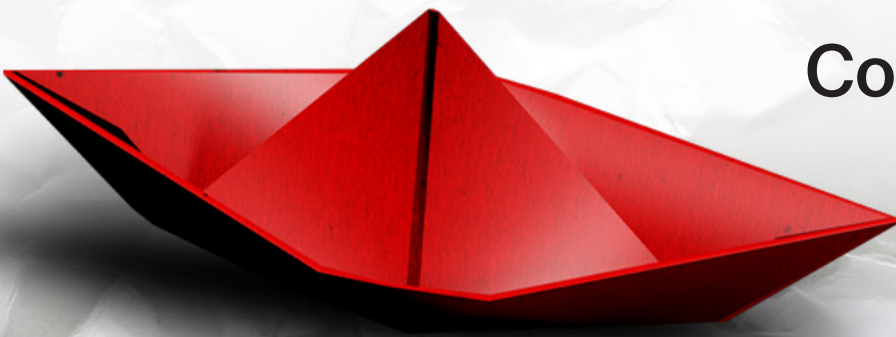


the big pivot

FROM FACE-TO-FACE EVENTS
TO DIGITAL ENGAGEMENT

Companion Guide





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FOR DIGITAL ENGAGEMENT

What is the difference between a Webinar, Webcast, Broadcast and Virtual Experience?

The primary difference is driven by audience size and functionality. Webcasts are typically intended for larger audiences than webinars. Webinars often allow for more interactivity, especially when the meeting size is small. Webcasts and broadcasts are meant to be one-way presentations, with Q&A chat functionality, rather than discussion-based meetings.

What is a Webcast?

A webcast is typically a one-to-many presentation conducted over the internet. It becomes a broadcast when pre-recorded video and multiple speakers are added to make it appear to be more like a traditional TV broadcast but shown live via an internet stream. The recording is then stored on a web page for future on-demand viewing.

What is a Webinar?

Webinars are designed for smaller groups. They often include many of the options available with online meetings such as Q&A, polls, whiteboard and markup abilities. Many webinars are slides and voice without playback of pre-produced videos.

What is a Virtual Experience?

In short, a virtual experience can replicate a face-to-face location-based event, but online. It allows you to host a global conference, trade show, product launch or recruitment fair from the comfort of your home or office, using only a laptop or mobile and an internet connection. It often incorporates many Webinars and/or Webcasts as a part of the agenda, as well as other experiences.



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We've collected some common technology terms, phrases and expectations to help you better plan and communicate with your team and partners.

TIPS

Collaboration/ Productivity Tools

Cloud-based platforms that help remote users be more productive by connecting through video, phone and allow for screen sharing such as MS Teams, Zoom, GoTo and WebEx.

- Good for smaller presentations up to 249. Risk is introduced if there are more participants (limits for each tool are different)
- Chat and polling features available
- Allows for multiple-user simultaneous communications via WebRTC (Web Real-Time Communication)
- Use security settings to ensure unwanted guests do not enter

WebRTC (Web Real-Time Communication)

Enables peer to peer video, audio, and data communication between two or more web browsers. This allows for video calling, video chat, and peer to peer file sharing entirely in the web browser, with no plugins. The value of this technology is it allows for no-lag between participants.

Adaptive Bitrate Streaming

A technique used in streaming multimedia over computer networks. It is a method of video streaming over HTTP where the source content is encoded at multiple bit rates. It works by detecting a user's bandwidth and CPU capacity in real time and adjusting the quality of the media stream accordingly. The value of choosing a solution with adaptive bitrate is that your audience won't miss content due to buffering.

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TIPS

Presentation Types *Live* – presenter is delivering content in real time just like a live event

Simu-live – presenter is pre-recorded but live for Q&A

Recorded – presenter is recorded viewers watch at the same time

Video on demand (VOD) – presenter is recorded and viewers can watch at any time

Choose the right format to help manage:

- Your live day volume
- General session or breakout differentiation
- Presenter schedules
- Budget – cost is drastically reduced for video on demand versus live, simu-live or recorded presentations that must start at a fixed time

Exhibit Hall *A designated area within a virtual environment where spaces are set up for sponsors, exhibitor, vendors or content experts*

The attendee experience suffers when there are more than 30 booths. Higher numbers of “exhibitors” requires a strategy to organize them into smaller groups through category differentiation, tiering, virtual location or other forms of grouping.

Registration *Most technology solutions have a built-in registration engine*

Integration with other popular registration technologies is possible but likely requires an API (Application Program Interface) and labor to integrate.

Integration introduces risk since two technology platforms need to remain in sync.

Breakouts *Rooms with smaller audience size*

If multiple-user simultaneous communications enabled through WebRTC is desired, groups should be no larger than 25 participants.

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TIPS

Environment Visuals *Graphic files that are imported to a technology platform that provide design to each area.*

There is great flexibility to customize the look and feel of a virtual space. Commonly-used graphics include visual representations of familiar physical world environments such as an exhibit booth, a campus of an office building or clickable buttons used on a website. Templates are often used to control customization costs.

The Ultimate Team ***Client Event Professional** – Owner of the event providing guidance of business objectives and attendee journey*

This team of 3 is a best practice to ensure a full end-to-end solution.

***Agency** – catalyst to help imagine how to use technology to align with event objectives. Helps create the experience by providing consultation in the areas of strategy, configuration, visual design, presentation consultation, attendee engagement, executing the live event, reporting and analytics*

***Technology Vendor** – provides a cloud-based software platform and functional services to ensure the software operates as programmed in an optimal environment*

Budget Expectations *\$5,000 - \$15,000 for a simple webcast and some content production*

The most common determining factors in pricing professional services and a technology platform are:

\$50,000 - \$100,000 for a straight-forward, single day event with a few webcasts and some opportunities for the audience to engage with the event host/presenters and one another

- Number of attendees
- Number of presentations and the viewing audience of each
- Number of exhibitors and the content volume and features of each exhibit
- Length of event
- Engagement features
- Customization

\$100,000+ for using a full platform replicating general session, breakouts, exhibits for multiple days



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TIPS

- Risk Factors**
- Too aggressive timeline*
 - Integration with another technology*
 - Last minute changes*
 - Late speaker materials*
 - Technology at speaker locations*
 - Choosing the wrong technology for the project*
 - Neglecting to conduct a network audit*

***Having a difficult time with an event
or stuck on a particular subject?***

Send us an email at

digital@onesmoothstone.com

for a free 15-minute consultation.