Virtual Event Guide

How can businesses that planned to have corporate gatherings of all forms continue to thrive, connect, and evolve, when we cannot meet as we have been able to in the past? This guide will help you through the process of organising virtual events. It will help you decide if you should hold your event virtually, what format your event should take, what platform you can host it on, how to reach the most appropriate attendance right and how to maximise the use of tools and equipment to strengthen your event.

Introduction

Engagement with a screen to passively listen to content is hard work. The energy of the virtual event is a draining experience as opposed to an uplifting one for many people. This is an ongoing, and biggest challenge for event organisers, planners and meeting professionals. Virtual events and hybrid events (a mixture of live and pre-recorded online content) are set to become a mainstay of any organisation's event strategy. So…

How do we engage with an audience that is "zoomed-out"? The starting place is, as always, **'content is king'.** This has never been more relevant. Within the context of the virtual event, there is only the content and how to maximise its' immediate impact, and the follow up.

We need to appreciate and understand the art of the performance of a live delivery on stage or television, transfer as many tools from these mediums as possible, and appreciate the limitations of the virtual event. Now more than ever there are opportunities for content to turn to conversation, for questions and interaction for all attendees to take place. Now is the time, more than ever, to ensure attendees are engaged throughout the event. Turning the virtual event into an interactive experience rather than a one-way screen watching experience is the key to the creation of a successful virtual event. Do not aim to replicate the live event into the virtual one but instead reimagine what the event can look like. Consider how to create interactivity and engagement. Virtual events give everyone a front row seat, so we need to embrace this when planning an event and the speaker needs to embrace this aspect of their performance.

This guide covers the following;

1. **Should I hold an online event? What should I think about when planning my event?**
2. **What format should my event be?**
3. **Getting the best attendance at your virtual event by delivering the best content**
4. **What technology/platform should I use?**
5. **Event roles**
6. **Top tips for your event particpants (chairs, speakers & hosts)**
7. **Top tips for presenting at someone else's' event**
8. **Finding your best angle - how to get the most from your camera**
9. **Sponsor engagement**
10. **Glossary of Terms**

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

1. **Should I hold a virtual event? What should I think about when planning my event?**

First, ask yourself, is meeting online necessary? As with any event, first consider ***why*** you want to hold this event. It is important to not just replicate physical meetings with virtual ones as what you planned to do face to face might not work as well in a virtual event. Do not aim to replicate the live event into the virtual one but instead completely reimagine what the event can look like.

Some questions to ask yourself to help decide if you should be delivering a virtual event:

- What are the objectives of this meeting / event? Are they still achievable virtually?
- Does this event / meeting have a major focus on networking among attendees? Can I still do this meaningfully using technology?
- Is this event relevant / still relevant to my audience in light of the COVID-19 situation? Is my audience going to have the time / headspace to engage with this content?
- Is this event time critical? Could the objectives be better met by waiting until we can hold physical events?

As with any event, there are key considerations to address before beginning the planning of a virtual event;

- Why are you delivering this event?
- What are the event aims and objectives?
- Has the event been delivered before?
- Does this event meet any of your strategic business objectives or work programmes?
- When do you want to deliver your event? Why that date/time?
- Have you carried out a competitor analysis (competitor events/ clashes in dates)?
- What is your target audience? Can you access the audience remotely? Do you have data for your target audience?
- What is the budget for the event?
- Who is accountable (the "event sponsor") for the event? This is usually the budget holder.
- Who needs to be involved in the event project team to ensure its' success?
- If you do not have the internal resources (people/services) how can you source externally?
- How will you know that you have been successful? How will you evaluate your event in line with your event aims and objectives?
- What are the potential risks involved in planning and delivering this event (e.g. reputational/financial/diverting internal resources away from core business)?

If you think your event works virtually for the audience and can meet its objectives, then move on to decide the best format and platform to deliver your event.

---

2. **What format should my event be?**

Once you've considered the questions in the above section, and if you decide to go ahead, the next step is to think about what format your event will take. At the start of your planning, think about what you want to get out of this virtual event and then you can decide what is the best format to achieve those event aims and objectives.

Virtual meeting / roundtable

- Advisable for when you want to have a discussion / debate around a pre-set agenda / question. Often you are trying to reach an agreement or a way forward by the end. Involvement from attendees is typically verbal/ thought sharing/ questioning.
- Suitable for a maximum of 15 attendees.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

Virtual workshop

- Advisable for when you want to engage stakeholders with a specific piece of work or idea. At the end you might not have an agreement / way forward but might have a collection of ideas / insights that you go away and shape/ inform your work.
- Involvement could be verbal, but could also use interactive engagement tools like polls / voting/ interactive whiteboards etc.
- Breakout groups / smaller group work may be involved.
- Suitable for between 10-100 attendees. Breakout rooms are advisable with numbers over 20.

Webinar

- Used when you want to share learnings or impart knowledge with large groups of attendees. The webinar will focus on information sharing and this should be the draw for attendees but there should be regular elements of interactivity included e.g. specific, time limited audience Q&A. There is usually not much involvement outside of the formal Q&A sessions, and no breakouts with webinars.
- As this format is more of a one way format, larger number of attendees can be reached. Large attendee numbers likely to be 50-3,000 (or more if you have a very popular topic!)

Virtual conference

Use with caution! It is hard to engage audiences for long periods of time, will require a long time to plan i.e. months not weeks), so consider if this is really necessary and whether it will achieve your event aims.

- Used when you want to share multiple learnings with large groups of stakeholders. You might have a mixture of sessions / formats that you want to engage your audience in and multiple speakers etc. Interactivity can depend on each session.
- Multiple sessions / formats.
- Large attendee numbers.

Virtual awards ceremony

Ideally, this needs to be approached like a TV production piece, with videographers, show callers, Directors, Producers, etc. This is an example of how a huge annual global awards ceremony was moved over to live online event in May and done relatively well. They use a host really well, and have clearly used the production company to maximum effect to integrate the live and pre-recorded content: The Forever Global Rally produced by Mechanical Mouse Here's another recent (May) example from The Sports Video Group 2020 https://www.svgeurope.org/sports-tv-awards-2020/ceremony/

Virtual Exhibition/ Product Launch

The exhibition, more than any other type of event, is about a marketplace and a networking environment. It's about making sure your exhibitors and sponsors receive the engagement they (and you) expect for future business success. One way to do so is through virtual exhibit halls – which exist on some platforms. Some are more traditional, where others feel more like a real-life exhibit hall with booth design, custom graphics, exhibitor logos, video, and more. We are happy to work with you to find the right fit for your needs and budget. At the moment we recommend EnterAgora https://www.linkedin.com/company/enteragora/ . They can enable networking as well as exhibitor booths in the platform and it uses a mixture of gaming technology and 4K cinema tech. Their first client was the World Economic Forum.

None of these formats sound right for you?

Get in touch to talk about other formats suitable to deliver your event aims and objectives.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

Ruby Blosse

3. Getting the best attendance at your virtual event

Registration & access to the event

We recommend having automatic entry into virtual events as this is one less thing to monitor throughout the event. Some platforms have a "waiting room" that needs to be monitored to admit people into the event. If you have a secure system this should not be necessary though. Avoid asking participants to register on one platform (e.g. EventBrite) and then register again on another platform. The easier it is for participants the better. It's like the instructions for turning up to a live event – the harder it is to get there the more likely you are not to bother, or if you do bother you are going to start the event a bit grumpier than if it was super easy to get there and you are greeted with a smile and a cuppa!

Communication

There are some key messages to deliver when trying to attract the largest, most appropriate and relevant audience for your event;

- Be thankful that they are attending your event.
- Be consistent and explicit about the purpose of the event in the invitation and in any subsequent communications.
- Clearly state what participants will get out of the event (e.g. *"By joining us at this event you will learn/share/see/hear…"*)
- Acknowledge that you understand that the majority of people's working conditions have dramatically changed. By acknowledging that you understand things are different you should have tailored the programme accordingly. This is absolutely fundamental to maximising attendee engagement. (e.g. by reducing session times/allowing participants to dip in and out by being clear with the programme & timings).
- Send out clear and concise joining instructions (example below) that tell participants things like what technology they will need to access so they can download and familiarise themselves with it in sufficient time before the event; tell them if you are recording the event; be clear with timings of each session.

"Thank you so much for registering for our event tomorrow. We know it's not the same as seeing you all face to face, and appreciate you taking the time to join us for a while. Our great speakers are limiting themselves to 15 minutes as we know it's not the same working from home as working in an office. We have also built in time for you to interact and ask us questions on this timely and relevant subject. The full programme is below. Feel free to dip in and out."
The programme *<insert up to date programme with clear timings>*
How to join us *<insert one click joining instructions, preferably not password protected>*

Content

The best way to get good attendance (and a low attrition rate throughout the event) is, of course to deliver the best and most unique and relevant content that the attendee cannot get elsewhere. Shape the content and timings of the agenda with connectivity with the audience always at the forefront of your planning.

- Facilitate speakers being able to pre-record their content. They can always join the event live for Q&A. Pre-recording presentations (particularly with slides) means less risk of technical glitches during the virtual event, the speaker will be more relaxed and this leads to higher audience engagement.
- Limit speakers to a maximum of 15 minutes if presenting a slide deck.
- Slides should be used minimally, and have as little content on each slide as possible.
- Consider building in short stretch breaks (like with a live event) or tea/coffee breaks. Limit breaks to 5 minutes to minimise audience attrition.
- Build in the maximum amount of interactivity for the maximum engagement and concentration of attendees.
- If you want feedback know what you want, how you are going to collect and collate it and what purpose it serves BEFORE the event starts. Follow up quickly.
- Have at least one, if not two, tech rehearsals with speakers before the event so that the content is delivered as smoothly as possible.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

How long is too long?
Online events are draining. Ninety minutes is probably the maximum time people will remain comfortable for but within this you should definitely build some interaction / engagement time. People need time to get up and walk around where they are, particularly in longer meetings. Factor this in and encourage attendees to move around. The best time of the day to deliver your event very much depends on the content (e.g. awards ceremonies suit early evenings). The most popular times for online events are 10:00hrs and 14:00hrs. Avoid Monday mornings and Friday afternoons. All of the following are to be encouraged;

- Shorter passages of speech
- Breakout rooms
- Polling
- Encouraging questions from every member of the audience rather than those with the confidence to stick their hands up

What are you doing to engage attendees?
Now more than ever there are opportunities for content to turn to conversation, for questions and interaction for all attendees to take place. Now is the time, more than ever, to ensure attendees are engaged throughout the event. Turning the virtual event into an interactive experience rather than a one-way screen watching experience is the key to the creation of a successful virtual event. More so than a live event, online events need to build a connection with the audience. Make the session as interactive as possible or is suitable for the event format. If it works for your meeting / event then engage people early on. You can make use of polls / interaction tools either in your meeting platform or you can send a separate email. In most platforms now (e.g. Zoom) you also have the option of breakout rooms, where you can send people into smaller discussion groups and then bring them back into the main room after some time. Make sure the path back to the main event is clear and easy. You could also use online collaborative whiteboards in smaller group discussions / meetings as a visually engaging tool. Consider "Influencer involvement". Invite the influencers of your industry to your virtual event as an attendee or better still, presenter.

Tools for producing engaging presentations
There are a number of tools / software which you can utilise to make your presentation engaging and memorable.

Polls | It is easy to create polls in most platforms you can use these in virtual events of any size.
They can either be set up in advance or set up while the virtual event is happening, so you can tailor them to how the presentation is going.
You can use them to:

- Ask a question at the beginning of your presentation to gauge your audience's current understanding.
- To demonstrate a point, you are trying to make / show common misconceptions etc.
- To see how your audiences' ideas have changed during the course of the presentation e.g. in debates.
- To get real time feedback on how things are going / went.

If you aren't using a platform that has an inbuilt polling function, or if you want to ask open questions you could make use of sli.do. You can use sli.do to:

- Ask a series of questions (more like a survey function than a one-off poll)
- Ask open questions and create word-clouds with the answers.

Q&A | Field and answer as many questions from the audience in real time rather than the stadadr Q&A at the end of the session/event. In many Q&A functions the audience can ask questions, and upvote each other's questions so the most popular ones have the best chance of being answered.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

Chat | There is a chat function inbuilt in most platforms and is usually really simple for attendees to use. You can use it to:

- Ask for instant thoughts / reflections on certain topics.
- To help break the ice amongst attendees and get attendees chatting virtually before meetings.
- To take questions from the attendees.

Breakout rooms | Another inbuilt function in most platforms. You can either pre-determine breakout rooms or set them up during the meeting. You can use them to:

- Send groups off to have smaller focussed discussions on certain topics.
- Do an icebreaker activity if you have a large group.

Whiteboards | Again – built in. If not you could try a tool like Miro. You can use this in smaller virtual meetings or workshops, and it has a range of functions including:

- Sticky notes – you can get attendees to collaborate across boards/ questions adding sticky notes.
- Dot voting - you can give attendees sticky dots and ask them to vote on topics
- Blank space – you can ask attendees to write on boards / draw pictures etc. This can be used for collaboration or ice breaker activities.

Are you ready? Prep, prep, prep | Anticipate what might happen in the meeting / event and prepare what you might need. As it is a virtual meeting / event you can't just grab a flipchart and pens etc. so think in advance of the tools you might need and have them to hand.

Test, test, test! | We can't stress this enough. Do at least one dry run with all the speakers, test your participant joining instructions, practice your presentation if you want to. It will give you more confidence if you have rehearsed it before and lead to higher engagement levels on the day of the event.

---

4. **What technology/platform should I use? |** The million dollar question! It depends what you are trying to achieve and what format your event is. There are a host of advanced event planning tools built for virtual events (apart from ZOOM!), such as Whova, Run The World, and Hopin – all of which facilitate live online events.

   Live-streaming an event on social media is a great way to create excitement and build your online brand during your live event. You can choose a platform
   like YouTube, Facebook, Instagram or Twitter. Periscope and Twitch are also popular live-streaming services. You can also choose to "simulcast," or live-stream on various social channels at the same time, with a tool like Switchboard or Vimeo.

   For longer events with breakout rooms, networking and main stage presentations we recommend using something like the REMO platform developed in conjunction with PSA AV company.

   For exhibitions/product launches or demonstrations we recommend using a platform like that can be fully white labelled and presented to all intents and purposes as your technology.

   Do you know your audience? | Your content and platform are both important here. Are your audience tech savvy / are they familiar with this technology? Does your technology work? Luckily most people are now getting to grips with online meeting technology and should be able to handle Skype / Zoom /MS Teams calls with ease. Consider if you are asking your audience to do anything alongside the call, e.g. use another platform like Sli.do/ Miro and how comfortable they will be with that. The platform you choose should be fully supported by your IT team or technology consultant.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

5. What role are you playing at the event?

Make sure that from the outset of planning the event that you are clear on your role and what exactly that requires you to do both in advance of the virtual event and on the day. Make sure you are clear on exactly who is managing each of the functions of the meeting / event. Some key questions to consider / ask are:

- Who is controlling the slides? Are you screen sharing? Or do you need to ask someone to advance your slide deck for you?
- Who is on screen and when? Are you always on screen even when not presenting?
- Who is taking and managing questions? Have you got someone monitoring them throughout and feeding them through to you? Have you got any back-up questions?
- Who is keeping time? How will they prompt you if you are running out of time?

Host

It is recommended that for larger virtual events there is both an event 'chair' and event 'host'. The host is most likely not seen / heard but can:

- Be anyone in your team, preferably someone who is comfortable with the technology being used.
- Support the event technically
- Manage the Q&A - responding to questions using the text response function as relevant, or feeding questions through to the chair
- Help participants troubleshoot
- Control / organise the passing of screen sharing amongst presenters
- See our top tips for hosts

Chair

As chair, you will be the 'face' of the event. This would most likely be the person who would have chair a physical meeting / event. Key responsibilities include:

- Welcoming participants.
- Housekeeping/ instruction giving.
- Agenda setting.
- Segueing between speakers.
- Chairing the Q&A, asking questions of the speakers.
- See our top tips for chairs

Speaker/ Panellist

If you have been asked to speak at a virtual event / present some work, it is your job to:

- Present your work in an engaging format.
- Ensure what you are presenting is on-brand and works with the technology being used for the event.
- Answer questions put to you by the chair.
- Keep to your allocated time.
- See our top tips for speakers, including how to create engaging presentations and stay on brand.

---

6. Top Tips for participants

Top tips for chairs

Kicking off your virtual event

- **Start on time** – ensure all your speakers are ready and, on the call, and then start the virtual event. You can keep participants in the waiting room until you are ready, but don't make them wait too long as they might leave.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

- **Welcome** – as with any event it is always good to welcome people to the virtual event, so they can be sure they are in the right place!
- **Housekeeping** – we would recommend that at the start of the virtual event you set out your expectations / process for participants this should include things like:
    - Video on, microphone off should be the standard for virtual events participants. Outline this to others at the start.
        - If you have muted all participants / changed their controls, let them know.
        - If you want them to mute themselves – explain this and how to do it.
    - If you are taking questions, outline the process for this.
    - If you are expecting them to use any other software / technology let them know at the start so they can get set-up / get another device ready.
- **Introductions** – for large virtual events let your audience know who the other speakers are. For smaller virtual meetings / roundtables get people to introduce themselves if you can but bear in mind you might need to ask each person in turn as there is no 'natural' order like you would have at a physical table!
- **Agenda** – you might also want to set out a brief agenda to let the audience know how long you plan to spend on each segment.

Throughout the virtual event

- **Keep to time –** make sure that your speakers are keeping to time. If they are running over, have you agreed a way of communicating this with them?
- **Liaise with your host** - if you have an event host who is managing the Q&A / audience, keep in touch with them. They can tell you if there have been any technical issues and where you might need to repeat / go back over things, they can also pass you any questions which have come out of the Q&A.
- Check in with the audience regularly and repeat messages such as *"we will be making presentations available after the event".* Summarise after each session/at the start of the following session. It's unlikely attendees will stay for the whole event so it's good to summarise throughout the event and also welcome new attendees (like a Train Manager would welcome new passengers at each station!)
- **Pass between speakers -** if you have more than one speaker remember to thank each one as they finish and pass over to the next one.
- **Fun and humour help –** Technology problems can and do happen and it's ok, humour can help in these situations! Have some back-up plans / basic troubleshooting ready.
- **Summarise after each session/at the start of the following** – It's unlikely attendees will stay for the whole event so it's good to summarise throughout the event and also welcome new attendees (like a Train Manager would welcome new passengers at each station!)
- **Have some questions ready** – if you are having a Q&A at the end of the event make sure you have some pre-prepared questions to hand which you can ask the speakers. This will help if you have any technical issues or if your audience aren't forthcoming!

At the end

- **Thank everyone –** speakers and your audience!
- **Next steps –** let the audience know what is coming next for this work area. Are you sharing any notes / video of this virtual event?
- **Ask for feedback –** On zoom you can do quick polls to get initial feedback, or you can do a more in-depth survey online using Qualtrics.

Top tips for hosts

For hosts, throughout the virtual event:

- **Be clear** – from the start make it clear to your chair / speakers which parts of the meeting you will manage, and which parts they will need to be responsible for.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

- **Plan your follow up** – before the meeting starts think about how you are going to share the content afterwards. With zoom you can record the call and get a transcription afterwards. If you want to share something like this make sure you are recording the call from the start and that the participants know it is being recorded.
- **Know the technology** – make sure you know how to work the technology you are using and that you have some basic troubleshooting advice up your sleeve.
- **Be alert** – don't switch off! Keep an eye on the chat and react to any calls for help with technology. Keep an eye on the waiting rm, make sure people are let in quickly so they don't miss the virtual event.
- **Be in touch with your chair** – make sure you have a clear way of contacting the event chair. You'll want tell them if there have been any technical issues and where they might need to repeat / go back over things. You can also pass on any questions which have come out of the Q&A which you want them / the speakers to answer.

---

7. Top tips for presenting at someone else's event

Before the event:

If you have been asked to speak at a virtual event / present some work, it is your job to:

- Be on brand. Ensure what you are presenting is on-brand and works with the technology being used for the event.
- Confirm the slide format with event organisers beforehand.
- Ask if you can have the recorded content if it being recorded.
- Ask what platform they use and familiarise yourself with it way in advance of the event!
- **Get help** from your colleagues/marketing team. They could help you by:
  - providing templates, logos and any visual assets you may need for your presentation, along with guidance on usage; reviewing your presentation and its branding
  - liaising with event organisers on technology compatibility with your organisation's systems

At the event:

- **Arrive on time** – ensure you are ready and, on the call at least five minutes before the meeting is due to start. This will allow the host / chair to give you any final instructions. If it's an external meeting held by another organisation you might be asked to join much earlier than this for a run through / full briefing. Every event will be different so try to attend all pre-event briefings.
- Keep to your allocated time
- **Introduce yourself** – as you would at any physical event. This also serves as a very final test of your technical equipment, e.g. if you haven't unmuted / if people can't hear you, you can be stopped before you launch into your presentation. It also settles the audience.
- **Be visual** – if you have slides which help illustrate your points then share your screen and display them. Try not to include too much detail on one slide as some people may be joining from mobiles / tablets with smaller screens. Remember to test any video footage you plan to use in advance of the meeting.
- **Engage people -** Engage people early on. Make use of polls / interaction tools, just check with the chair ahead of the meeting so that you can get things set up. If possible, ask your audience questions or for comments beforehand to gauge their interest and understanding. Present your work in an engaging format. Answer questions put to you by the chair.
- **Fun and humour help –** Technology problems can and do happen and that is OK, humour can help in these circumstances!

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

8. Finding your best angle - how to get the most from your camera

.

1. Hardwire your internet connection – if you can, use an ethernet cable for the most reliable and strongest internet connection.
2. Find your best angle –Inbuilt cameras are often at the bottom of the laptop, consider raising your laptop with some books / stand so that you are at eye level with the camera. Try to have a small gap above your head and lean slightly forward into the camera.
3. Look down the camera – This is the best way to try and replicate eye contact.
4. Use front lighting if you can – This will stop any lighting from behind you from interfering with the camera.
5. Keep your background simple – A simple uncluttered background is best. Always ensure that your background isn't showing any personal items / pictures that you wouldn't want your audience to see.
6. Minimise background noise - Try to be in a quiet place. You should always use your headset and attached microphone as this will further reduce background noise.
7. Dress for the occasion – Avoid small, busy prints, which can look blurry on video. Other patterns like pinstripes, chevron, plaid, and houndstooth are also difficult to see on video and can make your viewers dizzy. Like your background keep your outfit relatively simple, but try not to blend in with your background either!

---

9. Sponsor engagement

There are ample opportunities to engage sponsors in events, including featured sponsor graphics during live streaming, giving livestream or presenter intros, or logo placement throughout most platforms. Given the reduced costs of organising an online event compared to a live event (no costs such as venue, catering, travel, accommodation, etc.) there is opportunity to cover the costs of the event through smart sponsorship. Here's my article about how to engage sponsors successfully.

How about delivering a unique experience for attendees? Taking things to another level you could engage with a company such as Virtually Together who specialise in virtual "home hangouts" as they call them, and send participants a wine tasting package and have a sponsored happy hour at the end of an event hosted by an experienced sommelier https://virtually-together.co.uk/wine-tasting

---

Got a question not covered by this guide?

Give us a call and speak to our global events specialist, Clare Ruby clare@rubyblosse.com 07881923136

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com

10. **Glossary of Virtual Event Terms**

Audiocast/Audio Conference | An Audiocast or audio conference is a telephone based conference consisting of a presentation that will usually include an audio based question and answer session. These are useful where you know that your audience does not have robust internet connectivity.

Hybrid Event | A hybrid event involves a mixture of elements of a live event and a virtual event usually running simultaneously and with overlapping content and interactive elements. A hybrid event refers to an event that incorporates both virtual and in-person elements. For instance, a conference with in-person attendees and also virtual attendees who can access live-streamed content and otherwise engage in the event—wherever they are.

Livestream | A livestream is more like taking your live event and turning it into a live television program. Your livesteam should feature highly-produced segments with speakers and panellists, but also use visual elements like specialised video content and professionally designed graphics for intros & outros, speaker slides, live Q&A, and more. It can be 100% live, 100% pre-recorded, or a mix of both.

On-Demand vs Live | On-Demand services/sessions are the content items available online that can be accessed as and when demanded or required by the viewer or listener. Live services (or exclusively live) are online services that usually cannot be replayed as the broadcaster will transmit the program content or service at a fixed interval and once the broadcaster stops live service the viewer or listener cannot access the content.

Virtual event | A virtual event is an occurrence of people gathering together where some or all of the attendees are not physically in the same location but are connected in a common environment. The common environment might be one of many types but is usually enabled through the use of computers and the internet.

Virtual Conference & Exhibition | A full-scale virtual event experience provides the same elements as a livestream, but also includes high-levels of production and technology to mirror the experience of an in-person event. You can use customizable platforms to design and simulate spaces – like a general session auditorium, exhibit hall, lobby, and more – to surround attendees in a virtual event world. Incorporating interactive elements like virtual networking breaks, receptions, exhibitor appointments, and more provides attendees opportunities to make connections and participate as they would in person. A virtual exhibition is accessible over the internet. It is a multimedia format that gives the real-time experience of visiting and moving (in 2 or 3-d) around the virtual venue and exhibitor stands using arrow keys on your keyboard. Available to visitors online, round the clock though there are usually specific times that the exhibitors are present in their booth and you can chat with them. Virtual exhibitions allow the exhibitors and sponsors to reach their target audience round the clock. Some are run over a short time period (1-3 days usually) and others are open for months. You can update content in the virtual exhibition or conference whenever necessary.

Virtual Meeting | A live event or meeting that is done using a virtual platform generally available from one of the virtual event platform companies like ZOOM, Microsoft Teams or Skype.

Webinar/Webcast | A webcast is a transmission of an audio or visual or a combination of audio-visual media file either live or on demand over the Internet. Webcasts generally use streaming technology, which broadcasts the content from a single source to multiple viewers or listeners simultaneously. Viewers or listeners are primarily on the webcast to hear and view information being presented by a person or team of people. It allows content to be shared while also offering interactive elements with real time discussion. What hardware or technology do I need to partake in a webinar? No extra technology is required apart from your internet connection. We recommend a headset to listen to the audio script or the version as a part of media file streamed.

ZOOM | Zoom is a video communications tool. It is a cloud based platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems. You need to download ZOOM to use it for virtual events.

Clare Ruby
clare@rubyblosse.com | 07881 923136
www.rubyblosse.com