

ADAPTIVE EVENTS

The show must go on. In this time of uncertainty communication is more important than ever.

When adapting your event to the new challenges of today, keeping these four considerations in mind can help make your event a success.

Virtual Event Platform

- The “venue” of the virtual event
- Wide variety of platforms available
- Scalable features to fit event needs

LES Studio at Any Venue

- No attendees - Only crew and presenters on site
- Stage and set built in location space
- Custom built sets rather than office or home backgrounds
- Web Streamed and/or recorded for later broadcast

Hybrid Live Event

- Flexible for attendees to support public health guidelines
- In-person event at existing event venue & virtual space
- Split crowd presentations ie: Keynote x2 (½ capacity swap to breakouts)
- Web Streamed and/or recorded for later broadcast

Mobile Broadcast Rig

- Small crew (2-4) comes to your business, office, or home
- Allows you to present from a location you are comfortable with
- Web Streamed and/or recorded for later broadcast



Live
Event
Solutions

Virtual Event Platform VS Virtual Event Production Company

Your virtual event is just like your in person event...

When planning a traditional in-person event one of the first things you do is search for and select the perfect venue, the “platform” of your in-person event. A virtual event is no different. There are a multitude of different Virtual Event Platforms available, each with its own quirks, strengths, and weaknesses, the same as an in-person venue has different amenities and challenges.

Having a venue is not the final step in making an in-person event a success. It takes a production company and crew to add all the gear, personnel, knowledge, and expertise to make the most of the venue space to make your event the best it can be. That’s where Live Event Solutions assists at in-person events, and that’s where we can help with Virtual Events. We help you get the most out of your Virtual Event Platform.

What does a Virtual Event Platform do?

A Virtual Event Platform is where your “attendees” can access the information presented by your speakers, instructors, vendors, or entertainment. Put simply, it is a funnel that collects all your event assets, and combines them into a final tangible product.

Just like physical venues, there are multiple platforms available, some are straightforward and simple, offering minimal features, such as live stream hosting sites like YouTube, Vimeo, or Facebook Live. Other platforms are more complex allowing interactivity such as Q&A, polling, chat rooms, or even immersive, navigable virtual spaces.

How can a Virtual Event Production Company help?

Just as you look for professionals to bring your in-person event to life in physical venues of your choice, you need the same professionals to get the most out of your Virtual Event Platform.

We can help you make the right platform decision.

By working with you to assess needs, and utilizing our experience from past events, we can advise on what virtual platform might best suit your needs and budget.

We can help coach speakers and advise on content.

In a virtual environment, a speaker’s job is both easier and harder than a traditional event. They don’t have the pressures of appearing live on stage in front of numerous people, but they must be more engaging and charismatic in front of a camera to keep the remote audience focused. We can help coach your speakers before a live streamed address or even pre-record speeches to allow for fine-tuning before integrating it into the event. The same goes for content. As we would advise on how to build presentations or videos to utilize a custom in-person set, we can advise and assist with formatting the same content for a virtual event.

**Conclusion: We can assist you with virtual events
the same way we do with traditional events.**

Virtual Event Platforms

Basic: Traditional Video Platforms



Pros: Generally free or low cost

Cons: Strictly stream hosting
Interactivity natively limited to comments, but can be combined with other tools within the stream to improve engagement

Custom Hosting: Custom Web Portal for Streamed Events

Pros: Easy to brand for your event
Easy to control access to registered attendees or even sell virtual “tickets”
Add interactive elements such as Q&A, Polling, or social media

Cons: Generally focused on improving the video hosting aspect over basic platforms
More costly than basic platforms

Advanced: Virtual Event Management Platforms



Pros: Great for multi-session events like breakouts
Provides digital networking options for attendees to collaborate

Cons: More costly and involved than basic or custom hosting options

Digital Reality: Interactive Venue Environment



Pros: Great for trade shows or multi-sponsor events
Provides unique interactivity

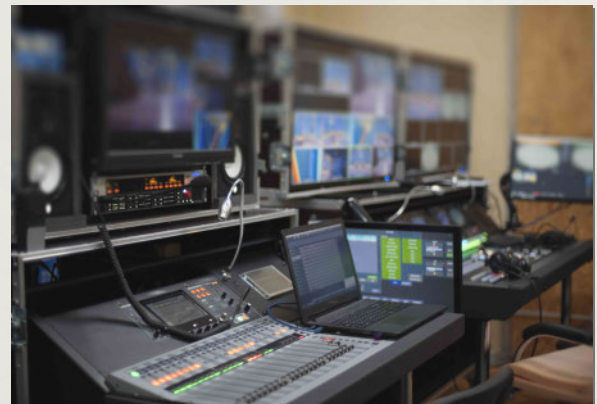
Cons: Not ideal for strictly intra-organizational events as features are paid for but unused
Video game like
Can be expensive; cost for platform alone can start at \$25,000 to \$50,000

LES Studio



Allow us to build a custom set complete with scenic items and lighting effects. By sending your presenters to us, you don't have to compromise on the big event look!

By coming to our studio space, we are able to prepare the set before you arrive, saving your presenters' time. This has the added effect of helping limit contact with more people than necessary.



As always, stream live, or for added visual excitement, pre-record different speakers on different set arrangements to present a unique look for each presenter in a scheduled broadcast!

Hybrid Live Events



As humans, we like to gather and interact. Utilize existing venue meeting spaces with lower attendee numbers to allow for better networking and information retention while staying safe.

Having a smaller crowd in an existing meeting room or multiple rooms allows for adherence to public-health recommendations and social-distancing guidelines while preserving the interaction factor. We can feed camera signal and audio to multiple rooms to allow for more attendee spacing.



For those not in attendance, stream your event online so they don't miss the action. We can also record for posterity or later broadcast.

Limited radius FM broadcasting available for select event types such as drive-in events.

Mobile Broadcast Rig



A small crew of essential, multi-disciplined video, audio, and lighting technicians can safely get your message out with minimum gear and personal contact requirements.

Presenting from your own office or other personal location allows you the comfort of a familiar environment and saves you money on the scenic set budget. We can spruce up and accent your environment with carefully placed lighting and other minor scenic items.



Stream live, or record multiple takes and assemble the best cuts for later broadcast. Our mobile streaming rig affords us the flexibility and power to reach a wide audience from your own environment, even outdoors!*

*Subject to internet availability and reliability at selected location