

# virtual event solutions

showcaseavi  
LIVE STREAMING



Showcase has been delivering creative events, on brand, on time, on budget and on a global scale for over 20 years. As the current climate dictates radical changes to the events arena we are delighted to launch our Live Streaming department. We offer a range of streaming solutions to ensure your event is well-attended and delivered to the same exacting standards as any other previous live event.

# a new events era



# going virtual

Virtual events can take on many different guises and are developing rapidly in business and industries, enabling businesses to reach audiences without the need for face-to-face interaction. We can combine the flexibility of working in a live environment together with digital and remote content. Our virtual platform offering enables the flexibility for events to be completely virtual or hybrid.

**event  
streaming**

**virtual  
events**

**hybrid  
events**

**online  
platform**



# event streaming

event  
streaming

Our production services include live or pre-recorded content which can be streamed into single or multiple broadcasts. A range of content can be incorporated and curated into the production including:

- PowerPoint/Keynote
- Videos
- Static imagery images
- Event or sponsor logo idents
- Name titles for speakers
- Sponsor messaging and adverts between sessions

A dedicated project manager is assigned to every project to help you plan and deliver your virtual event requirements.





# virtual events

virtual  
events

Showcase Live Streaming has developed a dedicated 'virtual online platform' to host an event. It provides the ability for your event to be attended from anywhere.

A web-based portal provides the 'event venue', showcasing the event during lead-up as well as hosting the event. Attendees can then navigate their way around the event and gain access to key sponsors and exhibitors. It also provides access to the main event, 'the stages', where multiple streams of live and /or pre-recorded content can be presented.

Our creative approach to designing your virtual event will ensure the audience is engaged with your brand and immersed in the event.



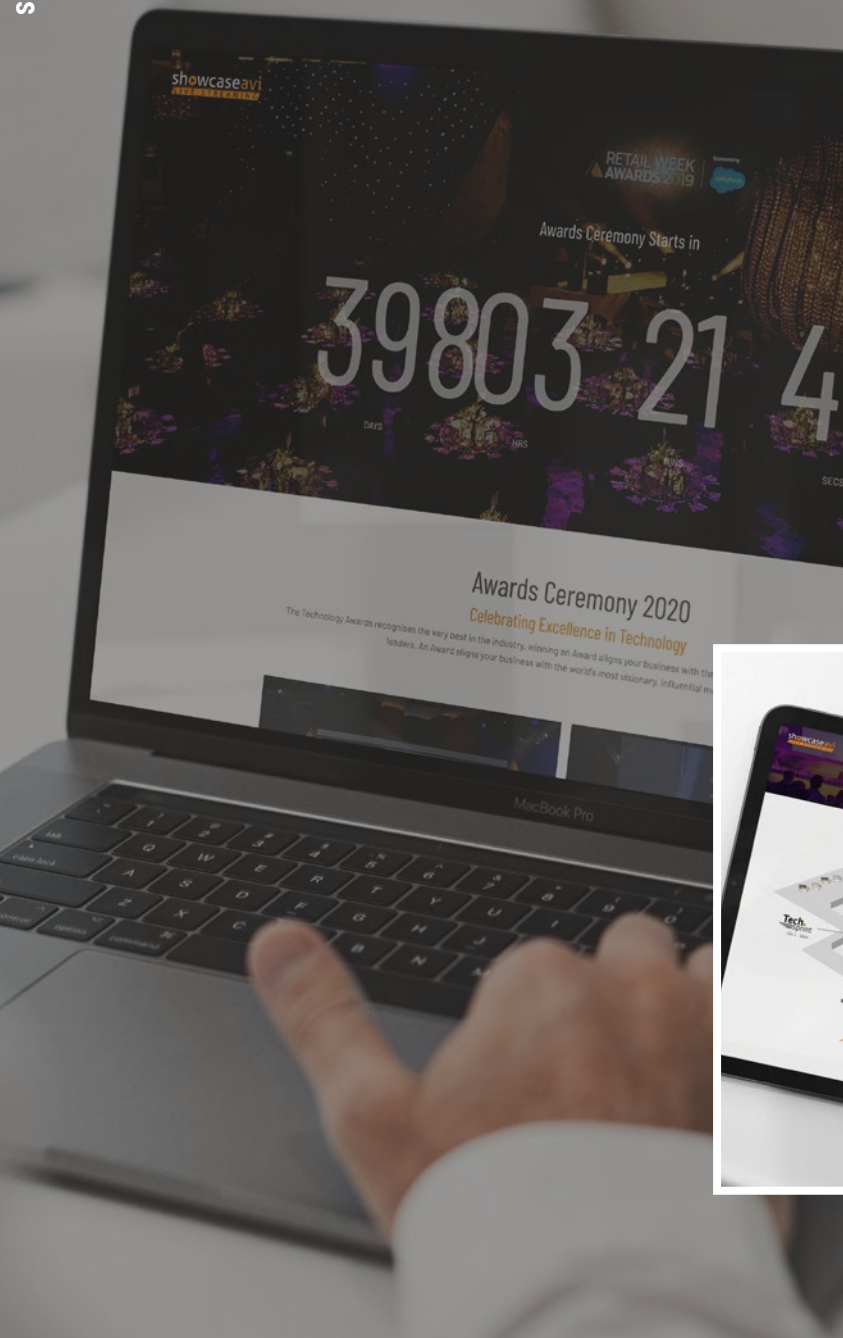
# hybrid events

hybrid  
events

Hybrid events comprise of a mix of a physical audience and virtual audience. Perfect for a confex or awards ceremony, set within a traditional event venue, hybrid enables large audience participation in a world where delegate numbers are restricted and in times when travel is not an option.

The combination of a live event coupled with online event streaming ensures the buzz of the event is captured and maximum audience numbers achieved.

Showcase approaches a hybrid event in then same way as a live event. A dedicated project manager is allocated to design, plan and deliver your event as well as providing the relevant support system during pre, live and post production.



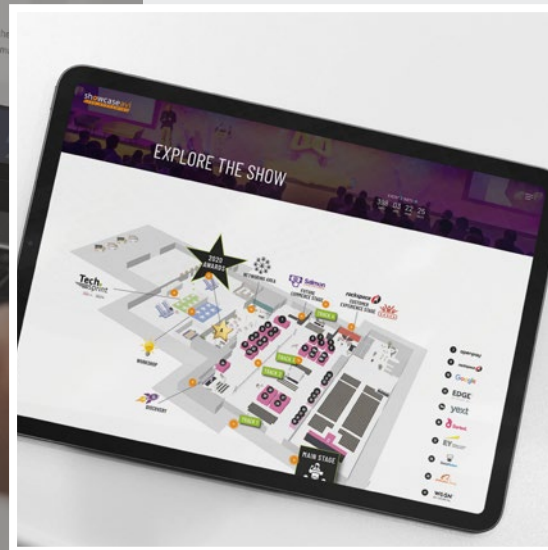
# online platform

online  
platform

Whether fully virtual or hybrid a dedicated web portal is the home of your virtual event. The portal can be tailored to your needs, it can fulfil delegate registration with an ecommerce option to manage all ticket purchasing should your event be pay-to-attend.

For a true 'event' experience a 3D floorplan allows delegates to navigate the virtual venue to discover the content streams, event schedule, sponsor and exhibitor areas and event information.

The platform for your event can either be hosted from our standard site or upgraded with a custom domain and branding.





# the making of a virtual event

Showcase Live Streaming services include:

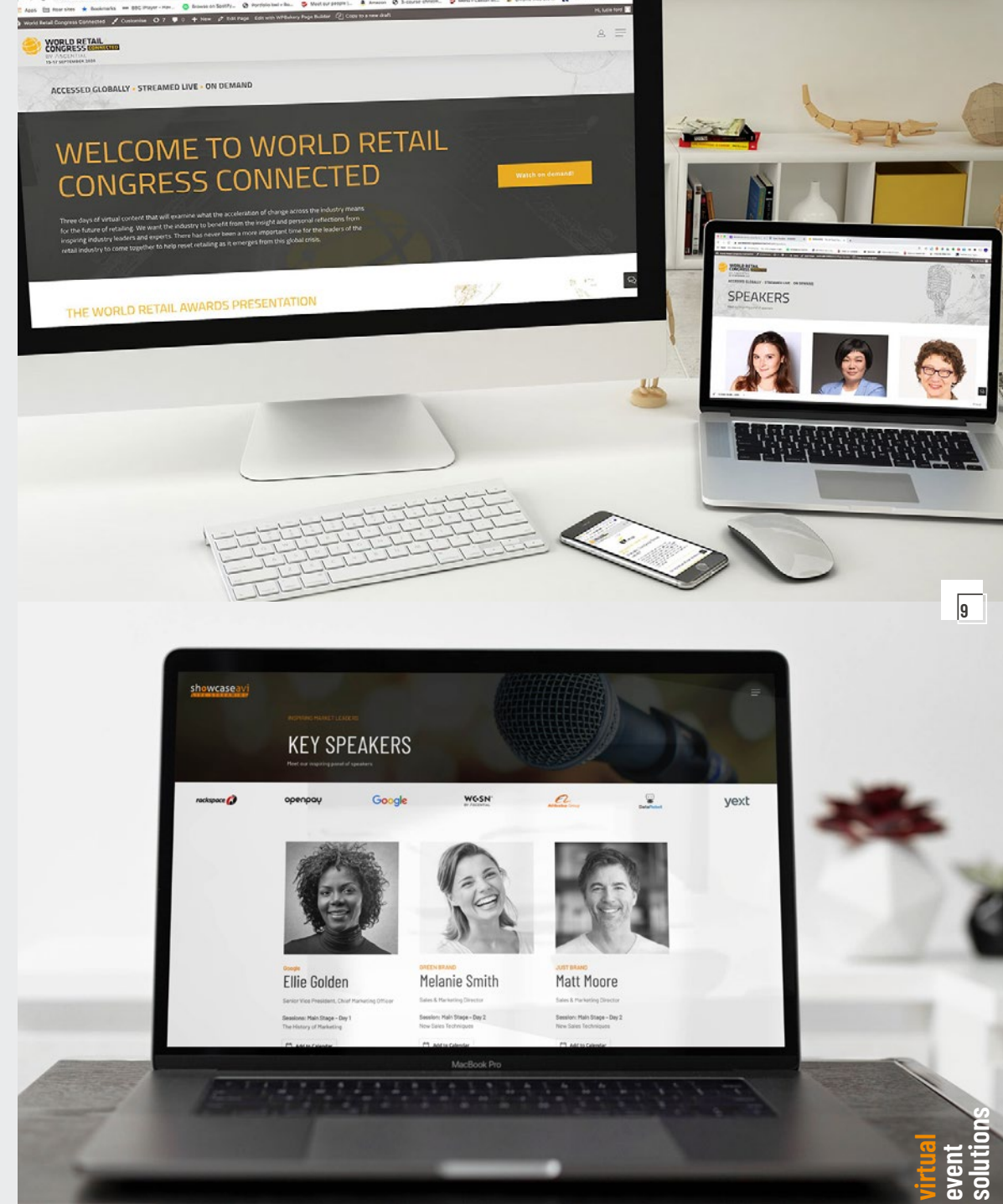
- Online Event Hub (website)
- Dedicated Studio Suite
- Green Screen Technology
- Animated Virtual Stages
- Remote Speaker Set Up
- Home Kits For Presenters
- Audience Interaction
- Pre-record Production
- Live Production
- Project Management



# online event hub

The dedicated web portal can be tailored to your needs and can include:

- Dedicated URL
- Event Branding
- Virtual lobby (registration)
- 3D floorplan
- Agenda
- Speakers
- Exhibitor & sponsors
- Diary hosting for exhibition
- Streaming to multiple stages
- Animated stages
- Ticket/event sales
- CMS (Content Managed System) access for easily updates/control



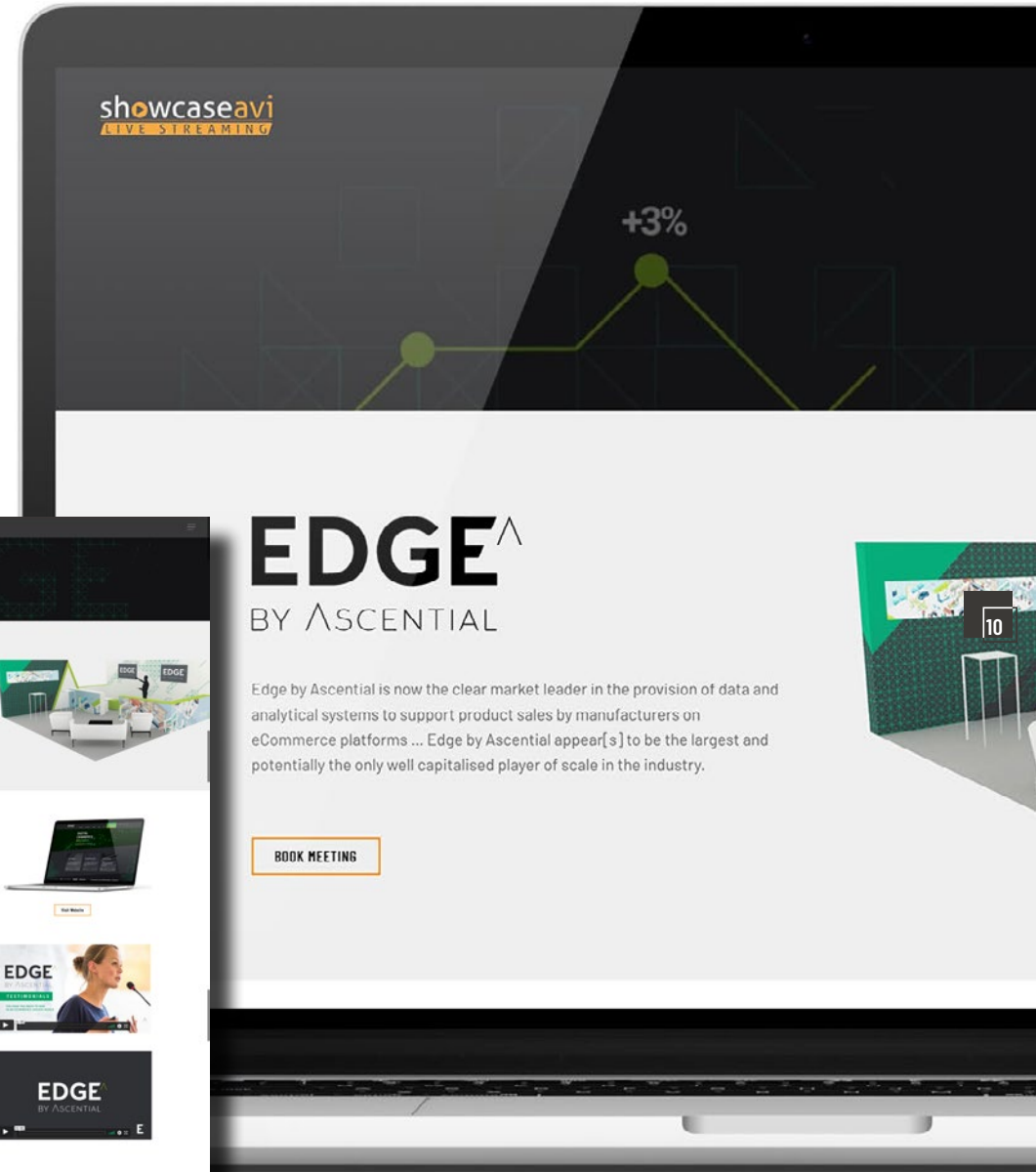
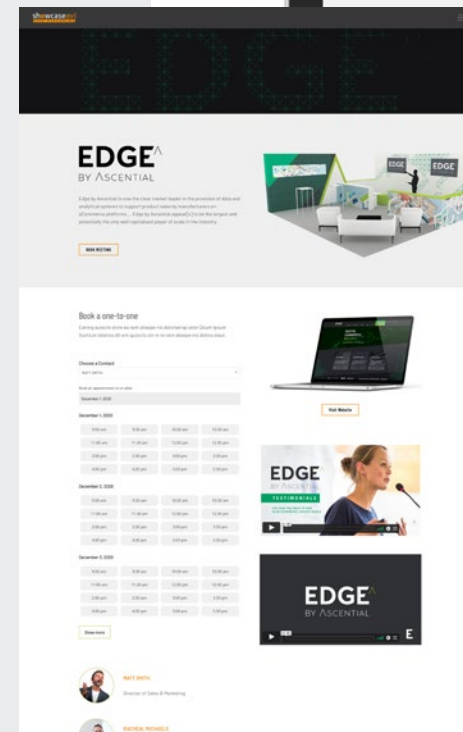
# online event hub

## sponsors & exhibitors

Revenue from sponsors and exhibitors is vital regardless of how your events are delivered. Our system has been designed to give you the ability to build sponsor branding and messaging with dedicated pages for virtual stands.

The virtual exhibition stands can include:

- Own brand identity
- Dedicated live appointment diary for arranging 1-1 meetings with virtual delegates attending the event
- Data capture of delegates attending 1-1 meetings
- Embedded video and digital content
- Downloads of brochures with take away material
- Ability to live stream personnel talks/discussions



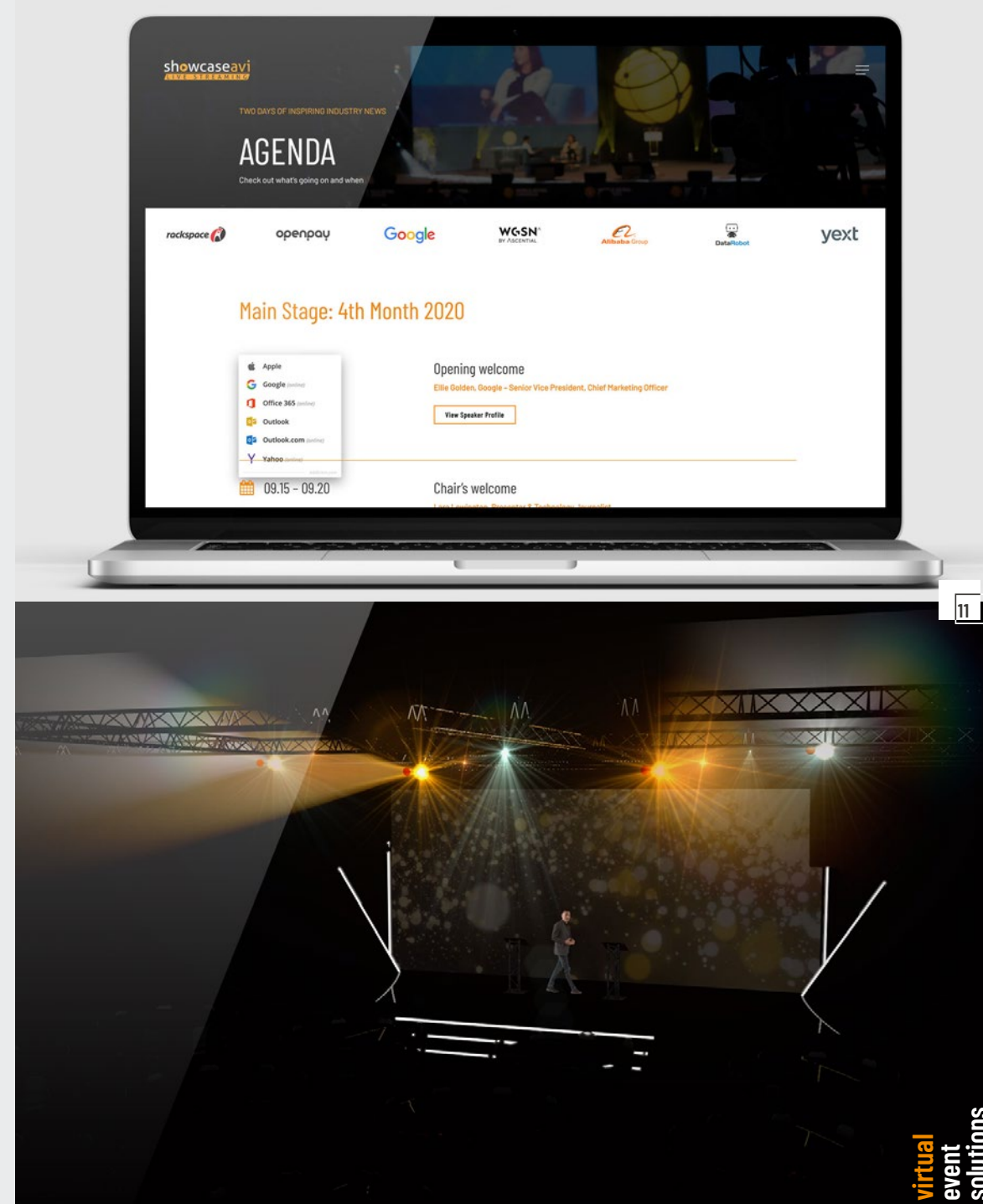
## virtual event schedule

Your delegates can view the full event agenda and have access to key information for each session. An add to calendar feature means delegates can plan their schedules.

CMS access to the agenda is provided allowing you to make up to the minute changes.

## analytics

We understand how important the information gathered from an event is to you. That's why we have integrated delegate sign up and tracking features in the platform providing you with the insight to your audience.





# analytics reporting

## EVENTalytics

### EVENTalytics – analytics reporting

EVENTalytics, a software package created by Showcase, provides invaluable insights into attendance and engagement. Showcase's EVENT@ platform tracks attendees movement whilst on the event, tracking what people have watched and for how long, as well as giving you vital information about the delegates themselves such as geographical location and job role. The addition of EVENTalytics provides analytics of the data, presented in easy to adsorb reports, top level graphs and tables rather than lines and lines of raw data. These enlightening professional reports can then in turn be presented to sponsors and stakeholders enabling them to see their return on investment as well as being used to secure future event sponsorship. Reporting includes:

- Attendee information, including geographic location, sector and job role
- No of videos / length of time watched
- Viewing stats by job level/sector
- Average video / number watched per user
- Engagement by company
- How many people dropped off a session

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# audience interaction

Interacting with your audience during a session can be exactly the same as a live event using tools such as Slido & Glisser

The questions and poll results are shown to the remote presenters and can be integrated into the stream broadcast.

Our streaming platform also offers an integrated polling system with specific capabilities.

slido



glisser

**B** buzz  
master

# recording content



We offer a flexible approach to content creation and work with you to determine the most practical and suitable option for your event.

## PRE-RECORDED CONTENT

The most common way that streaming platforms can be used. This can be done by combining footage recorded by yourself or by our video team, it can then be edited and then uploaded and streamed onto the platform

We feel that this is best shown by creating a specifically designed virtual animated stage set or static rendered stage set.

## LIVE STREAM CONTENT

A live stream scenario is ideally suited to a hybrid event, whereby the virtual attendees are able to partake in real time.



# remote speakers & presenters

Remote speakers and presenters are each connected through a video conference system which gives us full control over how we build their feed into your broadcast stream.

We support all remote users with pre-event calls to ensure the equipment is set up correctly.

If a presenter does not have a suitable laptop/iPad, we can send them a mobile streaming package we have populated with clear step by step instructions and the team will assist through that process of set up.

Mobile pop-up green screens can also be supplied for packages where the speaker will be animated into a virtual event stage.





# green screen technology

Using green screen technology we can transport speakers in different locations to your event stage.

This can be achieved by recording in both a 'live' in a studio environment or 'pre-recorded' at the speakers own office or home using our small remote pop-up green screen kit.

The speaker is captured in front of the green screen and overlaid into an animated stage set, 3D visualisation or traditional stream.

Our team will manage the process throughout from delivery of home recording kits, film, editing, production and streaming to the platform.



# animated stage & set

For the most immersive, on brand, virtual event we can create bespoke animated stage and sets that work with green screen technology to bring speakers from multi-locations to centre stage.

This creative, high tech approach means that you can host your event almost anywhere you can imagine.





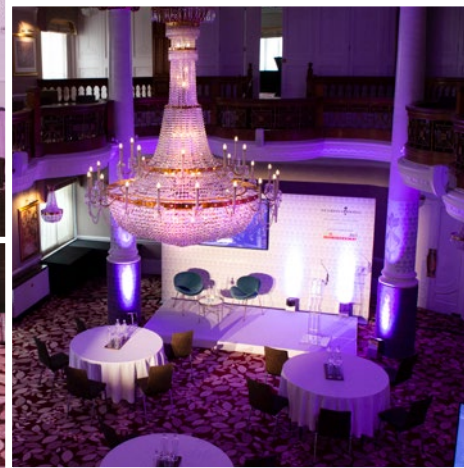
# the live studio 1

## St. Ermin's Hotel

Showcase Live Streaming has collaborated with St. Ermin's Hotel London to create a safe and professional environment that can be used to host a 'Hybrid' event, record a live stream or as a pre-recording studio.

This historic central London hotel has a range of flexible event spaces including a ballroom featuring rococo plasterwork and dramatic crystal chandelier. Situated in Westminster it is easily accessible and can cater for your meeting and events and accommodation needs.

The partnership reaffirms our ability to encompass the live event under the restricted governance for meetings and events currently.







# the live studio 1

## St. Ermin's Hotel

Within St. Ermin's live studio you will have the benefits of the following:

- Dedicated studio set up for live or pre-recorded environment boasting 8m wide green screen backdrop.
- Option to upgrade to a digital set backdrop using our latest 2.6mm LED technology.
- Additional stage with small green screen set up for multiple stage streams.
- Safe room for event organisers to manage any guest speakers/presenters.
- Presenter safe room.
- Live event permanent technical production set up for clients who wish to hold small live event sessions - this can be linked to the streaming components within the venue.
- Special low fee rates for clients to use the St. Ermin's facilities and Showcase Live Streaming technical sets.
- Food & drink packages.
- Accommodation packages.



# the live studio 2

## Bankside Hotel

This second studio mirrors the services offered at St. Ermin's Hotel, these include: event streaming for fully virtual and hybrid events using a combination of film and green screen technology.

Bankside Hotel, a creative hub on the South Bank provides an inspiring destination for any meeting or event, with eclectic artworks and handpicked furniture in every room and public space. In times when event planners and organisers have been restricted to backdrops of bookshelves and home offices, Bankside provides a welcome and inspirational alternative.

Showcase has created a green screen studio at Bankside as well as converting the hotel's inspiring White Box space into a Hybrid Event venue, featuring a 7m x 2m curved 2.6mm pitch SMD LED screen with 82" relay screens.



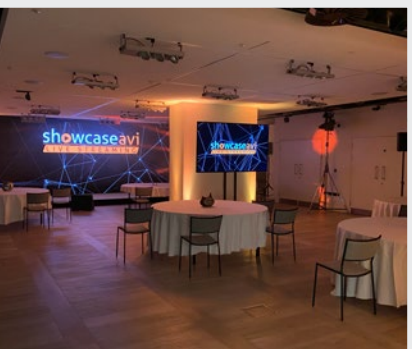
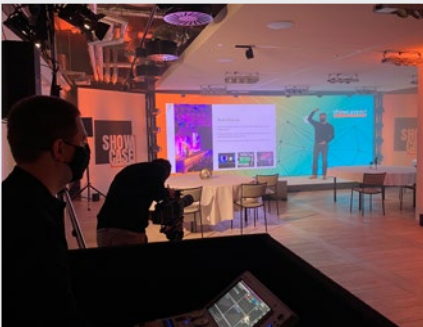


# the live studio 2

## Bankside Hotel

Within Bankside live studio you will have the benefits of the following:

- Dedicated studio set up for live or pre-recorded environment boasting 7m wide green screen backdrop, with 2 camera broadcast.
- 7m x 2m curved 2.6mm pitch SMD LED screen with 82" relay screens for impressive Hybrid Events.
- Safe room for event organisers to manage any guest speakers/presenters.
- Presenter safe room.
- Live event permanent technical production set up for clients who wish to hold small live event sessions - this can be linked to the streaming components within the venue.
- Special low fee rates for clients to use the Bankside facilities and Showcase Live Streaming technical sets.
- Food & drink packages.
- Accommodation packages.





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LIVE STREAMING

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