



LIVE

DIGITAL EVENTS

A NOVELTY THAT'S
HERE TO STAY

The pandemic forced people into isolation and accelerated changes in work habits that would have taken years to gain traction. Many professionals who have been working from home are happy and productive. Companies with enormous office space are already rethinking how to use that space, and

**DIGITAL COMMUNICATION
BETWEEN PEOPLE IS A REALITY**

**The world of corporate events is
CHANGING TOO**





TECHNOLOGY **ALLOWS**

us to do almost **everything that we could do for in-person events, and innovative digital events promise to radically change the thinking in this market.** The best news is that digital events are much cheaper than those in-person. And if you do everything right, your internal audience's engagement could be the same as, or even better than, what it is for in-person events

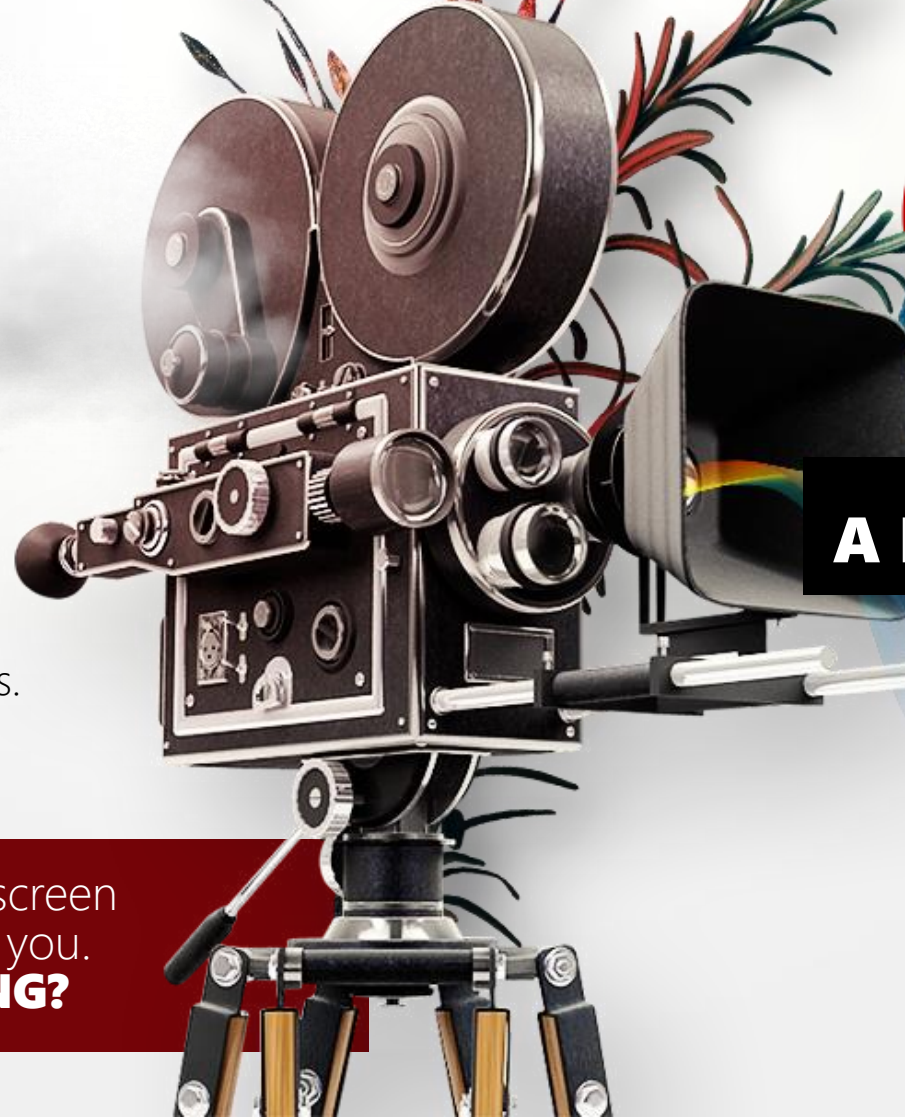


LIGHTS, CAMERA, **ACTION**

DIGITAL EVENTS go way beyond just turning on a camera and putting PowerPoint slides on the screen.

THE POSSIBILITIES ARE INFINITE. After all, your audience will be in front of a screen. Think about the countless types of experiences that you've had in front of a TV: movies, soap operas, newscasts, talk shows or reality shows. All of them are established formats that you can use for your event.

You already have the computer screen and your audience is waiting for you.
SO, WHAT ARE YOU MISSING?



A DOSE OF CREATIVITY

AND A LITTLE TECHNOLOGY.

The technology is the least complicated piece: **in a studio, or even at your company, it's easy to create a structured way** to present your information so that it's easily understood by your audience, a TV program.



YOUR **TV PROGRAM:** ENTERTAINMENT THAT ENGAGES YOUR AUDIENCE

Everyone, at some point in their life, has tried to read those **little words that appear on the screen** at the end of every TV show. These are the **functions and the people who work to put all that content together**. They are specialized, highly qualified professionals who guaranty the program is executed without interruptions. **To make sure your digital event engages your audience, you must think like those professionals.**



YOUR

TV PROGRAM:

ENTERTAINMENT THAT ENGAGES YOUR AUDIENCE

An idea in your head and a camera in your hand could have worked at some moment of audiovisual history. But for a corporate event it's not an option. Even more important than in an in-person event where the unpredictable is sometimes welcome, **in a digital event every step needs to be meticulously planned and executed.** TV is like that. Your digital event must be too.

HERE WE'LL SHOW YOU, **STEP BY STEP**, HOW TO **CREATE**
A DIGITAL EVENT THAT YOUR AUDIENCE WILL REMEMBER

1



SCRIPT

To talk to the camera is an outdated way to communicate, and it doesn't engage the modern audience. Is there anything more tedious than a political speech? Even if the content is interesting, **the way it's delivered is boring.**



You could **bring up important topics with vignettes or short videos** that remind the audience of the importance of the content to come.

Or **after first presenting financial results** full of graphics and tables, you could **create a video with the main messages of the presentation.**

Or mix **presentations into a talk show format** in which the presenters exchange ideas about some specific theme. In this case, technology can once again help you: **you can open a debate with your audience or take questions or read and respond to audience comments.**

THIS IS THE TYPE OF
COMMUNICATION THAT MAKES
YOUR CONTENT AND PRESENTERS

**MORE APPROACHABLE
AND IT ENGAGES YOUR AUDIENCE**



2

ARTISTIC

DIRECTION

Rhythm is the secret to an event's success – online or in-person. It's important to give your audience a sense of **interaction**. That makes them **feel closer** to the presenter. In digital events, it's even more important to establish a good rhythm.

Think about a successful TV show – there are no interruptions, problems of continuity, or abrupt transitions.

**EVERYTHING IS FLUID FROM THE START,
THROUGH THE MIDDLE, AND TO THE END**



ON THE OTHER HAND, DIGITAL TOOLS PROVIDE US WITH TECHNICAL POSSIBILITIES TO GUARANTY RHYTHM: **THINGS CAN SIMPLY HAPPEN.**

Like magic, background scenes appear and disappear, **giving the objective message an emotional, sensitive touch.** While the presenter is speaking about the rewards her sales team can earn, the background is a beach. When she returns to speaking about goals, the background changes to the company's office. There are sensory elements that serve the script. **Cuts from one scene to another add a dynamic** element that is difficult to achieve in an in-person event. And to achieve perfect execution, **an artistic director must emerge.** It could be someone from your team or a hired professional, but **that person controls the fluidity of your digital event.**



THE ARTISTIC DIRECTOR

knows the script better than anyone and **determines people's entrances and the visual elements for specific moments.** If you create your convention in a studio, the artistic director has infinite resources to make the magic happen. But if you choose to create your event in a more homemade way, don't worry. Software like **Microsoft Teams, Google Hangouts, Skype for Business, Slack and Zoom have similar resources** that can, if used well, guaranty an impact on your audience. It's enough to understand and think like an artistic director.




3

THOSE WHO KNOW, **DO IT LIVE...**



LIVE

Events assume **real-time communication**. That's why they exist. If you have a screen between the communicator and the audience, **your challenge is to warm up what distance has cooled off**. The television (again) can teach us: shows in which communication is direct – newscasts and reality shows – are live. The public participates, interacts and works with you. If it's necessary, save a piece of the budget for internet bandwidth. **Maintaining a strong internet connection makes a big difference to your digital event's success.**



4

...AND PRODUCE

SUPPORTING VIDEOS

We already said that **rhythm is especially important in a digital event**. And the simplest, most effective way to create a dynamic digital event is to **produce video content ahead of time and weave it into live moments**.

The easiest and most traditional way is to follow the sequence used by television news – the live presenter gives a teaser before airing a more in-depth report. On returning to the live broadcast, the presenter or someone else then comments on the topic again. Swap the news report for an explanatory **video about a new product or a ready service**: you have created a dynamic effect for your digital event.

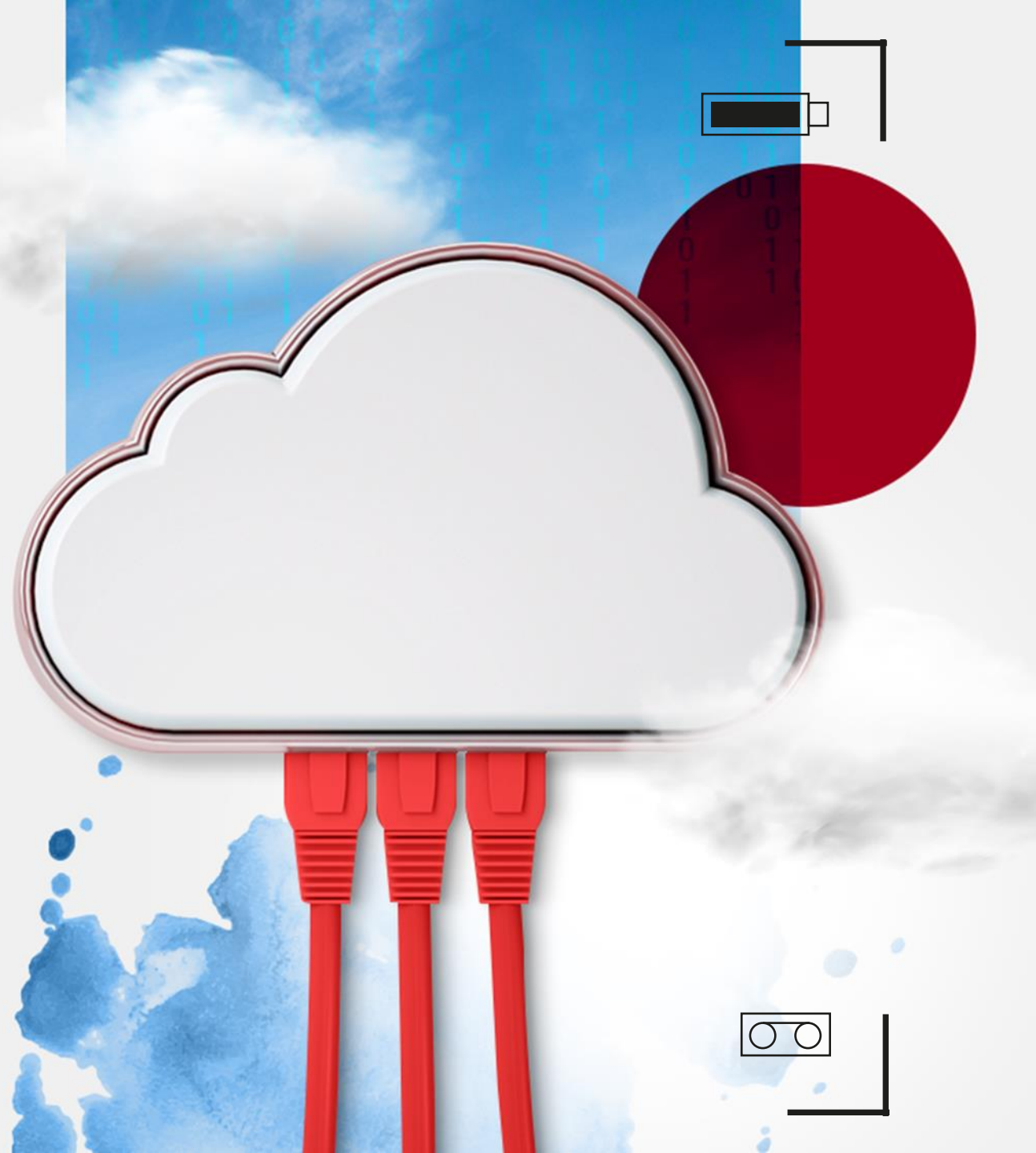
LIVE

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RECORDED EVENTS

Recording an event and making it available on the company's network for people to access later is a good idea. **If your event is memorable, people can re-watch it or even use it as a reference.** It also serves to answer some specific questions, especially for those who don't have the opportunity to participate. In this case, **even though it doesn't have the same impact as live communication, important messages won't be missed.**





6

IF YOU CAN, USE A

WELL-KNOWN FORMAT

A GOOD TIP

for your digital event is to imitate television shows familiar to your audience.

How about Fantástico - create a show about the life of your company to tell your internal audience how the company is going to organize itself for the next year? Or even Big Brother for your company to eliminate the distributors that are not client focused?

Using familiar formats, besides being fun, is a way to get closer to your audience,

which is already familiar with these formats. We're talking about using tools of sophisticated language like analogy and metaphor. So it's always important to think hard about which show works with your message.

If you choose a hit show that doesn't have a common theme with your business, you might be shooting yourself in the foot.

Another common mistake is to choose a show that you (or the event's organizers) like but doesn't reverberate with your audience.

Remember, **the audience needs to understand the presentation's context to connect with the message.**

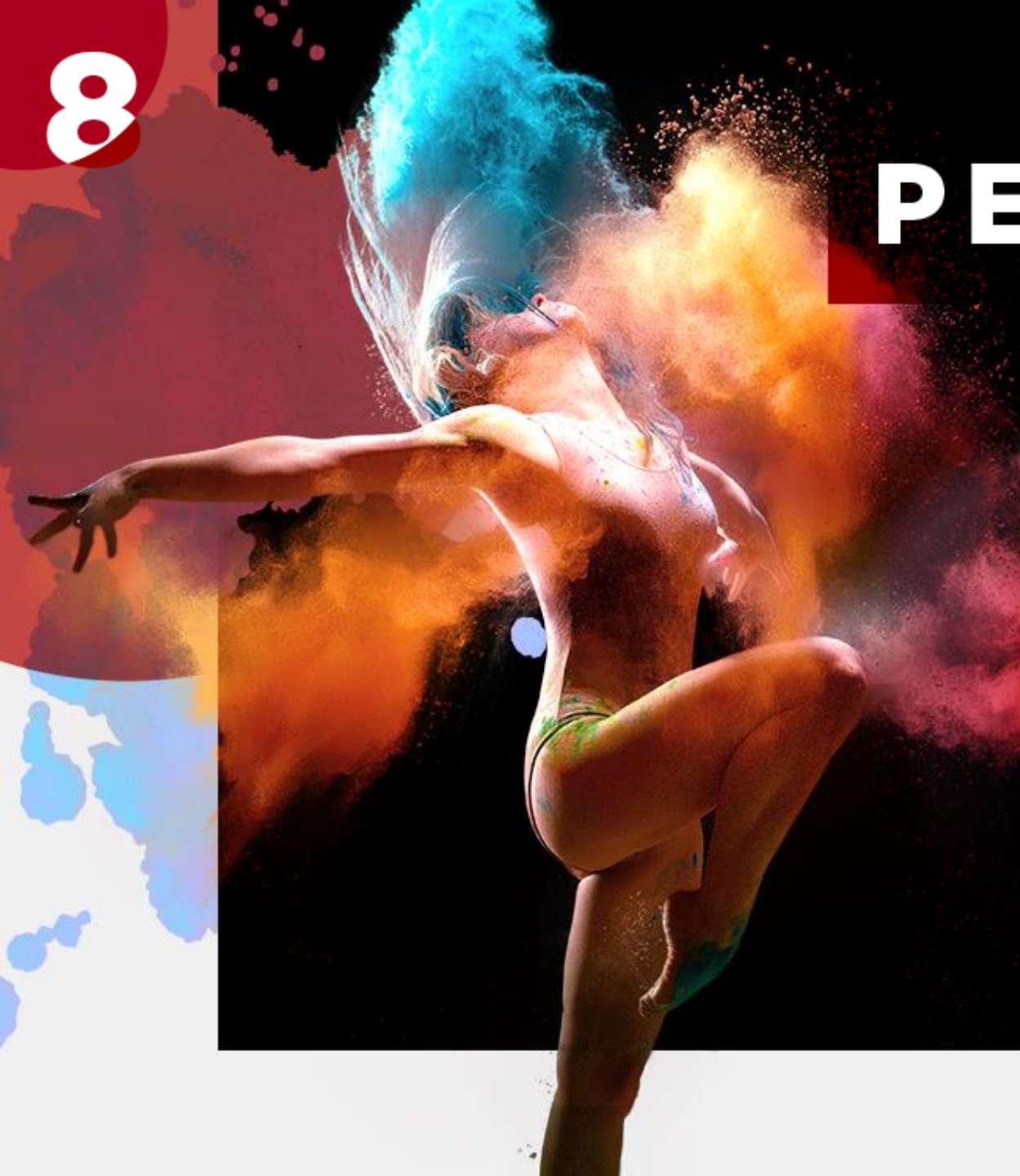
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POWERPOINT PRESENTATION

With the technology available today, **there are many ways to execute your presentation.** It could go like this: a **PowerPoint presentation appears together with the presenter.** Another option is to put **slides on a full screen while the audience listens to the presenter.** Or this: **the presenter stays in a small window with the PowerPoint** slides as the bulk of the screen. The best thing to do is to combine those three formats into the same presentation. When the principal message is described on a slide, use the full screen. When the message needs to be made directly to the audience, put the presenter on the full screen with the slide in the background. **Have many conversations with your artistic director so that she can match the format of your presentation to your digital event.**



PERFORMANCE



Have you ever heard the saying that there are movie actors and there are stage actors? This is an absolute truth in the world of dramaturgy. **Acting for a camera is completely different than acting for an audience.** The same is true for in-person events and digital events. There are those that are great in front of people but terrible in front of the camera, and vice versa. **Find out how you do in front of the camera. A good exercise is to record yourself giving your presentation. See if you can be natural.**

If you can't, try to imagine – or put on the set where you're filming – a person behind the camera and give your presentation to her. **If you need to, use a teleprompter.** But be careful because appearing natural while using this tool requires a lot of training. No audience likes a presenter who reads the information to them. Being natural is the way to achieve empathy. **Figure out how to be natural and you will win over your audience.**

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