



## Demystifying Virtual Events

Whether it's live streaming or producing scripted videos (or in most cases, it's probably both), pulling together a virtual event isn't as intimidating as you might think. The upsides? Content personalization, attendee tracking, and peer-to-peer engagement are literally just a click away when going digital, providing you with statistics in real time to help quantify your event spend.

### WHAT IS A VIRTUAL EVENT?

A virtual event is like every other live event, but with fewer complexities, costs, and headaches associated with having to get "butts in seats" at your venue. Your laptop/device becomes your venue, and a camera becomes your audience. You're taking your event to your audience, which is a plus in today's chaotic world.

Other benefits for taking events online?

- Your message gets through because it's contained and controlled.
- You give your audience invaluable time back to do other things, fostering customer goodwill.
- Your options for delivering your content creatively are vast, utilizing today's technologies. This can result in an even more impactful telling of your story to those most important to your brand.

### TACKLING EVENTS SAFELY

EEG takes great pride in our ability to understand our clients' diverse and evolving business challenges, especially right now given the current scare around the threat/containment of the Coronavirus. Keeping our customers' best interests at

heart has always been our #1 priority, and we are continuing to monitor reports from the CDC and the World Health Organization to stay informed pertaining to COVID-19 threats.

However, your event plans don't have to suffer, they just need to be recalibrated. EEG is here to help and we welcome the opportunity.

### TALK TO US

EEG is already engaged with many of our customers to brainstorm alternative solutions in lieu of live events in the near term—there are many ways to still get your story out safely and effectively.

We are working with our technology partners to package turn-key options for taking your event online, including:

- Recording at your site
- Recording in a studio
- Recording at your venue of choice

We welcome the chance to discuss your event needs further. Reach out to your EEG Account Director or submit an Inquiry Form on [our website](#).

## WHAT IS A VIRTUAL EVENT?

An event that takes place online; where the content, networking, and activities are all delivered through online platforms.

## WHAT IS THE PURPOSE OF A VIRTUAL EVENT?

- Getting your message out is priority #1, whether it's face-to-face or online
- Virtual events give event creators an opportunity to fulfill their desires by still having a show when attendees cannot be there physically
- A virtual event allows for attendees to be exposed to the hosts' agenda, while mitigating any of the risks associated with physically attending an in-person event

## HOW ARE VIRTUAL EVENTS PRODUCED?

- They can be recorded at the clients' office or in a rented space
- The team can consist of a graphics operator, producer, lighting designer, audio engineer, video engineer, and technical director
- Everything is uploaded to a platform where attendees can log-on and watch your speakers while simultaneously viewing your content

## WHAT CHANNELS EXIST FOR COMMUNICATIONS?

- Live streaming
- Group chats via an app
- Private virtual meetings
- Virtual session collaboration/live polling

## WHAT ARE THE BENEFITS OF HOSTING A VIRTUAL EVENT?

- Easy accessibility for the attendees
- Inclusivity because it allows anyone who wouldn't be able to physically attend to still participate
- Cost effectiveness
- Health and safety
- Potential for increased online engagement opportunities
- Your event still occurs; your message still gets out
- Hosting a virtual event is a potential gateway to a hybrid approach for future events (an event with both a physical and online element)

## ABOUT EEG

EEG is a global, customer-centric leader in the event management industry. Since 1995, our experienced, passionate team has delivered exciting, inspiring events that shape today's brands.

