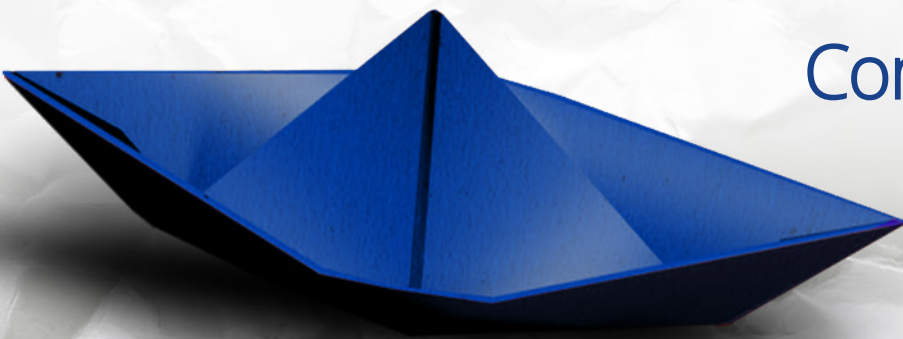
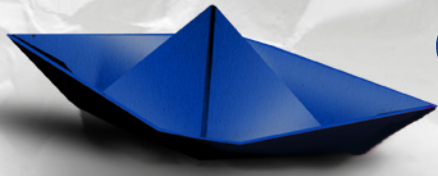


The Big Pivot

FROM FACE-TO-FACE EVENTS
TO DIGITAL ENGAGEMENT

Companion Guide





Companion Guide

FOR DIGITAL ENGAGEMENT

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

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?

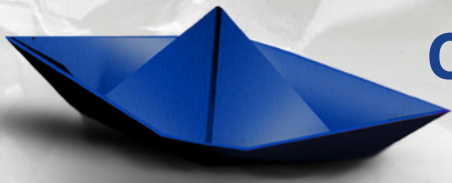
Webinars are designed for smaller groups. They often include many of the options available with online meetings such as Q&A, polls, whiteboard and markup abilities. Many webinars are slides and voice without playback of pre-produced videos.

What is a Digital Experience?

A Digital Experience is a live digital event where entertainment, recreational learning or hospitality is the main objective. Examples include a virtual in-home cooking demonstration, a Broadway experience with actors from the show offering an insider's perspective or virtual teambuilding. We like to say these are the human connection part of the digital world.

What is a Digital Engagement?

In short, a virtual experience can replicate a face-to-face location-based event, but online. It allows you to host an online 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, all of which are self-directed by the attendee.



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FOR DIGITAL ENGAGEMENT

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.

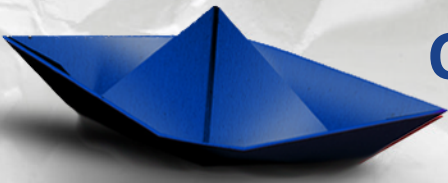
- Chat and polling features available
- Allows for multiple-user simultaneous communications via WebRTC (Web Real-Time Communication)
- Use security settings to ensure unwanted guests do not enter

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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FOR DIGITAL ENGAGEMENT

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 but 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

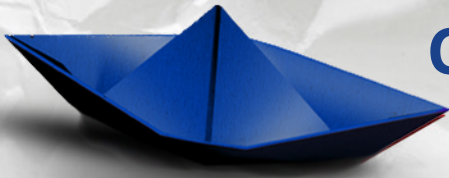
Integration with other popular registration technologies is possible but likely requires an API (Application Program Interface) and labor to integrate.

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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FOR DIGITAL ENGAGEMENT

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 like an exhibit booth or a campus of an office building. Templates are often used to control customization costs.

The Ultimate Team

Client Event Professional: Owner of the event providing guidance to business objectives and attendees

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

Agency: Catalyst to using technology to align with event objectives. Provides consultation for strategy, configuration, visual design, content, experience design audience engagement, talent sourcing, 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

Digital Experience | \$5,000+

Simple webcast for entertainment, recreational learning or hospitality

Broadcast | \$25,000+

Digital event via one-way communication and limited attendee interaction

Enhanced Broadcast | \$100,000+

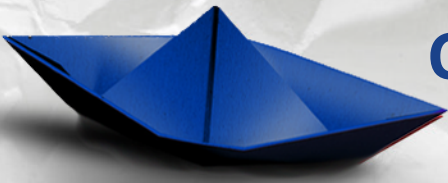
Digital event with content support, media development or physical studio production

Virtual Environments | \$150,000+

Live digital event with multi-channel content

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

- 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
- Experience design
- Content design and delivery



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FOR DIGITAL ENGAGEMENT

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.

*Let's brainstorm and craft the right
Digital Event for your business objectives.*