

# VIRTUAL EVENTS

Everything To Know  
About The New Normal



SIGHT & SOUND  
PRODUCTIONS

See it. Hear it. EXPERIENCE IT.





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# ► THINGS TO KNOW ABOUT VIRTUAL EVENTS



## Fully Virtual

An event where individuals experience the event and its content online rather than in-person.



## Hybrid

An event that has attendees both physically in-person and also virtually online.



## In-Person

An event where all components are held in-person at a physical location.



# ▶ REASONS TO HOST A VIRTUAL EVENT

- Your event's purpose is important and needs to be held
- Easier than you think
- Guests get a front row seat to your event
- Opportunity to reach wider audience





# ▶ WHAT A VIRTUAL EVENT CAN LOOK LIKE FOR EACH EVENT TYPE

**Award Ceremonies and Galas** are special and deserve to feel that way for the nominees and the people attending virtually.

**TIP:** Incorporate pre-recorded and live award presentations to keep the audience engaged. Provide an extra level of excitement for the big award(s) of the night by having nominees host small watch parties that are featured throughout the night during the event.

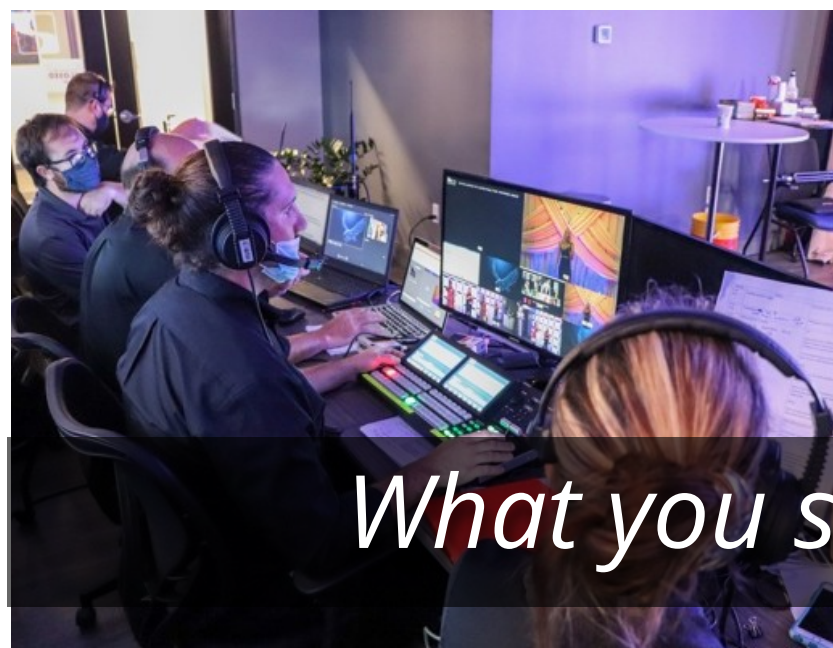


Will Smith, Senior Project Manager  
Brasfield & Gorrie

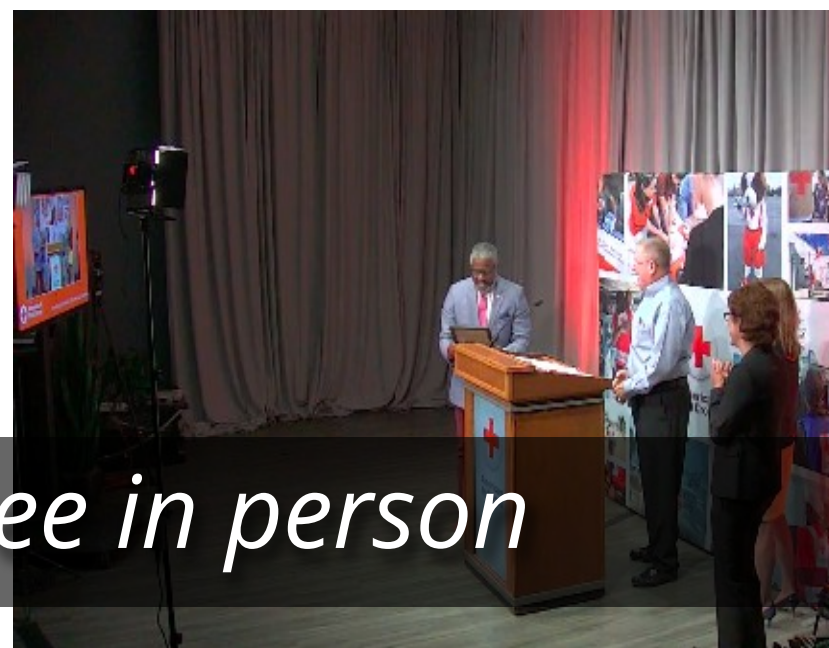


## AWARD CEREMONIES AND GALAS





*What you see in person*



*Audience view*



## **AWARD CEREMONIES AND GALAS**

- MC, Host, key speakers, special award recipients (can) attend the event in person
  - SSAV has an event studio space, perfect for virtual award galas/ceremonies
- All content can be live, pre-recorded, or a mix of both
- Attendees join online
- Pre-recorded videos and graphics integrated to keep the event entertaining and is strategically used during transitions of speakers or topics.
- Picture in Picture (PIP) allows for the live speaker and an image/graphic to be seen simultaneously.
- Custom backdrop with branding or sponsor logos
- Just like you are watching the news



# ▶ WHAT A VIRTUAL EVENT CAN LOOK LIKE FOR EACH EVENT TYPE

**Corporate Meetings** build trust, are a key communication tool, and attribute to the success of companies. Holding your meetings virtually should not change any of your meeting goals.

Communicate your message professionally with a humanizing touch, and keep employees engaged through virtual conversation.



**CORPORATE / SALES MEETING**



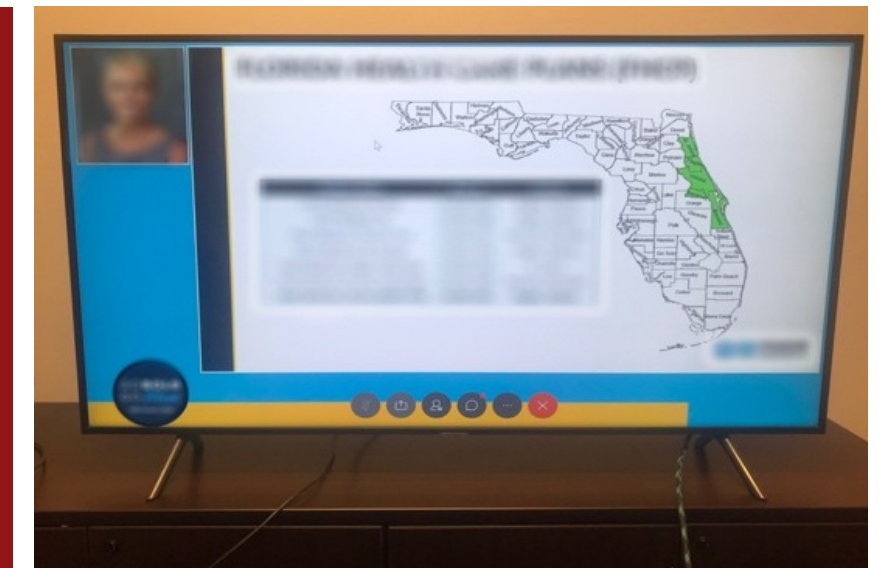
# ▶ WHAT A VIRTUAL EVENT CAN LOOK LIKE FOR EACH EVENT TYPE

- Presenters can attend the event in person or be in a remote location
  - SSAV has converted a part of their space to a production studio
- Employees will join online
- Speaker and content can be shown at the same time on the screen just like at a live event.
- Integration of videos, multiple speakers and digital content can all be incorporated.



*Behind the scenes*

*Audience view*



**SALES MEETING /  
TOWN HALL / CORPORATE**



# ▶ WHAT A VIRTUAL EVENT CAN LOOK LIKE FOR EACH EVENT TYPE



The screenshot shows a virtual event interface. On the left, two men are on a stage. On the right, a graphic titled "A Bourbon Connoisseur's Dream" lists prizes: Jim Beam distillery tour, Maker's Mark distillery tour, 14 bottles of Kentucky Straight Bourbon, a barrel, travel to Kentucky, a night stay in Louisville, and ground transportation. At the bottom, it says "Special thanks to Jim Beam". Below the stage, a blue banner reads "TO REGISTER: TEXT JAY FUND TO 243-725". In the bottom right corner, a logo for "JAY FUND 25 YEARS OF BEING THERE VIRTUAL CELEBRITY GALA" is visible.

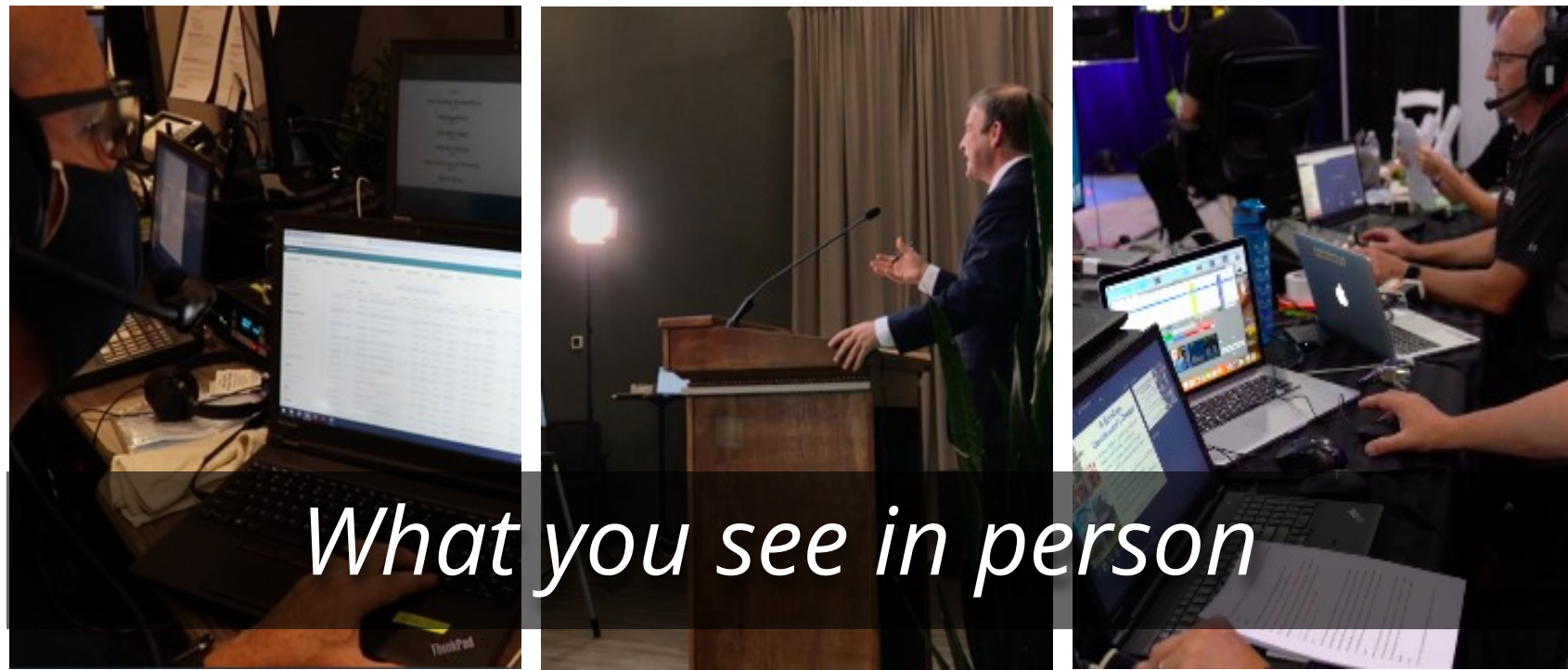
## FUNDRAISER

**Fundraising** is a key component for many organizations who provide support for those in need in the community.

Just like in an in-person event, money can be raised through a silent auction, live auction and a bid from the heart.

Be personal by calling out people's names live as they donate





*What you see in person*



*Audience view*

**FUNDRAISER**

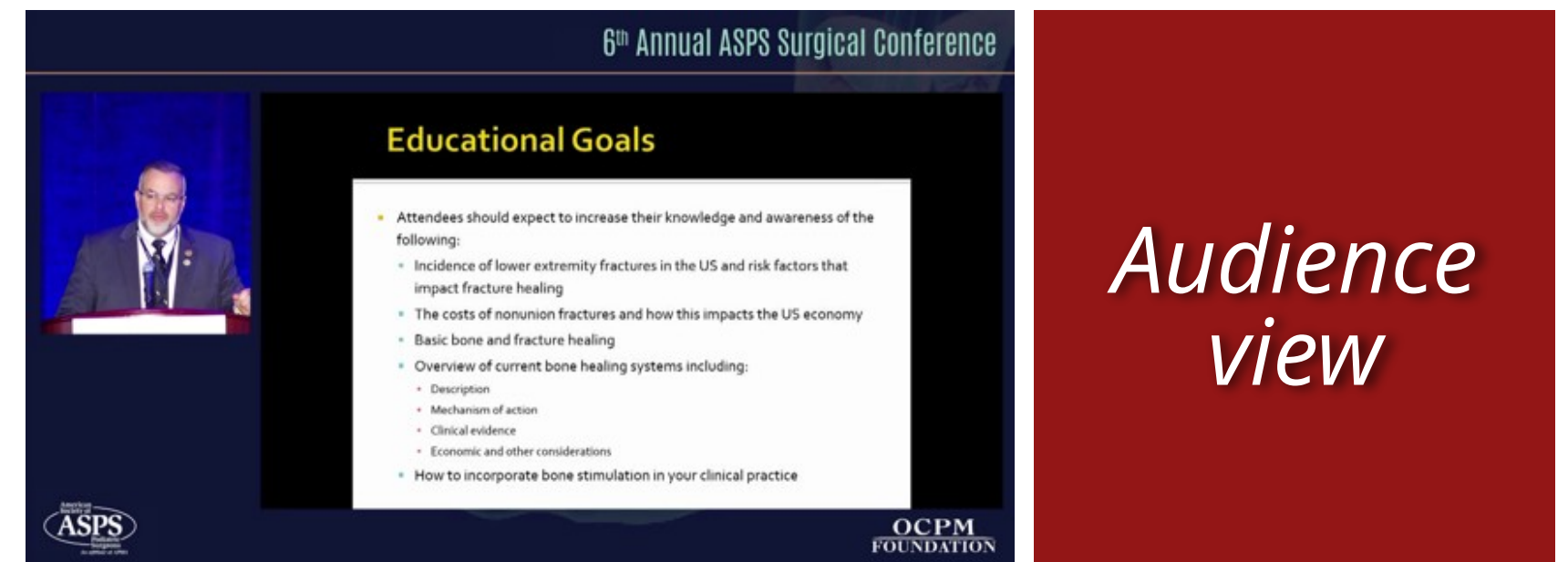
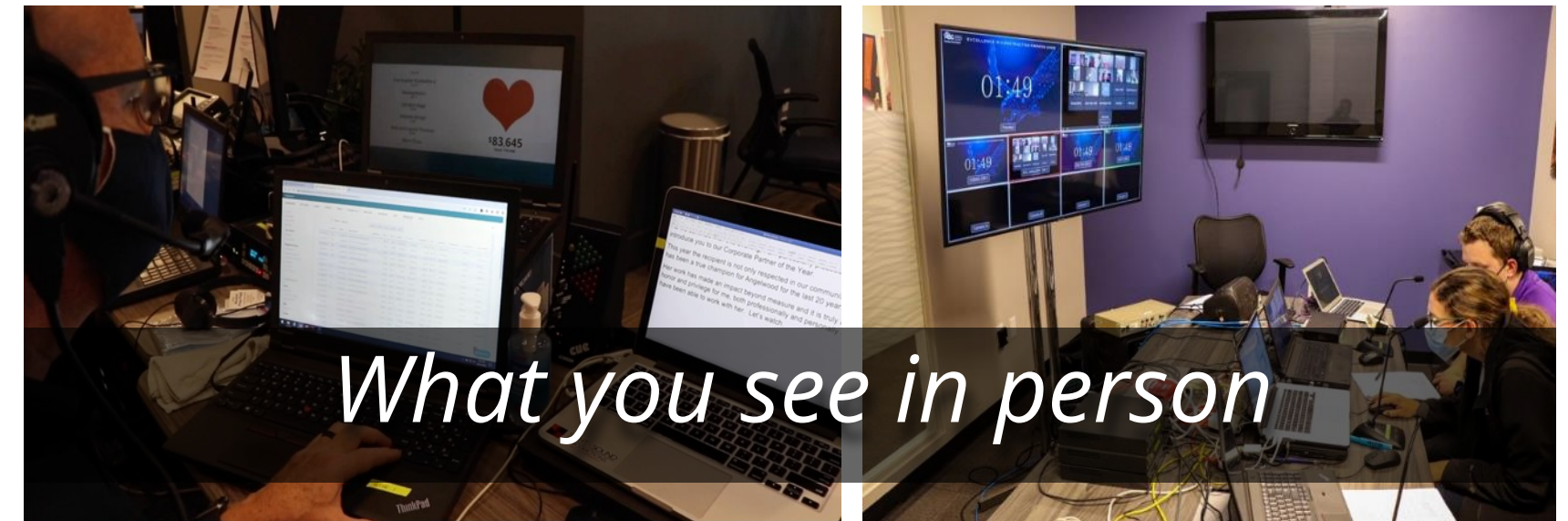
- A strong MC and auctioneer is key.
- Attendees join online
- Play videos to convey the organization's mission and who they help and how the money raised will be used
- Give prizes out at random to keep audience engaged
- For a virtual live auction- the MC/Auctioneer will get the audience excited about the details of the item(s) as they normally would. Then will go bidding, but instead of paddles, bidders will place their bids online and their names will be called out by the auctioneer in the studio.
- SSAV has converted a part of their space to a production studio for fundraiser use.



# ▶ WHAT A VIRTUAL EVENT CAN LOOK LIKE FOR EACH EVENT TYPE

Sight & Sound has created a variety of ways to still hold conferences and seminars. **Seminars and Conferences** can be pre-recorded. Smaller groups allow for conversation and questions keeping the attendees engaged.

- MC / main speaker can attend the event in person in SSAV's in-house production studio.
- Attendees to the seminar will join online; options of breakout rooms, chat based capabilities, etc.
- Camera on speaker and show presentation at the same time
- What the online attendee sees can switch from each person and the full- screen presentation / graphic (similar to news)





# ▶ VIRTUAL EVENT CASE STUDIES

## Jay Fund - Fundraiser

- Auctioned off items to attendees that could be browsed on a website during the whole event
- Held a zoom call with cancer patients that Jay Fund has directly impacted
- Incorporated videos of celebrities that support Jay Fund
- Raised a total of \$451,989





# ▶ VIRTUAL EVENT CASE STUDIES

## American Red Cross - Annual Meeting 2020

- Started with a mission video to remind attendees the mission statement and values.
- Presented yearly review
- Highlighted company award winners
- Awarded the most prestigious award in person





# ▶ VIRTUAL EVENT CASE STUDIES

## ABC - Excellence in Construction Awards 2020

- Engaged viewers with live comment section, watch parties, social hashtags
- Sent out watch party packages to winning teams
- Showed a short thank you video for each winner
- Personally handed out biggest awards to winners





# ► VIRTUAL EVENT CASE STUDIES

## Angelwood - Gala 2020

- Engaged viewers beforehand with a slideshow and explained live auction
- Hosted a live auction with bidders in real time
- Showed fundraising total in live time
- Recognized donors
- Raised a total of \$87,045





# ▶ ANGLEWOOD GALA 2019 - LIVE EVENT





# ▶ **ANGELWOOD GALA 2020 - VIRTUAL**



To register visit: [ANGELWOOD2020.GIVESMART.COM](https://ANGELWOOD2020.GIVESMART.COM)





# ▶ **EQUIPMENT & SOFTWARE THAT IS INVOLVED**

- Streaming platform
- AV Equipment
  - Cameras
  - TV's & Monitors
  - Microphones & Audio Equipment
  - Switcher
  - Streaming software



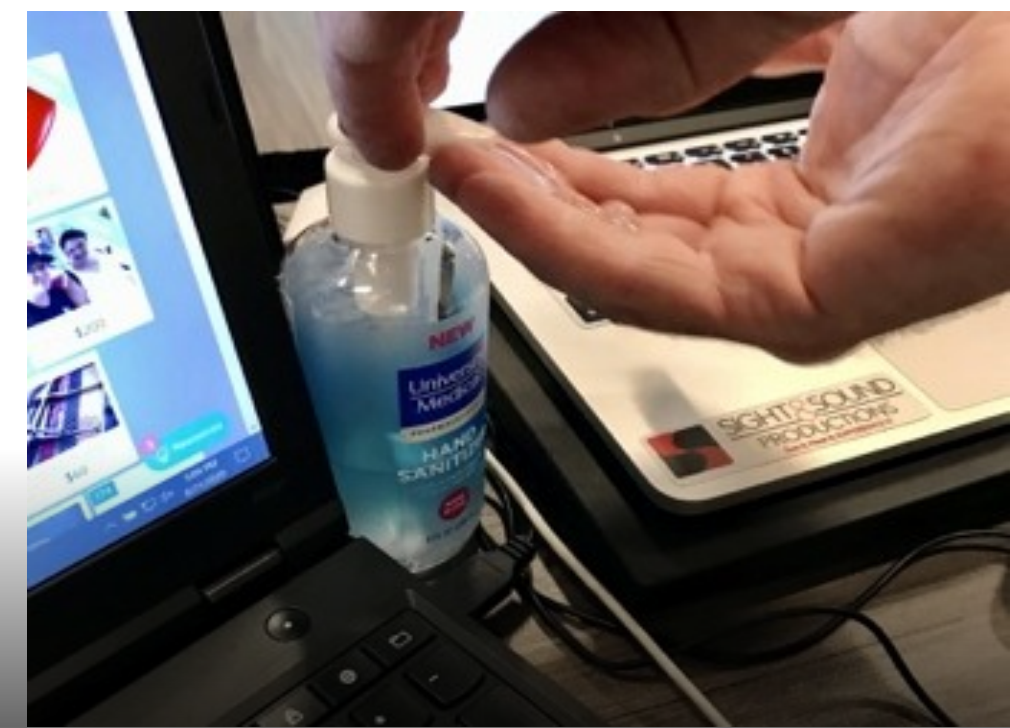


# ► EQUIPMENT & SOFTWARE THAT IS INVOLVED

- Staging & Props
  - Elevate the typical virtual event with a professional backdrop that's cohesive with your event/companies branding.
  - Staging and props are a great way to translate sponsorships into virtual events.



# ► PRODUCTION SAFETY & PRECAUTION GUIDELINES





# ► PRODUCTION SAFETY & PRECAUTION GUIDELINES

## PERSONNEL GUIDELINES

- All employees who are sick or exhibit flu-like symptoms, as defined by the CDC are instructed to stay at home.
- Every employee will be screened, including having his or her temperature taken, when reporting to work.
- An employee who has a fever at or above 100.4 degrees Fahrenheit or who is experiencing coughing or shortness of breath will be sent home.
- Facemasks are recommended when within 6ft of others.
- Employees will adhere to all client and or venue safety and PPE protocol.

## EQUIPMENT GUIDELINES

- ALL equipment is to be disinfected prior to any client interaction.
- Employees are not authorized to leave a load-in job site until the disinfection is completed in its entirety and receives approval from the Project Manager or Lead Technician.
- Clients are not permitted to interact with equipment until disinfection has been completed and notated.
- Before gear is removed from the truck, all gear will be misted/fogged, wait 30 minutes, and then wiped off in a secure/marked off area of the loading zone and scanned back in before returning to its proper location.



## **FAQ**

### **CAN I STILL GET MY MESSAGE ACROSS VIRTUALLY?**

Yes! There are over 300+ ways of organizing your virtual event. Our job is to not only make sure your message is understood, but also allow a space of interaction between the speaker and individuals watching. You have chat, breakout rooms, polls & voting options to help the process.

### **CAN OUR EVENT EXPERIENCE BE REPLICATED VIRTUALLY?**

Yes! Most all of the same elements of your live program can be replicated in a virtual event. You will still have a run of show, pre-recorded videos, powerpoint slide presentations and speakers. All of the prep is very similar, it's just the way the audience receives it is what's changing. It's also a great time to get creative and supplement some of those in-person only items into something new.



## **FAQ**

### **HOW CAN EVENTS STILL TAKE PLACE SAFELY?**

Make everyone involved with the event, including vendors, showcase that they are all taking the necessary precautions to provide a safe environment for everyone. Ask for plans and procedures and don't just assume they are happening! Events can happen safely, everyone involved just needs to act responsibly and do their part.

### **SIMPLE STEPS ON HOW YOU PIVOT AN IN-PERSON EVENT INTO A VIRTUAL EXPERIENCE**

- Pick a location – options open with no live audience!
- Set-up the right tech
- Make your virtual event easy to find and accessible
- Don't forget about décor!