eThere Live

virtual events made simple.

In today's climate, distanced interaction has become the new normal.
At eThereLIVE, virtual events have been our normal for more than 12 years.

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introduction

Virtual events; bringing people together again

Live events carry a certain energy and charisma. The atmosphere, the hosts, the face-to-face contact all work together to make them effective for so many purposes. Did you know that virtual, or remote events, can accomplish all these same goals and more? We realize that sometimes those benefits are hard to see when you're comparing apples to, say, carrots(?), but we'd like to try and offer some insight into how these events can be used as a highly effective communication tool.

Virtual events are different and there is no changing that. They will never operate or feel the same as a live, in-person event. But, different doesn't have to translate to inferior when they can offer a flexibility and versatility that most live events can lack. With the way the world is currently communicating, Virtual events will likely never disappear as their benefits are so unique that streaming and broadcast will become necessities of events in the future, even when pandemic restrictions are no longer in place. With the future of in-person gatherings being so unpredictable, now is the time to take advantage of those benefits to really see how remote engagement can make for an immersive and more successful event.

The important first step is to ask "What is this event trying to accomplish?" Answering this question can help narrow down what is necessary to realize your events goals.

Our attendees need to come away with 'this' information

Our attendees need to network with other influencers in the industry

This event is to showcase our accomplishments to our peers

Deciding what your goals are will determine what features and options you need, and we can help you decide.

virtual events vs. hybrid virtual events

Bring some personality into it

Virtual events are entirely internet-based meetings, conferences, gala's, anything that is done virtually by streaming over the internet. There is no physical in-person interaction, and all communication is done via webcam/video camera over a streaming platform (ZOOM, Webex, Teams, Facebook, etc.).

Virtual events can sometimes fall short on excitement. Without that face-to-face interaction between the participants, it can be challenging to maintain engagement. However, where it makes up for that is in convenience for participants and the simplicity of the exchange of information. Attendees, quite literally on the other side of the world, can still be part of any event. Documents, PowerPoint Presentations, images, and other information can be shared quickly and easily among everyone who joined. And, with our moving backgrounds and TV broadcast like format, it is easy to create more attention-grabbing meetings and conferences.

Hybrid events take everything about the virtual event and add a small element of personality by including a host or hosts into the mix and broadcasting from our virtual studio space. A host adds a charismatic and lively element to the show while keeping all your guests safely distancing via the virtual platforms. With large LED Wall Backdrops and interaction between the host(s) and presenters or guests, the event suddenly takes on a familiar atmosphere, like what you see on prime-time game shows. To be effective, virtual events cannot be limited to simple information sharing. People are in these types of meetings all day long. To be effective there is a need to be entertaining as well as engaging to retain the attention of your audience.

live vs. pre-recorded content

Live or "live"?

Why not do both? There are advantages to both live and pre-recorded content that make it sometimes better to combine both elements. For example, high profile guests or speakers may not be available at the time your event goes live, this option allows them the flexibility to be part of the event, around their schedule. This gives your speakers some leeway to try multiple takes or adjust their script, which can be fine-tuned in post editing. And, when it comes to logistics, having pre-recorded content is easier to manage on the day of the event with less moving parts to worry about.

However, that option can also come with a higher cost and sometimes lacks in the personal touch of a live presenter. Sometimes keeping it simple and doing an off-the-cuff presentation is more effective and relays the message and excitement of the moment better, especially for an award show or gala.

In the end, we find it is often beneficial to have both live and pre-recorded elements to make different segments shine. We can help you decide which type will work best for your event.

what to prepare?

You're never alone in this process and it's easier than you think

Before you get started, we want you to know that we are here to help make this process as easy as possible. Anything you need from content creation and scheduling, to video editing and other post production needs, we are equipped and eager to help with.

What you generally need to know to get the process rolling is:

- Date of the event

- Type of event (meeting, awards presentation, conference, trade show, etc.)

- Number of participants / attendees

- Audience size

- Brand colours and image / logo

- General timeline/schedule (not set it stone)

- Do you require a registration? (For conferences or trade shows)

- Any special guests, VIP, or necessary considerations?

This is just a short list to get you started and there are always other things that will come up once you get the ball rolling. Don't stress about it. We will walk you through everything else you need.

A few notes to consider as you prepare...

It's important to keep in mind that virtual is different than a live event. Usually, the shorter the content can be the better audience retention, as longer presentations can be more difficult for attendees to remain engaged. Presentations and speakers talking for 20 to 40 minutes is usually more than enough.

Preparing your speakers and presenters ahead of time is crucial to this process. For people who aren't accustomed to it, speaking into a camera often feels very unnatural and impersonal. Practicing what they want to say is important and helps them feel at home and comfortable. Without an audience to 'interact' with, its hard for some people to find their groove, but we find with a little preparation it is always a success.

For hosts and moderators, having a script to review and follow is also a huge benefit and keeps things on track.

You should plan for a rehearsal to check internet connections, video and lighting capabilities, and audio, before show day. Not everyone has the same equipment, nor is everyone comfortable using it. Sometimes corporate firewalls can prevent speaker logins to our control room and presenters frequently are unaware of this issue. Doing a rehearsal allows us to address these types of problems before it becomes a point of needless stress.

what platform to choose?

Do I use the hammer or the screwdriver?

Asking yourself what your event needs to accomplish to be a success is the key to eThereLIVE choosing the right tools for your event. With a combination of platforms (software used for streaming and organizing your event) we can accomplish something spectacular. However, without the proper planning and discussion, the wrong platform can come up short and last-minute changes and features are not always possible.

Knowing what you want your event to do is crucial. Here are some features to consider when thinking about your event. Does it need to have:

- Live chat?

- Q & A sessions?

- Documents and presentations available for download?

- A meeting room or breakout rooms?

- Gamification? (We will explain this later)

- ▶ Live video call capabilities (between attendees)?

- Attendees of more than 200 viewers?

- Custom Branding?

Once we establish some of these options, and potentially something you've thought of that we haven't, we can decide upon the right tools for the job.

increasing engagement

Make it fun for everyone

A common concern with these types of events is, how do you keep everyone viewing? There are a lot of creative ways to do this, but an extremely effective example is through gamification, which is the attempt to enhance engagement through game tactics and similar experiences.

Simply put, make it fun and make it a challenge that people want to win or excel at. Just watching often leads to unintentional drowsiness or inattentiveness, but interactions that require the attendees to 'play along' or collect points for prizes can make your event exciting, fun, and (sometimes) a little competitive.

Virtual bingo, in-session trivia, scavenger hunts, are all examples of gamification you can work into your event to make it a full experience rather than just another online meeting.

Combining features like this with our cutting-edge broadcast techniques with custom graphics, name tags (lower-thirds), moving background images, custom branding etc., your event is set up to be an engaging affair, rather than another video call folks have to endure.

accidents happen

Can you hear me? Bueller?

Let's face it, accidents happen. And with virtual events, they usually aren't so much accidents as unavoidable mishaps. The presenters WIFI cuts out, the cat jumps on their keyboard, or the speakers 3-year-old comes running into the room making dinosaur sounds on the call. These things happen, and the great thing is the audience is understanding. This last year, the entire world adapted to using virtual meeting technology and have had these moments time and time again. These little mishaps, though we do our best to avoid them, become an endearing part of the event and quite often bring a more 'human' element. It doesn't HAVE to be perfect.

To avoid any preventable 'accidents', though, we have redundancy technology in place to make sure, no matter what, the broadcast will continue. We do our part to ensure your event goes as smoothly as possible, even if your presenter spills their coffee on the computer. If the unexpected happens our technicians are ready with a 'Please Stand By' screen or can give a live update on when we're returning to the regularly scheduled program.

analytics

See your success in a measurable way

With all the stats you could ask for, today's streaming platforms can show you, in real numbers, just how successful your event was. From measuring eyes on screens and attendance count, logs of interactions and chat questions, to downloading stats and more! See which sessions were more popular and what brands or products got more viewership. The sky is the limit when it comes to the metrics you can get from of a virtual event.

The best way to really know how successful an event was is by word of mouth. Have your presenters ask the audience about their experience, successes, and things that could be improved upon.

Similarly, post event emails, surveys, and in-app feedback can give you a true telling of how successful your event was.

conclusion

Virtual events reach people in a way you may have never considered

eThereLIVE has been connecting people through virtual events for more than 12 years. We are highly knowledgeable in this field and have been successfully broadcasting around the world long before it became a necessary consideration. Over the years we've learned a lot and with advances in technology, getting your message to your clients (whether B2B or B2C), employees, shareholders, whoever you need to connect with, has never been easier or more fun than it is right now.

Creating a unique and unforgettable experience is our specialty and we invite you to connect with us to see how we can help you to make your event the gold standard among your peers. Virtual events will always be a part of our lives because they offer so many benefits that most people have never considered before. Let us help you design your event today!