

# Impactful Virtual Conferences



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# How Did We Get Here?



2020 has presented organizations with a truly complex set of communication challenges.

# Where Are We At Today?



**We need two-way conversations with our staff, customers, partners, prospects, members & other stakeholders.**

Since the healthcare pandemic began there has been a significant increase in the utilization of video conferencing, Zoom, Hangout and other communication media.

## **Trust.**

Today, leaders have to convey that they are trusted, caring, visionaries--and they have to communicate these messages virtually. This is more important than ever before, & this is much more than just speech coaching.



# Where Do We Go?



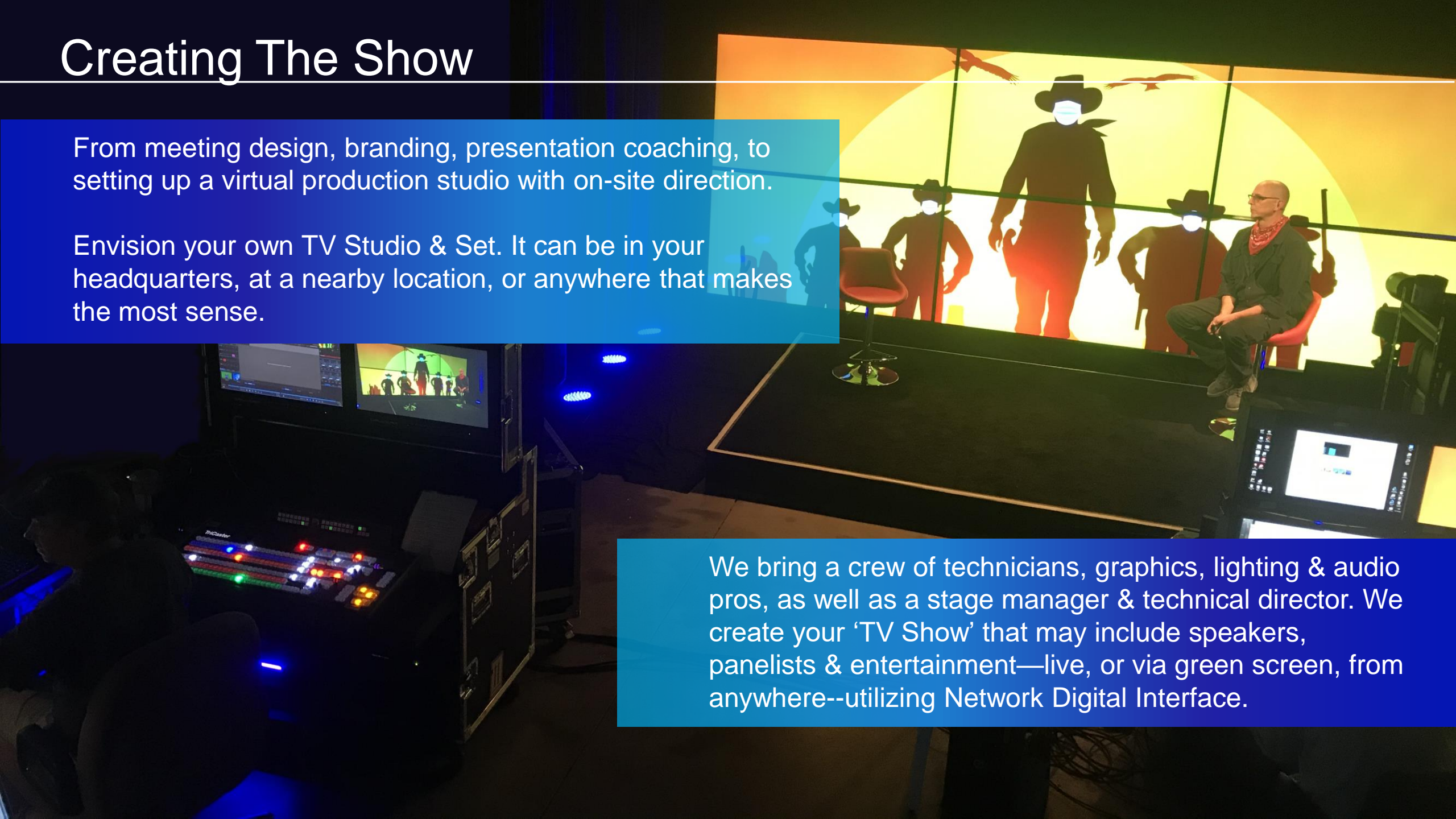
Hotels are re-opening & small meetings are just starting to happen-- with health & safety restrictions. You still need conferences, training, product demonstrations & you still need to communicate your messages with impact. The need to step up your virtual conferences as a stand-alone event, or as part of a small hybrid meeting are imperative.

The Esprit Productions Virtual Team can help you create those impactful events.

# Creating The Show

From meeting design, branding, presentation coaching, to setting up a virtual production studio with on-site direction.

Envision your own TV Studio & Set. It can be in your headquarters, at a nearby location, or anywhere that makes the most sense.



We bring a crew of technicians, graphics, lighting & audio pros, as well as a stage manager & technical director. We create your 'TV Show' that may include speakers, panelists & entertainment—live, or via green screen, from anywhere--utilizing Network Digital Interface.



# Event Production Values in Executive Presentations

Production values, in the Live & Virtual Event Environment, utilizes quality equipment & crew to create a seamless show across all phases of the event.

Creating high production values may include:

- Presentation Graphics
- Video
- Speech Teleprompting & Note Display
- Stage Direction
- Scene Design
- Broadcast Level Sound, Lighting & Video Equipment
- Live or Digital Q&A & Polling
- An Experienced Technical Crew

# Bringing Production Value to Virtual Conferences



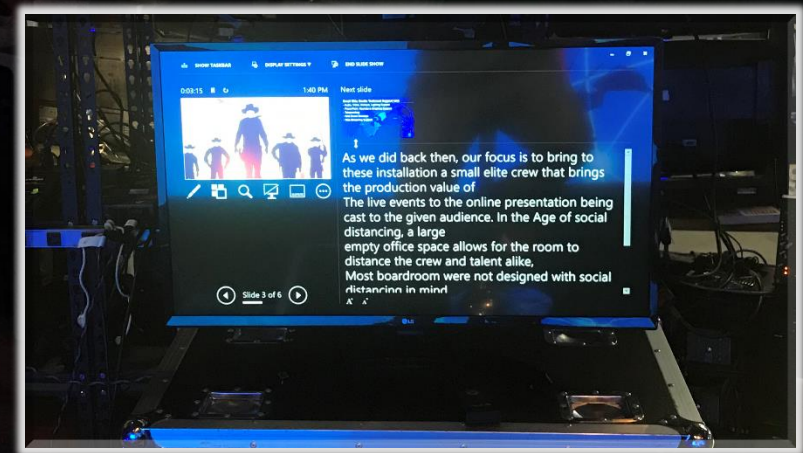
Also required today—Health & Safety Measure Compliance for presenters & crew.

Utilizing space at Corporate Headquarters, a warehouse or hotel we bring the elements necessary to build a Virtual Conference Studio Hub.



# Production Value in a Virtual Conference Studio Hub

The Virtual Conference Studio Hub is where we provide a broadcast level of production values & superior support for your presenters



Teleprompter/Notes presenter monitor



# Production Values in a Digital Scenic Backdrop

## Small Elite Onsite Technical Support Unit

- Audio, Video, Camera, Lighting Support
- PowerPoint, Keynote & Graphics Support
- Teleprompting
- Web Event Direction
- Web Streaming Support

The Virtual Conference Studio Hub utilize Digital Scenic Backdrops for a clean, newsroom look, & can also be used as a primary presentation palette.

This allows for dramatically greater visual functionality than the 16:9 format computer screen typically used in web streaming events .

# Bring Your Out of Town Speakers to Stage...Virtually



Speakers who can't be at the studio hub can be "keyed-in" seamlessly to the stage. Viewing each speaker full frame allows attendees to see their body language, & other visual cues that are critical in building trust.



# Building Trust & Communicating with Impact - Virtually

Pre-event we will work with you on:

- Connection before content





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- Creating context & education through visual engagement





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- The role of humor & emotion
- Listening & feedback

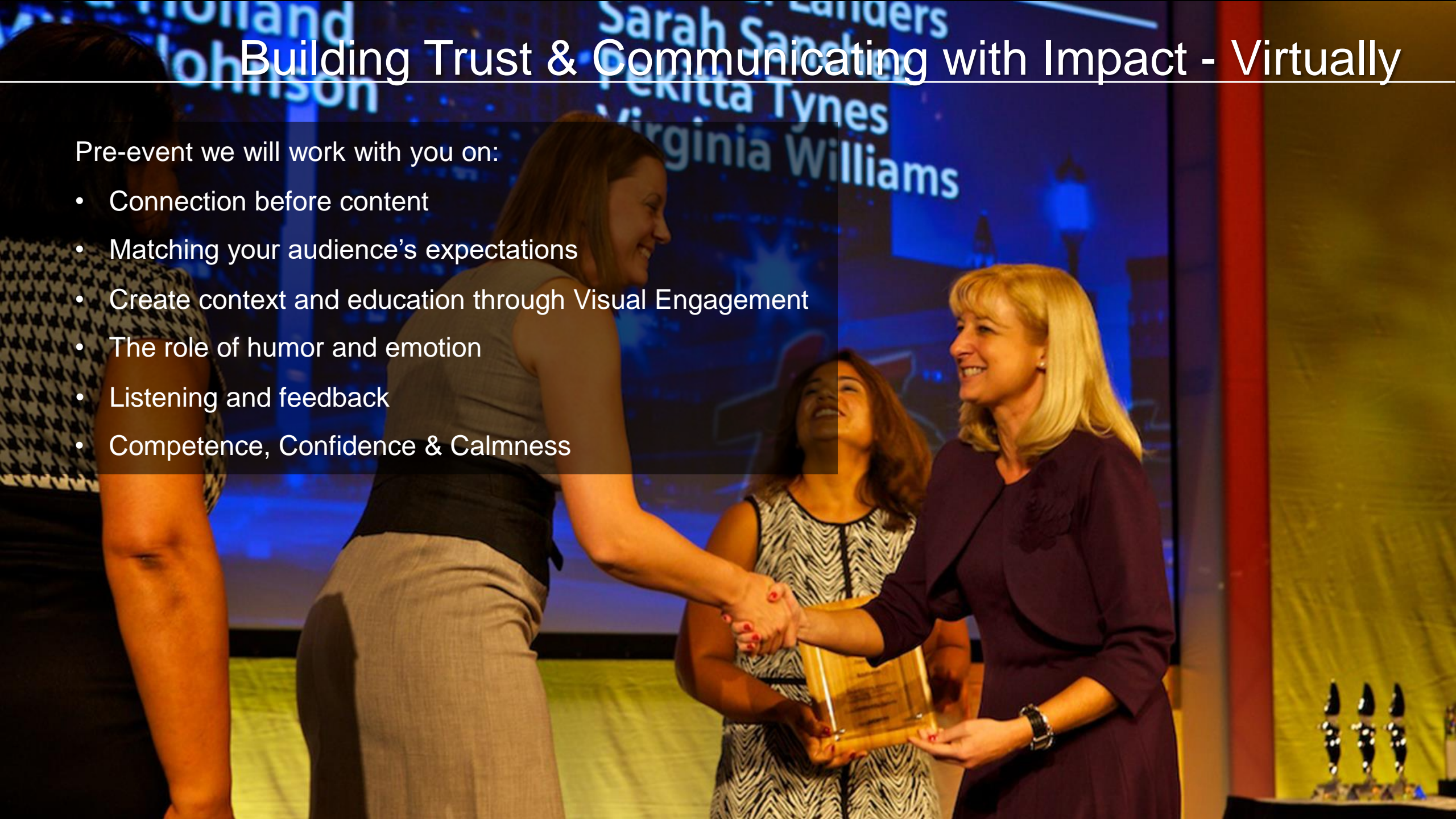




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Pre-event we will work with you on:

- Connection before content
- Matching your audience's expectations
- Create context and education through Visual Engagement
- The role of humor and emotion
- Listening and feedback
- Competence, Confidence & Calmness





# Virtual Conference Studio Hub Functionality Summary

Communicating your messages across your organization & with other stakeholders is a critical component to growth & success. Virtual events can be an important tool in reaching your goals. We can help.

- PowerPoint, Keynote & Graphics Support
- Teleprompting
- Web Event Direction
- Web Streaming Support

**It's a Show** - Your speakers can present, live or virtually.

**Trust** – Learn the traits & values that convey trust.

**Technical Equipment** – NDI technology for a seamless show.

**Experienced Crew** – Our team has worked together many times.

**Audience Engagement** – Two way communications, Q&A, polling

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Technical Support Unit

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