

We direct all of the behind-the-scenes logistics in the virtual studio including project management, scheduling, recording, editing and streaming your content.

e-Attend™ hosts and archives your sessions on our proprietary distribution platform. We create a custom branded conference site for your viewers to access 24/7.

Built to expand ROI, we host your content for as long as desired, creating a digital library that extends the life of your conference and the value of the sponsorships you offer.

Our Team

Technical Director

Manages overall production process and presentation scheduling. Assists speakers with technical needs and presentation aesthetics.

e-Attend™ Technical Director

Designs a custom viewing experience for attendees and creates sponsorship placements tailored to client's needs. Delivers viewing metrics to client.

Video Engineer

Ensures video quality of presentations. Creates graphics and compositional elements to elevate production values.

Audio Engineer

Mixes and enhances audio to produce clear, high-quality presentations.

Our Studio

- State of the art, 2,000 sq. ft. studio located at our corporate office
- Studio equipment includes video switchers, audio consoles, studio cameras, recording equipment, return communication paths, and a chromakey wall
- Record 8 simultaneous channels of online presentations
- Live streaming to over 30,000 viewers
- Custom branded virtual stage for on-premise production

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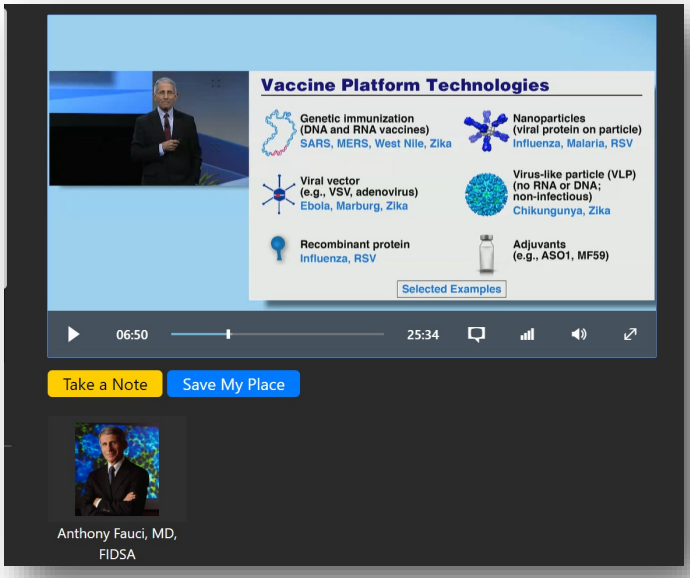
e-Attend™

On Demand Conference Webcasts

One Click. Any Device.

Your Benefits

- Custom branded conference website
- Sponsorship opportunities on the website and in recordings
- Virtual registration of attendees
- E-commerce platform
- Analytics information
- Marketing capabilities
- Technical support provided by e-Attend™ team



Viewer Benefits

- Auto-play functionality
- Bookmarking and notetaking
- Easy site searchability
- Links to CME sites
- Access to abstracts and handouts

Click to view our demo

Session Capture

Cloud Based

e-Commerce Solutions

Marketing Solutions

Continuing Education

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Our Virtual Packages

Facilitated Web Meeting

Give your live online meeting a professionally produced look and feel

- Technical Director manages all presenters to interface with the live timeline of events
- Technical coaching for speakers
- Screen sharing logistics
- Waiting room management
- Private/public chat room monitoring
- Participant admission and removal

Pre-Recorded Platform for On-Demand Webcasts

Our team schedules, records and edits each session to be hosted on e-Attend™. Viewers log on to a custom conference website to watch sessions any time and on any device with internet access

- Technical coaching for speakers
- Custom branding, lower thirds and watermarks
- Switched media and camera shots to include full screen and windowed options
- All e-Attend™ features and benefits including sponsorship branding

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Our Virtual Packages

Live Event Streaming

Go live! Engage your viewers through live streams of each session

- Technical Director manages all presenters to interface with the live timeline of events
- Technical coaching for speakers
- Custom branding, lower thirds and watermarks
- Switched media and camera shots to include full screen and windowed options
- Option to add an emcee to facilitate audience engagement
- Option to add interactive Q&A and/or polling functions
- Option to record, edit and publish live streamed sessions

Virtual Hybrid Event

Enjoy the best of both virtual worlds by featuring a live keynote session followed by pre-recorded breakouts. Viewers can interact with the live portion and watch recorded sessions as their schedule allows

- Technical Director manages all presenters to interface with the live timeline of events
- Scheduling, recording and editing of each presentation
- Technical coaching for speakers
- Custom branding, lower thirds and watermarks
- Switched media and camera shots to include full screen and windowed options
- All e-Attend™ features and benefits including sponsorship branding
- Option to add emcee to facilitate audience engagement
- Option to add interactive Q&A and/or polling functions

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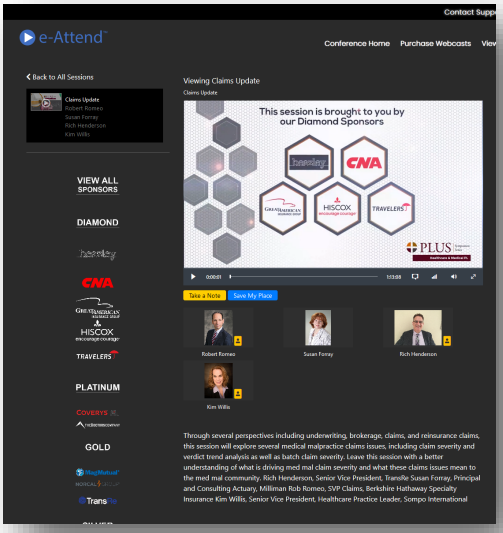
Sponsorship Opportunities

Virtual sponsor benefits:

Sponsor impressions last much longer than any in-person conference as members typically have access to recorded content for up to three years.

Sponsors benefit from increased exposure with every virtual attendee seeing their brand. No more waiting for someone to stop by your booth!

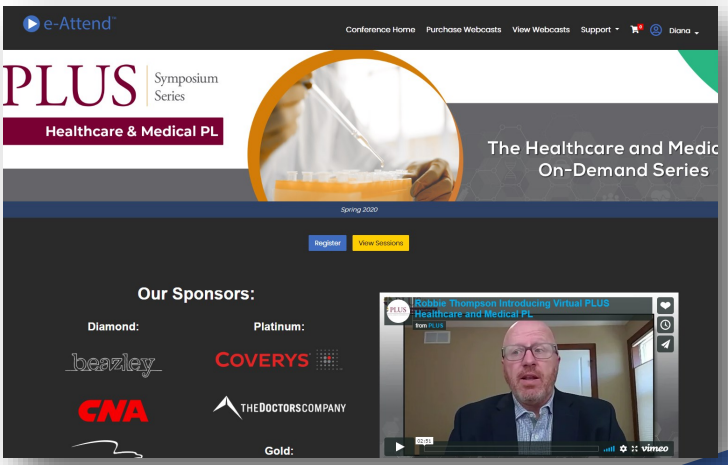
Sponsors can recognize cost savings by not having to print and ship material.



What does it look like?

Your recorded or live conference webcasts can be sponsored in part or in its entirety. They can be offered in any combination of the following:

1. A link to their website on the main conference page
2. Their logo in the conference banner
3. Clickable logo on the playback page linking to the website or social media
4. Individual sessions can be sponsored through a link to the sponsors website and their logo on the webcast page
5. Slides, commercials or video introductions by a member of the sponsoring company can be edited into sessions
6. Logos can be added as a watermark in the video



Read our blog for additional sponsor ideas

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Here's How Organizations Are Going Virtual

Medical Association Virtual Conference

One Association chose to pre-record its annual conference.

- We coordinated over 65 session recordings totaling 165 finished virtual presentations
- Customized e-Attend™ site design for the Association along with sponsorship branding both pre– and post-videos created by our graphics team
- Timeline to schedule, record, edit and publish was four weeks

Marketing & Advertising Company Hybrid Conference

This organization wove pre-recorded segments into live streamed footage to create the feel of a live event with the comfort of a error-free, polished, well delivered presentation.

- Utilized our on-premise stage sets for all pre-recorded portions and live Q&A segments
- Live segments were captured with multiple camera angles and edited by our Engineers, combined with slides and customer brand elements

Virtual Candidate Forum

This Association went virtual to record candidate interviews for an upcoming board vote.

- 10 candidate remote video recordings
- 1 moderator remote video recording
- e-Attend™ direct link for election committee members to access interviews
- Google analytics applied to provide Association with viewer tracking data

Insurance Association Virtual Series

One client took their events virtual based on their experience with us as a presenter.

- Record multiple webinars throughout the year to be published as an educational series for members