

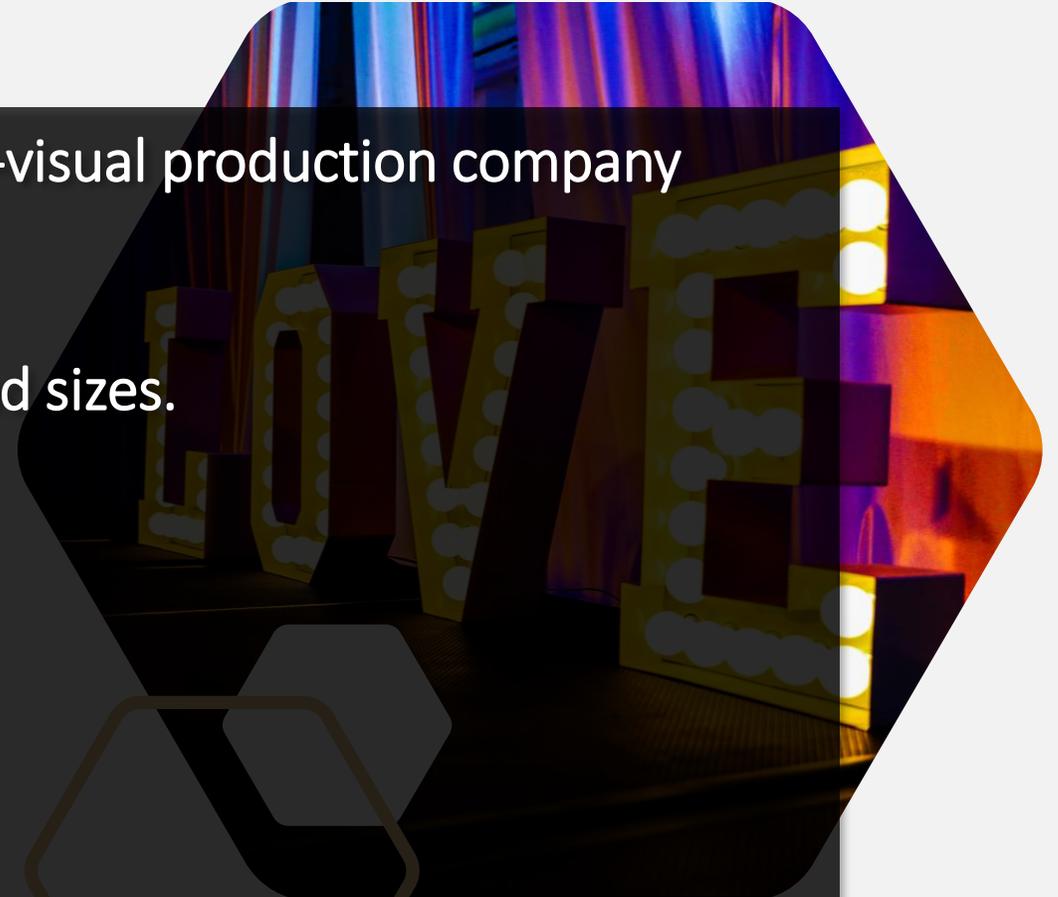
The background of the entire image is a collage of event photos. A large central photo shows a stage with a band performing under colorful spotlights. Other photos show close-ups of performers, audience members, and stage lighting rigs. The text "Virtual Events: Where we go from here." is overlaid on the central photo in a white, sans-serif font.

Virtual Events:

Where we go from here.

MARX PRODUCTIONS INC

- Founded in 2001, we are an Audio-visual production company based in Chandler, AZ.
- Produce live events of all types and sizes.
- Specialize in corporate events.
- Clients you may recognize:
 - The Motley Fool
 - Harkins Theatres
 - PetSmart



What is a Virtual Event?

- Virtual Events are defined arbitrarily.
- We will define virtual event as: any event held online that is not a single track – direct click, multiway meeting (ie Zoom call).
- This is a broad definition, but there are a wide variety of virtual events.



Reasons to use Virtual Event platform

- Built in Agendas
- Single registration
- Enhanced branding
- Value for sponsors
- Networking/Social potential outside of main meeting
- Monetization via selling tickets
- Multiple ticket tiers – each with own agenda/sessions
- Centralized analytics
- Mixed session formats
- Allow attendees to watch on their own time (Video On Demand)
- Higher production value
- Increased attendee engagement

Registration

Webinar



First Name *

Last Name *

Email *

Phone *

Company name *

Company Website *

Country *

Would you like a demo of KISSmetrics? *

[View Webinar](#)

Starting Lean: How to Find Out If Your Business Idea Has Potential In Days and Not Years

Watch this webinar now.

The biggest challenge every entrepreneur faces is building something customers truly need.

This is why we have joined forces with Trevor Owens, Founder of [QuickMVP](#) and [Lean Startup Machine](#), who emphasizes validating ideas before building.



Trevor Owens, Author and Entrepreneur

Join Trevor for a 45 minute workshop, where you will learn how to adopt a lean startup approach from the get-go.

In this webinar you will learn:

- › Why startups are not small versions of big companies and why that matters
- › To adopt a lean methodology from the start and make sure your idea has potential
- › To run the right experiments to steer your business in the right direction



Thue Madsen, Marketing Associate at KISSmetrics

© 2016 KISSmetrics. All rights reserved. [Privacy Policy](#) | [Terms of Use](#)

Virtual Event

Registration Information

Time left to complete your registration 14:28

Save time completing your profile

[in Import from LinkedIn](#)

Ticket 1 - Marx Demo

Prefix (Mr., Mrs., etc.)*

First Name*

Last Name*

Email Address*

Job Title*

Company*

Company Website

Country*

Industry

By checking this box, you agree to our [End User Terms](#) and [Privacy Policy](#).

[Register](#)

Search Session 3 Sessions No Tickets

All Sessions (3) My interests My Registered Sessions

Mon Jun 15

12:45 PM

***Pre-session: Zoom call with Marx Productions**
Marx Productions, 2nd Floor Studio
BROADCAST
Starts 2 min before the session time
Presented By: **MARX PRODUCTIONS INC**
Mr. Mike Marx, Chief Executive Officer, Marx Productions, Speaker
Mr. Steven Glab, Vice President of Opera..., Marx Productions, Speaker
Mr. Jeremy Leach, Director of Show Produ..., Marx Productions, Speaker

General Session: Introduction to the Virtual Studio
Marx Productions, 2nd Floor Studio
BROADCAST
Starts 2 min before the session time
Marx Productions will showcase its behind the scenes software capabilities and how we are adapting to the "New Normal!"
Sponsored By:
Mr. Mike Marx, Chief Executive Officer, Marx Productions, Speaker
Mr. Steven Glab, Vice President of Opera..., Marx Productions, Speaker
Mr. Jeremy Leach, Director of Show Produ..., Marx Productions, Speaker

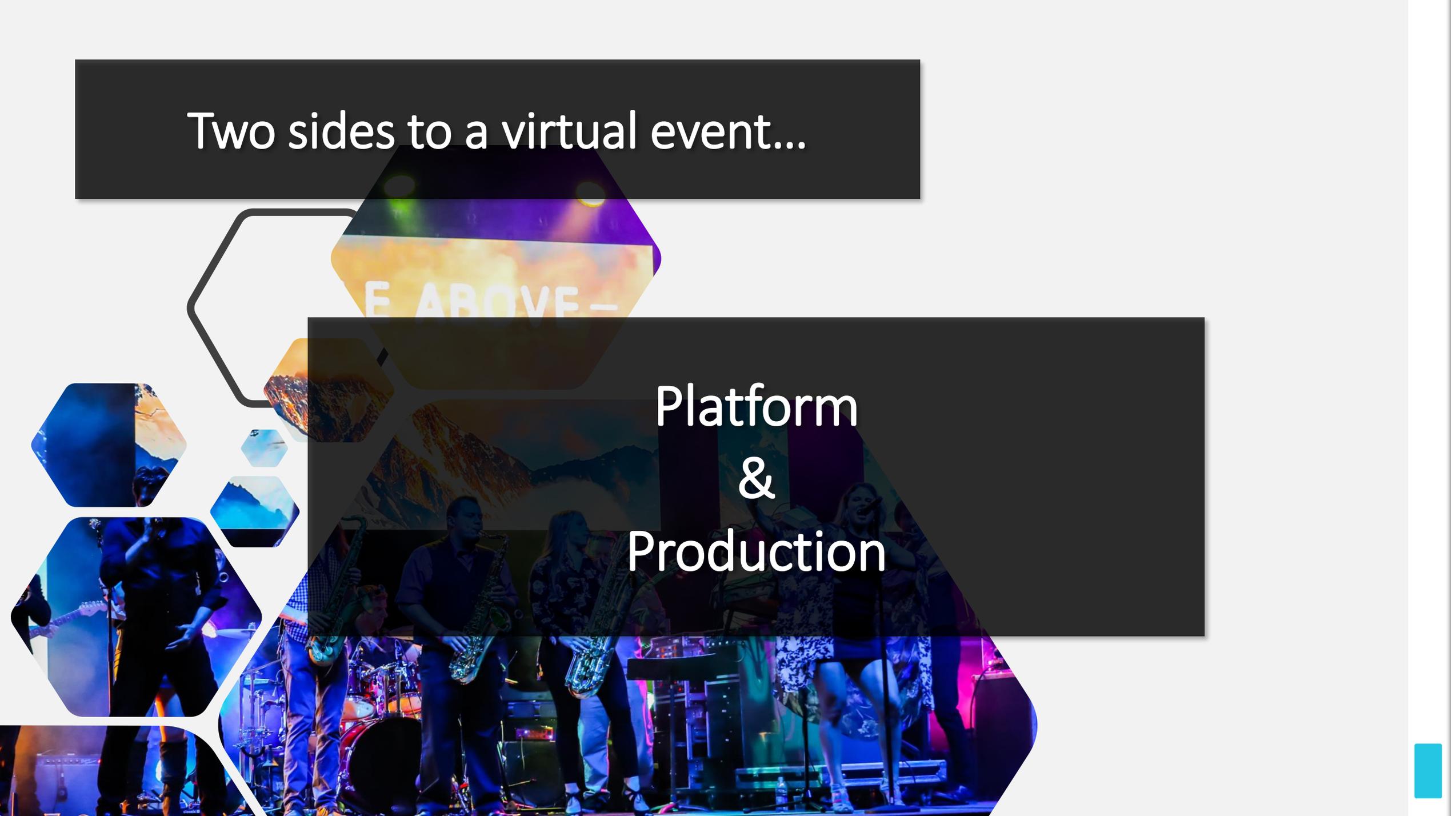
Welcome and Introduction to Breakout Rooms
Marx Productions, 2nd Floor Studio
BROADCAST
Starts 2 min before the session time
This session will give a virtual overview of how the breakouts will look / layout.
Sponsored By:
Mr. Mike Marx, Chief Executive Officer, Marx Productions, Speaker
Mr. Steven Glab, Vice President of Opera..., Marx Productions, Moderator
Mr. Jeremy Leach, Director of Show Produ..., Marx Productions, Speaker

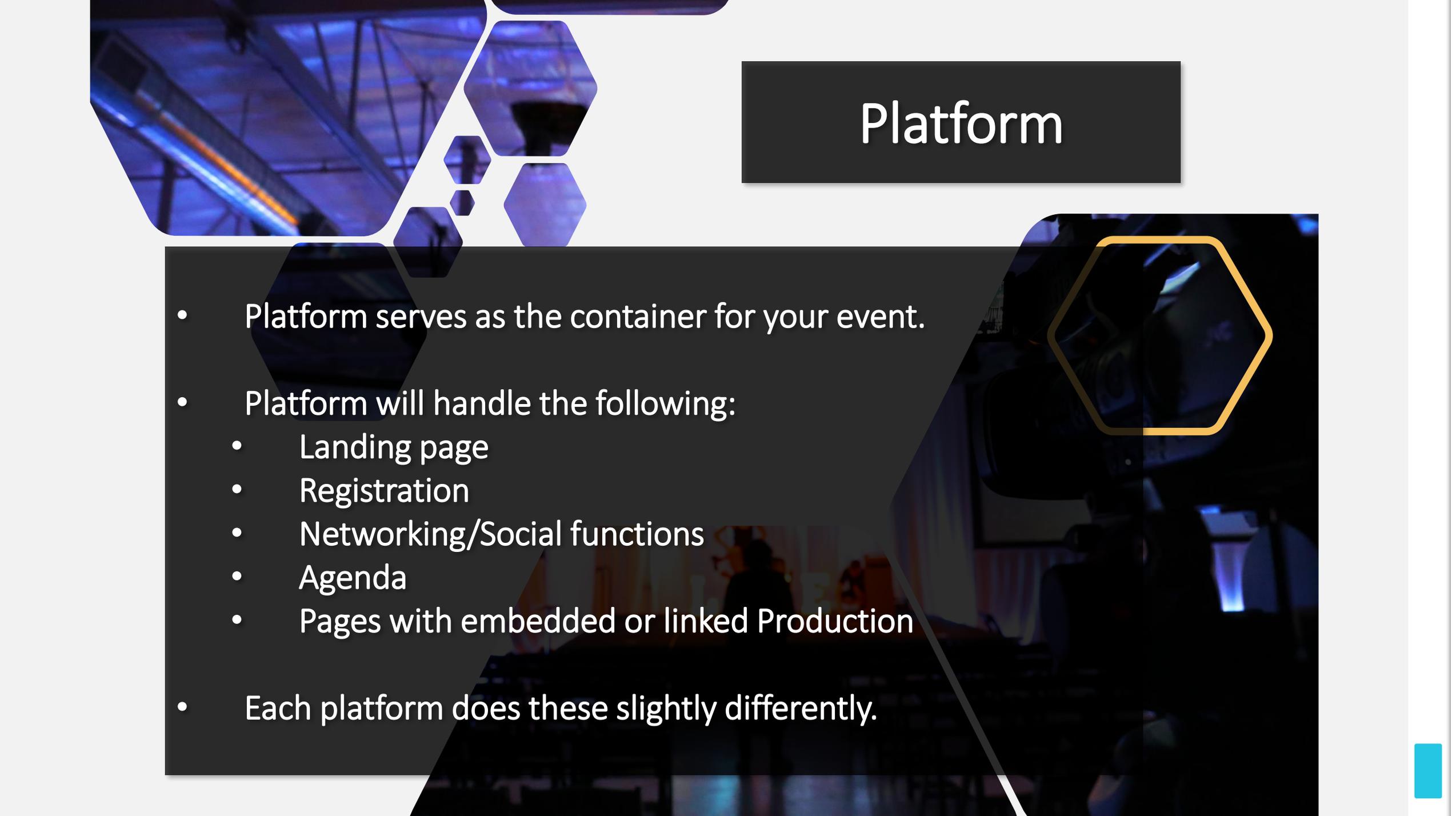
Post Registration



Two sides to a virtual event...

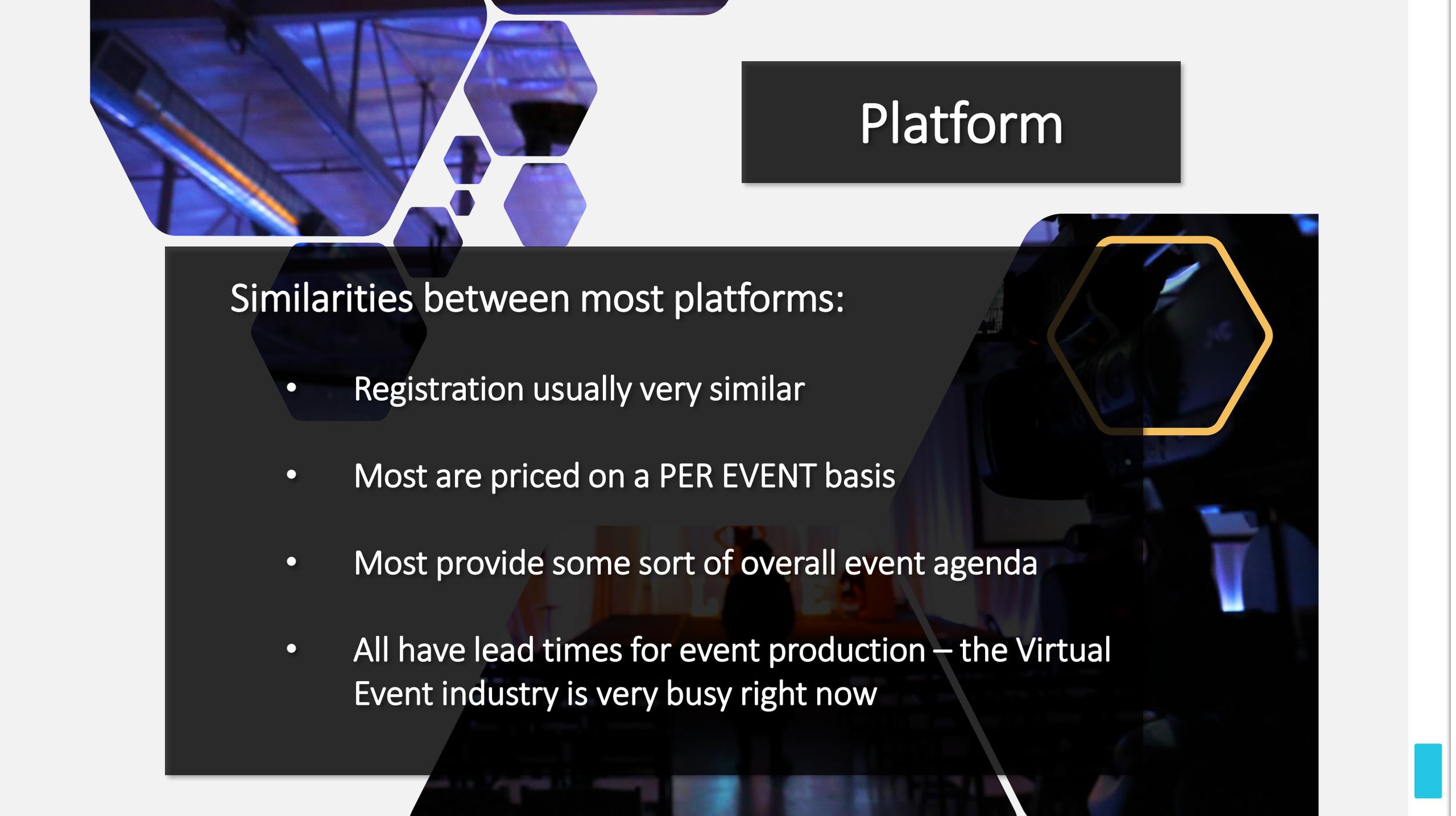
Platform
&
Production





Platform

- Platform serves as the container for your event.
- Platform will handle the following:
 - Landing page
 - Registration
 - Networking/Social functions
 - Agenda
 - Pages with embedded or linked Production
- Each platform does these slightly differently.

The slide features a decorative background with a hexagonal pattern of overlapping hexagons in shades of blue and white. The main content is set against a dark, semi-transparent overlay. The word "Platform" is written in white on a dark rectangular background in the upper right. The title "Similarities between most platforms:" is in white on the dark overlay. Below it is a bulleted list of four points. The background image shows an event space with blue lighting and a person on a stage.

Platform

Similarities between most platforms:

- Registration usually very similar
- Most are priced on a PER EVENT basis
- Most provide some sort of overall event agenda
- All have lead times for event production – the Virtual Event industry is very busy right now

Platform

Where they differ:

- Pricing varies GREATLY
- General design/landing page
 - Some offer a clean, responsive website
 - Some try to emulate look of real conference/event space
- Some allow you/your production team to edit site, and some require you to purchase full white glove service packages
- Some work well with livestream and video on demand – others emphasize live
- Networking/Social functions vary greatly. These are a big selling point for individual platforms
- Exhibit booths – both style and functionality
- Integrations with other platforms

Layout Differences

Clean

Simulated Event Space

The screenshot shows a clean, minimalist landing page for the 'Nasdaq 2020 Virtual Demo'. The background is a dark blue grid with glowing white dots. The Nasdaq logo is prominently displayed at the top left. The main heading reads 'NASDAQ 2020 VIRTUAL DEMO' in large, white, sans-serif font. Below the heading, the event details are listed: 'June 15th, 2020', 'Start Time 4:00 PM EST', and 'Doors open at 3:58 PM EST'. A large, purple 'Register' button is centered below the text. At the bottom left, it says 'Demo for Nasdaq by Marx Productions'. Social media icons for Facebook, Twitter, and LinkedIn are located at the bottom center. The top navigation bar includes links for HOME, AGENDA, SPEAKERS, COMMUNITY, SPONSORS, and EXHIBITORS.

The screenshot displays a simulated event space for the 'Aviation & Aerospace Job Fair'. The interface is a 3D-rendered virtual environment with a high, vaulted ceiling and a large, open-plan layout. In the foreground, a woman with blonde hair, wearing a black dress, stands smiling. The background shows a multi-level atrium with people walking and interacting. Various booths and displays are visible, including one for 'BOMBARDIER' and another for 'vira' (with 'vira' and 'atlantic' logos). A 'HELPER DESK' is also present. The top navigation bar includes links for Lobby, Exhibitors Hall, Course Providers Hall, Swap Bag, Conference Hall, Attendee List, Job Applicants, Search Jobs, Help Desk, and Jobseeker Help Guide. Two green buttons are overlaid on the scene: 'Exhibitors Hall' and 'Course Providers Hall', both with 'Click here to enter' text. A 'GUEST SPEAKERS' section on the right lists speakers and topics, with a 'Click here to enter' button. The 'vairs' logo is visible in the bottom left corner.



Networking & Social

- Major point where platforms differentiate
- Most have user profiles for attendees, speakers, exhibitors
- Other networking/social features:
 - 1 to 1 messaging (some allow 1 to 1 video)
 - Built in meeting scheduling (can be 1 to 1 or group)
 - Dedicated roundtable area
 - Speed networking (Chatroulette style)
 - Attendee introductory “selfie” videos
 - Integrated gamification
 - Exhibit booths – how they are implemented varies widely

Platforms worth demoing

From most to least expensive:

- Social27
- Pathable
- Bizzabo (Note: We are partnered with Bizzabo)
- Hopin (Very low cost – but seems like a startup – make sure to vet/test thoroughly)



Alternative Platforms

- Virtual events do not HAVE to use a fully integrated platform...
- For things that do not need registration, agendas, integrated networking functionality:
 - Facebook Live
 - Youtube
 - Twitch

Production

- Production is what your actual event/sessions look like
- Choice of production type will depend on your event goals
- Some platforms limit what production types you can use

Production Types

- Zoom

- Zoom can be used either directly or via livestream to host supported by your platform
- Low cost and most presenters already know how to use
- Production value is usually low, but it does have some integrated Q & A etc. type features
- Can bring people “on stage” from audience relatively easily
- Great use case was the “Zoom Happy Hour” – easy to bring many non tech savvy people together

Production Types

- **Interactive meeting room**

- Teaching style rooms with high level of audience participation and interactivity
- Production value (video quality for webcams etc.) is usually lower
- Usually easy to run and can be lower cost (less production equipment/labor)
- Very content focused
- Examples: Adobe Connect, Bizzabo Interact

Production Types

- **Livestreaming - Overview**

- High video quality
- Production value can vary depending on your event needs
- Seamlessly switch between live and prerecorded content
- Integrates with most platforms
- Most attendee friendly way to receive content – less risk of technical issues on attendee side
- Can range from DIY set ups to full production studios

Production Types

- Livestreaming – “DIY”
 - Can be done free/low cost
 - OBS Studio
 - Streamlabs OBS
 - Many people use the above software and their own equipment to livestream every day (See: Twitch, Youtube)
 - If no budget to work with and goals are relatively simple, this may be a solution
 - Does leave you at the mercy of your own internet connection, hardware and computer expertise

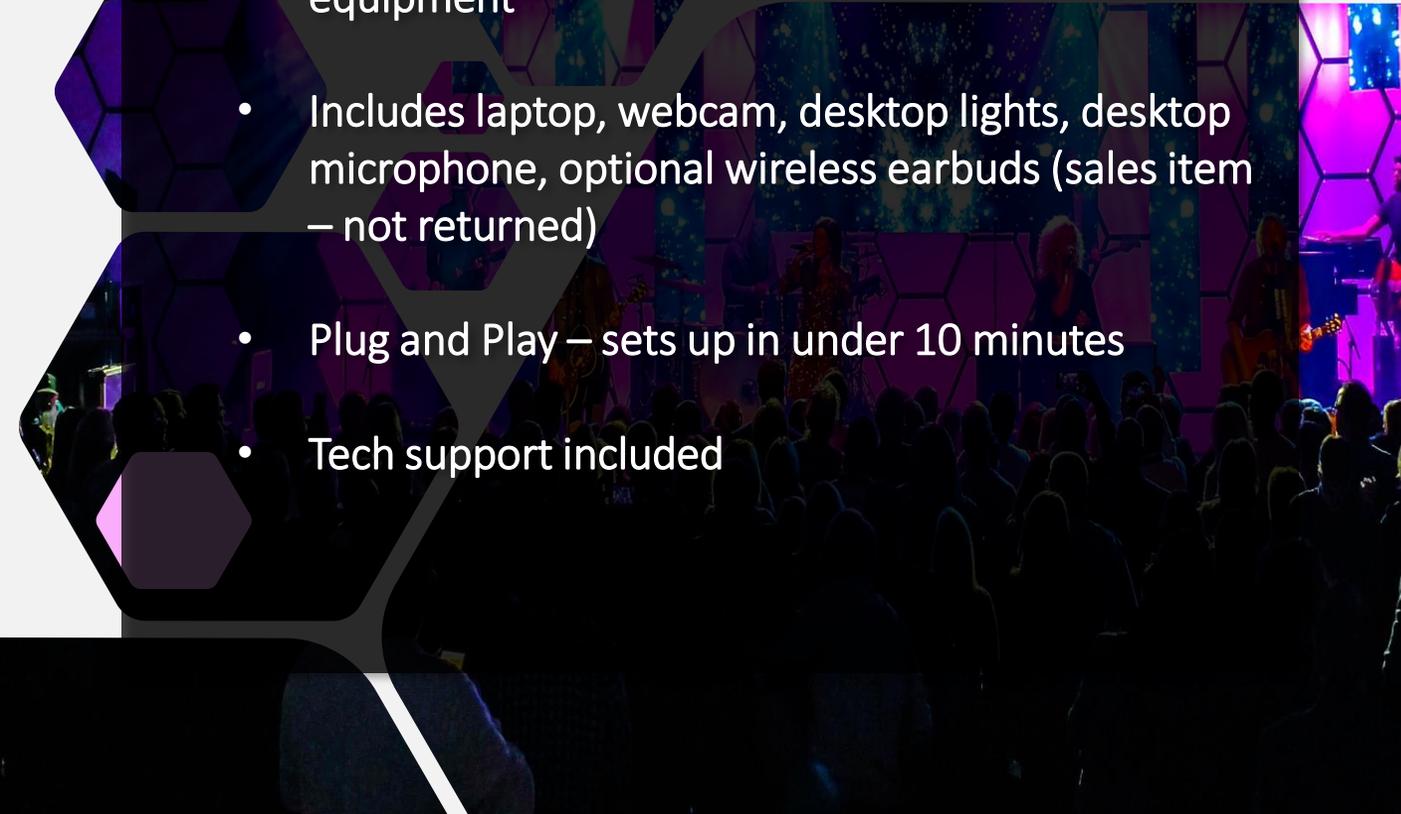
Production Types

- **Livestreaming – Professional**
 - Production value will vary by goals and budget
 - If kept simple, costs can be low with relatively high production value compared to DIY (See: Governor Ducey’s COVID addresses)
 - For more complicated events, production value is essentially unlimited – can reproduce a live television show type feel with graphics, seamless switching, cues.
 - Other ways beyond just streaming and switching to enhance your production value

Enhanced Production

Meeting in a Box Rental

- All in one, turn-key kit with high quality streaming equipment
- Includes laptop, webcam, desktop lights, desktop microphone, optional wireless earbuds (sales item – not returned)
- Plug and Play – sets up in under 10 minutes
- Tech support included



Enhanced Production

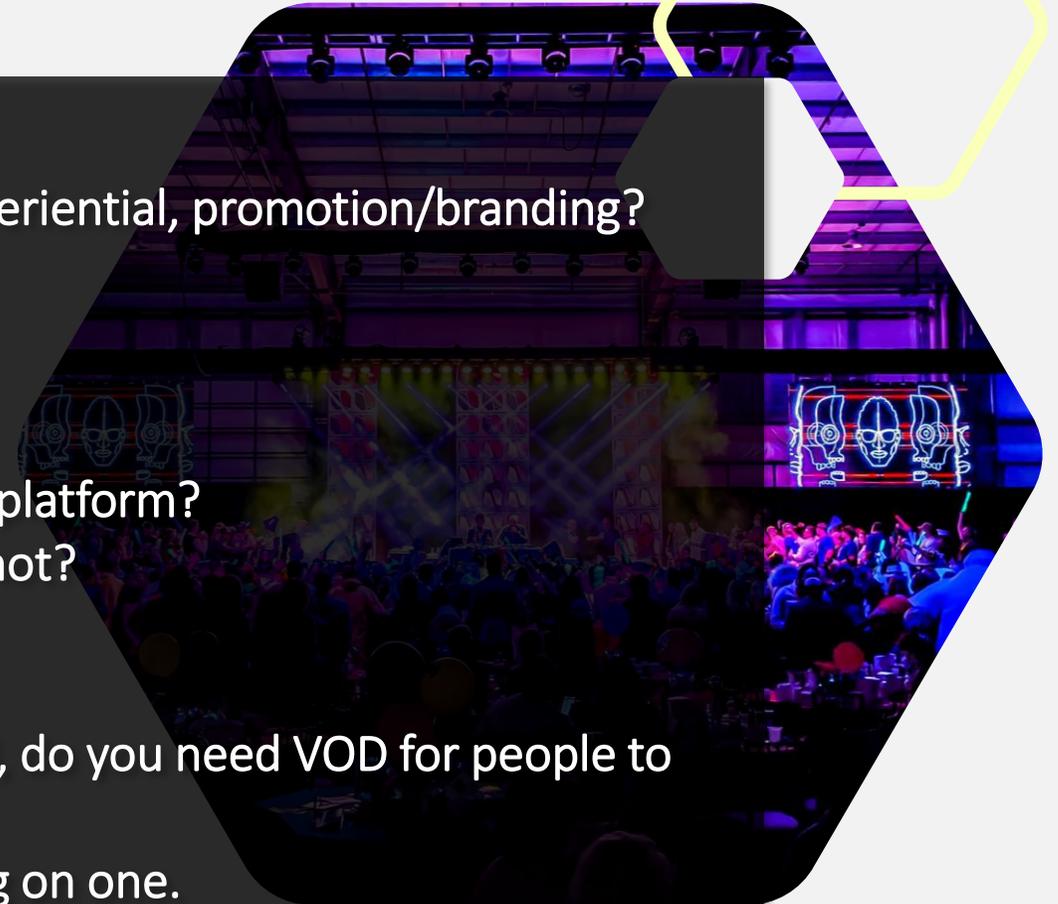
In-house and Mobile Studio

- High quality production equipment for livestream and recorded content
- Green screen, LED wall and hard scenic backdrops available
- Can seamlessly integrate with remote presenters/panels via webcam
- Cameras operated remotely to ensure social distancing
- Studio can be set up at any location/venue



Recap: Things to consider

- **Goals of event**
 - Content focused, networking, social, experiential, promotion/branding?
 - List based on importance
- **Platform**
 - Do you need an integrated Virtual Event platform?
 - Which needs are flexible and which are not?
 - Estimate your number of attendees
 - What is your budget?
 - Will you be presenting live, pre recorded, do you need VOD for people to watch post event?
 - Demo multiple platforms before deciding on one.
 - Do not forget about platform lead time – EARLY planning is better.



Recap: Things to consider

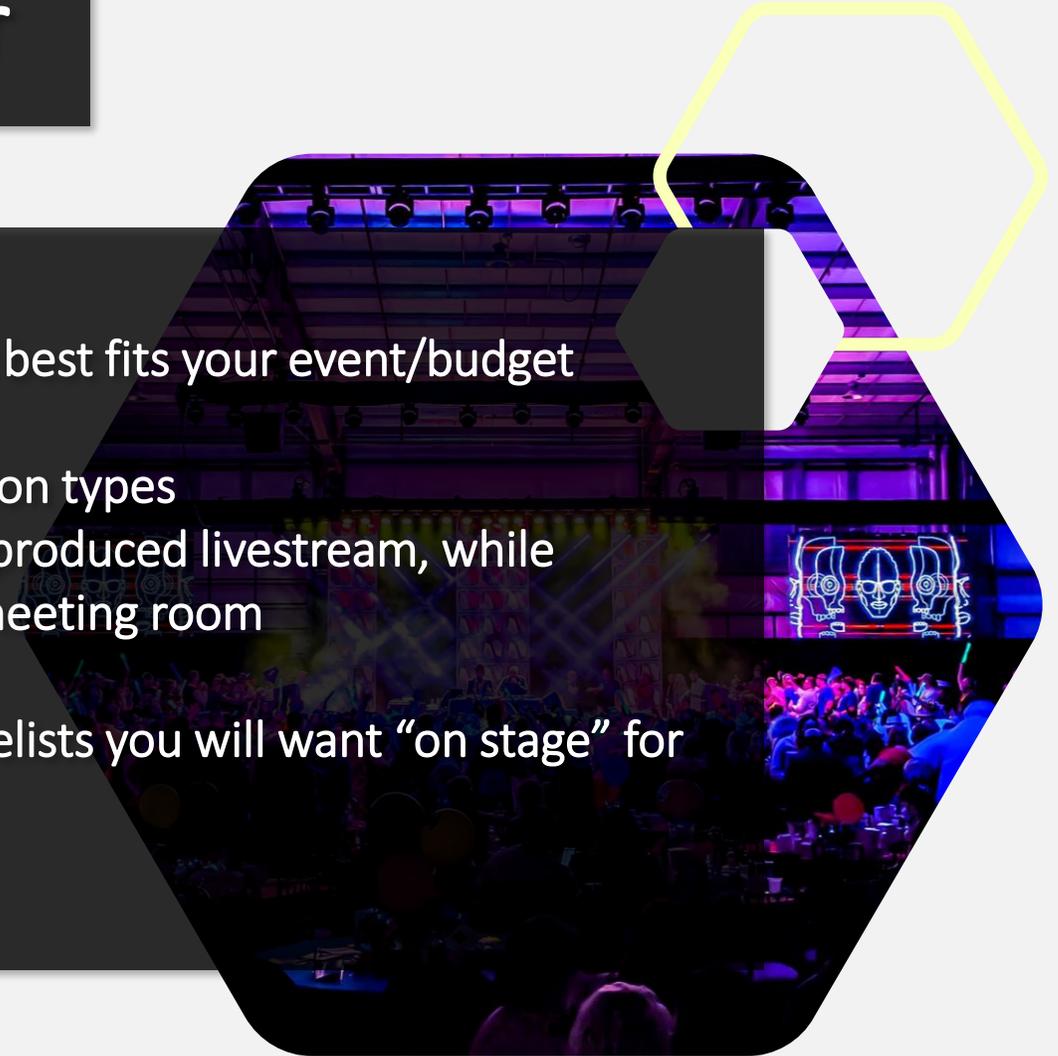
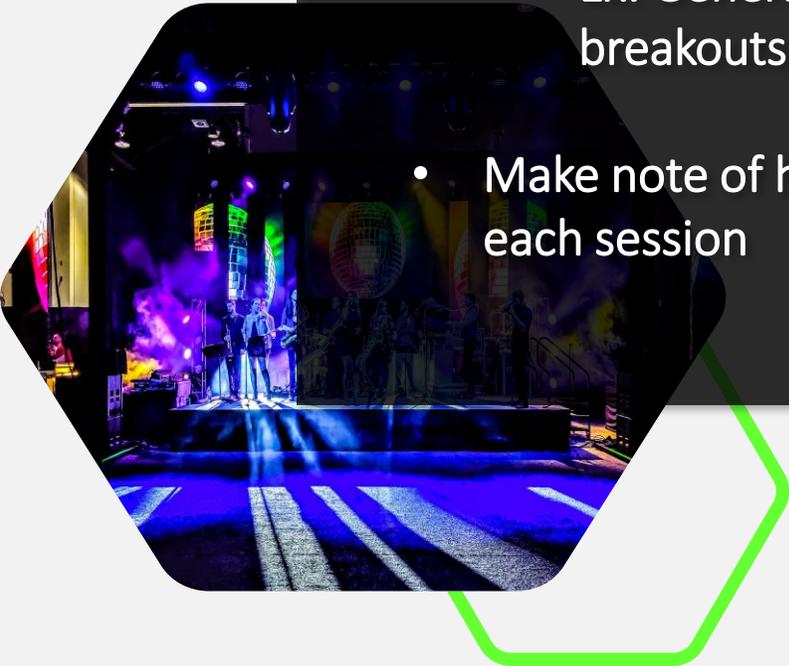
- **Production**

- Decide level and type of production that best fits your event/budget

- Most Virtual Events have mix of production types

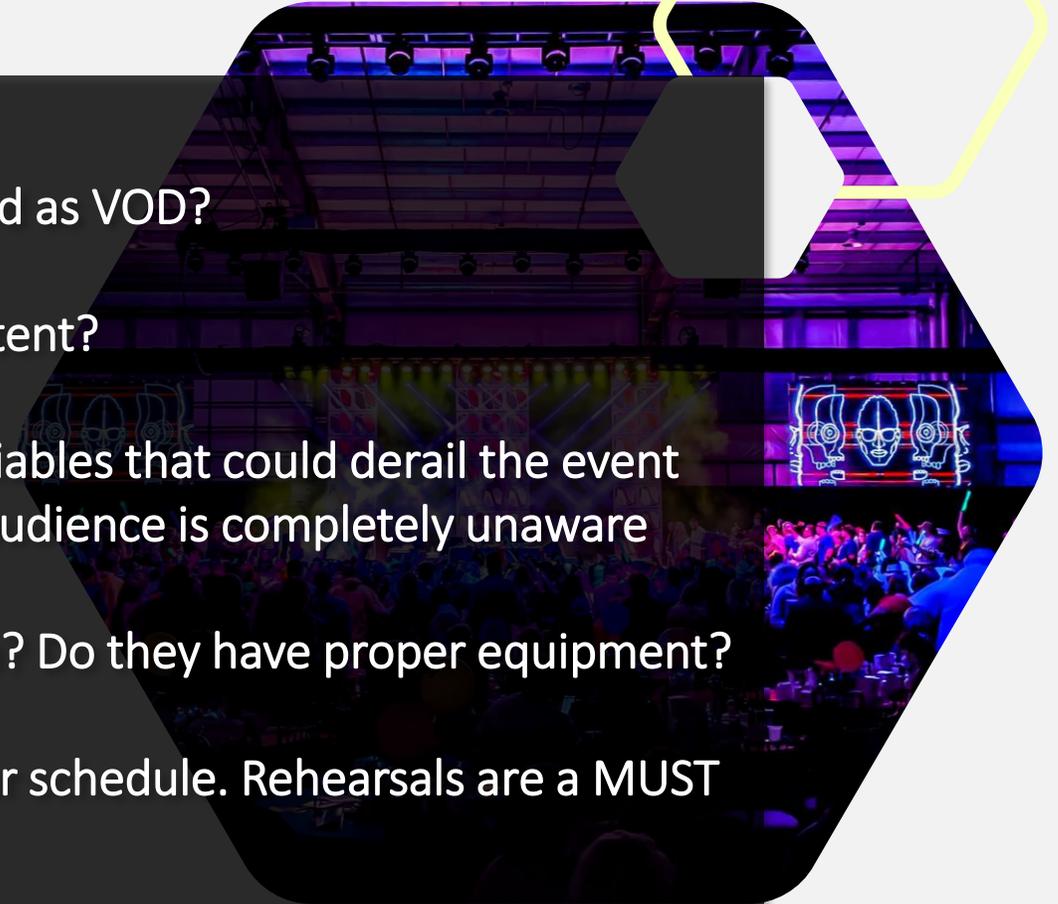
- Ex: General Session done via highly produced livestream, while breakouts are done via interactive meeting room

- Make note of how many presenters/panelists you will want “on stage” for each session



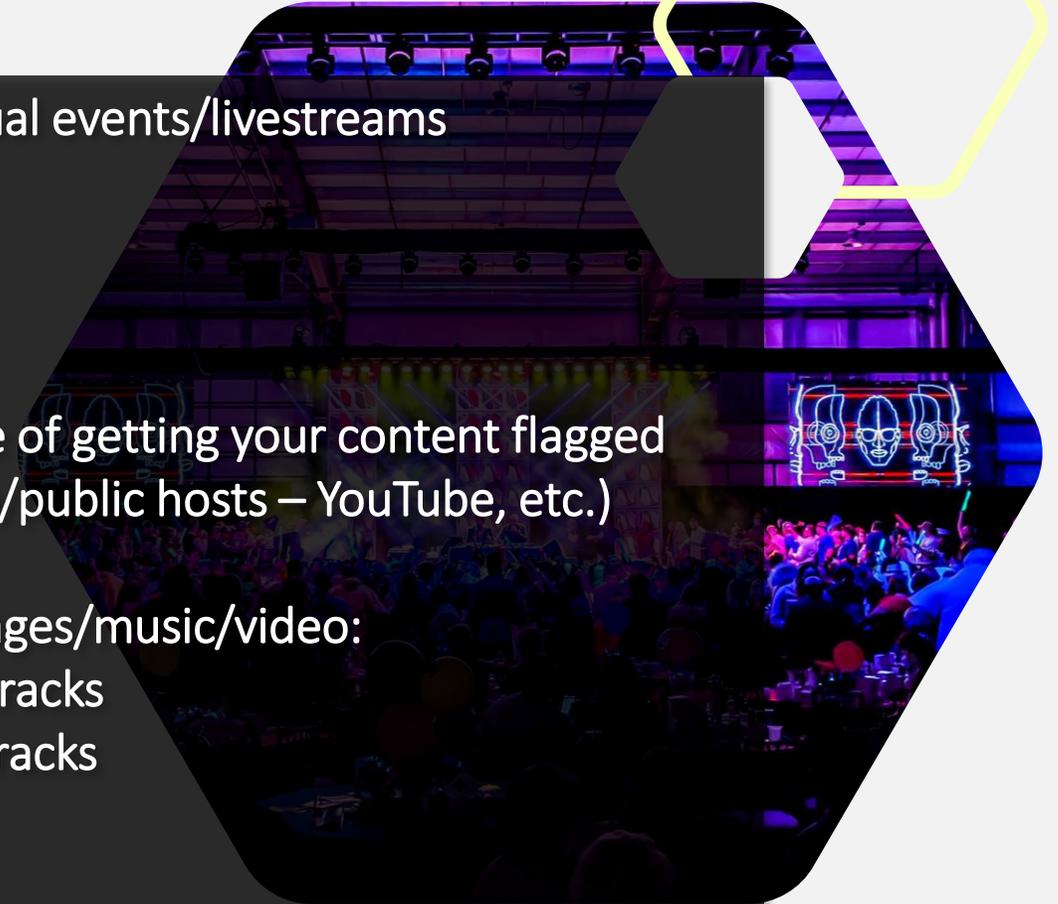
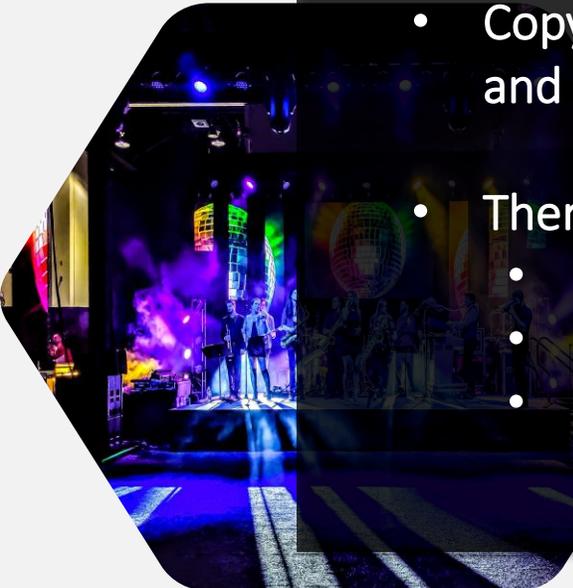
Recap: Things to consider

- Production (continued)
 - Do any/all sessions need recorded/hosted as VOD?
 - Are we mixing live and pre recorded content?
 - Pre recording is not bad – it removes variables that could derail the event and can be presented in a way that the audience is completely unaware
 - Is everyone going to present via webcam? Do they have proper equipment?
 - Rehearsal/test days! Build these into your schedule. Rehearsals are a **MUST** for Virtual Events



Warning about copyrighted content

- Do NOT use copyrighted content on virtual events/livestreams
 - Audio
 - Images
 - Video
- Copyrighted audio has a very real chance of getting your content flagged and possibly removed (especially on free/public hosts – YouTube, etc.)
- There are sites that offer royalty free images/music/video:
 - Audiojungle.net – music and audio tracks
 - Pond5.com – music, images, video tracks
 - Vectorstock.com – vector images

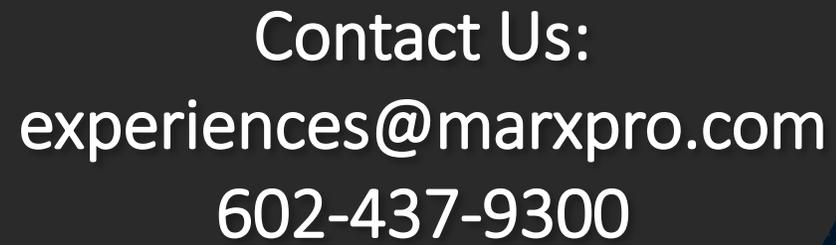




MARX
PRODUCTIONS INC



Thank you!



Contact Us:
experiences@marxpro.com
602-437-9300

